



USING GOOGLE: STRATEGIES FOR SEARCHING THE WEB

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INTRODUCTION TO GOOGLE

If you don't already know the address of a web page, you can use search engines like Google to locate Web pages by topic. There are perhaps hundreds of search engines each with strengths and weaknesses. Many search engines use common search commands that will help you create a more specific search (be aware that occasionally a search engine will require alternative or unfamiliar commands). The following can be applied to the Google search engine. Hopefully, the exercises accompanying this guide will help you learn to search more effectively using a major search engine.

Using Google

GOOGLE (<http://www.google.com>) is a top choice for Web searchers because of its large database of Web material. Google makes heavy use of link analysis as a primary way to rank pages in its database. This can be especially helpful in finding good sites in response to general searches such as "cars" and "travel" because users across the web have in essence voted for good sites by linking to them. The system works so well that Google has gained wide-spread praise for its high relevancy. Google is highly recommended as your first research tool to use in finding information on the Web.

Databases and search engines commonly use terms called **operators (and, or, not, etc.)** to assist searchers in locating information. Below is a cheat sheet providing search examples of some of the most common search methods when searching Google.

1. Using Boolean Operators "AND" or "OR"

Search examples:

- By typing in **Indiana basketball**, Google automatically finds pages containing the words **Indiana AND basketball**.
- By typing in **Denver OR Seattle golf**, Google finds pages containing either the word **Denver** or the word **Seattle** with the word **golf**. **The word OR must be capitalized.**

2. Using Plus (+) and Minus (-) Signs to Include or Exclude Common Words, Digits and Single Letters

Google ignores many common words, characters and single letters during a search. By using the plus sign + sign in front of a word, digit or single letter, Google will include the word, digit or letter in the search. **Be sure to include a space before the + sign and previous word.** Use the minus sign (-) before a word that you do not want in your search results. **Be sure to include a space before the minus sign and previous word.**

Search examples:

- (+ sign) By typing in **Star Wars Episode +I**, Google finds pages to this movie title, including the Roman numeral.
- (- sign) By typing in **virus –computer**, Google finds pages with the word **virus** but NOT the word **computer**.

3. Phrase Searching

To search phrases, place all the words inside double quotation marks. By typing in “**computer crimes**,” Google finds pages containing the exact phrase **computer crimes**.

4. Searching Synonyms of Words

To search synonyms of search terms, use the tilde (~) symbol before a word. There is no space between the tilde symbol and the word. By typing in **~food facts**, Google finds pages with the word food and its synonyms: **cooking, nutrition, recipes, etc.** with the word **facts**.

5. Searching Words within the Title of a Page

Search examples:

- (Single word) By typing in **intitle:hoaxes**, Google finds pages with the word **hoaxes** within the title of the page.
- (More than one word) By typing in **allintitle:computer viruses**, Google finds pages with the words **computer viruses** within the title of the page. This functionality is also available from the **Advanced Search** page under **Advanced Web Search > Occurrences**.

6. Searching Words within the Address of a Website

- (Single word) By typing in **inurl:hurricane**, Google finds pages with the word **hurricane** within the address of the website.
- (More than one word) By typing in **allinurl:hurricane katrina**, Google finds pages with the words **hurricane Katrina** within the address of the website. This functionality is also available from the **Advanced Search** page under **Advanced Web Search > Occurrences**.

7. Searching a Specific Website or Domain (Site Search)

This search function gives the searcher the option of searching a topic within a given site or domain.

- (Website search) By typing in **admissions site:www.viu.edu**, Google searches for admissions sites at Vincennes University. Use this if you know the website address you want to search but aren't sure where the information is located within that site.
- (Domain search) By typing in **global warming site:gov**, Google searches gov domains providing information on global warming. This functionality is also available from the **Advanced Search** page under **Advanced Web Search > Domains**.

Be sure to include the word **site** after your topic and before the site's URL or domain abbreviation.

8. Searching for Pages That Link to a Specific Website

By typing in **link:www.ibm.com**, Google searches pages that have linked to that website. This functionality is also available from the **Advanced Search** page under **Page Specific Search > Links**.

9. Searching for Information about Movies

- (Movie title) By typing in **movie:spider man 3**, Google searches for information about the movie *Spider Man 3*, including reviews.
- (Location search) By typing in the location's name **movie:vincennes in** or the location's zip code **movie:47591**, Google searches for movies playing at local theaters, including reviews for each movie in Vincennes.

10. Searching for Music-Related Information

Google offers a music search function where by typing in keywords that describe musicians, songs, albums, etc., the searcher can quickly locate music-related information on their topic.

Search examples:

- **music:korn** – searches for information on the musical group Korn
- **music:korn follow the leader** – searches for information about the album *Follow the Leader* by the musical group Korn

11. Searching for Definitions of Words

Google has a built-in dictionary you can access quickly to search for definitions of terms.

Search example:

define:blog

12. Searching for Weather-Related Information

Google's weather search function allows the searcher to search for current weather information for any locality in the United States.

Search examples:

- **weather honolulu hi** - city name and abbreviation for state
- **weather 94301** – zip code

13. Currency Conversion

Google's currency conversion function allows you to easily convert one currency into another currency.

Search examples:

- **1000 usd in Chilean pesos**
- **500 euros in usd** or **500 euros in us dollars** or **500 euros in us\$**
- **currency of mexico in british pounds**
- **100 canadian dollars in mexican pesos**
- **Russian money in italian money**

14. Performing Basic Math Calculations

The following calculator functions are available from the Google search textbox:

- Use the plus sign (+) for addition: **144 + 119**
- Use the minus sign (-) for subtraction: **144 – 119**
- Use the asterisk symbol (*) or the letter x for multiplication: **144 * 119** or **144 x 119**
- Use the slash symbol (/) for division: **144 / 119**
- Use % of for finding percentages: **44% of 119**
- Use ^ for raising a number to a power: **3^5** (3 to the 5th power)

14. Using Google's Local Search

Google's local search allows you to search for local businesses and services in the United States, Canada, and the United Kingdom.

Search examples:

- Computer stores Indianapolis in
- Italian restaurants tucson az

15. Using Advanced Search

Google Advanced Search - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.google.com/advanced_search?hl=en

Google Advanced Search [Advanced Search Tips](#) | [About Google](#)

Find results

with **all** of the words 10 results

with the **exact phrase**

with **at least one** of the words

without the words

Language Return pages written in

Region Search pages located in:

File Format return results of the file format

Date Return web pages first seen in the

Numeric Range Return web pages containing numbers between and

Occurrences Return results where my terms occur

Domain return results from the site or domain
e.g. google.com, .org [More info](#)

Usage Rights Return results that are
[More info](#)

SafeSearch No filtering Filter using [SafeSearch](#)

Page-Specific Search

Similar Find pages similar to the page
e.g. www.google.com/help.html

Links Find pages that link to the page

Topic-Specific Searches

[Google Book Search](#) - Search the full text of books
[New! Google Code Search](#) - Search public source code
[Google Scholar](#) - Search scholarly papers
[Google News archive search](#) - Search historical news

Done

start Spark - libref Google Advanced ... Business Using Googlelev0... 9:33 AM