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Advanced Google Searching

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Advanced Web Searching for SLI Educators

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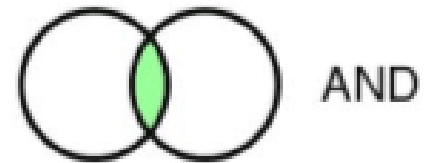
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Revised and Sites Checked June 2018

Presentation Objectives

- Review search syntaxes to search for:

- Terms **on a webpage**

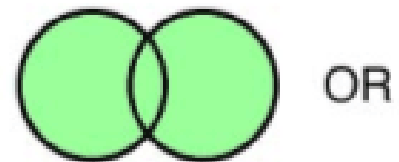
- Boolean operators – AND & OR



- Terms **in a specific location** on a

Web document

- Title of the webpage



Presentation Objectives

- Webpages from a source (continued)
 - Find results from only k12 school divisions
 - Limit results to a single site; for example, **ERIC**
- Review use of “double quotation marks” to search



for:

- Multiple search terms as phrases



Presentation Objectives

- Prove that **Google** does not ...
 - ... understand your search query,
 - ... return the best results, and
 - ... specifically, does not return the best result in the first result position.

Testing Google

Run this query in Google.

“scholarly collection” AND
articles AND “Zionist
history”

Testing Google

About 36,000 results (0.48 seconds)

Jew Watch - References - Scholarly Histories of Jews

www.jewwatch.com/jew-references-scholarly-histories.html ▼

The Jew Watch Project Is The Internet's Largest Scholarly Collection of Articles on Zionist History Free Educational Library for Private Study, Scholarship, ...

Jew Watch - Organizations - World Zionist Organization

www.jewwatch.com/jew-organizations-WZO.html ▼

World Zionist Congress Election Underway Jewish Post **Article**, 1997. The American Zionist Movement (AZM) announced that 149,400 American Jews, ...

Jew Watch, Domestic & Worldwide Zionist Criminality - USISLAM.ORG

www.usislam.org/Israel/Domestic-and-Worldwide-Zionist-Criminality.htm ▼

The Jew Watch Project Is The Internet's Largest **Scholarly Collection of Articles on Zionist History** Free Educational Library for Private Study, Scholarship, ...

Now that's what I call chutzpah: the Jewish contribution to the ...

<https://www.telegraph.co.uk/.../Now-thats-what-I-call-chutzpah-the-Jewish-contribution-...>

May 22, 2011 - ... is the internet's largest **scholarly collection of articles on Zionist history**... 1.5 billion pages serve to demonstrate our focus on professionalism.

Jew Watch - A Popular & Accurate Site?

Frank Weltner Presents...

This Scholarly Library of Facts about Domestic & Worldwide Zionist Criminality

Jew Watch



Zionist Leon Trotsky
of the Zionist USSR

The Jew Watch Project Is The Internet's Largest Scholarly Collection of Articles on Zionist History
Free Educational Library for Private Study, Scholarship, Research & News About Zionism
We Reveal Zionist Banksters, News Falsifiers, PR Liars, Neocons, Subversives, Terrorists & Spies
The Jew Watch Project's 1.5 Billion Pages Served Demonstrate Our Focus on Professionalism
An Oasis of News for Americans Who Presently Endure the Hateful Censorship of Zionist Occupation

Jew Watch's Futuristic Action Novel Keeps You Reading
Frank Weltner Was Brave Enough to Author This Novel.
Are You Brave Enough to Read It?

5,000+ DAILY JEW WATCH MAJOR PRESS NEWS ARTICLES

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[| Hezbollah](#) | [| Fatah](#) | [| Jordan](#) | [| Zionist](#) | [| Zionism](#) | [| AIPAC](#) | [| Jewish Lobby](#) |
[| Goldman Sachs](#) | [| False Flag Operations](#) | [| Anti-Defamation League](#) |
[| Neocons](#) | [| Terrorist](#) | [| War on Terror](#) | [| Israeli Genocide Against Non-Jews](#) |
[| Muslim](#) | [| Jews](#) | [| Christians United for Israel](#) | [| Zionist Christianity](#) | [| Jews in](#)
[| Christianity](#) | [| Nazis](#) | [| Racism](#) | [| Hate Crimes](#) | [| Zionist White House](#) | [| Jewish](#)
[| Financiers](#) | [| Russia's Jewish Oligarchs](#) | [| Jewish Entertainers](#) | [| Six Zionist](#)
[| Companies Own 96% of the Media](#) | [| Zionist Federal Reserve System](#) |
[| Rothschild](#) |

ZIONIST CRIMES IN THE NEW AMERICAN USSR

Google says, "Results are ...

“a reflection of what people are searching for and what’s available on the web. This can sometimes lead to results that are unexpected, inaccurate or offensive.”

THE WALL STREET JOURNAL

Google Has Picked an Answer for You—Too Bad It’s Often Wrong

<https://goo.gl/KQFtzc>

Checking .edu Links to JewWatch.com



Google

link:www.jewwatch.com AND site:edu



Google Search

I'm Feeling Lucky

Links to Jew Watch.com

About 211 results

[The Google Dilemma - Scholarship@Cornell Law - Cornell University](#)

<https://scholarship.law.cornell.edu/cgi/viewcontent.cgi?article=2679&context=facpub>

by J Grimmelmann - 2009 - Cited by 77 - Related articles

May 3, 2008 - about by looking at the pages that **link** to it, since there's no way it could number-one Google hit for a search on "jew" was **jewwatch.com**, ...

[Specific Sites Excluded from Google.fr and/or Google.de: User Testing ...](#)

asp-cyber.law.harvard.edu/filtering/google/list.html ▼

... (10/25/2002 11:47:16 AM); **jewwatch.com** - divergence: google.com indexes 265 pages, while google.de and google.fr index none (10/25/2002 12:45:44 PM) ...

Missing: ~~link~~

[\[PDF\] targeting white supremacy in the workplace - Stanford University](#)

https://www-cdn.law.stanford.edu/wp-content/uploads/.../29.1-LeRoy_107-158.pdf ▼

May 6, 2016 - conspiracy had a work **connection**; but the assailants were not employers, Renaissance), Frank Weltner (publisher of **Jew Watch**, a defunct ...

The Power of Links

- “Unfortunately, libraries and other authoritative places link to the site, often as part of tutorials warning against sites like that. In turn, they inadvertently **pass on authority to the site**” [by linking to it].

Danny Sullivan: [Google](#)'s Public Search Liaison
@dannysullivan

9:41 AM - 18 Dec 2017

Links from .edu & .gov Sites = Trust

“Google places a heavy bias on informational resources; **.edu and .gov** sites tend to **rank higher** than others.”



“Google is the best at determining true link quality and **places** a lot of **weight on domain trust levels.**”

“Can You Please Them All?”

http://www.bruceclay.com/blog/archives/2006/08/can_you_please.html

Use of “Double Quotation Marks”

- Google expanded the capabilities of the quotation marks (“ ”) operator.



- Use double quotation marks on:
 - two or more terms (“ ”) to search for an exact phrase,
 - single terms to force Google to **match a single term exactly without synonyms**

Keyword vs Phrase Search



Google

smartphone addiction

About 92,200,000 results



Google

"smartphone addiction"

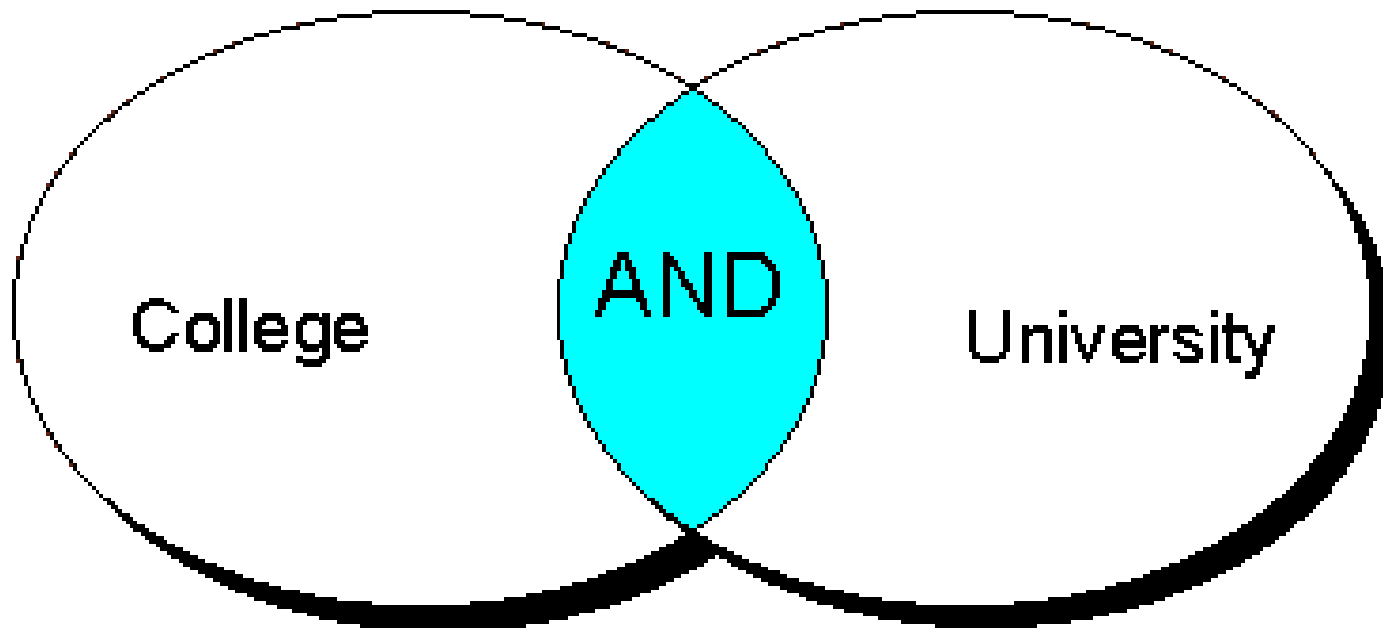
About 65,400,000 results

Keyword & Phrase Search

Query	# of Results
cultural diversity	
“cultural diversity”	

Boolean AND Operator

- **AND** – All of the search terms / phrases are returned in the Web documents.



AND Boolean Operator



About 204 results

Gender differences in the relationship between internet addiction and ...

<https://dl.acm.org/citation.cfm?id=2988634>

by L Liang - 2016 - Cited by 24 - Related articles

Oct 1, 2016 - ... use by **adolescent females** and males: A mediated moderation model, The

Smartphone Addiction Inventory (SPAI) was developed to ...



[PDF] The Role of Compulsive Texting in Adolescents' Academic Functionin

www.apa.org/pubs/journals/releases/ppm-ppm0000100.pdf ▼

by KM Lister-Landman - Cited by 13 - Related articles

Dec 30, 2014 - that **adolescent females** have higher academic achievement than The **smartphone**

addiction scale: Development and validation of a short ...

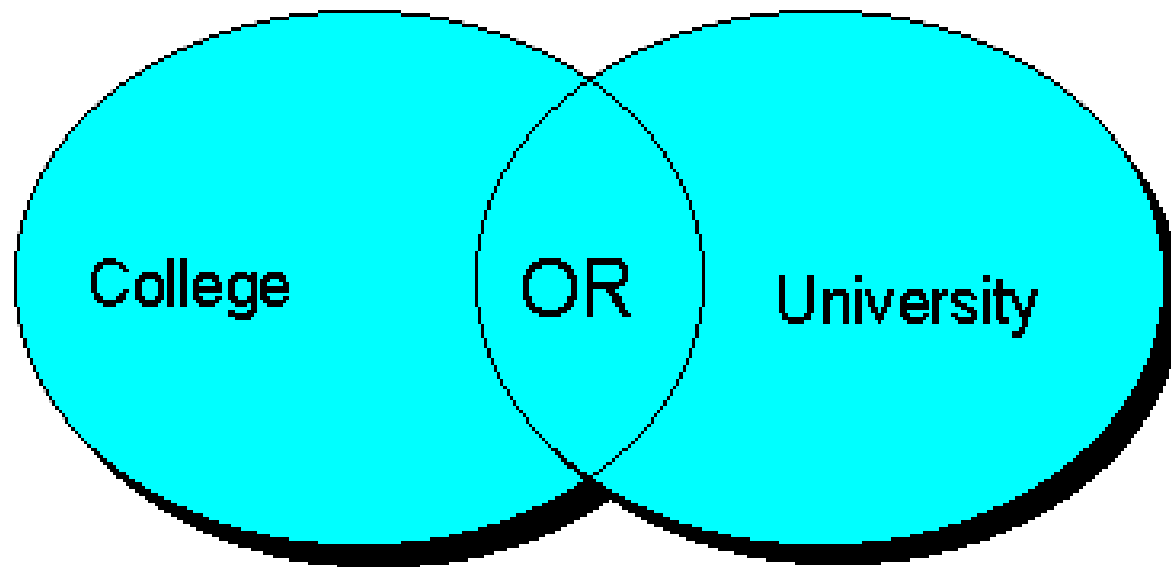


Boolean AND Query

Query	# of Results
“cultural diversity” AND “cultural awareness”	
"cultural awareness" AND teaching	

OR Boolean Operator

- **OR** – At least one of the search terms / phrases are present in the webpage document.



Boolean OR Search



"smartphone addiction" OR nomophobia AND "adolescent females" 

About 272 results

Prevalence, Awareness and Effects Of Nomophobia among Adolescents

https://www.researchgate.net/.../320325309_Prevalence_Awareness_and_Effects_Of_No...

Prevalence, Awareness and Effects Of **Nomophobia** among Adolescents ... Prevalence and Awareness of Pelvic Floor Disorders in **Adolescent Females**.

Gender differences in the relationship between internet addiction and ...

<https://dl.acm.org/citation.cfm?id=2988634>

by L Liang - 2016 - Cited by 24 - Related articles

Oct 1, 2016 - ... use by **adolescent females** and males: A mediated moderation model, The **Smartphone Addiction** Inventory (SPAI) was developed to ...

“Nomophobia” is the modern fear of being unable to communicate through a mobile phone.
www.ncbi.nlm.nih.gov

Boolean AND Query

Query	# of Results
“cultural diversity” OR “cultural awareness”	
"cultural diversity" OR multiculturalism	

Boolean Operators

- Use the Boolean operators **AND** / **OR**, to add more search terms that further describe your topic.
 - Boolean operators are entered into the query in **UPPER CASE**.
 - If the **OR** operator is entered in lower case, **Google** ignores it.



Title Field Search



intitle:nomophobia AND adolescents AND research



Syntax – **intitle:**(search terms)

- **Title Field Search (intitle:)** – Returns results with the term or phrases in the webpage title.

intitle: Search Results

About 251 results

Scholarly articles for **intitle:nomophobia AND adolescents AND research**

A proposal for including **nomophobia** in the new DSM- ... - Bragazzi - Cited by 84

Exploring the dimensions of **nomophobia**: Developing ... - Yildirim - Cited by 17

... theoretical predictors of **nomophobia** using the Mobile ... - Argumosa-Villar - Cited by 9

The Relationship Between **Nomophobia** and... (PDF ... - ResearchGate

https://www.researchgate.net/.../322958763_The_Relationship_Between_Nomophobia_a...

Apr 2, 2018 - A total of 301 **adolescents** were employed for the study and the data were ... This article may be used for **research**, teaching, and private study ...

[PDF] www.jires.net The Relationship between Levels of **Nomophobia** ... - Eric

<https://files.eric.ed.gov/fulltext/EJ1169832.pdf> ▼

by DM Gezgin - 2016

Apr 18, 2017 - This article may be used for **research**, teaching, and private study purposes.

Adolescents try to escape feelings of loneliness, conflicts in their ...

Why are intitle: searches important?

- Title tags define the document.



- The title of a webpage is one of the most important “on-page” factors considered by **Google** when ranking a webpage.

Title Field Query

Query	# of Results
<p>intitle:"cultural diversity" AND teaching AND "through literacy"</p>	

Top Level Domain-Limited Search



intitle:nomophobia AND adolescents AND research AND site:gov

- Top Level Domain-limited Search – Returns results from the top level domain specified in the query; for example, .edu, .gov, or .org.

.gov Search Results

About 169 results

Prevalence of Mobile Phone Dependence in Secondary School

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4668509/> ▼

by CS Nikhita - 2015 - Cited by 20 - Related articles

Nov 1, 2015 - New **research** has shown excessive use of mobile phones leading to ... of Mobile Phone Dependence (MPD) in secondary school **adolescents**. ... Use, Problem cell phone use, Mobile phone abuse and **Nomophobia** (a ...

^[PDF] The Relationship between Levels of Nomophobia Prevalence ... - Eric

<https://files.eric.ed.gov/fulltext/EJ1169832.pdf> ▼

by DM Gezgin - 2018

Apr 18, 2017 - Similarly, in a study conducted on **adolescents** from high schools in In this **research**, a questionnaire for demographics, a **nomophobia** scale, ...



Teens and “Nomophobia”: Cell Phone Separation Anxiety

<https://teens.drugabuse.gov/blog/.../teens-and-nomophobia-cell-phone-separatio>

Dec 9, 2015 - Award-winning **research**. Kashfia's study won third place and \$1,000 in NIC Science Award competition in May. Read more about ...



.edu Query

Query	# of Results
"cultural diversity" AND teaching AND "through literacy" AND site:edu	

.gov Query

Query	# of Results
"cultural diversity" AND teaching AND "through literacy" AND site:gov	

.org Query

Query	# of Results
"cultural diversity" AND teaching AND "through literacy" AND site:org	

Top Level Domains (TLDs)

TLD	Purpose
.com	Commercial
.edu	Educational
.gov	Government

The Internet currently has **1,542** top-level domains (TLDs) as of June 12, 2018.

<http://bit.ly/2GU16ql>

.org	Organization
.us	United States

Why limit to a single TLD?

“Google places a heavy bias on informational resources; **.edu and**

.gov sites tend to **rank higher than others.**”



“Can You Please Them All?”

http://www.bruceclay.com/blog/archives/2006/08/can_you_please.html

Why limit to a single TLD?

- Google trusts .edu, .gov, and some .org sites like Wikipedia.



- There is a substantial interdependence of Wikipedia and Google.
- The only way to return results from the lesser known TLDs is to limit to that TLD.

Searching ERIC with Google



www.eric.ed.gov

- Type of search query – **Site-limited** search of one website.
 - Restricts the results to only ERIC.ed.gov content
 - Syntax – **site:eric.ed.gov**

Why should I do site searches?

- Quicker way to navigate a website
- Searcher can use Google syntaxes to define precisely the information need
 - Boolean AND/OR
 - intitle: syntax
 - filetype:ppt and/or filetype:pdf



Site-Limited Query

Query

"cultural diversity" AND
teaching AND "through
literacy" AND **site:eric.ed.gov**

Useful Site-Limited Query

- Another very useful site-limited search query.

□ **site:k12.va.us**



K12.va.us-Limited Search!

Query

"graphic novels" AND reading AND motivation AND
boys AND **site:k12.va.us**

"read aloud books" AND recommendations AND
site:k12.va.us

"reading literacy" AND skills AND games AND
site:k12.va.us

Finding Full-Text Documents

The PDF Filetype-Limited Search

- Syntax **filetype:pdf**



on" AND "literature review" AND site:edu AND filetype:pdf



PDF-Limited Results

[PDF] [Linking Loneliness, Shyness, Smartphone Addiction ... - CiteSeerX](#)

citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.826.6528&rep=rep1... ▼

by M Bian - 2015 - Cited by 100 - Related articles

roles of the smartphone usage patterns and **smartphone addiction** on social capital. **Literature Review. Smartphone addiction.** Addictive mobile phone use can ...

[PDF] [Classifying Nomophobia as Smart-Phone Addiction Disorder](#)

<https://escholarship.ucop.edu/content/qt0pq332g4/qt0pq332g4.pdf> ▼

by D Tran - 2016 - Cited by 1 - Related articles

Jan 1, 2016 - **literature review** summarizes previous research on smart-phone addiction The relationship between life stress and **smartphone addiction** on.

[PDF] [The Distinct Psychology of Smartphone Usage Shiri Melumad ...](#)

https://www8.gsb.columbia.edu/programs/.../Melumad_columbia_0054D_13861.pdf ▼

by S Melumad - 2017 - Related articles

literature review on post-adoption mobile Internet usage. For example ... research outside of marketing that examines "**smartphone addiction**"; next, I review the.

PDF Theses (123 Pages)

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RIT Scholar Works

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5-15-2015

Time Out: Influence of user experience design on behavior to reduce smartphone use

Tejal Sampat

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File types Indexable by Google

■ Other useful file types:

Microsoft Excel (.xls, .xlsx)

Microsoft PowerPoint (.ppt, .pptx)

Microsoft Word (.doc, .docx)



■ Complete list of filetypes - <http://bit.ly/2IRkia5>

Link Checking

- Link Checking returns webpages linked to a website or a webpage.
- Quality webpages link to other quality webpages.
 - Research on links – 57% expand on webpage content
- After finding a quality webpage, run link checks to find other quality webpages.



Link Checking

Query

link:www.ala.org/aasl/research

**link:www.ala.org/aasl/research AND
teaching AND “cultural diversity”**

**link:www.ala.org/aasl/research AND
teaching AND “cultural diversity” AND
“middle school”**

Recommendation for Searching

- Begin with a title field search - **intitle: “your topic”**
- Add Boolean expressions – **AND** or **OR** descriptors
- Limit the results to a top level domain or country with **site:**
 - Associations or Organizations - .org
 - Educational Institutions - .edu
 - U.S. Government - .gov
- Specific website
 - `site:k12.va.us` or `.site:eric.ed.gov`

