

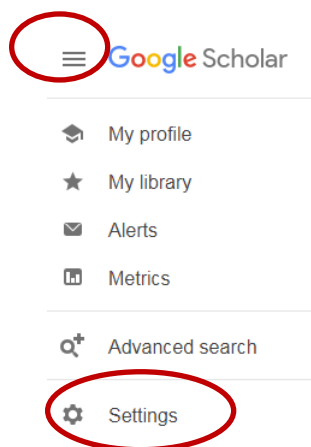
## Google Scholar Search Tips

Google Scholar can be an extremely useful resource for your research, but it is not a substitute for searching your academic journal databases, such as Science Direct, JSTOR, etc. Learn how to maximize the power of this tool but be aware of its limitations, too.

### Setting Preferences

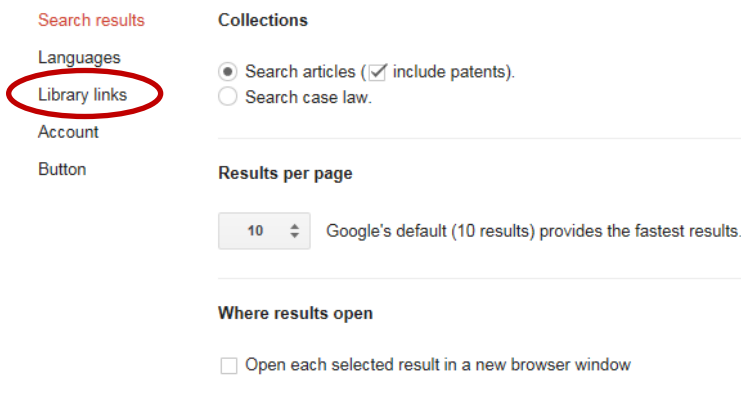
Before searching Google Scholar, customize the **Library Links** setting in order to locate and link directly to articles that are available at Emory – on and off campus.

Click **Settings** on the Google Scholar home page.



Two important links on this page:

- **Library Links**
- **Bibliography Manager**



See Bibliography Manager options

In **Library Links**, if the **Find it @ Emory** check box does not appear, search Emory and check and save this option.

Search results      Show library access links for (choose up to five libraries):

Languages

Library links  
e.g., Harvard

Account

Button

- Open WorldCat Library Search
- Find it @ Emory - Find it @ Emory

Now you will automatically be alerted to the right of returned articles when that title is available via Emory Libraries' databases.

Competing in the age of omnichannel retailing  
E. Brynjolfsson, Y.J. Hu... - MIT Sloan Management ... 2013 - search.proquest.com  
... Mobile technology is well on its way to changing consumer behavior and expectations. ... As John Donahoe, CEO of eBay, has observed: Mobile is bringing the Internet to you seven days a week, 24 hours a day, on your time, at your ... Similarly, apps from retailers such as Wal-Mart, ...  
Cited by 90 Related articles All 3 versions Web of Science: 12 Cite Save More

[Find it @ Emory](#)

**Web of Science**-links you to Cited By page within WoS; more authoritative option than GS's "Cited by" link

**Cite**-Copy/paste formatted citation (APA, Chicago, etc. or import into a bibliography manager (EndNote, etc.)

**Save** – must be logged into Gmail account

## Advanced Searching & Alerts

Gather more precise results and set up custom alerts delivered directly to your email. Create alerts based on keywords, authors, specific journal articles/table of contents, citing articles, etc.

Click **Advanced Search** on Google Scholar's home page.

Google Scholar

- My profile
- My library
- Alerts
- Metrics
- Advanced search**
- Settings



Use the **Advanced Search template** to filter your searches by keywords, author, publication, title, and date.

**Find articles**with **all** of the wordswith 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

## Creating Alerts for Keyword Searches:

- Click **Create Alert** in the left hand menu of the search results page **OR**
- Click **Alerts** on Google Scholar's home page, then enter your search keywords and email address.

Articles [\[PDF\] ... and Factors Affecting Sunlight Exposure of Infants Among Mothers Attending Governmental Health Facilities in Debre Markos Town, East Gojjam, Ethiopia, ...](#)  
A Abate, R Murugan, T Gualu - American Journal of Nursing, 2016 - researchgate.net  
... And it was modified according to **Ethiopian** context. ... of **Infants** Among Mothers Attending Governmental Health Facilities in Debre Markos Town, East Gojjam, **Ethiopia**, 2015 ... [7] Johnston RV, Anderson JN, Prentice C. Is sunlight an effective **treatment** for **infants** with **jaundice**? ...  
[Related articles](#) [Cite](#) [Save](#) [More](#)

Case law

My library

Any time

Since 2016

Since 2015

Since 2012

Custom range...

Sort by relevance

Sort by date

include patents

include citations

**Create alert**

[\[PDF\] Women's Perceptions about Pregnancy and Childbirth and Their Perceived Maternal and Newborn Health Problems in Tigray District, Ethiopia](#)  
KS Bang, L Lee, SM Chae, HG Debeb... - J Preg Child ... , 2015 - researchgate.net  
... during the first 7 days after birth, more than half of the women did not consider **jaundice** (n=580 ... This could stem from the small average size of **infants** in **Ethiopia**. ... information on the association between a **newborn's** birth weight and health should be provided to **Ethiopian** women ...  
[Related articles](#) [All 2 versions](#) [Cite](#) [Save](#) [More](#)

[Community-related factors militating against effective management of neonatal jaundice in resource-limited settings](#)  
OB Ogunfowora - Nigerian Medical Practitioner, 2016 - ajol.info  
... with high rates of out-of-hospital delivery, many affected **babies** often reach the ... development of national guidelines for the management of neonatal **jaundice**, and the ... objective of strengthening the health system to appropriately manage **newborn infants** with hyperbilirubinaemia ...  
[Cite](#) [Save](#) [More](#)

**OR**




 My profile

 My library

 **Alerts**

 Metrics

 Advanced search

 Settings

Create alert

Alert query:  ×  
Articles excluding patents

Email:

Number of results:  ↕

## Other examples of Alerts

- **Articles written by a specific author:**
  - Type: **author:**"j rosensweig" OR **author:**"jeff rosensweig" OR "ja rosensweig"
- **Articles/TOC from a particular journal:**
  - Type: "journal of marketing"
- **Articles citing a specific article:**
  - Recommend using the Advanced Searching template
  - Select: in the title of the article
  - **With all of the words:** type the complete article title.
  - **Return articles published in:** type the complete journal name, e.g. "journal of cost accounting"
  - Run the search.
  - Click the **Cited by** link for your article.
  - Click the **Citation Alert** icon/link on the left of the returned cited by articles results page.
- **To be notified when one of your articles/publications is cited:**
  - Click **My Citations** at the top of the Google Scholar page.
  - Log into Google and fill out the template.
  - The default My Citations is private; Google recommends clicking the "make my profile public box.
  - Click Follow, check the "follow new articles" box and click Create Alert.

## Learn More About Creating Google Scholar Citations:

<http://scholar.google.com/intl/en/scholar/citations.html>

Google Scholar Citations provide a simple way for authors to keep track of citations to their articles. You can check who is citing your publications, graph citations over time, and compute several citation metrics. You can also make your profile public, so that it may appear in Google Scholar results when people search for your name, e.g., [richard feynman](#).

It's quick to set up and simple to maintain. You can add groups of related articles, not just one article at a time, and your citation metrics are computed and updated automatically as Google Scholar finds new citations to your work on the web. You can choose to have your list of articles updated automatically or review the updates yourself.

*Be aware of disadvantages using Google Scholar for your citation analysis. Google Scholar is not a pure repository of peer-reviewed journal articles and cites; it contains a lot of content that would not be considered authoritative for tenure promotion analysis.*

