



**Effective Web Searching:
Google Advanced Search and Associated Online Tools
for Finding Academic Content**

January 03, 2012

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Food, Agricultural, and Environmental Sciences Library

Introduction

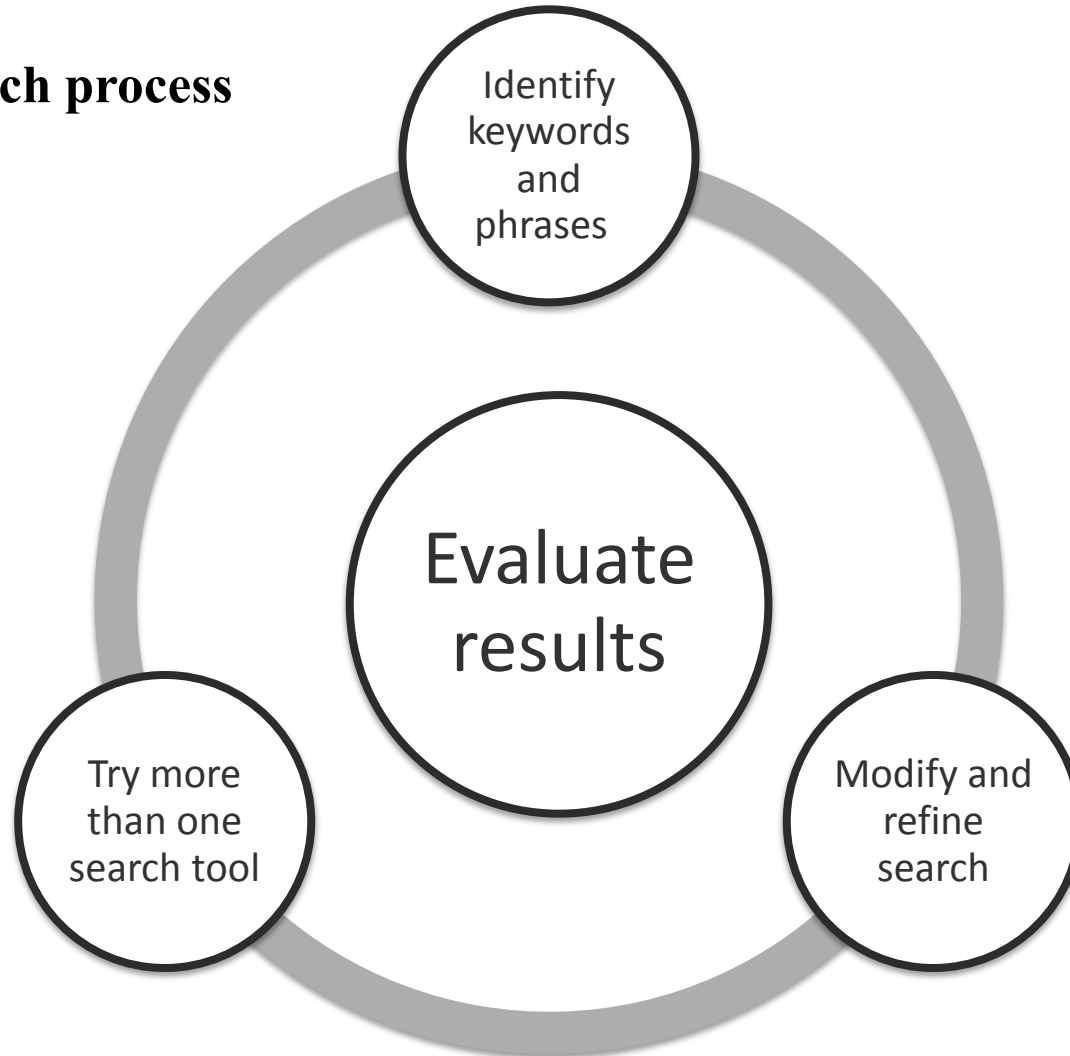
Web searching basics

Specialist scientific web search engines & tools

- Google Scholar (Google)
- Scirus (Elsevier)
- Scientific WebPlus (Thomson Reuters)
- Microsoft Academic Search (Microsoft)

Discussion

Basic web search process



Academic search engine optimization

“Academic search engine optimization is the creation, publication, and modification of scholarly literature in a way that makes it easier for academic search engines to both crawl it and index it.”
(Beel 2010, doi: 10.3138/jsp.41.2.176)

Key issues

Preparation

- Select relevant keywords, consider synonyms

Writing your article

- Relevant keywords and synonyms should appear in the title, abstract, text body
- Use consistent publishing and affiliation names
- Use common scientific layout and structure for the article
- Know the relevance of reference/citation counts

Preparing for publication

- Use vector graphics
- Include complete PDF metadata

Publishing

- Select online journals
- Consider publishers that work with Google

Follow-up

- Publish the article on your homepage, update as needed (e.g., working paper)
- Create meaningful parent web pages for your PDF files

Search strategy development – best practices

Be as specific as you can with keywords but keep your searches simple

- Consider synonyms, use professional/scientific terms
- Put main keyword first

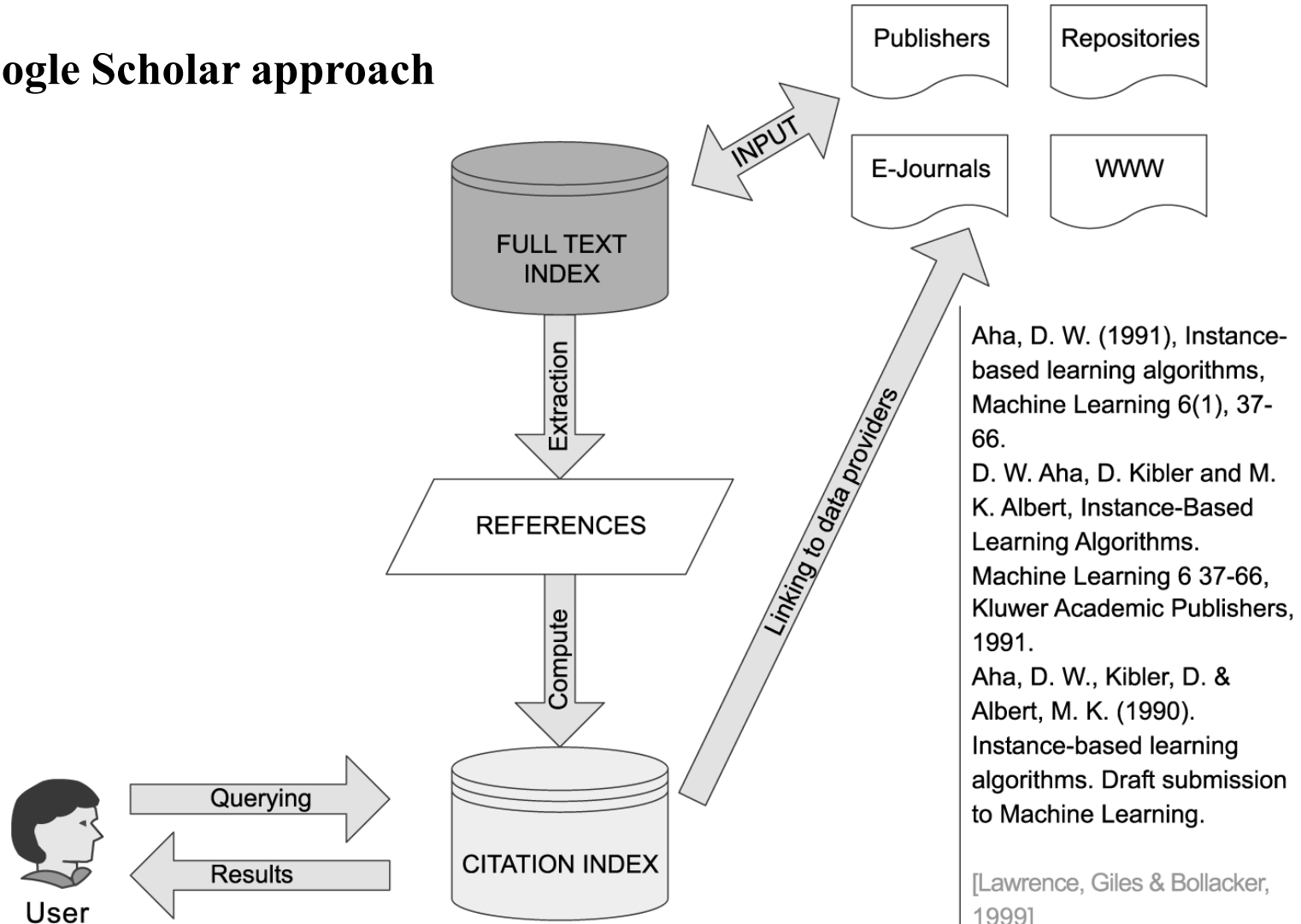
Learn one or two search engines well

Use the advanced search pages and become familiar with advanced search commands

- Multiple words (aka Boolean searching): e.g. [[water \(quality OR management\)](#)]
- Keep words together and use phrase searching, e.g. [[“water quality”](#)]
- Search for title words, e.g. [[allintitle:water quality](#)]
- Exclude/include words, e.g. [[mercury –ford –freddy –outboards –planets](#)]
- Search only a specific domain, e.g. [[water quality site:.gov](#)]
- Specific document types, e.g. [[water quality ext:pdf](#)]
- Date ranges, e.g. [[“water quality” 2009...2012](#)]
- Combine, e.g. [[water \(quality OR management\) 2009...2012 site:.gov ext:pdf](#)]
- Learn how to use them in the normal search interface

Set your preferences

Google Scholar approach



Aha, D. W. (1991), Instance-based learning algorithms, Machine Learning 6(1), 37-66.

D. W. Aha, D. Kibler and M. K. Albert, Instance-Based Learning Algorithms. Machine Learning 6 37-66, Kluwer Academic Publishers, 1991.

Aha, D. W., Kibler, D. & Albert, M. K. (1990). Instance-based learning algorithms. Draft submission to Machine Learning.

[Lawrence, Giles & Bollacker, 1999]

Ranking Algorithms

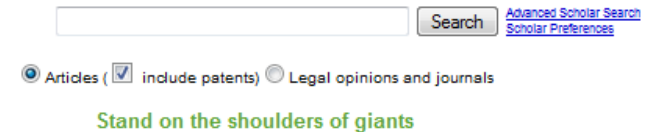
- Keyword-based searching most common for all major search engines
- Academic search engines use different ranking algorithms
- Common ranking factors:
 - Publication date
 - Citation count
 - Author name
 - Journal name, reputation
 - Relevance of document
- Ranking factors may be combined without mechanism to influence on the factor's weighting

Example of document fields

- Document text
 - Title
 - Abstract
 - (Sub)headings
 - Author keywords
 - Body text
 - Tables and figures
- Document metadata
 - Author names
 - Publication name
 - Social tags
 - Social annotations
- Metadata of electronic files
 - Title
 - Author
 - Description
 - Keywords
 - Filename
 - URI

Google Scholar Features

- Simplistic approach to searching for scientific, medical, and legal information
- Far more comprehensive than any other scholarly database
- Broad coverage of scholarly literature, includes literature citations, peer-reviewed journal articles, theses, books, abstracts, other literature, articles from academic publishers, professional organizations, preprint repositories, universities, and other scholarly organizations
- In almost every study Google Scholar was shown to have consistently higher retrieval than Web of Science, Scopus
- Uses only keywords for searching
- Provides mechanism for citation searching and tracking, often outperforms Web of Science, Scopus in citation metrics
- Retrieval control by keywords, citation information, and links



Google Scholar ranking algorithm

“Google Scholar aims to rank documents the way researchers do, weighing the full text of each document, where it was published, who it was written by, as well as how often and how recently it has been cited in other scholarly literature.”

(Google 2011, <http://scholar.google.com/intl/en/scholar/about.html>)

Relevance

- Algorithms focus strongly on document titles, consider length
- Total search term count in document has little or no impact
- Doesn't consider text in figures and tables inserted as raster/bitmap graphics
- Doesn't consider synonyms, PDF metadata

Citation count

- On average, items in top positions have significantly more citations
- Doesn't discriminate against self-citations

Author name and name of publication

- If included in search term, items in which they appear will be ranked higher
- Influence of publication and author reputation is unclear

Publication date

- Not considered but search can be restricted/refined by date

Sources indexed

- Only “trusted sources” are included, different versions of an article are grouped together

Google Scholar limitations

Coverage

- Data sources are unclear
- Uneven across different fields of study
 - The Social Sciences, Arts and Humanities, and Engineering seem to benefit from better coverage of books, proceedings and a wider range of journals
 - For some disciplines in the Natural and Health Sciences (e.g., chemistry, physics) journal coverage seems to be patchy
 - Bias towards the English language
 - Doesn't perform as well for older publications (pre-1990) as these publications and the publications that cite them have not been fully digitized

Citations in general are subject to many forms of errors: can be complete, completely missing, or anywhere in between

- Publications, particular books, book chapters and conference proceedings are treated inconsistently
- Journal names and authors are sometimes incorrectly assigned to the articles
- Diacritics (e.g. Olivas-Luján), apostrophes (e.g., O'Rourke), and ligatures (e.g., fi, ff, fl) aren't recognized by Google Scholar

Ranking algorithm may strengthen the Matthew effect **Vulnerability to spam**

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☐ Search only for pages written in these language(s):

- | | | | |
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| ☐ Chinese (Traditional) | ☐ German | ☐ Polish | |
| ☐ Dutch | ☐ Italian | ☐ Portuguese | |
| ☐ English | ☐ Japanese | ☐ Spanish | |

Collections

☒ Search articles (☒ include patents).

☐ Search legal opinions and journals.

Library Links

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e.g., Harvard

Show library access links for (choose up to three libraries):

- ☒ Open WorldCat - Library Search
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Online access to library subscriptions is usually restricted to patrons of that library. You may need to login with your library password, use a campus computer, or configure your browser to use a library proxy. Please visit your library's website or ask a local librarian for assistance.

Number of Results

Google's default (10 results) provides the fastest results.

50

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☒ Open search results in a new browser window.

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 Organización Mundial de la Salud (Ginebra... - 1997 - [books.google.com](#)
 The first edition of Guidelines for drinking-water quality was published by WHO in 1984-1985 and was intended to supersede earlier European and international standards. Volume 1 contained guideline values for various constituents of drinking-water and Volume 2 the ...
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 RM Hirsch, JR Slack... - [Water resources research, 1982 - agu.org](#)
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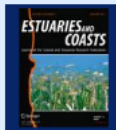
Long-Term Trends in Submersed Aquatic Vegetation (SAV) in Chesapeake Bay, USA, Related to Water Quality

Orth, Robert J.¹; Williams, Michael R.²; Marion, Scott R.¹; Wilcox, David J.¹; Carruthers, Tim J. B.^{2,3}; Moore, Kenneth A.¹; Kemp, W. Michael⁴; Dennison, William C.^{2,5}; Rybicki, Nancy⁶; Bergstrom, Peter²; Batiuk, Richard A.⁶

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3. University of Maryland, Center for Environmental Sciences, Horn Point Laboratory, 2020 Horns Point Road Cambridge MD 21613 USA
4. US Geological Survey, 12201 Sunrise Valley Drive Reston VA 20192 USA
5. National Oceanic and Atmospheric Administration, 410 Severn Avenue Annapolis MD 21403 USA
6. Chesapeake Bay Program, US Environmental Protection Agency, Severn Ave. Annapolis MD 21403 USA

Chesapeake Bay supports a diverse assemblage of marine and freshwater species of submersed aquatic vegetation (SAV) whose broad distributions are generally constrained by salinity. An annual aerial SAV monitoring program and a bi-monthly to monthly water quality monitoring program have been conducted throughout Chesapeake Bay since 1984. We performed an analysis of SAV abundance and up to 22 environmental variables potentially influencing SAV growth and abundance (1984–2006). Historically, SAV abundance has changed dramatically in Chesapeake Bay, and since 1984, when SAV abundance was at historic low levels, SAV has exhibited complex changes including long-term (decadal) increases and decreases, as well as some large, single-year changes. Chesapeake Bay SAV was grouped into three broad-scale community-types based on salinity regime, each with their own distinct group of species, and detailed analyses were conducted on these three community-types as well as on seven distinct case-study areas spanning the three salinity regimes. Different trends in SAV abundance were evident in the different salinity regimes. SAV abundance has (a) continually increased in the low-salinity region; (b) increased initially in the medium-salinity region, followed by fluctuating abundances; and (c) increased initially in the high-salinity region, followed by a subsequent decline. In all areas, consistent negative correlations between measures of SAV abundance and nitrogen loads or concentrations suggest that meadows are responsive to changes in inputs of nitrogen. For smaller case-study areas, different trends in SAV abundance were also noted including correlations to water clarity in high-salinity case-study areas, but nitrogen was highly correlated in all areas. Current maximum SAV coverage for almost all areas remain below restoration targets, indicating that SAV abundance and associated ecosystem services are currently limited by continued poor water quality, and specifically high nutrient concentrations, within Chesapeake Bay. The nutrient reductions noted in some tributaries, which were highly correlated to increases in SAV abundance, suggest management activities have already contributed to SAV increases in some areas, but the strong negative correlation throughout the Chesapeake Bay between nitrogen and SAV abundance also suggests that further nutrient reductions will be necessary for SAV to attain or exceed restoration targets throughout the bay.

Keywords: [Submersed aquatic vegetation](#); [Salinity community-types](#); [Chesapeake Bay](#); [Abundance](#); [Nutrients](#); [Nitrogen](#); [Water quality](#)



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Authors: Cäzilia Loibl, Soo Hyun Cho, Florian Diekmann, Marvin T Batte

Publication date: 2009/3/1

Journal name: Journal of Consumer Affairs

Volume: 43

Issue: 1

Pages: 26-55

Publisher: Blackwell Publishing Inc

Description: Cäzilia Loibl is an assistant professor in the Department of Consumer Sciences at The Ohio State University, Columbus, OH (loibl.3@osu.edu) ... Soo Hyun Cho is a graduate research assistant in the Department of Consumer Sciences at The Ohio State University, Columbus, OH (cho.281@osu.edu) ... Florian Diekmann is an instructor in the University Libraries at The Ohio State University, Columbus, OH (diekmann.4@osu.edu) ... Marvin T. Batte is a professor in the Department of Agricultural, Environmental, and Development Economics at The Ohio ...

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T Kowatsch... - 18th European Conference on Information ... 2010 - [csrl.ise.ac.uk](#)
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1. Rachel Smith (rsmith2@memphis.edu) is a Visiting Assistant Professor and Marla B. Roynne (mstafrd@memphis.edu) is Professor and Chair, both in the Department of Marketing & Supply Chain Management, University of Memphis.
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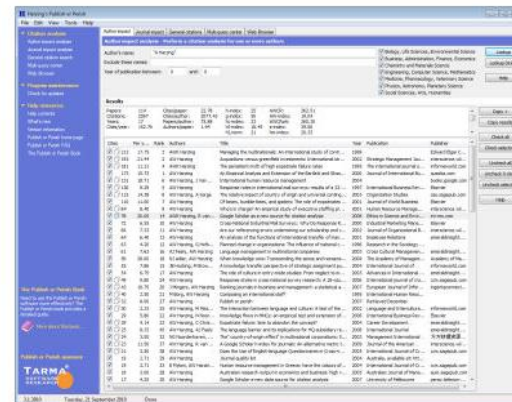
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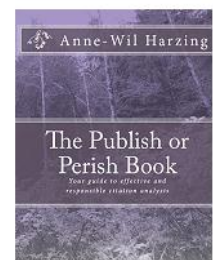
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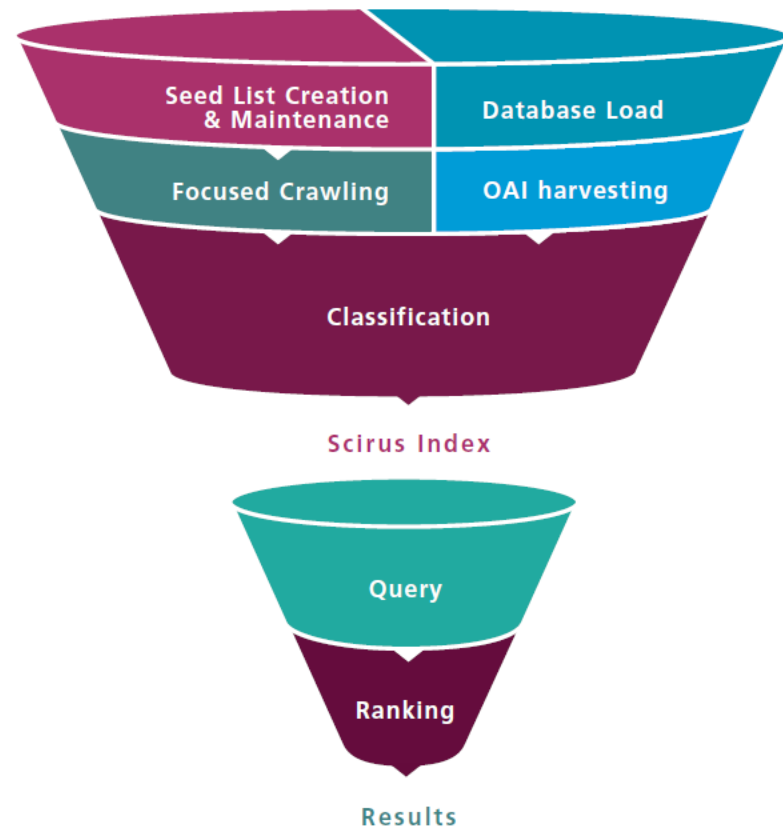
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2011	Heartland Water Quality The Heartland Regional Water Coordination Initiative is a partnership of Iowa State University, Kansas State University, the University of Missouri, and the University of Nebraska-Lincoln, the USDA National Institute of Food and Agriculture's National ... [www.heartlandwq.iastate.edu/]
2011	Publication List for Water Quality 2011 Amendment No. 5 of The Memorandum of Understanding, Cruise Operations in Washington State 11-10-053a July 2011 2010 Assessment of Cruise Ship Environmental Effects in Washington - Appendix C. [www.ecy.wa.gov/biblio/wq.html]
2011	Water Quality Forecasts based on Observed Water Quality Monitoring for Columbia and Snake River Dams Columbia Basin Research Inseason Forecasts - Model based forecasts of fish passage, fish transportation, and total dissolved gas at Columbia and Snake river dams. [www.cbr.washington.edu/.../index_snake_col_wq.html]
2005	Hydrogeology and Hydrology Program: Piedmont Region Water Quality A study of ground-water quality in the Piedmont region of Baltimore County, Maryland was conducted between 1994 and 1996 in a cooperative project between the Baltimore County Department of Environmental Protection (DEPRM), the Maryland Geological Survey ... [www.mgs.md.gov/hydro/piedmont/index.html]
2011	The University of Maine - Cooperative Extension: Water Quality Through applied research and educational programs, we work with agricultural producers, to help them improve production while reducing the potential for off-site negative environmental impacts. [umaine.edu/waterquality/]
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 Journal: **Environmental Management** - **ENVIRON MANAGE**, vol. 5, no. 1, pp. 55-68, 1981

[Water quality modeling: A review of the analysis of uncertainty](#) (Citations: 231)
 M. B. Beck
 Journal: **Water** Resources Research - **WATER RESOUR RES**, vol. 23, no. 8, 1987

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 P ARMITAGE, D MOSS, J WRIGHT, M FURSE
 Journal: **Water** Research - **WATER RES**, vol. 17, no. 3, pp. 333-347, 1983

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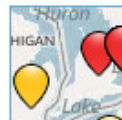
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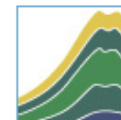
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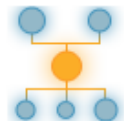
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