

Google Guide

[Google](#) is a versatile search engine that caters to both general and specific research needs. It offers a number of legitimate research guides, full-text collections, and other scholarly tools worth exploring.

This guide aims to assist students and researchers in effectively utilising Google to enhance their research endeavours. It provides insights into how Google works and its features, explores search techniques using various operators, and introduces Google Scholar, a web search engine that specifically searches scholarly literature and academic resources.

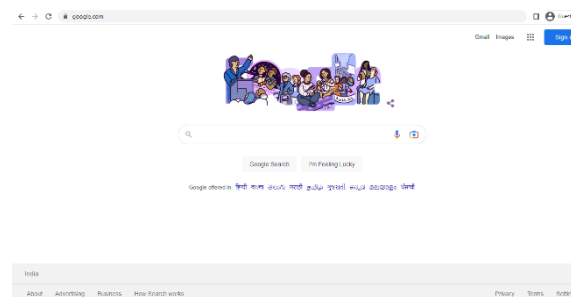
Google Search

Google Search is a powerful search tool that indexes an array of websites and employs complex algorithms to deliver personalised content to its users. These algorithms often result in different outcomes for individuals conducting identical searches with the same keywords.

The sheer volume of information available on the internet makes it a challenge to navigate through it effectively. However, there are strategies that can be employed to optimise the use of Google Search to get relevant and valuable information.

Learn More about Google

To know how Google search works, watch this [short video](#) produced by a Google engineer. This video explains how Google Search functions and what it searches for, offering valuable insights for researchers.



[Community Forums](#) - The Google Search Help Community is a group of expert users who help address people having trouble with a Google search. Ask these friendly experts for help or search through current forums to find solutions to similar difficulties you might be experiencing.

[Search Help](#) - Search through Google Help articles and Community Forums posts to find assistance with search issues you're currently struggling with.

[Refine Web Searches](#) - This page offers keyboard shortcuts for advanced search features in Google Search. These shortcuts enable you to search for specific image sizes, websites with particular domains, and streamlining your research process.

Basic Search Facts and Tips for Better Searches

- Use concise terms to describe your needs effectively.
- Choose descriptive words to enhance accuracy.
- Keep it simple.
- Use the words that are most likely to appear on the page. For example, search for 'headache' instead of 'my head hurts' as that's the term a medical page will use.
- Every word matters as the search engine will consider all the words in the query.
- Generally, punctuation is ignored, including special characters. However, there is a [growing list of punctuations](#) that Google will search in specific cases.
- Searches are case insensitive. A search for 'hindustan times' is the same as a search for 'Hindustan Times'.

Advanced Search

The advanced search page can be helpful if you don't remember all the search operators. Most of the advanced features are supported [here](#).

Under 'Settings' you can also find the option to customise your 'Search Settings', such as changing the number of results displayed on the search results pages, opening links in a new window, and filtering results with 'Safe Search'.

Access Google's Advanced Search by clicking on 'Settings' then 'Advanced Search' on the homepage, or locate the gear icon for the advanced search option.



This is an image of the gear icon used by Google.

[Google](#) users can conduct advanced searches in two ways:

1. By using the search engine's dedicated [Advanced Search](#) page
2. By integrating [Advanced Search Operators](#) into their search.

What can we do with the advanced search?

- Search for a range of numbers, such as weight, price, or years.
For Example: 10–35 lb, \$300–\$500, 2000–2016
- Search for terms that appear in certain parts of the page, such as in the URL, text, or title.
- Filter results by specific file type.
- Narrow down results by region and date last updated.
- Find material that you can reuse.
- Search for resources in specific languages.

Google Images

Google Images is a web-based product by Google for searching for images online. Google Images offers a feature known as reverse image search, which allows users to delve deeper into an image or the objects it contains. With this tool, it is possible to capture a photo of a plant, for instance, and utilise it to conduct a search for related information or find similar images.

There are three simple ways to access Google Images:

- Go to images.google.com or input the search terms for your image search into the default Google search and, on the results page, select Images.
- Select a thumbnail to see a larger version of it inline next to a brief list of information on its source.
- From here, select Visit to navigate to the source web page containing the full image.
- If selecting Visit leads you to the page containing the full image, you can make use of the image in a few ways; right-click (or, on mobile, long-press) the image.
- Select one of the following:

Open image in new tab: Loads a page with only that image, and whose URL you can use to return directly to that image resource.

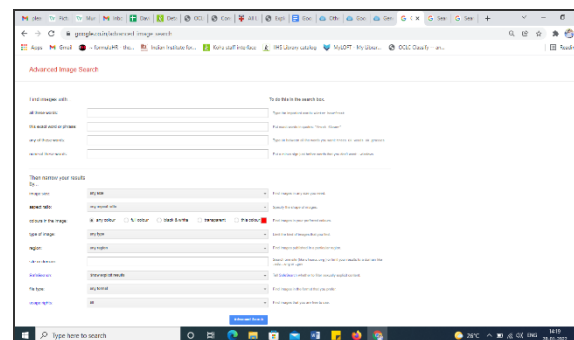
Save image as: Opens your operating system's file download dialog box to allow you to choose where to save the image, and what to name it.

Copy image address: Produces the same direct image URL, except instead of opening URL in a new tab it invisibly saves it to your OS's copy clipboard for you to paste it somewhere else.

Copy image: Copies the image in media format to your clipboard to allow you to paste the image as an image, such as into a word processing document.

Now you have a separate image or link with the isolated image.

You can also [Advanced Image Search](#) option to further filter your search.



Reverse Image Searching

As Google explains in this [video](#), an image that's used for a reverse search is analysed for distinctive points, colours, lines and textures. The query that's generated from this analysis is then compared with billions of possible images that Google is able to access. Should an exact match be found, Google will display this, indicating the different sizes of images it has been able to find. Related images, along with relevant web pages, will also typically be shown. Many photographers use reverse image search to discover whether an image of theirs has been published somewhere online without their authorization.

By employing reverse image search, users can gain a wealth of knowledge about an image or explore similar visuals that may offer additional insights or context. Reverse image search is also a helpful way to trace the source of an image or a photo without attribution. Watch this [video](#) for more details.

Google Books

[Google Books](#) is an index of full-text books and magazines that Google has digitised, with the content provided by publishers, authors, and partnering libraries through various Google programmes. The platform provides access to the full text of books in the public domain and offers previews or snippets for copyrighted materials.

The basic search screen of Google Book Search is similar in design and functionality to Google's web search interface.



Search the full text of books and discover new ones.

Enter keywords related to the book(s) you are searching for such as author, title, subject or ISBN and click on 'Search Books'.

The Advanced Search screen for Google Book Search provides researchers with an easy way to expand or limit search terms, define

the scope of a search, narrow a search to particular fields or select the number of results to be displayed.

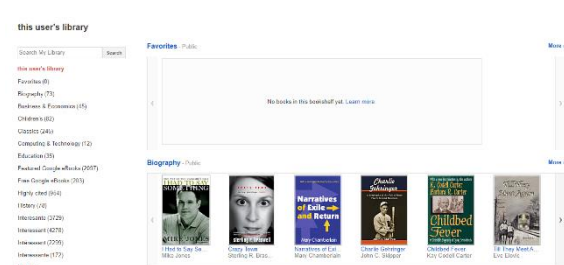
Google Book Shelves

[Sign in](#) with your Google Account to create and manage personal bookshelves, share books with friends, and see what they are reading.

MyLibrary in Google Book Search

Google Books allows you to create your own virtual library.

Using your Google account (to create one, go to: <http://www.google.com/accounts>), you can maintain a personalised library of your Google Book searches. This feature allows you to label, review, rate, and full-text search a customised selection of books. These collections can be accessed online anywhere through your Google account. Once you've built a collection, you can share it with friends by sending them a link to your library. You can even set up RSS feeds to notify your friends about new additions to your collection. For step-by-step instructions on creating, organising, and sharing your personal library, see the [MyLibrary FAQ](#).



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1. Full View: This level grants access to the complete text of books that are no longer protected by copyright. Users can read and explore the entire content of these books.
2. Limited Preview: For books under copyright or with publisher restrictions, the Limited Preview allows users to view a sample portion of the book. This limited preview is made available with the publisher's permission and typically includes a few pages or sections.
3. Snippet View: With Snippet View, users can glimpse small snippets or excerpts of a book, usually consisting of a few sentences at a time.
4. No Preview: For certain books, there may be no preview available, and users will only be able to access basic information about the book such as the title, author, and publication details.

Google's Hidden Library of eBooks, Magazines and Newspapers

eBooks

In addition to the eBooks they sell, Google has over a million free Google Play Books from the public domain. Choose from a diverse collection of public domain titles -- from well-known classics to obscure gems. Many are available to download in EPUB and/or PDF format.

Magazines

You can get full text magazines from Google's archive, including titles like *Life* which are no longer published and *Popular Science* which

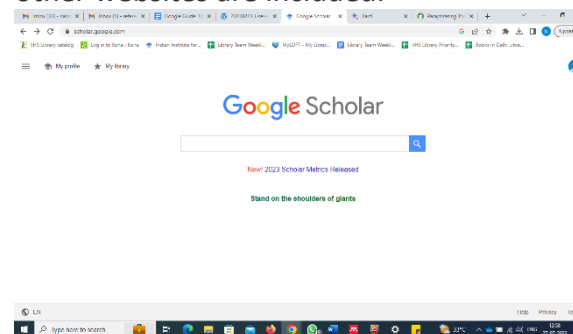
have been around for over 100 years and continue to be published. Titles are limited.

Newspapers

Google has worked with newspapers to digitise materials via the News Archive Partner Program. The date to which these newspapers go back varies by newspaper, but many go back to the mid-19th century, and some even earlier. Titles are limited.

Google Scholar

[Google Scholar](#) is a free online search tool that indexes scholarly literature's complete texts or metadata from a variety of publishing types and subject areas. Peer-reviewed articles, theses, books, abstracts, and court decisions from academic publishers, trade associations, online archives, institutions of higher learning, and other websites are included.



Some features of Google Scholar are:

1. It indexes a wide range of scholarly publications, including articles, books, theses, dissertations, conference papers.
2. It allows you to explore the connections between different works of scholarship.

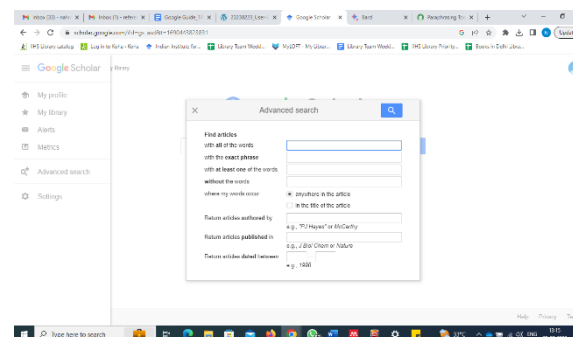
3. It locates the complete document through the library or on the web. It helps to find the full text of scholarly articles, even if they are not freely available online.
4. It allows users to set alerts to be notified when new papers are published in accordance with the set preferences.
5. It creates a public author profile where one can showcase the work and keep track of the impact.

Basic Search

The [basic search](#) is a simple way to search for scholarly literature. To perform a basic search, simply enter a search term or phrase into the search bar. Google Scholar will return a list of results, ranked by relevance. The results include the title of the document, the author, the publication date, the journal or book in which the document was published, and the number of times the document has been cited by other scholars.

Advance Search

The [advanced search](#) in Google Scholar allows you to filter your results by a variety of criteria including, Publication date, Author, Journal, and searching with exact phrase.



To open the advance search option, click on the three line icon in the upper left corner of the Google Scholar search page. Then click on “Advanced search”.

Google Search Operators

Use quotation marks (" ") to find exact wording.

Search for a phrase by putting it within quotation marks. For example, searching for "biological" will eliminate related words such as ‘biology’ from your search. The quotation marks are equivalent to the ‘this exact word or phrase’ field in Advanced Search.

Use "OR" to get options.

Joining words together with OR will search for the presence of either of the words on a page. For example, you can search for ‘dessert (cookies OR cupcakes)’. Using OR is equivalent to the ‘any of these words’ field in Advanced Search.

Use "site:" to limit your searches to a specific domain or website.

- The 'site:' operator allows you to search for pages within a specific domain (such as .edu or .gov) or within a specific website (such as iihs.co.in). When searching, make sure there is no space between the operator and your term. This operator is equivalent to the 'site or domain' field in Advanced Search.
- The 'intext:' operator allows you to make sure a specific term appears on each page in your search results. For example, 'library building intext:design' will find only pages about library buildings that mention design. No equivalent field exists on the Advanced Search page.

Other useful Google search tips:

- Add "@[name of social media site]" after your search words to get results from a specific platform.
- Use "intitle:" to only get results with your search words in the title.
- Use "related:" before a web address to find results from similar sites.

References

1. Harvard Library. "A Scholar's Guide to Google." Accessed March 2, 2023, <https://guides.library.harvard.edu/googleguide>

2. Illinois Library. "Google for Academic Research." Accessed March 5, 2023, <https://guides.library.illinois.edu/google>
3. Walden University. "Academic guides: Google scholar: Search google scholar." Accessed July 27, 2023, <https://academicguides.waldenu.edu/library/googlescholar/searching>