

Advanced Searching: overview of Google and alternative search tools

Bodleian Libraries, 1st March 2017

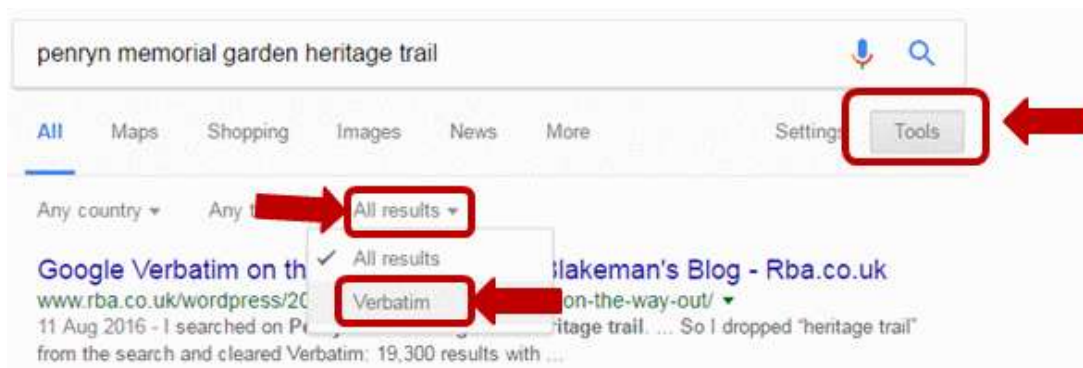
Top Tips

This is a combined list of Top Tips that the participants of both workshops held on the 1st March suggested at the end of each session. If there are any questions about the tips or the content of the workshop please contact karen.blakeman@rba.co.uk.

1. Verbatim

This is an essential tool for making Google carry out your search the way you want it run. Google automatically looks for variations on your terms and sometimes drops terms from your search, which is not always helpful. These instructions apply to desktop/laptop interfaces. The location of Verbatim on mobile devices including tablets may vary.

To use Verbatim, first run your search. Then click on 'Tools' in the menu that runs across the top of your results page. A second row of options should appear. Click on 'All results' and from the drop down menu select Verbatim. Google should then search for your terms without any variations or omissions.



Note: Google sometimes still drops terms or changes them even when Verbatim is applied. If this happens then use the `intext:` command before the affected term (see next Top Tip re `intext:`)

2. Advanced Search commands

Use advanced search commands for more relevant results. The three commands that were specifically mentioned were 'filetype:', 'site:' and 'intext:'.

Use the 'filetype:' command to limit your research to PowerPoint for presentations, spreadsheets for data and statistics, or PDF for research papers and industry/government reports.

For example:

```
creative upcycling UK filetype:pdf
creative upcycling UK filetype:ppt OR filetype:pptx
```

In Google you need to search for pre and post Office 2007 file extensions, e.g. ppt and pptx, as Google does not automatically pick up both. Either run separate searches or use the OR command as in the above example. Bing, Yandex and DuckDuckGo pick up both the old and newer Office extensions when searching for one or the other.

Use the 'site:' command to search for types of site, for example government or UK academic, or to search within just one site.

For example:

```
wind turbine energy production UK site:ac.uk [searches all UK academic sites]
```

```
wind turbine energy production UK site:www.gov.uk [searches just the main UK government web site]
```

If Google keeps dropping or changing your most important search term or phrase then prefix it with 'intext:' to force Google to include the term in the search exactly as you have typed it in.

For example:

```
memorial garden intext:penryn heritage trail
```

```
mycoremediation UK intext:"brownfield sites"
```

Commands must be **all lower case** and there must be **no spaces** between the colon and the command or the file extension, otherwise Google (and other search tools) will treat the command as a searchable word.

3. Private browsing/Incognito

Many of the search engines, and Google in particular, personalise results based on past searches and browsing history. Logging out of your Google account and clearing all cookies is one approach to avoiding this. Alternatively use Incognito/Private Browsing, which is an option built into most browsers. The keystrokes to access the option for the main browsers are as follows:

Chrome - New Incognito window Ctrl+Shift+N

FireFox Ctrl+Shift+P

Internet Explorer Ctrl+Shift+P

Opera Ctrl+Shift+N

A new window will open and your search will be run without applying tracking and search cookies. You will still be able to bookmark sites and download files.

Note: This does not remove country personalisation and does **not** hide your IP address from the search engine or sites that you visit.

4. There so many great alternatives to Google!

As well as the usual suspects - Bing, Yandex, Carrotsearch – there are many and varied specialist tools worth investigating such as Tineye.com for reverse image search, the Wayback Machine, JISC archives hub, Open Culture (see below for more information on these).

5. Carrotsearch foam tree <http://search.carrotsearch.com/carrot2-webapp/search>

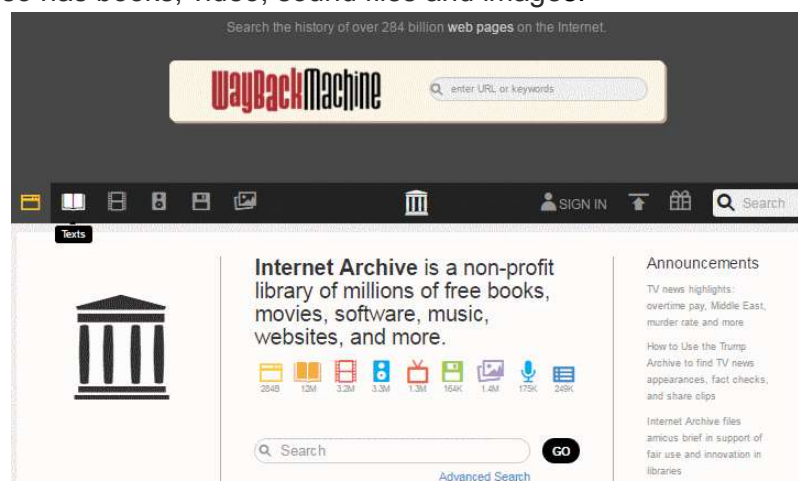
Carrot Search clusters web search results into topics (left hand side of the results screen) that enable you to filter and focus the search. It also provides visualisations of terms and concepts via the “circles” and “foam tree”. Use the Circles and Foam Tree tabs at the top and to the left of the results.

There is a PubMed search option as well as the general web search.



6. Wayback Machine – <http://archive.org>

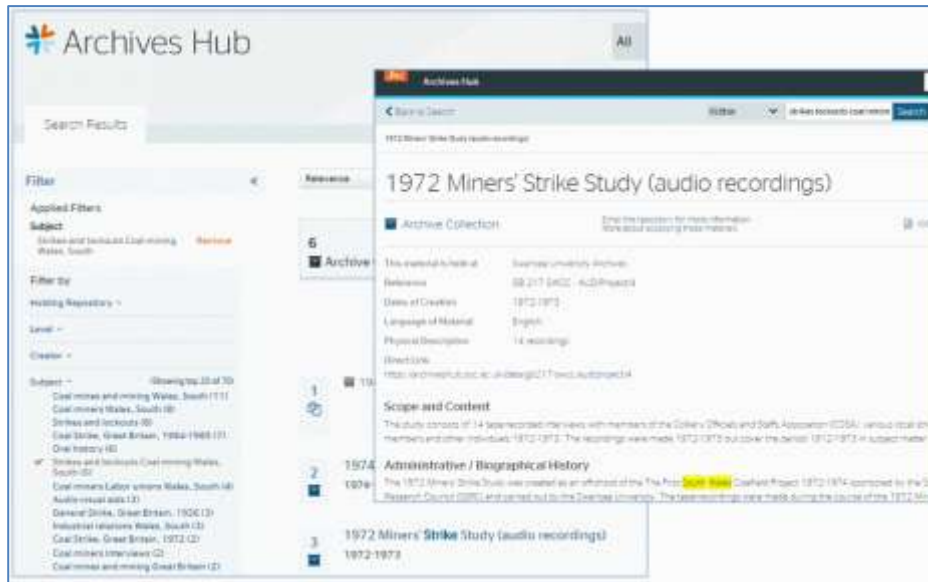
The Wayback Machine, also known as the Internet Archive, is one way that you can track down websites or documents that have disappeared from the web. Enter the URL of the website or document and you should then see a calendar of the snapshots that the archive holds. Choose a date from the calendar to view the page. The archive does not have everything but it is worth a try. The archive also has books, video, sound files and images.



7. JISC archives Hub <https://archiveshub.jisc.ac.uk/>

“Search across descriptions of archives from over 1,000 years of history, held at over 300 institutions across the UK.”

This is a wonderful site holding information on collections of text, videos, sound files, transcripts and images on a wide range of topics such as women’s suffrage, alchemy, insects, politics, finance, the arts. It does not give direct access to the information but gives details of the nature of the archives and where they are held. Be warned, it is very easy to get sidetracked when browsing through this site!



8. Open culture <http://www.openculture.com>

How Sultry 1940s Film Star Hedy Lamarr Helped Invent the Technology Behind Wi-Fi & Bluetooth During WWII

in *Film, History, Technology* | March 13th, 2017

6.1k SHARES



A certain ideal of America holds that an immigrant who arrives in that land of opportunity can, with hard work and luck, completely remake themselves, even into an A-list movie star or an inventor of heretofore unimagined new things. [Hedy Lamarr](#), by this reckoning, ranks among the ideal Americans: born Hedvig Eva Maria

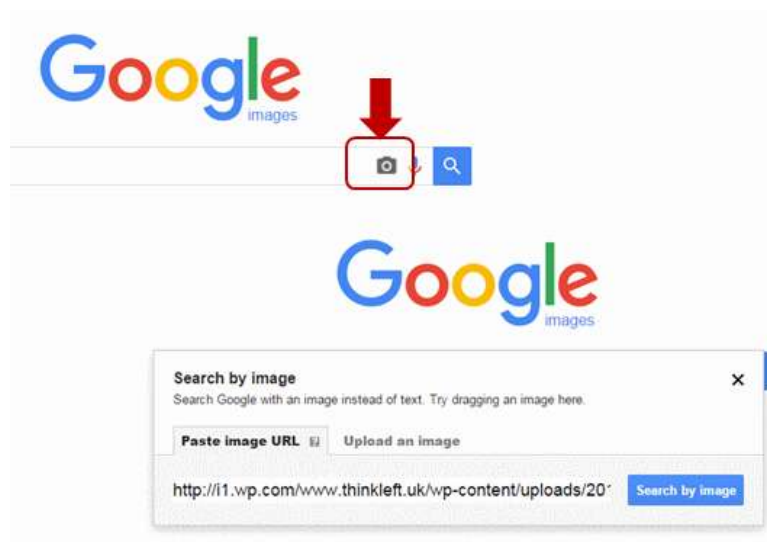
This is another site that one could easily spend hours browsing all sorts of interesting material. [My personal, current favourite is Iggy Pop reading Edgar Allan Poe’s “Tell-Tale Heart”. <http://www.openculture.com/2015/08/iggy-pop-reads-edgar-allan-poes-classic-horror-story-the-tell-tale-heart.html> Ideal for Halloween!] Founded in 2006, the people behind it include academics, journalists, writers and actors. Content that is linked to include free online courses, online movies, audio books, video and sound files.

Sign up for the RSS feed, twitter or email alerts to receive news of the most recent additions.

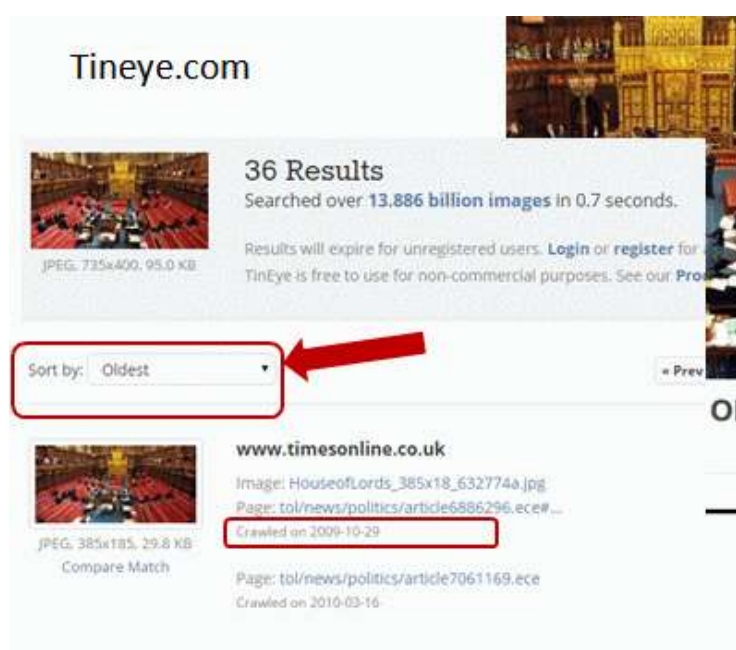
9. Reverse image search

If you want to discover the real story behind an image that you have found on the web, there are several tools that enable you to reverse search an image. You may be looking for alternative versions of a photo or want to find out where else it has been used and when. Fake news and misinformation often use images that have nothing to do with the story they are presenting. Reverse image search can help uncover the origins of a photo.

Google Images. <http://images.google.co.uk/> Click on the camera in the search box and either copy the URL of the image and paste it into the box or upload an image from your computer.



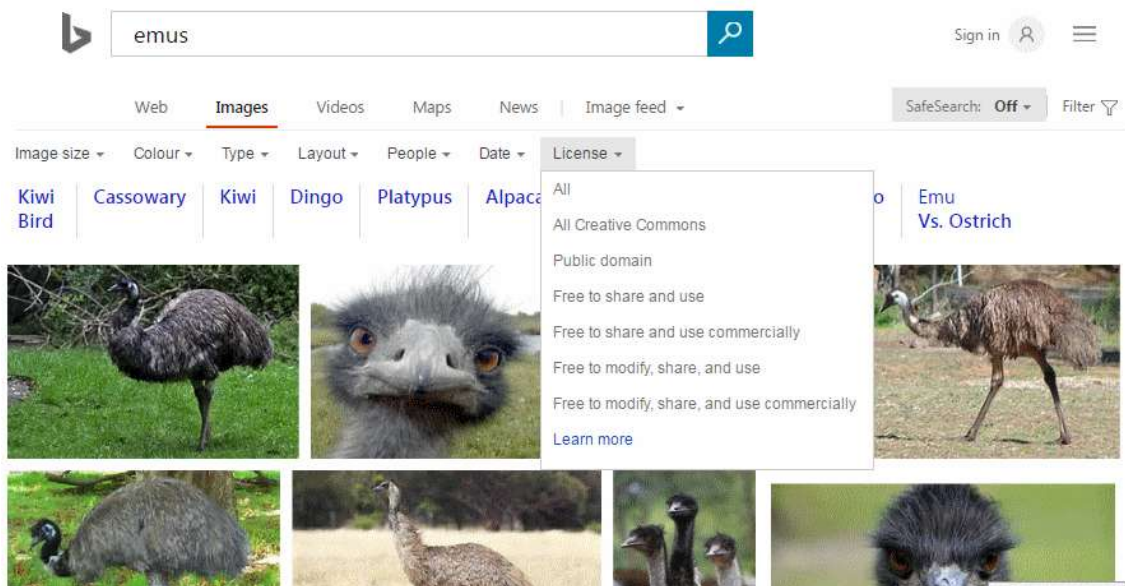
TinEye <http://www.tineye.com/> This is similar to Google's reverse image search in that you can enter an image URL or upload an image. TinEye has an additional display option that enables you to sort by date. This is useful if you suspect that a photo purporting to show a recent event was, in fact, taken several years.



Browser plugins are available for Firefox, Chrome, Safari, IE and Opera.

10. Bing images <http://www.bing.com/images/>

Bing Image search is similar to Google's but its license filter is more useful in that as well as individual Creative Commons licenses you can search for all Creative Commons or just Public Domain images (not included in Google's list). An essential search option if you want to be sure that you are allowed to use an image for a project. Run your search and use the drop down menu under License in the menu bar across the top of the results to apply a copyright filter. Note: you may to click on the Filter link on the far right of the results screen to display the menu bar.



Always click on the image and go to the page hosting the image to check that the license does indeed apply to the image you want and not to another one on the same page.

11. Openphoto <http://openphoto.net/>

Openphoto was recommended by one of the participants as easy and straightforward to use. All photos are free of charge under terms of Creative Commons licensing, but check which CC license applies to the image you wish to use.

12. Country versions of search tools and websites

Compare stories/articles on people/events based in other countries using the country versions of search tools. For example Google.fr for France, Google.de for Germany (a list can be found at http://en.wikipedia.org/wiki/List_of_Google_domains). Local information will be given priority and is often in the local language, so you may need to use Google or Bing Translate to help you understand the content. Searching is straight forward if you are looking for a company or a person but if it is a subject/topic search then you will need to translate your search terms into the relevant language to get the best out of the search (again Google or Bing translate can help here). If you are using Chrome as your browser your search results can be automatically translated back into English or whatever is your preferred language using the browser settings.

Wikipedia is another source that gives different information depending on the language/country version you are using. Biographies, in particular, are sometimes very different from one version to another.