

Advanced Googling & Google Scholar

Revised by Elliott Smith, MLIS, under the supervision of
Marcus Banks, MLIS, Department of Education and Research Services
Originally created by David Owen, MLS, PhD, and Josephine Tan, MLIS

1. Anatomy of Google results page
2. Smart searching tips
3. Searching Google Scholar
4. Major differences between PubMed and Google Scholar

1. ANATOMY OF A GOOGLE RESULTS PAGE

The image shows a Google search results page for the query "diabetes". The search bar at the top contains "diabetes" and the location is set to "San Francisco, CA". The results are categorized into "Everything", "News", "Books", and "More". The "Everything" section includes several paid links: "Diabetic Nerve Damage" from Lilly.com/DPNP, "Diabetes Information" from type2-diabetes-info.com, and "Free Diabetes Supplies" from www.LibertyMedical.com. Below these are organic search results for "Diabetes" from Google Health, Mayo Clinic, Medline Plus, and WebMD. The first organic result is titled "Diabetes" and includes an excerpt: "Diabetes is a chronic (lifelong) disease marked by high levels of sugar in the blood. High blood levels of glucose can cause several problems, including: Blurry vision; Excessive thirst; Fatigue ...". Below this is another organic result for "American Diabetes Association Home Page - American Diabetes ...". The page also shows "Related websites" for "Food & Fitness - Type 2 Diabetes - For Professionals - How to Give" and "www.diabetes.org/ - Cached - Similar". Callouts on the left side of the page identify features: "Resource types" (Everything, News, Books, More), "Time limits" (Any time, Latest, Past 2 days), "Related search topics" (All results, Related searches, Wonder wheel, More search tools), "URL" (Not entirely unlike asthma, hypertension), and "Last page indexed". Callouts on the right side identify: "Paid links" (pointing to the top three results), "Page title" (pointing to the title of the first organic result), "Page excerpt" (pointing to the text of the first organic result), and "Related websites" (pointing to the bottom two results).

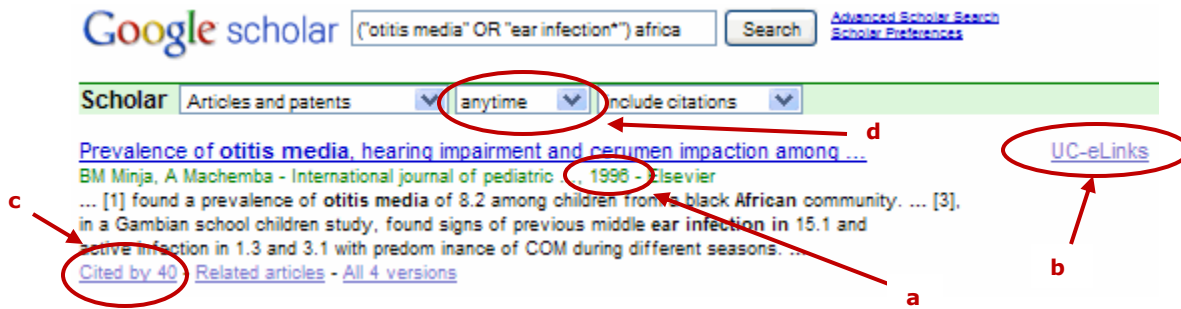
2. SMART SEARCHING TIPS (these features are also available under "Advanced Search")

- Put **"quotation marks"** around a phrase to look for that exact phrase ("breast cancer")
- Use the **plus sign, +**, before a word or phrase to include it (diabetes +insulin)
- Use the **minus sign, -**, before a word or phrase to exclude it (massage -cardiac)
- Use the **tilde sign, ~**, before a word to search for synonyms (~teen)
- Use **site:** to find specific types of sites, or to search within a specific site (site:gov, site:edu)
- Use **filetype:** to find specific file formats (filetype:doc, filetype:pdf, filetype:ppt)
- Use **intitle:** to find a word/phrase in the title of the a webpage
- Use **inurl:** to find a word/phrase in the URL of a webpage
- Use **define:** to find the definition of a word, phrase, or acronym
- Use **related:** to find similar websites (related:cnn.com)
- Use **OR** to find any of a set of words, phrases, or specifications

Example: ~teen contraceptive education filetype:pdf (site:gov OR site:edu)

This search looks for pdfs located on the websites of government or educational institutions that deal with contraceptive education for any synonym of teens.

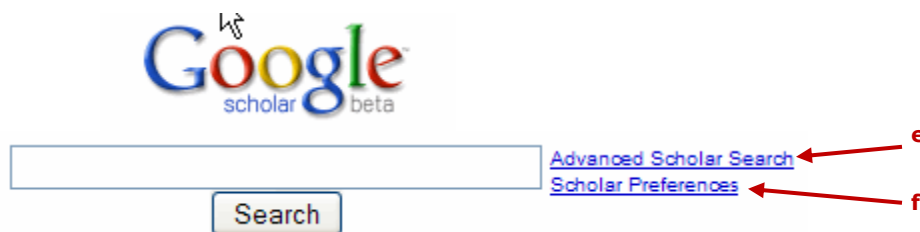
3. SEARCHING GOOGLE SCHOLAR (<http://scholar.google.com>)



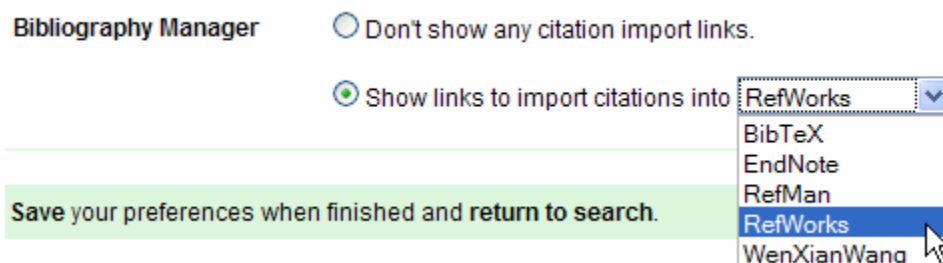
- a. The first result is the most popular result, NOT the most current article
- b. When you are on campus or logged in via VPN, **UC-eLinks** allows you to access the full text or request an article.
- c. The **Cited by** link gives an estimate of the number of papers that have cited this article; clicking on the link displays the other articles.
- d. A drop-down menu allows you to limit the results by date (see image below):



To search by a more specific date range, use the Advanced Scholar Search link:



- e. Use **Advanced Scholar Search** to create a more specific search
- f. To import results into citation management software such as EndNote or RefWorks, go to **Scholar Preferences** and select the format you prefer:





4. MAJOR DIFFERENCES BETWEEN PUBMED AND GOOGLE SCHOLAR

a. Comparison of content:

	
Over 17 million articles	Undisclosed
Includes over 5,000 journals	Undisclosed
Articles as far back as 1950; new articles added daily	Undisclosed
Ranks the most recent and relevant articles at top of results list	Ranks the most popular article, not the most recent, at the top of the results list
Includes only medical and scientific articles	Also includes the social sciences, arts and humanities

b. Comparison of features:

		
Contains the most recently published scientific articles	X	
Displays your search history	X	
Can have the most recent articles on a topic automatically e-mailed to you	X	
Can save searches	X	
Can e-mail results	X	
Can limit results to type of article, age, gender	X	
Can limit results to more than 20 different languages	X	
Can search for author as only first or last author	X	
Can export results to citation manager (e.g., EndNote, RefWorks)	X	X
Can link to articles that have cited a publication		X
Literature from books, meetings, theses		X

SEARCH TIP: Google Scholar should be used as a *supplement* to PubMed when you are searching the scientific literature.

Help pages: Google Guide <http://www.googleguide.com/>
 Google Help Center <http://www.google.com/support/>
 Google Search Features <http://www.google.com/help/features.html>

Questions? Contact: **David Owen** owen@library.ucsf.edu (415) 476-3760
Josephine Tan tan@library.ucsf.edu (415) 476-2534