Advanced Google
Business Essentials Jr. Seminar, Susan Klopper

Don’t limit your searches to just a few keywords. Try the following tips and advanced features to improve the odds of getting good results.

**PHRASES** (""") – Place phrases in quotes.
EXAMPLE: “private equity”

**MUST HAVE (+)** – Place + directly before a word or phrase to insure that your exact keywords appear.
EXAMPLES:
+unemployment
+”stock options”

**SYNONYMS (~)** – Place ~ in front of search terms to retrieve words with similar meaning.
EXAMPLES:
~energy – retrieves energy, oil, gas
~environment – retrieves green, climate, nature, carbon, earth

**SITE SEARCHES** - Think about where information “lives” and target specific URLs, organizations or domains.

*site:* For example, census data comes from .gov web sites; look for academic information in .edu domains and association industry facts in .org.

**EXAMPLES:**
~unemployment ~statistics site:gov
~”global warming” site:org

*inurl:* keyword occurs anywhere in the URL; very useful when you know the web site you want to search but do not know the exact URL.

**EXAMPLE:**
~unemployment California inurl:bls – retrieves California unemployment information from the Bureau of Labor Statistics web site or other sites posting BLS content.

More applications for inurl:
- Search blogs (inurl:blogs)
- Search forum discussions (inurl:forum)
- Search video (inurl:youtube; inurl:video)

**AVOIDING CERTAIN URLS (-)**
You can exclude specific sites from your search results.
**EXAMPLE:** “global warming” inurl:wikipedia - will return results from any web sites except wikipedia
FILE TYPES (filetype:) – Think creatively about the format in which certain information might be found and build that into your search strategy. For example, financial data is often found in .xls or .cvs; presentations in .ppt; whitepapers in .pdf. You can also search for: doc, rtf.

NUMBER RANGES (..) – search for a range of numbers or dates by placing .. between the digits
EXAMPLES:
~asia "global warming" ~impact ~health 2005..2007
..31 - searches for numbers/dates less than 31
31.. - searches for numbers/dates greater than 31.

Google Scholar
- Includes: peer-reviewed papers, books, theses, abstracts, some popular sources.
- Order in which results are returned:
  - Ranked by number of times cited
    - Use Sort by Date to change sorting/display order
- Advanced search features
  - Advanced Scholar Search template – additionally allows you to limit search by Publication Name and Publication Date, neither of which you can do as precisely using the advanced search features in the basic search box
  - Click pull down arrow at end of search box to display template
- Click Full Text@Emory links next to title to access documents from Emory’s libraries

Should I use Google Scholar?
Can be useful for “dipping” into some of the more scholarly databases and beginning to gather articles and determine sources. However, it is not a substitute for searching specific eresources, such as Econlit, Business Source Complete, Factiva, etc. Think of it as the difference between skimming the surface for a superficial look and driving beneath the surface for deeper and richer insights.

Filter Bubble
Search results in which Google’s algorithm selectively guesses what information a user would like to see based on information gathered about that user – such as past click behavior, search history, location, etc.
- Using Advanced Google search functionality is very effective in “breaking” the algorithm

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