

## 10. Advanced Internet search with Google

When doing work at the university level, you should be able to discriminate against which sources you can extract information from. Both online and in the press, you can visit a large number of places: Encyclopedias, movies, magazines, news, books, research articles, thesis, manuals, etc. However, not all these sources are academic, that is, not all of them are citable in their work. You can use them all to learn more about a topic, but when quoting a text in college you should be careful that it is in the academic field. But how can you identify which text you can use and which can't? Here are some ideas so you can do it correctly:

- An academic source is aimed at people who already have knowledge of the subject matter with which they are treated, so they present a technical and formal language. In other words, they are not aimed at a general public such as a newspaper, dictionaries, encyclopedias, manuals, magazines or blogs.
- It delves into the content it treats and these are generally specific. Remember that they are texts aimed at a specific and specialized audience.
- It does not present photographs or decorative images, only uses them if they have an explanatory head of the subject covered.
- It can contain charts or explanatory tables, either in attachments or within the text itself.
- It presents quotations from other academic texts. In other words, it's based on theory.
- It contains, in the end, a bibliography of the sources he has quoted.
- Use a specific appointment system when mentioning some other source, such as MLA, ISO, or APA.
- Academic texts provide all the information necessary to be cited by others (author, city, editor, year of publication, etc.).
- Academic texts are usually found in places in this field, such as the library or pages of scientific journals such as scielo.cl. You are not likely to find academic information on Google, Wikipedia, personal blogs or dictionaries.
- Examples from academic sources include articles from scientific journals (papers), theses, books and monographs, among others.

### 10.1. Introduction: 29 advanced Google search features

To say that it also serves as a review of what was seen in the theory in the first session because that applies to any search engine.

The tutorial goes on google because of its importance.

Usually, our use on Google when searching for something is limited to typing a series of words - or using voice search.

But, Google has a lot to offer us to do advanced searches, buy time and get more accurate answers from its robots, a series of Google search tricks that need to be managed if you want to achieve exactly what you're looking for.

### 10.2. Advanced Searches

Explicit phrase.

If you want to search for content related to a concept, it is best to explicitly search for words, for which you will need to use double quotation marks. Example: "Inbound Marketing".

Exclude words

If you want to search for content about a concept, but you want to exclude any results that contain a particular term, you must use the "-" sign in front of the excluded word. Of course, it doesn't work for SEM results.

Search for pages that include at least one of several words

To do this, simply use the OR operator between words. Example: Marathon OR race.

Text with rotten termites up close

Searching for a website in the text appears all search terms, though not necessarily together. To do this, you must write the ALLINTEXT code followed by words or phrases. Example: ALLINTEXT: trip to the restaurant hotels of Madrid.

Find termites in different places on the page

If you want to find a website where a term appears in the text of this page and another term elsewhere, such as the title or url, type the first term followed by INTEXT: immediately followed by the other term. EXAMPLE INTEXT: Antoine Griezmann:Atletico Madrid.

Words containing the title of a page

To do this, your Google search must be preceded by the term ALLINTITLE: followed by words or phrases. Example: ALLINTITLE: club smokers.

Search for words in the title and other parts of the web (text or URL)

Type this first term followed by INTITLE- immediately followed by the other term. Example: Sanitas INTITLE: flu vaccine.

If you want to search for pages with your search query mentioned in the URL, type ALLINURL- immediately followed by the word you want. Example: ALLINURL: ticbeat.

Specific content on a website.

If you want to search for content on a platform that matches a specific phrase or term, you can use Google even if the page doesn't have an internal search engine. To do this, use SITE: somesite.com, followed by the search term. Example: SITE: www.ticbeat.com "Tax Return".

related searches

If you want to find new websites with content similar to one you already know, use RELATE code: unapaginaweb.com. Example: RELATE: ticbeat.com

Find a page that links or quotes Another

Imagine you want to search all sites that cite Ticbeatarticles. To do this, simply use the LINK command :p will provide Google with the results. The more specific the URL, the better you get. Example: LINK: ticbeat.

Results containing similar words and synonyms

If in addition to including a particular word in the search you want the results to appear similar words and synonyms, use the symbol. Example: "graphic design" - professional.

Defining a word or phrase

If you want to quickly and easily search for a definition, use the DEFINE code: you can listen to the pronunciation of the word by clicking on the megaphone icon. Example: DEFINE: big data.

Search for words in the URL

If you want to find the word you are looking for but, this time, within the URL, for this the operator is ALLINURL; for example: ALLINURL: Inbound marketing.

Finding missing words

If you've ever forgotten an important word in a sentence, a famous quote from a book or movie, or the lyrics of a song, you can use the asterisk \* command as a guest. Example: very \* for nothing.

Find news and articles related to a specific location.

If you're looking for news related to a specific site, use the location command: to search for stories in Google News that come from that location. (Remember that in our country Google News is no longer operational). Example: Donald Trump Location: USA

Specific types of documents

Document specific types: The type of search code FILETYPE: followed by the type of document you want to find will help you in your task. If you want to find only PowerPoint presentations you use the abbreviation ppt and if they were pdf, pdf. Example: filetype "machine learning" pdf.

Online translation

If you want to translate a word or phrase from one language to another, you don't need to go to an online translation platform. Just look to translate [word] into [language]. Search example: translate horse to Spanish. Without a doubt, one of the tricks to google that you will use most.

Google services: maps, news and images

Simply enter the words in the search engine

Phone lists

You can use Google's directory function, such as code book. codes. Example: agenda:617-555-1212.

Zip code

To find the zip code for an address, include the city, state, province, or country search number. Search results with a zip code. Example: Santiago de Compostela, 94, Madrid.

Stocks (stock exchange)

will provide symbol status trading company Introducing the stock symbol of a company, the search engine will facilitate the current financial status and a miniature chart of the shares. Example: SAN.

Calculator

You can directly write the operation to Google to perform any quick calculation. Example: 77332\*1.07

Weather forecast

If you want to know the predictions. in a certain area you can use this call to google, only after searching for the word WEATHER followed by the relevant location. Search example: WEATHER Madrid.

SUNRISE and SUNSET

Con the word of THE SUNRISE or SUNSET and the location. Example: SUNRISE Barcelona.

States of a flight

If you enter an airline number and flight number on Google, the search engine will provide you with flight information, status, and other useful information. Example: IBE 216.

Results and schedules of sporting events

If you enter the name of one or two computers. Google will use Google Sports to provide results and schedules. Search example: Club Atlético de Madrid.

Food comparison

And finally, as an extra in the list, Google also allows you to thoroughly compare generic foods to verify their difference in allows nutrients, protein differences, fats, fats, soils or minerals. To do this, use the VS code between the two foods. Example: pizza VS burger.