Advanced Google Searching

Paul B. Barron

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Advanced Web Searching for SLI Educators

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Presentation Objectives

- Review search syntaxes to search for:
  - Terms on a webpage
    - Boolean operators – AND & OR
  - Terms in a specific location on a Web document
    - Title of the webpage
Presentation Objectives

- Webpages from a source (continued)
  - Find results from only k12 school divisions
  - Limit results to a single site; for example, ERIC

- Review use of “double quotation marks” to search for:
  - Multiple search terms as phrases
Presentation Objectives

Prove that Google does not ...

- ... understand your search query,
- ... return the best results, and
- ... specifically, does not return the best result in the first result position.
Testing Google

Run this query in Google.

“scholarly collection” AND articles AND “Zionist history”
Testing Google

About 36,000 results in 0.48 seconds

Jew Watch - References - Scholarly Histories of Jews
www.jewwatch.com/jew-references-scholarly-histories.html
The Jew Watch Project is The Internet's Largest Scholarly Collection of Articles on Zionist History. Free Educational Library for Private Study, Scholarship, ...

Jew Watch - Organizations - World Zionist Organization
www.jewwatch.com/jew-organizations-WZO.html
World Zionist Congress Election Underway Jewish Post Article, 1997. The American Zionist Movement (AZM) announced that 149,400 American Jews, ...

Jew Watch, Domestic & Worldwide Zionist Criminality - USISLAM.ORG
The Jew Watch Project is The Internet's Largest Scholarly Collection of Articles on Zionist History. Free Educational Library for Private Study, Scholarship, ...

Now that's what I call chutzpah: the Jewish contribution to the ...
https://www.telegraph.co.uk/.../Now-thats-what-I-call-chutzpah-the-Jewish-contribution-...
May 22, 2011 - ... Is the Internet's largest scholarly collection of articles on Zionist history... 1.5 billion pages serve to demonstrate our focus on professionalism.
Jew Watch – A Popular & Accurate Site?

15th Annual Longwood University Summer Literacy Institute
Google says, “Results are ...

"a reflection of what people are searching for and what’s available on the web. This can sometimes lead to results that are unexpected, inaccurate or offensive."

THE WALL STREET JOURNAL

Google Has Picked an Answer for You—Too Bad It’s Often Wrong

https://goo.gl/KQFtzc

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Checking .edu Links to JewWatch.com

link:www.jewwatch.com  AND  site:edu
Links to Jew Watch.com

About 211 results

The Google Dilemma

Scholarship@Cornell Law - Cornell University

https://scholarship.law.cornell.edu/cgi/viewcontent.cgi?article=2679&context=facpub
by J Grimmelmann - 2009 - Cited by 77 - Related articles
May 3, 2008 - about by looking at the pages that link to it, since there's no way it could .... number-one Google hit for a search on "jew" was jewwatch.com, ...

Specific Sites Excluded from Google.fr and/or Google.de: User Testing ...

asp-cyber.law.harvard.edu/filtering/google/list.html ▼
... (10/25/2002 11:47:16 AM); jewwatch.com - divergence: google.com indexes 265 pages, while google.de and google.fr index none (10/25/2002 12:45:44 PM) ...
Missing: link

[PDF] targeting white supremacy in the workplace - Stanford University

May 6, 2016 - conspiracy had a work connection; but the assailants were not employers, ...... Renaissance), Frank Weltner (publisher of Jew Watch, a defunct ...
The Power of **Links**

- “Unfortunately, libraries and other authoritative places [link](#) to the site, often as part of tutorials warning against sites like that. In turn, they inadvertently **pass on authority to the site**” [by [linking](#) to it].

Danny Sullivan: Google’s Public Search Liaison
@dannysullivan
9:41 AM - 18 Dec 2017
Links from .edu & .gov Sites = Trust

“Google places a heavy bias on informational resources; .edu and .gov sites tend to rank higher than others.”

“Google is the best at determining true link quality and places a lot of weight on domain trust levels.”

“Can You Please Them All?”
http://www.bruceclay.com/blog/archives/2006/08/can_you_please.html
Use of “Double Quotation Marks”

Google expanded the capabilities of the quotation marks (‘“ ”’) operator.

- Use double quotation marks on:
  - two or more terms (‘“ ”’) to search for an exact phrase,
  - single terms to force Google to match a single term exactly without synonyms
Keyword vs Phrase Search

Google

smartphone addiction
About 92,200,000 results

Google

"smartphone addiction"
About 65,400,000 results
### Keyword & Phrase Search

<table>
<thead>
<tr>
<th>Query</th>
<th># of Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>cultural diversity</td>
<td></td>
</tr>
<tr>
<td>“cultural diversity”</td>
<td></td>
</tr>
</tbody>
</table>

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Boolean AND Operator

- **AND** – All of the search terms / phrases are returned in the Web documents.
AND Boolean Operator

Google

"smartphone addiction" AND "adolescent females"

About 204 results

Gender differences in the relationship between internet addiction and ...
https://dl.acm.org/citation.cfm?id=2988634
by L Liang - 2016 - Cited by 24 - Related articles
Oct 1, 2016 - ... use by adolescent females and males: A mediated moderation model, ...... The Smartphone Addiction Inventory (SPAI) was developed to ...

[PDF] The Role of Compulsive Texting in Adolescents' Academic Functioning
by KM Lister-Landman - Cited by 13 - Related articles
Dec 30, 2014 - that adolescent females have higher academic achievement than ..... The smartphone addiction scale: Development and validation of a short ...
## Boolean AND Query

<table>
<thead>
<tr>
<th>Query</th>
<th># of Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>“cultural diversity” AND “cultural awareness”</td>
<td></td>
</tr>
<tr>
<td>“cultural awareness&quot; AND teaching</td>
<td></td>
</tr>
</tbody>
</table>
OR Boolean Operator

- **OR** – At least one of the search terms / phrases are present in the webpage document.
"smartphone addiction" OR nomophobia AND "adolescent females"

“Nomophobia” is the modern fear of being unable to communicate through a mobile phone. www.ncbi.nlm.nih.gov
## Boolean AND Query

<table>
<thead>
<tr>
<th>Query</th>
<th># of Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>“cultural diversity” OR “cultural awareness”</td>
<td></td>
</tr>
<tr>
<td>&quot;cultural diversity&quot; OR multiculturalism</td>
<td></td>
</tr>
</tbody>
</table>
Boolean Operators

- Use the Boolean operators **AND / OR**, to add more search terms that further describe your topic.

- Boolean operators are entered into the query in **UPPER CASE**.

- If the **OR** operator is entered in lower case, Google ignores it.
Title Field Search

Syntax – intitle: (search terms)

Title Field Search (intitle:) – Returns results with the term or phrases in the webpage title.
intitle: Search Results

About 251 results

Scholarly articles for intitle:nomophobia AND adolescents AND research
A proposal for including nomophobia in the new DSM- ... - Bragazzi - Cited by 84
Exploring the dimensions of nomophobia: Developing ... - Yildirim - Cited by 17
... theoretical predictors of nomophobia using the Mobile ... - Argumosa-Villar - Cited by 9

The Relationship Between Nomophobia and... (PDF ... - ResearchGate
https://www.researchgate.net/.../322958763_The_Relationship_Between_Nomophobia_a...
Apr 2, 2018 - A total of 301 adolescents were employed for the study and the data were ... This article may be used for research, teaching, and private study ...

[PDF] www.jires.net The Relationship between Levels of Nomophobia ... - Eric
by DM Gezgin - 2018
Apr 18, 2017 - This article may be used for research, teaching, and private study purposes. .... Adolescents try to escape feelings of loneliness, conflicts in their ...
Why are intitle: searches important?

- Title tags define the document.
- The title of a webpage is one of the most important “on-page” factors considered by Google when ranking a webpage.
Title Field Query

<table>
<thead>
<tr>
<th>Query</th>
<th># of Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>intitle:&quot;cultural diversity&quot; AND teaching AND &quot;through literacy&quot;</td>
<td></td>
</tr>
</tbody>
</table>
Top Level Domain-Limited Search

- Top Level Domain-limited Search – Returns results from the top level domain specified in the query; for example, .edu, .gov, or .org.
Prevalence of Mobile Phone Dependence in Secondary School
https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4668509/
by CS Nikhita - 2015 - Cited by 20 - Related articles
Nov 1, 2015 - New research has shown excessive use of mobile phones leading to ... of Mobile Phone Dependence (MPD) in secondary school adolescents. ... Use, Problem cell phone use, Mobile phone abuse and Nomophobia (a ...

PDF The Relationship between Levels of Nomophobia Prevalence ... - Eric
by DM Gezgin - 2018
Apr 18, 2017 - Similarly, in a study conducted on adolescents from high schools in .... In this research, a questionnaire for demographics, a nomophobia scale, ...

Teens and “Nomophobia”: Cell Phone Separation Anxiety
Dec 9, 2015 - Award-winning research. Kashfia's study won third place and $1,000 in NIE Science Award competition in May. Read more about ...
## .edu Query

<table>
<thead>
<tr>
<th>Query</th>
<th># of Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;cultural diversity&quot; AND teaching AND &quot;through literacy&quot; AND site:edu</td>
<td></td>
</tr>
<tr>
<td>Query</td>
<td># of Results</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>&quot;cultural diversity&quot; AND teaching AND &quot;through literacy&quot; AND site:gov</td>
<td></td>
</tr>
</tbody>
</table>

15th Annual Longwood University Summer Literacy Institute
<table>
<thead>
<tr>
<th>Query</th>
<th># of Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;cultural diversity&quot; AND teaching AND &quot;through literacy&quot; AND site:org</td>
<td></td>
</tr>
</tbody>
</table>
### Top Level Domains (TLDs)

<table>
<thead>
<tr>
<th>TLD</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>.com</td>
<td>Commercial</td>
</tr>
<tr>
<td>.edu</td>
<td>Educational</td>
</tr>
<tr>
<td>.gov</td>
<td>Government</td>
</tr>
<tr>
<td>.org</td>
<td>Organization</td>
</tr>
<tr>
<td>.us</td>
<td>United States</td>
</tr>
</tbody>
</table>

The Internet currently has **1,542** top-level domains (TLDs) as of June 12, 2018.

Why limit to a single TLD?

“Google places a heavy bias on informational resources; .edu and .gov sites tend to rank higher than others.”

“Can You Please Them All?”
http://www.bruceclay.com/blog/archives/2006/08/can_you.Please.html
Why limit to a single TLD?

- **Google** trusts .edu, .gov, and some .org sites like Wikipedia.

- There is a substantial interdependence of Wikipedia and Google.

- The only way to return results from the lesser known TLDs is to limit to that TLD.
Searching ERIC with Google

Type of search query – **Site-limited** search of one website.

- Restricts the results to only ERIC.ed.gov content
- Syntax – `site:eric.ed.gov`
Why should I do site searches?

- Quicker way to navigate a website
- Searcher can use Google syntaxes to define precisely the information need
  - Boolean AND/OR
  - intitle: syntax
  - filetype:ppt and/or filetype:pdf
## Site-Limited Query

<table>
<thead>
<tr>
<th>Query</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>
"cultural diversity" AND teaching AND "through literacy" AND site:eric.ed.gov |
Useful Site-Limited Query

- Another very useful site-limited search query.
  √ site:k12.va.us
## Query

| "graphic novels" AND reading AND motivation AND boys AND site:k12.va.us |
| "read aloud books" AND recommendations AND site:k12.va.us |
| "reading literacy" AND skills AND games AND site:k12.va.us |
Finding Full-Text Documents

The PDF Filetype-Limited Search

- Syntax `filetype:pdf`

Google search example:

```
"on" AND "literature review" AND site:edu AND filetype:pdf
```
PDF-Limited Results

[PDF] Linking Loneliness, Shyness, Smartphone Addiction ... - CiteSeerX

citeeex.ist.psu.edu/viewdoc/download?doi=10.1.1.826.6528&rep=rep1...

by M Bian - 2015 - Cited by 100 - Related articles
roles of the smartphone usage patterns and smartphone addiction on social capital. Literature Review. Smartphone addiction. Addictive mobile phone use can ...

[PDF] Classifying Nomophobia as Smart-Phone Addiction Disorder

https://escholarship.ucop.edu/content/qt0pq332g4/qt0pq332g4.pdf

by D Tran - 2016 - Cited by 1 - Related articles
Jan 1, 2016 - literature review summarizes previous research on smart-phone addiction ..... The relationship between life stress and smartphone addiction on.

[PDF] The Distinct Psychology of Smartphone Usage Shiri Melumad ...


by S Melumad - 2017 - Related articles
literature review on post-adoption mobile Internet usage. For example ... research outside of marketing that examines “smartphone addiction”; next, I review the.
Rochester Institute of Technology
RIT Scholar Works

Theses

Thesis/Dissertation Collections

5-15-2015

Time Out: Influence of user experience design on behavior to reduce smartphone use

Tejal Sampat

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File types Indexable by Google

- Other useful file types:
  - Microsoft Excel (.xls, .xlsx)
  - Microsoft PowerPoint (.ppt, .pptx)
  - Microsoft Word (.doc, .docx)

**Link Checking**

- **Link** Checking returns webpages linked to a website or a webpage.
- Quality webpages link to other quality webpages.
  - Research on links – 57% expand on webpage content
- After finding a quality webpage, run link checks to find other quality webpages.
## Link Checking

<table>
<thead>
<tr>
<th>Query</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>link:</strong> <a href="http://www.ala.org/aasl/research">www.ala.org/aasl/research</a></td>
</tr>
<tr>
<td><strong>link:</strong> <a href="http://www.ala.org/aasl/research">www.ala.org/aasl/research</a> AND teaching AND “cultural diversity”</td>
</tr>
<tr>
<td><strong>link:</strong> <a href="http://www.ala.org/aasl/research">www.ala.org/aasl/research</a> AND teaching AND “cultural diversity” AND “middle school”</td>
</tr>
</tbody>
</table>
Recommendation for Searching

- Begin with a title field search - intitle: “your topic”

- Add Boolean expressions – AND or OR descriptors

- Limit the results to a top level domain or country with site:
  - Associations or Organizations - .org
  - Educational Institutions - .edu
  - U.S. Government - .gov

- Specific website
  - site:k12.va.us or .site:eric.ed.gov