Are You a Smart Googler?

Google

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How People Start their Search

Referrals from Search Engines to Web Sites of 844 Journals Hosted by HighWire Press [1]

- Google 56.4%
- Other search engines 25.10%
- PubMed 8.70%
- Google Scholar 3.70%
- Yahoo 3.40%

Behind the Search Box

- Google identifies (crawls over) billions of pages freely available on the Internet and records these pages in an index.
- Google doesn't search the entire Internet or all the world's information, and you may find information in other search engines that is not found in Google. [2]
- Google searches the index for documents that match your search terms.

Behind the Search Box

Google presents you with what it thinks
are the most useful pages; they are listed
in order, based on these factors:
- Word frequency
- Word order
- Word location, and
- PageRank [3]

Be a Smart Googler

- When to use Google depends on what kinds of information you need.
- Understand Google's strengths and limitations.
- Essential searching techniques.
- Google is a supplement to searching library databases, but it cannot replace library databases.

Google's Strengths

- Simple and clear search interface
- Easy to learn searching techniques
- Broad coverage
- Unique limiters (e.g., domain names, document formats, images, books, etc.)

When to use Google

- Definitions -- e.g., define: podiatry
- Unit conversions -- e.g., 135 pound in kg
- Language conversions by using Language Tool from the Google home page
- Information not available from the library databases (e.g., older, newer, or obscure publications)

Google for Research

- Google Scholar <http://scholar.google.com/>
- -- search for scholarly literature across disciplines
- Google Books <http://books.google.com/>
- -- search for free online books

Google's Limitations

- Lack of quality control
- No selection criteria
- Limited access to full text content
- Dead links
- Time consuming
- Irrelevant or inaccurate information
- Cannot save search results

Google or Library Databases?

	Google	Lib. Databases
Searches	Information on the WWW across disciplines using key words	Bibliographic databases (e.g., MEDLINE, CINAHL, EMBASE, etc.) using controlled vocabulary or key words
Retrieves	Information in a variety of formats (e.g., PPT, Word, Excel, PDF, etc.)	Citations, abstracts, full texts in a variety of publication types (e.g., clinical trials, guidelines, reviews, journal articles, etc.)

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