ACADEMIC RESEARCH WITH GOOGLE

Google (http://www.google.com)
The Google search engine retrieves content from a database of copies of billions of webpages. The database is created by “bots” that follow all available links and copy the information found. This information is then stored on Google’s servers. Google looks for all of the keywords in your search (except for “stop words”) and looks for variations as well (this is called “stemming”). PageRank is their proprietary algorithm for ranking results.

Basic Google tips (good for Books and Scholar also)
- Use four or more words
- Add even more words to get more specific, use fewer words to get more broad
- If first 2 pages of results aren't good, use different words or synonyms

Advanced Google features and shortcuts
- Limit to exact phrase (shortcut is with “”)
- Exclude synonyms (-)
- Limit to domain (site:.edu) or site (site:nyu.edu)
- Fill in the blank (*)

Google Books (http://books.google.com, or “MORE” link from main Google page)
Universities and institutions (including Harvard, Oxford, NYPL) have allowed Google to scan parts of their collections with special equipment. 30 million volumes have been scanned so far, and thousands more are added each day. Google Books includes some fulltext, depending on publisher and the year of publication (before 1923 is typically in the public domain). Google Books also includes digitized issues of some popular magazines.

Advanced features in Google Books
- Limit by author, title, publication date (link for Advanced Search is at the bottom of your search results page)
- Find other books that have cited a book
- Find similar books
- Use “find in a library” to find full records in Bobcat, and then use call number to locate the books in the library. You can then use Library of Congress Subject Headings and library shelf layout to find similar books.

Google Scholar (http://scholar.google.com)
Google Scholar searches a database of citations/abstracts (sometimes full-text) of scholarly articles. It also includes preprints, conference proceedings, and dissertations. The content is submitted by publishers (or is open-access and free already).
Advanced features in Google Scholar

- Limit by author, title, journal, publication date, subject (click triangle in search blank for Advanced Search)
- Use "cited references" to find other articles that have referenced an article
- Change Settings (gear icon) to "Library Links" to get off-campus electronic access
- Change Settings to show RefWorks/EndNote link
- My Citations (and Scholar Update), Metrics, Alerts

Other interesting Google products:
Google Trends: http://www.google.com/trends
Google Books Ngram Viewer: http://books.google.com/ngrams
Google Patents: http://www.google.com/patents