GOOGLE @ UCONN

http://g.uconn.edu/ 6 core services
(Gmail, Calendar, Drive, Hangouts, Sites, Groups)

G Suite Applications

G Suite is a cloud-hosted service that includes access to productivity and collaboration applications that are available to faculty, staff, and students.
GOOGLE SEARCH

Number of explicit core search queries powered by search engines in the United States as of April 2019 (in billions)

U.S. search engines ranked by number of core searches 2008-2019

https://www.statista.com/study/11677/google-statista-dossier/
GOOGLE SEARCH

Distribution of total and mobile organic search visits in the United States as of 2nd quarter 2019, by engine

U.S. total & mobile organic search visits 2019, by engine

Note: United States: Q2 2019; mobile = smartphones and tablets combined
Further information regarding this statistic can be found on page 120
Source(s): Merkle, ID 635554

https://www.statista.com/study/11677/google-statista-dossier/
HOW GOOGLE WORKS

Crawling and indexing

Search algorithms

User responses

http://s.uconn.edu/googlechart

https://www.google.com/search/howsearchworks/
HOW GOOGLE WORKS

- Every word matters, frequency of words matter
- Google suggests keywords (including spelling)
- Google uses synonyms and looks for similar words
- Word order matters
- Proximity of words matters, phrases
- PageRank (its first algorithm: webpages with many incoming links are higher and Authority
- Localization, Ads, History influence results
- 200+ ranking signals and factors
- RankBrain: artificial intelligence - Machine learning
- Google ignores most punctuation and stems automatically (exceptions- @ for social media, # for twitter)
GOOGLE RESULTS

1. Top: search, voice, apps
2. Filters & Settings
3. Search Results & Ads
4. Bottom: Location & Feedback

https://support.google.com/websearch/answer/35891?hl=en&ref_topic=3081620
GOOGLE RESULTS: ADS

1. Sallie Mae® Student Loans - Fixed Or Variable Rates - salliemae.com
   - Offers Competitive Interest Rate Options. Apply In About 15 Minutes!
   - Services: Costnber Release, Grace Periods, College Planning Tools, Fixed Or Variable Rates

2. Discover® Student Loans - Apply in Minutes - discover.com
   - Great Rates and Zero Fees from a Trusted Lender. Apply Now!
   - Rewards for good grades - 24/7 Customer Service
   - Types: Undergraduate Loans, Graduate Loans, MBA Loans, Health Professions Loan, Law Loans, Bar E...
   - College Loans 101 - Easy Application Process - Undergrad Private Loan - Zero Fees Required

3. Student Loans - Get Estimated Rate in 2 Mins - earnest.com
   - Earnest Clients Save $21,810 on Avg. with Customized Payment Plans
   - Flexible payments - Save on average $21,810 - Radical flexibility - Private & federal loans

4. Wells Fargo Student Loans - Cover Tuition Room & Board
   - Students Make No Payments While In School. Apply In Minutes!
   - Cover College Expenses - Ready To Apply? - Explore Financing Options - Assess Your Needs

5. StudentLoans.gov
   - Image of students graduating college. Log in to StudentLoans.gov with your verified FSA ID. LOG IN.
   - Create an FSA ID Natural Disasters. Find out your student loan repayment options here. Undergraduate Students, Graduate/Professional Students, Parent Borrowers. Repayment & Consolidation. The first step in getting...
- Uncheck “Allow some non-intrusive advertising”
GOOGLE RESULTS: TOOLS

Tools:
Any time →
All Results →
Location (auto detected)
*Featured Snippet Blocks
*Knowledge Graphs
GOOGLE RESULTS: MORE

*Green arrow:* Cached, Similar (Related:)

*Settings:* Search Settings, Languages, Turn on SafeSearch, Advanced Search, History, Search help

*Searches related to ....* Scroll to the bottom of screen

Searches related to british home children

- tvd british home children
- british home child group international
- forgotten: canada's british home children
- the home children: their personal stories
- british home children ships
- home child book
- national british home child day
- british home children facebook
ADVANCED SEARCH

• Below the Search box: Settings and Tools

• Advanced Search
  Lower right of Google Homepage or Settings after a search

http://www.google.com/advanced_search
ADVANCED SEARCH

http://www.google.com/advanced_search

Advanced Search

Find pages with...
- all these words: climate change
- this exact word or phrase: 
- any of these words: 
- none of these words: 
- numbers ranging from: to 

Then narrow your results by...
- language: any language
- region: any region
- last update: anytime
- site or domain: 
- terms appearing: anywhere in the page
- SafeSearch: Show most relevant results
- file type: any format
- usage rights: not filtered by license

Advanced Search
THE GOOGLE MENU
(UCONN ACCOUNT)

- Account, Search, Google+, GMail, News, Calendar, Docs, Drive, Sheets, Slides, Sites, Groups, Contacts, Meet, Chat

- More… YouTube, Maps, Photos, Vault, Hangouts, Forms, Keep, Cloud Search, Earth, Collections, Jamboard, Classroom, Cloud Print
GOOGLE SEARCH

• Google Scholar
• Google Books (including Magazines)
• Google Images
• Google News
• Google Video (including YouTube)
• Google Search with Tips
Google Scholar

- Search scholarly journals, articles, conference papers, theses, preprints, reports, books and patents

or

- Search Case law: court opinions
GOOGLE SCHOLAR

• **Locate** the complete paper through your library or on the web and where paper is cited

• **Links to items in library databases** when connected using library network or **Scholar Settings** have been set

• **Google Scholar Alerts** to receive updates on a topic, author or publication
GOOGLE SCHOLAR: SETTINGS

Optional: RefWorks and Results per page
• Edit **LIBRARY LINKS**: Type UCONN and search. Select **UConn – UConn Full Text** and SAVE.

• “To retain settings, you must turn on cookies” or Login to your account.
GOOGLE SCHOLAR

Advanced search options

- My profile
- My library
- Alerts
- Metrics

Advanced search

Find articles
with all of the words
with the exact phrase
with at least one of the words
without the words
where my words occur
- anywhere in the article
- in the title of the article

Return articles authored by
- e.g., "PJ Hayes" or McCarthy

Return articles published in
- e.g., J Biol Chem or Nature

Return articles dated between
- e.g., 1996
GOOGLE SCHOLAR: FILTERS/ALERTS

- Filter your search results by time
- Sort by relevance or date
- Uncheck to remove patents or citations

*Google Scholar Alerts are maintained separately from alerts.google.com
GOOGLE SCHOLAR: CITATION

- Article Title
- **Authors** *(Note underlined names ➔ Google Scholar Profile)*
- Source (domain name or publication name for item)
- Snippet
- Publication name and year (Where and when it was published)
- **Cited by** *(What other articles cited it)*
- Related articles (more articles on similar topic)
- Versions (other copies of the article)
- >> HelpMeGetit to request a copy using ILLiad service
- Library Search: links to a record for the book in worldcat.org
- Cite: double quotes or Import into RefWorks (if setup in settings)
  Star: to save citation to My Library
GOOGLE SCHOLAR PROFILE

- Underlined authors have google scholar profiles.
- Click on the name to see other publications by cited by numbers or by year.
- Follow a scholar to receive updates on new articles, citations or related articles.
Google Scholar: Features

- **My Library**: starred items
- **Add Labels** to My Library items
- “Search within citing articles”
- Export from GScholar My Library to RefWorks
REFWORKS DEMO

Refworks.uconn.edu
GOOGLE BOOKS

• Search the full text of books to find ones that interest you and learn where to buy or borrow them. Site includes some magazine backfiles

• Google partnered with research libraries and publishers to make digital copies of their collections and allow the text of those digital copies to be searched online
GOOGLE BOOKS

- Full page views (pre 1923)
- Limited views/Previews
- Snippets
- Links to reviews
- Get this book in print → Links to Find in A Library
- My Library [for personal Google account holders]
GOOGLE BOOKS

The Family Tree Guide to DNA Testing and Genetic Genealogy
By Blaine Bettinger

Guide to DNA Testing and Genetic Genealogy
SECOND EDITION

BUY EBOOK - $14.99

Get this book in print ▼

0 Reviews
Write review

DNA Testing and Genetic Genealogy

Penguin.com
Amazon.com
Barnes&Noble.com - $14.99
Books-A-Million
IndieBound

Find in a library
All sellers »

genetic genealogy

About this book
My library
My History
Books on Google Play
Terms of Service
GOOGLE BOOKS

• EPUB - lightweight text-based digital book format, text to automatically conform (or "reflow") to smaller screens.

• EPUB - free, open standard supported by many digital reading devices

• PDF
**GOOGLE BOOKS: MAGAZINES**


*Read books & magazines*

1. Go to Google Books.
   - To search with filters, do an advanced search.
3. Click a title. You’ll see basic information and some or all of the book.
GOOGLE BOOKS: MAGAZINES

- Search within an issue
- Search all issues
- View all magazines
- Browse all issues
GOOGLE BOOKS


https://books.google.com/ngrams

Google Books Ngram Viewer

Graph these comma-separated phrases: vanderbilt,rockefeller,carnegie

between 1800 and 2000 from the corpus English with smoothing of 5. Search lots of books
GOOGLE IMAGES

- Google searches for images by the file extensions, text around the image, the image caption and more.
- Drag and Drop into the search box

- **Tools** → size, color, usage rights, type, time, more (show sizes).
- **Settings** → Advanced Search page to refine your search by region, site and more.
GOOGLE IMAGES

Reverse Image Search

Flood of 1955 - The Beardsley Library
beardsleylibrary.org
Sites for reusable images: flickr.com, pixabay.com, unsplash.com
GOOGLE NEWS

• Search and browse news sources from around the world. Updated continuously.

• Left: **Sections**: Top Stories, US World, Business, Technology, Entertainment, Sports, Science, Health

• Left: Language and Region, Settings

• Custom: For You, Favorites, Local Stories, (based on your selections),

• Right: Weather, Fact Check, Spotlight, In the News
GOOGLE NEWS

Schiff Says Ukraine Call Could Justify Impeachment: “We May Have Crossed the Rubicon”
Slate · Yesterday

- Pelosi hints at Trump impeachment if president blocks whistleblower report from reaching Congress
Daily Mail · Yesterday

Click on arrow on the right of a story and View full coverage to see more stories on the same subject
GOOGLE VIDEOS

http://video.google.com

Google search results for "danah boyd social media" showing filters for "Any duration", "Any time", "Any quality", "All videos", and "Any source".
Filter options to refine the search results
Sign in to use Subscriptions, Trending, Library (Watch later, history)
GOOGLE MAPS

Google Street View & Time Travel
GOOGLE SEARCH TIPS
“USE QUOTES”
“QUOTES”

• Use quotes to find phrase
• Use quotes for single words for force an exact match
• Use double quotes for exact words within a phrase “keyword “keyword””
MINUS SIGN [ - ]

• Use – to **exclude** matches from a page or a website

  laptop – apple - mac
OR | (CASE SENSITIVE)

OR (caps only) = | (pipe)
Finds web pages with either keyword

boating OR yachting
WILDCARDS *

• Use * as a Wildcard for whole words

  Three * mice
NUMBER RANGE

• Number range searches for results containing numbers in a given range
• Add two numbers, separated by two periods, with no spaces, into the search box along with your search terms
• Option: 50.. mpg (finds items greater than 50)

Waterbury brass industry 1800..1850
SITE:

- **site**: use with a web address, website type, domain code, country code
- .com, .gov, .edu, .org, .mil, .aero, .biz, .coop, .info, .museum, .name, .net, or .pro

*Textbook costs site:gov*

*“triangle shirtwaist fire” site:edu*

*poverty site:gov OR site:gov.ca*
“dual enrollment” connecticut filetype:pdf
full day kindergarten filetype:pdf site:ct.gov
RELATED:

- **related**: finds webpages that are similar to others

**related:** bing.com

- **Yahoo**
  https://www.yahoo.com
  News, email and search are just the beginning. Discover more every day. Find your yodel.

- **DuckDuckGo — Privacy, simplified.**
  https://duckduckgo.com
  The internet privacy company that empowers you to seamlessly take control of your personal information online, without any tradeoffs.

- **Yahoo Search - Web Search**
  https://search.yahoo.com
  The search engine that helps you find exactly what you're looking for. Find the most relevant information, video, images, and answers from all across the Web.

- **Google**
  https://www.google.com
  Settings Your data in Search How Search works Help Send feedback. Allimages · Account · Assistant · Search · Maps · YouTube · Play · News · Gmail · Contacts.

- **Wolfram|Alpha: Computational Intelligence**
  https://www.wolframalpha.com
  Compute answers using Wolfram's breakthrough technology & knowledgebase, relied on by millions of students & professionals. For math, science, nutrition, ...
INTITLE:/ INURL:/ INTEXT:

intitle: allintitle:
inurl: allinurl:
intext: allintext:
inanchor:

Causes Of The Civil War | History Detectives | PBS
www.pbs.org/opb/historydetectives/feature/causes-of-the-civil-war/
A common explanation is that the Civil War was fought over the moral issue of slavery. In fact, it was the economics of slavery and political control of that system that was central to the conflict.

Causes of the Civil War - Ducksters
https://www.ducksters.com/history/civil_war/causes_of_the_civil_war.php
Causes of the Civil War. Industry vs. Farming. States' Rights. The idea of states' rights was not new to the Civil War. Expansion. As the United States continued to expand westward, each new state added to the country shifted the power between the North and the South. Slavery. Bleeding Kansas. Abraham Lincoln. ...
Quiz · Border States · Interesting Facts about the ...

Causes Of The Civil War | HistoryNet
https://www.historynet.com/causes-of-the-civil-war
The Events That Caused The American Civil War Causes Of The Civil War Summary States' Rights The Missouri Compromise The Dred Scott Decision The.
States' Rights · Missouri Compromise · Dred Scott · Abraham Lincoln's Election
CACHE:

- **cache**: finds a copy of the webpage when it was last indexed by Google

```cache:propublica.org```

**Note**: click on green down to view cached
SYMBOLS: @, #

#climatechange

#climatechange on Twitter
https://twitter.com/hashtag/climatechange

@nasa

NASA (@NASA) · Twitter
https://twitter.com/NASA
GOOGLE TRANSLATE

- [http://translate.google.com](http://translate.google.com)
- Google provides translations of a variety of non-English web pages
- 100+ languages supported by Google's translation service
Google Calculator/Timer

- + - * /
- ^ exponentiation (raise to a power of) $8^2$
- % of 20% of 100
- Set timer for 30 minutes
R.I.P. : DISCONTINUED

**link:** to find sites pointing to a specific url

+ **plus:** symbol in front of keywords no longer requires an exact match (still works in Scholar)

~ **tilde** for searching synonyms. Google does this automatically now

**Info:** for finding information about a website
OTHER SEARCH TOOLS

Bing.com
Duckduckgo.com
Millionshort.com
Wolframalpha.com
Yahoo.com
Dogpile.com

More Google:
Google Trends: https://trends.google.com/
Google Arts and Culture: https://artsandculture.google.com/
Includes unpublished photos from Life Magazine
Google Public Data Explorer: https://www.google.com/publicdata/
Google My Activity: Settings→ History https://myactivity.google.com/
Google Search Alternative's Traffic Boom
Average daily direct search queries on duckduckgo.com (in October)

https://www-statista-com.ezproxy.lib.uconn.edu/chart/15770/duckduckgo-search-queries/
### Advanced

<table>
<thead>
<tr>
<th>What you can do with it</th>
<th>Google this</th>
</tr>
</thead>
<tbody>
<tr>
<td>site:</td>
<td>site:www.stanford.edu</td>
</tr>
<tr>
<td>filetype:</td>
<td>filetype:PDF</td>
</tr>
<tr>
<td>define:</td>
<td>define:audacity</td>
</tr>
<tr>
<td>intitle:</td>
<td>intitle:inspirational</td>
</tr>
<tr>
<td>.</td>
<td>presidents 1800..1900</td>
</tr>
<tr>
<td>word * word</td>
<td>creative * writing</td>
</tr>
<tr>
<td>-word</td>
<td>homer -simpson</td>
</tr>
<tr>
<td>&quot;word&quot;</td>
<td>&quot;peace&quot; &quot;freedom&quot;</td>
</tr>
<tr>
<td>&quot;set of words&quot;</td>
<td>&quot;I have a dream&quot;</td>
</tr>
</tbody>
</table>

### Calculator

<table>
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<tr>
<th>What you can do with it</th>
<th>Google this</th>
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</thead>
<tbody>
<tr>
<td>+ - * /</td>
<td>12+68</td>
</tr>
<tr>
<td>% of</td>
<td>12% of 68</td>
</tr>
<tr>
<td>cos( ) sin( )</td>
<td>cos(68)</td>
</tr>
<tr>
<td>km to miles</td>
<td>100 km to miles</td>
</tr>
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</table>

### Info

<table>
<thead>
<tr>
<th>What you can do with it</th>
<th>Google this</th>
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</thead>
<tbody>
<tr>
<td>weather</td>
<td>weather honolulu</td>
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<tr>
<td>movies</td>
<td>movies 94043</td>
</tr>
<tr>
<td>flight status</td>
<td>HA 124</td>
</tr>
</tbody>
</table>
REFERENCES


Search Research: http://searchresearch1.blogspot.com/
A blog about search, search skills, teaching search, learning how to search, learning how to use Google effectively, learning how to do research. It also covers a good deal of sensemaking and information foraging.

Google Search Education: https://www.google.com/insidesearch/searcheducation


Google Blog: https://www.blog.google/ and its products

Google New Initiative: https://newsinitiative.withgoogle.com/training/

Revised September 2019
Sheila A Lafferty
Sheila.Lafferty@uconn.edu