

### Consider:

- **Purpose:** Why was the page created? To: inform; entertain; share information; advertise/sell a product or service (business/marketing); influence views, beliefs, elections (advocacy); provide up-to-the-moment news; personal enjoyment?
- **Sponsor/Owner:** On what type of domain does the page reside? Government agency (**.gov, .mil**); educational (**.edu, .ac.co.uk**); business/company (**.com, .biz, info, other .tlds**); professional association or non-profit, trade, entertainment; news bureau; personal (individual)?
- **Organization and Content:** Is the page organized and focused? Is it well designed? Is the text well written? Are the links relevant and appropriate? Are the links evaluated?
- **Bias – political / issue / product stance** (of the author or sponsor) Are all viewpoints presented in a balanced way?
- **Date of Production/Revision:** When was the web page produced? When was it last revised? How up-to-date are the links? Are the links still viable?
- **Usefulness:** Is the web page relevant to the current research project?
- **Authority/author:** Who is responsible for the page? Is the author an expert in this field? What else has he/she written or produced? Does the author provide an e-mail address? How accurate is the provided information? Is a bias evident?
- **What is it?** Web-only page; magazine news or journal article; government source, blog, etc.
- **Audience:** To what type of reader is the web page directed? Is it appropriate for a college-level paper?
- **Coverage:** Does the page cover the topic comprehensively, partially or is it an overview?
- **Illustrations:** Are the graphics clear in intent, relevant and professional looking? Do the graphics add to or enhance the content?
- **Security:** Are security and/or encryption systems employed when necessary?

# Google like a librarian.



- Search engines are not human, so keep it simple
- Every word matters, except when it is **[a, the, for]** and sometimes **[OR]**
- Search is case insensitive, except when using **[OR]**. Search for **[NEW YORK TIMES]** is the same as **[new york times]**.

- Google employs synonyms automatically, so searching for **[childcare]** will also bring up **[child care]**
- Think how the page will be written, so instead of saying **[my head hurts]**, search for **[headache]**. Also use as few terms when possible.

## Google Tips & Tricks

### Phrase search ("")

Putting quotes around your phrase, **["Alexander Bell"]** will miss the pages that refer to Alexander **G.** Bell.

### Search for pages that link to a URL

To find pages that link to [www.google.com](http://www.google.com), use **[link:google.com]**.

### Terms you want to exclude (-)

You can exclude words in your search, by using the **[-]**, which should always precede with a space. Thus, **[anti-virus software]** will return results on anti-virus software, while **[anti-virus -software]** will return results on anti-virus, excluding software. You can also use the **[-]** to exclude sites from your search so **[library -site:grcc.edu]** will NOT search the [grcc.edu](http://grcc.edu) website for **[library]**.

### Fill in the blanks (\*)

If you include the **[\*]** within a query, it tells Google to try to treat the star as a placeholder for any unknown term(s) and then find the best matches. Search **[Google \*]** will result in many of Google's products, while **[Obama voted \* on \* bill]** will give you stories about different votes on different bills.

### Search by file type

For example, searching for **[affordable health care act filetype:ppt]** will only return results with files that end in **.ppt**.

### Define words [define:]

Putting **[define]** in front of word **[define:loquaciousness]** will define it for you.

### Search single word exactly as is ("")

Google gives you a synonym when you don't really want it. By putting double quotes around a *single* word, you are telling Google to match that word precisely as you typed it. So **[childcare]** will ONLY give you results with **[childcare]** NOT **[child care]**

### Search within a specific website (site:)

You can search a specific site within Google. For example, **[library site:grcc.edu]** will search [grcc.edu](http://grcc.edu)'s website and return results for **[library]**.

### Search for pages that are similar to a URL

To find pages similar to **[nytimes.com]**, search for **[related:nytimes.com]**.

### The OR operators

If you want to specifically allow *either* one of several words, you can specify the **[OR]** operator (has to be in capitals to work). **[San Francisco Giants 2004 OR 2005]** will give you results about either one of these years, whereas **[San Francisco Giants 2004 2005]** will show pages that include both years on the same page

### Search for numbers in a range

Using **[..]** between two numbers will search for anything in that range. **[Sony TV \$300..\$500]** will only pull up sony tv's between \$300-500.

### Synonyms [~]

**[Christmas ~dessert recipes]** will return results for desserts, along with candy, cookies and other treats