### GETTING THE MOST OUT OF GOOGLE

#### Source:

Sherman, Chris. (2005). *Google power: Unleash the full potential of Google.* CA: McGraw-Hill.

# Did you know?

- Google is not case sensitive.
- o You can change the number of results per page through "preferences."
- o Use quotes around names or phrases for better search results.
  - ➤ For example: Searching John Smith with no quotes will turn up pages with the names John and Smith, but not necessarily the whole name. "John Smith" will turn up pages with the full name together.

# **Boolean Logic:**

Uses of AND, OR & NOT

- o AND means ALL:
  - ➤ If one searches John **and** Smith both words will appear on the page.
- o OR means ANY:
  - ➤ If one searches John **or** Smith the results include pages with any of the words.
- o NOT means WITHOUT:
  - ➤ If one searches John not Smith only pages with the word John that do not also have the word Smith on them will be in the results. (Google does not support this operation, but can be used with other search engines).

# **Symbols:**

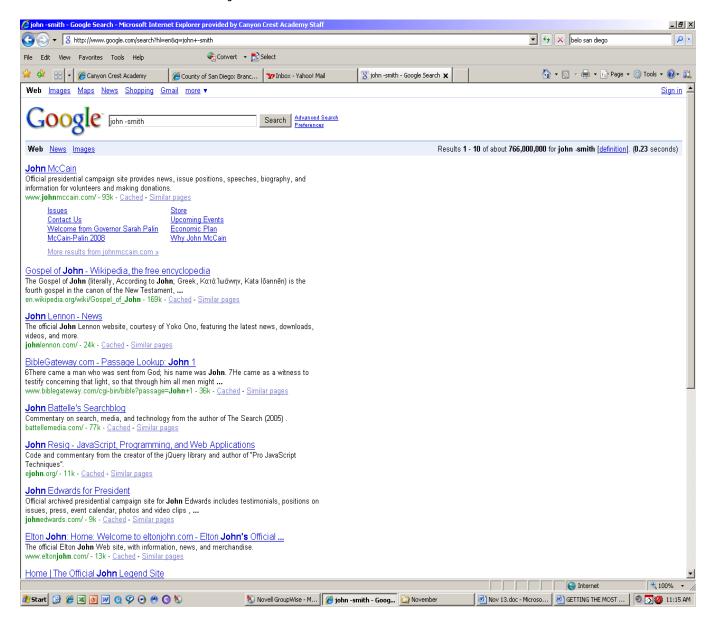
+ - \* ~

+ Means Inclusion

Example: John + Smith means search for both words

#### - Means Exclusion

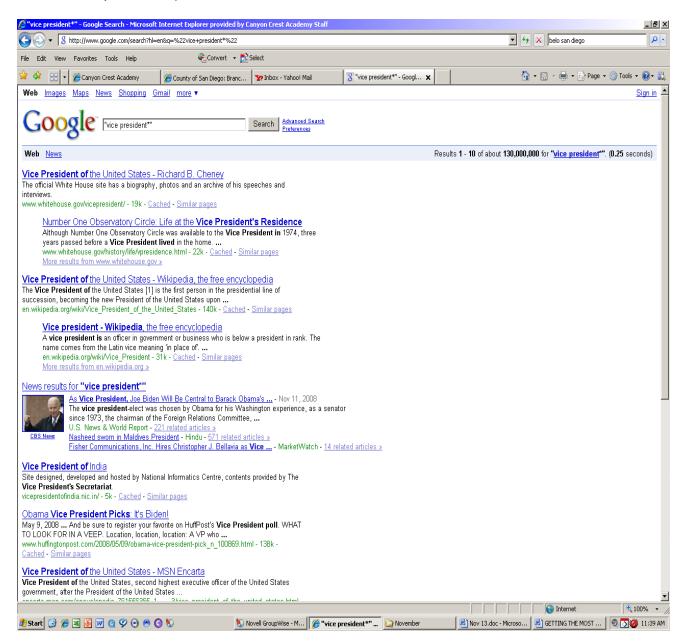
Works like not. Example: John -Smith searches for pages with the name John that don't also have the name Smith. As you can see below there are no references to John Smith, only other Johns.



#### \* Means Wildcard

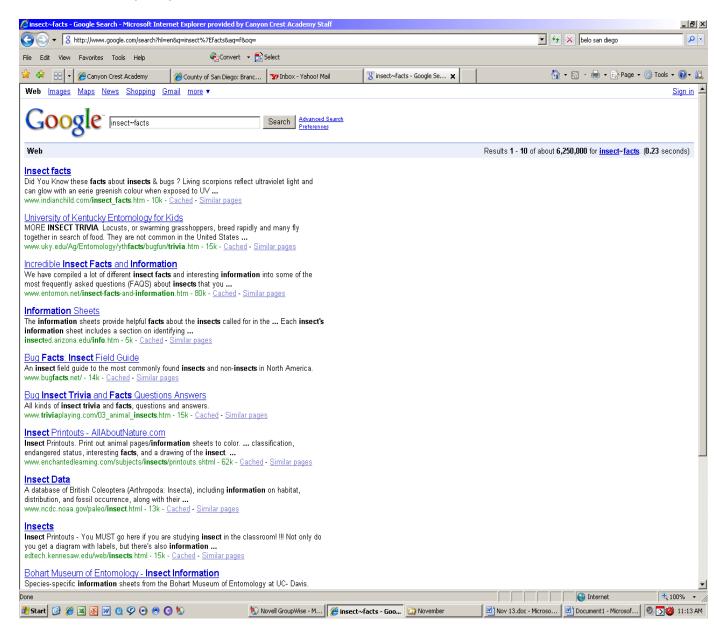
To use this type in a name or phrase in quotes and the wildcard symbol. Useful if you can't remember a full quote, a person's name, or for words with tricky spelling.

Example: "vice president\*" Can't remember the Vice President's name?



#### ~ Means "fuzzy" or Synonym

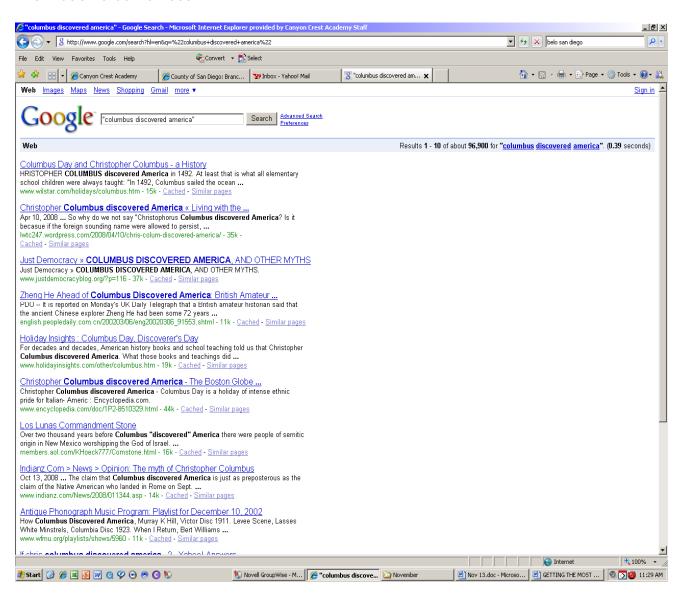
Example: A search for insect ~ facts will turn up results for insect facts, insect data, insect information and any other searches relating to insects and words that are synonyms to the word fact. See screen shot below.



# Finding quick facts:

A handy tool for finding quick facts is to phrase something as you might find it on a fact page, in quotes, instead of in the form of a question. If you want to know what year Columbus discovered America simply type in "columbus discovered america" (remember Google is not case sensitive).

This will return results with the whole phrase on the page, more than likely followed by the year! As you can see below, our very first result has the information that we need.



# Another example: Don't know what an acronym means? Google it! "ASPCA stands for"

