Googling for Answers

The Ins and Outs of Using Google Effectively

(as seen at the LLA 2013 Conference)

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What are you going to show us?

Some cool Google tricks to find what you need

Different aspects of Google
Hey, didn’t you present this at LLA?

Yes, however, I’ve received numerous requests to repeat my performance at LUC for anyone who couldn’t get in the room at LLA.
Quick Answers from Google

Defining a word

define:*term*

Calculating

Remember PEMDAS

Parentheses, Exponents, Multiply, Divide, Add, Subtract

Converting units

Number unit in converted unit
Google can even Answer Questions...

When is daylight savings time

What day of the week is Christmas

Who won the Super Bowl

What is the capital of Vermont
Did you know that Google can be used to limit to...

- A particular site
- A particular type of file
- A time period

You can also exclude words and search for related terms.
Site:

In Google, you can actually specify a particular type of site to search.

Site:

For instance, you can search for government information on any topic by using site:.gov.
Examples

Campaign site:.org

(we’ll come back to this search throughout)

Now you give me terms, and I’ll search...

.edu
 orgy
.gov
Specific site:

You can also use Google to search a specific website...

Campaign site:pew.org

Search UNO site for tuition 2013

Now Google... tuition 2013 site:uno.edu
Sometimes, you remember an awesome file that you ran across on a website... but you can’t remember the name or what site it was on.

Google can help with the Filetype search...

Filetype:
Examples

african american history filetype:pdf

twitter filetype:ppt

citation filetype:pdf

government citation filetype:pdf

Unlike the site search, the filetype search does not use a period between the colon and the file type.
Time Period ..

You can also limit a search using the time period search.

I have to admit that this doesn’t work the way you would expect. It limits to the search to those with that time period in the context of the page. To limit the time frame that an item was posted, use the Advanced Search options.
Example

Bill Clinton presidential campaign 2007..2009

Better with the Search Tools...
Excluding -

And back to...

campaign site:.org

But we keep getting Wikipedia! I know...

Campaign -wiki site:.org
Using Search Tools to Limit Your Results

And back to...

campaign site:.org

Limit by time
Limit by types of results
Limit by location
Advanced Search Screen

Demonstration
Advanced Searching of Images

Now you can search images with Google like never before...

Limit to Size, Color, Type, or Time.

Let’s do a search for Privateers...
Other Google Searches

Videos

State of the Union

Books

Basic Business Library

Patents

Windmill
The Other Google

Google Scholar

Option to search articles

library mission statements

Or legal documents

world wildlife fund world wrestling federation
Other Google Sites

Translate

Finance

Offers

Drive
Even More...

Demonstration
Problems with Google

You cannot let yourself become complacent.

The moment you fall in love with a service and come to rely on it without thinking...

They discontinue it.
<table>
<thead>
<tr>
<th>Examples?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google Reader</td>
</tr>
<tr>
<td>iGoogle</td>
</tr>
<tr>
<td>GOOG-411</td>
</tr>
<tr>
<td>Google Notebook</td>
</tr>
<tr>
<td>Google Uncle Sam</td>
</tr>
<tr>
<td>Google Health</td>
</tr>
</tbody>
</table>
So what am I supposed to do?

Use Google services and enjoy them while you can.

If they get rid of something, it’s usually because they have incorporated it into Chrome.

And don’t think that you don’t need to keep up with new services elsewhere. You might need them in the future.
Bing!
What works...?

Campaign site:.org

Campaign site:pew.org

Campaign -wiki site:.org

African american filetype:pdf
Bing!
What doesn’t...

Bill Clinton presidential campaign 2007..2009
Bing!

What I like...

- Becoming more Google-esque
- Image and Video searches
- Pretty picture

What I don’t...

- Becoming more Google-esque
- Doesn’t bring up the same content as other search engines
- No working Advanced Search Option
Yahoo!
What works...

Campaign site:.org

Campaign site:pew.org

Campaign -wiki site:.org

African American history filetype:pdf
Yahoo!
What doesn’t work...

Bill Clinton presidential campaign 2007..2009
What I like...

- “All Search Services” option
- Yahoo! Search Resources
- Yahoo! Advanced Web Search
- Yahoo! Finance
- Yahoo! Help
- Yahoo! Search Help

What I don’t...

- The Trending Now section
- Yahoo! Dating
Google Search Education

http://www.google.com/insidesearch/searcheducation

Power Searching Courses

http://www.powersearchingwithgoogle.com/
Thank you!

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