ADVANCED SEARCHING IN GOOGLE

Using Google as part of your research can provide excellent results to complement those found in a scholarly database. These results can take the form of government reports, population statistics, university webpages, or commercial and non-commercial materials, to name a few.

To save time and retrieve more reliable results, here are some tips and tricks to incorporate into your Google searching:

1 CHOOSE YOUR SEARCH TERMS CAREFULLY

Choosing accurate terminology can determine the quality of results that you retrieve. Therefore, you should search with proper language instead of catch phrases whenever possible.

Example: Instead of searching the term "*baby blues*", try "*postpartum depression*".

PUT PHRASES INTO QUOTATIONS 2

To be more efficient with your Google searching, be sure to put phrases into quotations so Google will only find results that include the phrase, not each individual word somewhere in the result.

Example: World War Two (173,000,000 results), or "World War Two"(4,610,000 results).

3 USE GOOGLE'S ADVANCED SEARCH FILTERS

There are a number of useful filters found within Google's Advanced search, and using a combination of these can shorten your research time and give you more accurate results. To find the Google Advanced window, you can begin from www.google.com and simply search *Google Advanced Search* and select the first result. Alternatively, you can find it using the gear icon ⚙ near the top right corner of any Google search results page.

The following are some of the most useful search features in Advanced:

a) Choose your search terms

You can choose to include single words separated by a semi-colon, (example: fish; seafood) as well as enter phrases that must also appear in the result (example: "anaphylactic shock"). Omitting certain words is also an option here, using the *none of these words* box, as well as specifying if any numbers need to appear in the result within a certain range (example: 10..35 lb).

Find pages with...	
all these words:	fish; seafood
this exact word or phrase:	"anaphylactic shock"

b) Narrow your results

Narrowing your search using the following filters gives you greater control over the results that you retrieve. The following filters are often the most useful to incorporate into your searching:

>>Site or Domain<<

Enter a specific website that your results must come from. Some examples are:

www.nato.org to find information from the North Atlantic Treaty Organization
www.un.org to find information from the United Nations
www.statcan.gc.ca to find information from Statistics Canada
www.usa.gov to find information from the American Government's website
www.harvard.edu to find information from Harvard University

Find pages with...	
all these words:	Admissions
this exact word or phrase:	
any of these words:	
none of these words:	
numbers ranging from:	to

Then narrow your results by...	
language:	any language
region:	any region
last update:	anytime
site or domain:	www.harvard.edu

Or, only enter the suffix for the type of website your results must come from. Here are some examples:

Suffix	Type of website
.gc.ca	Canadian government
.gov	American government
.gnb.ca	Government of New Brunswick
.gov.ns.ca	Government of Nova Scotia
.eu	The European Union
.edu	American colleges/universities
.ac.uk	Academic websites in the United Kingdom
"u"	Canadian universities often use "u" in their web addresses, but not always (example: utoronto.ca). However, many also don't (example: dal.ca, mcgill.ca, etc)
.org	Non-profit and non-governmental organizations
.com	Commercial and non-commercial websites. Double check that the website's information is accurate and reliable (see our page on Evaluating Sources).

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>>File Type<<

Specify a file type to narrow down your results even more. Some examples are:

Microsoft Powerpoint (.ppt) if you are looking for existing presentations that match your topic.
Adobe Acrobat PDF (.pdf) if you want to see handouts or reports that match your search criteria.

>>Other Filters<<

Try searching with one or more of the other Advanced Search filters available in Google such as:

Language, region, last update, terms appearing, safe search, and usage rights.

Interested in learning more? Check out our [video tutorial](http://libcasts.library.dal.ca/Google%20Searching/) [http://libcasts.library.dal.ca/Google%20Searching/] for more handy tips on how to search Google. You can also contact your [Subject Specialist](https://util.library.dal.ca/Subspecialists/) [https://util.library.dal.ca/Subspecialists/] for more in-depth research help.

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