The image features a dark, monochromatic blue background. In the center, the word "GOOGLE" is written in a large, bold, white, sans-serif font. Below the text, there is a cluster of light bulbs. One bulb in the foreground is brightly lit from within, showing a warm orange and yellow glow. The other bulbs are unlit and appear as dark, translucent shapes, some of which are slightly out of focus, creating a sense of depth. The overall composition is centered and balanced.

**GOOGLE**

**Our very best librarian's hacks!**

# WORDS

Google seaches automatically for interchangeable words ... and yet not really.  
Don't let Google think for you.

**THINK FOR YOURSELF.**  
Find the relevant lingo & synonyms from professional and academic search results.



Watch our video on how to structure WORDS in searches!  
[youtu.be/JELNv1WLEvA](https://youtu.be/JELNv1WLEvA)



# RELEVANT WORDS

Words are relevant if they cover or almost cover the same topic.

Ex: smartphones, cellphones, mobile devices

# OTHER USEFUL WORDS

**It can be quite useful to combine search words with terms illuminating the scope of your research:**

**‘I would like to find a market report for my product’ ~**

**Combine search word(s) with alternative terms for ‘market report’:**

**\* report – analysis – outlook – research \***

# OTHER USEFUL WORDS

**‘I would like to find texts describing customers’ relationship with the product’**

**Combine search words with terms suggesting ‘customers’ relationship’:**

**\* customer/consumer behavior – buying behavior - patterns – habits \***

# LANGUAGE

Are you looking for texts on (consumer) behavior, (business) news, trends about or of a specific country, it's just not enough to search in English.

Articles, news, reports etc ... targeted Germans are written in German!

TRANSLATE search words & results



# COUNTRY

How to find country-specific content when multiple countries share the same language:

- Go to Google Advanced Search
- Choose the country in 'Region menu'



Search settings

Languages

Hide explicit results

Advanced search

Search history

Your data in Search

Search help

Dark theme: On



# 5 ESSENTIAL CODES

## SYNONYMS DIVIDED BY 'OR' IN BRACKETS

The Google logo is positioned to the left of the search bar.

(report OR analysis OR outlook OR research)

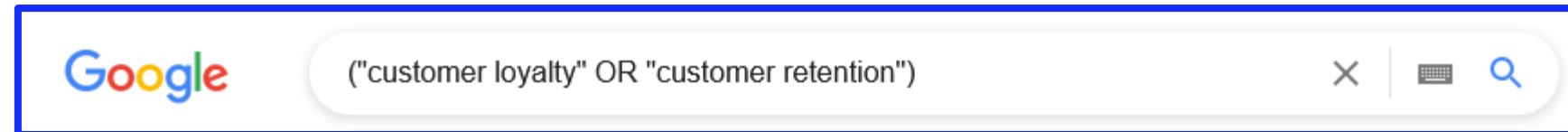


This way you don't have to do multiple searches, combining all variants of your search terms. Be careful that the bracketed words are synonyms – and relevant!



# 5 ESSENTIAL CODES

SEARCH FOR PHRASES USING QUOTATION MARKS



Also useful when searching for song texts, names and titles!



refurbished (smartphones OR cell phones) site:.theguardian.com

[All](#) [Shopping](#) [Images](#) [News](#) [Videos](#) [More](#)

About 532 results (0,60 seconds)

<https://www.theguardian.com> › [money](#) › [feb](#) › [refurbis...](#) ⋮

[Refurbished smartphones are widely available – so should ...](#)

8 Feb 2021 — At Coles, a refurbished Boost Mobile iPhone 8 starts at \$359, while Smith sells refurbished Samsung Galaxy S9 phones from \$389. For newer ...

<https://www.theguardian.com> › [money](#) › [aug](#) › [how-to-...](#) ⋮

[How to buy a secondhand smartphone – and what to look out](#)

21 Aug 2021 — Smartphones are a key part of modern life but with prices routinely ... Secondhand non-refurbished phones are typically the cheapest but be ...

# 5 ESSENTIAL CODES

USE SITE: TO SEARCH INSIDE specific SITES

Useful for sites with hopeless search engines – or for discovering an organization's 'hidden' reports

Google

refurbished (smartphones OR cell phones) site:.theguardian.com



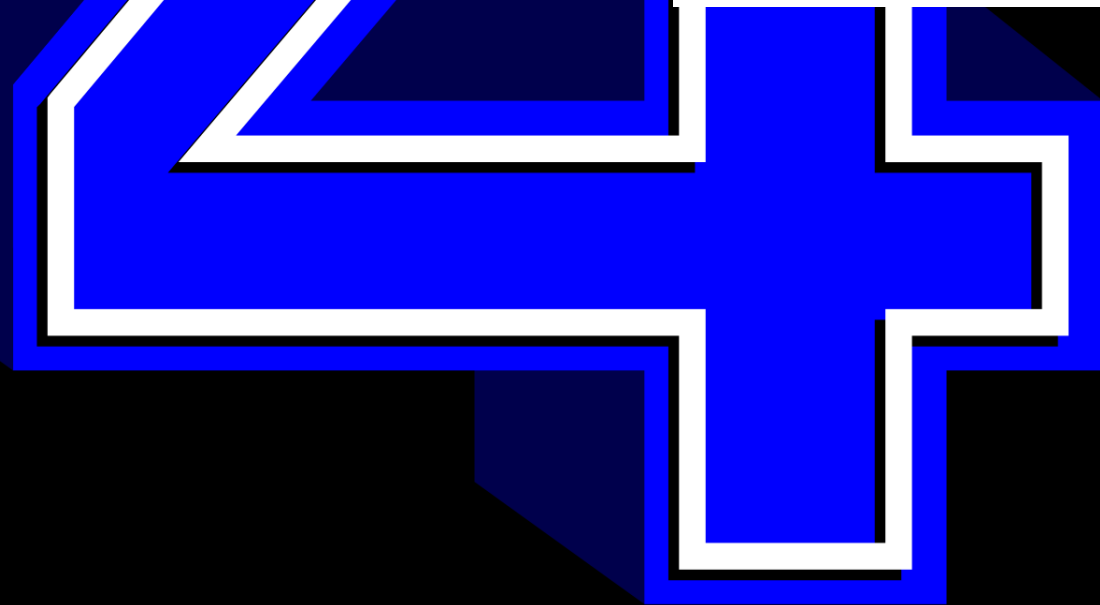
All Shopping Images News Videos More

Tools

Any time All results

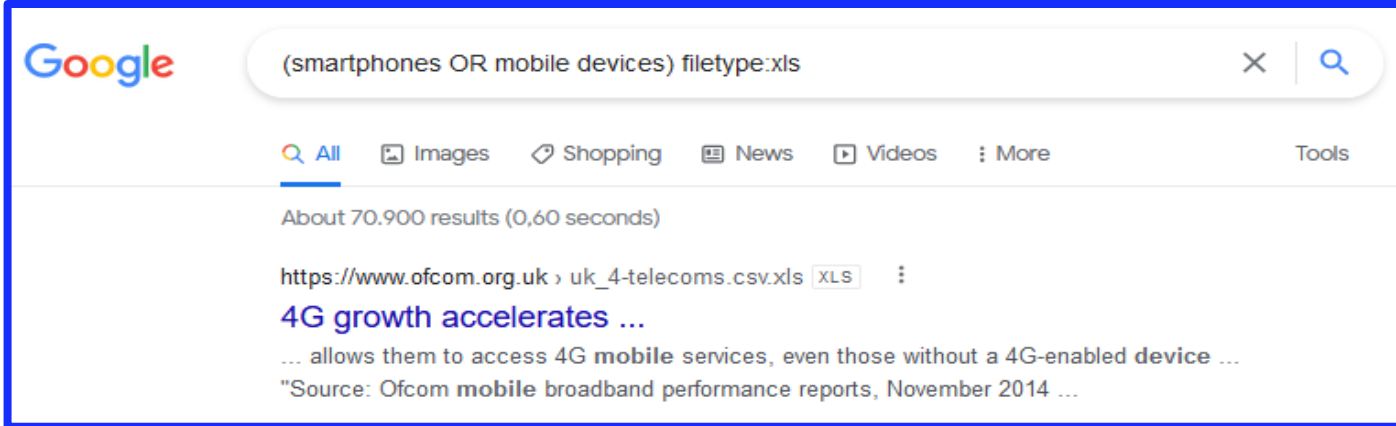
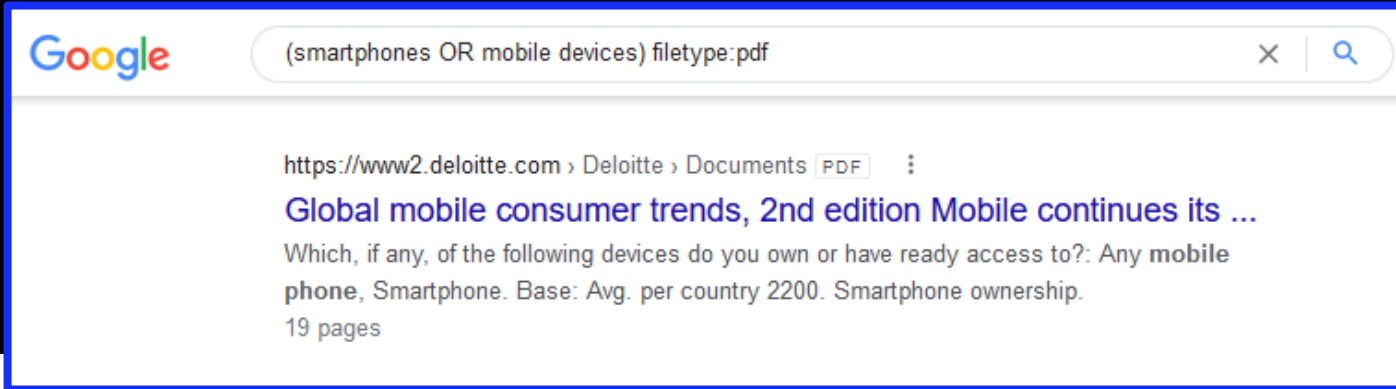
- ✓ Any time
- Past hour
- Past 24 hours
- Past week
- Past month
- Past year
- Custom range...

om › money › feb › refurbis...  
**phones are widely available – so should ...**  
refurbished Boost Mobile iPhone 8 starts at \$359, while Dick  
Samsung Galaxy S9 phones from \$389. For newer ...  
om › money › aug › how-to-...  
**ndhand smartphone – and what to look out for**  
phones are a key part of modern life but with prices routinely ...  
Secondhand non-refurbished phones are typically the cheapest but be ...



# 5 ESSENTIAL CODES

LIMIT THE RESULTS' AGE IN  
THE 'TOOLS' MENU



Because reports might be uploaded in pdf or pptx, statistics and data in excel!

# 5 ESSENTIAL CODES SEARCH FOR SPECIFIC FILETYPES USING FILETYPE:

# **MORE ESSENTIAL CODES**

**There are plenty more codes for limiting, refining or improve your Google searches!**

**Search "google search operators", limit the time to 'past year' (Google changes continuously operator choice and impact), and you'll find a lot of useful tips.**

**Search operators are also important knowledge for SEO\* people!**

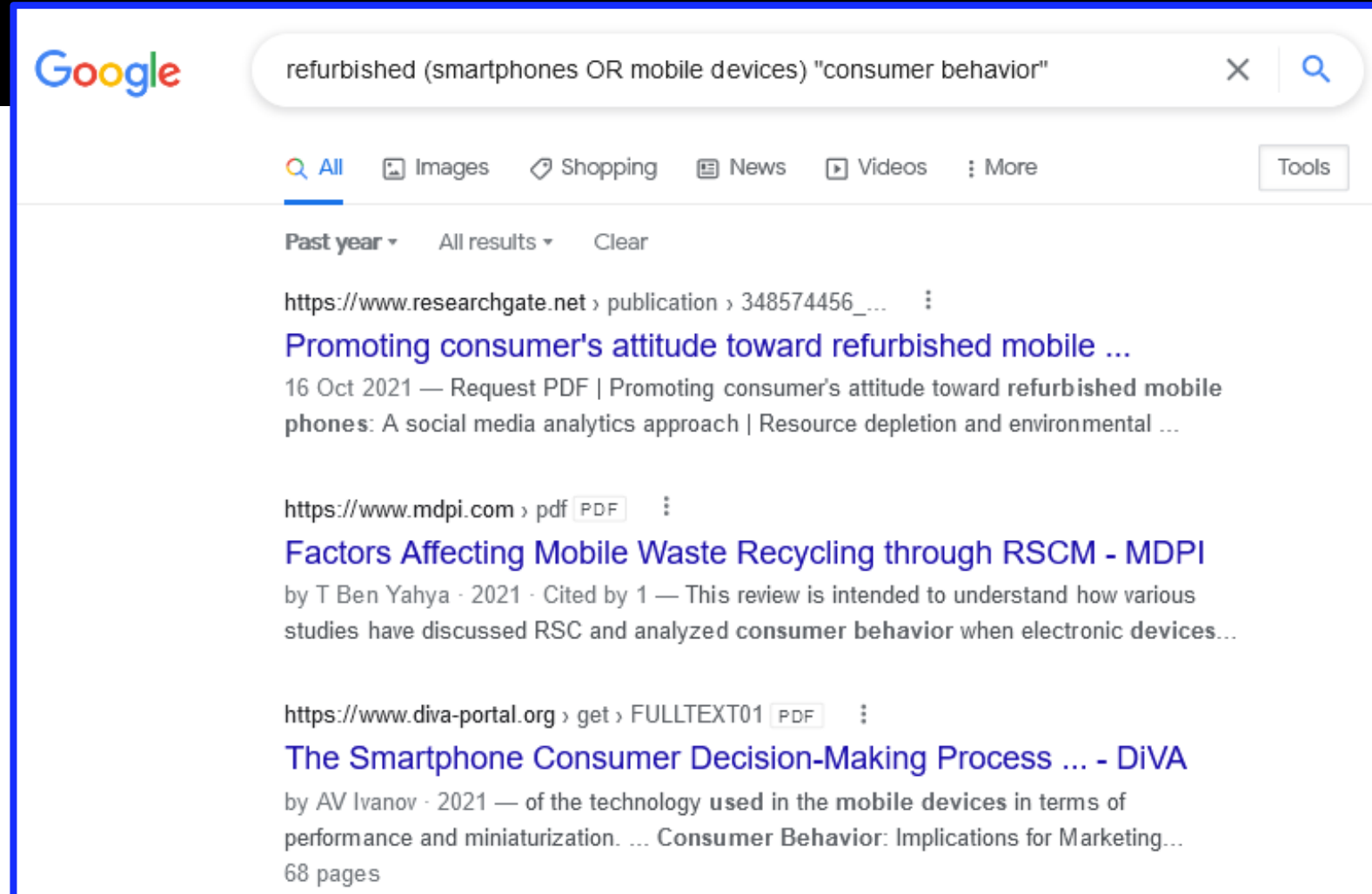
**\* SEO = search engine optimization**

# COMBINE YOUR TOPICS

(LAST BUT NOT LEAST)

Your search query – the search field input – must mirror all aspects of your research question.

If it doesn't, the search won't return the desired outcome!



The screenshot shows a Google search interface with the following elements:

- Search Bar:** Contains the query "refurbished (smartphones OR mobile devices) 'consumer behavior'".
- Navigation:** Includes "All", "Images", "Shopping", "News", "Videos", and "More" tabs, along with a "Tools" button.
- Filters:** Shows "Past year", "All results", and "Clear" options.
- Search Results:**
  - Result 1:** From researchgate.net, titled "Promoting consumer's attitude toward refurbished mobile ...". It includes a "Request PDF" button and a snippet: "16 Oct 2021 — Request PDF | Promoting consumer's attitude toward refurbished mobile phones: A social media analytics approach | Resource depletion and environmental ...".
  - Result 2:** From mdpi.com, titled "Factors Affecting Mobile Waste Recycling through RSCM - MDPI". It includes a "PDF" button and a snippet: "by T Ben Yahya · 2021 · Cited by 1 — This review is intended to understand how various studies have discussed RSC and analyzed consumer behavior when electronic devices...".
  - Result 3:** From diva-portal.org, titled "The Smartphone Consumer Decision-Making Process ... - DiVA". It includes a "PDF" button and a snippet: "by AV Ivanov · 2021 — of the technology used in the mobile devices in terms of performance and miniaturization. ... Consumer Behavior: Implications for Marketing... 68 pages".

# GET HELP AT THE LIBRARY

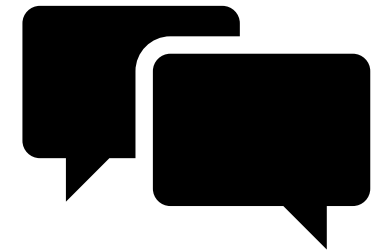
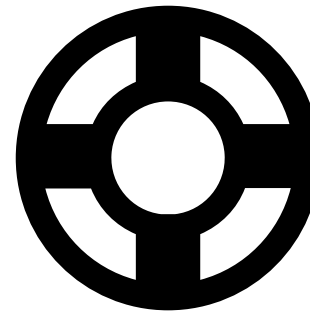
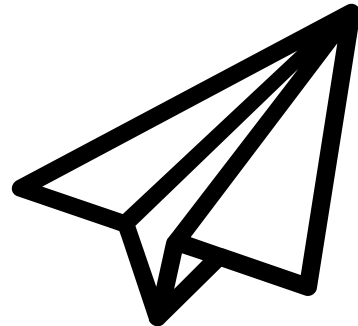
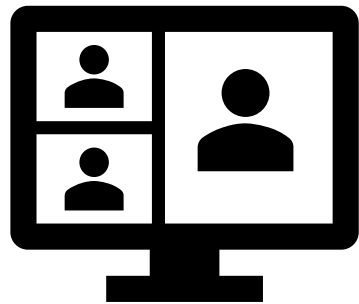
[bibliotek@eaaa.dk](mailto:bibliotek@eaaa.dk)

Phone: 7228 6040

Meet the librarian:

Monday-Thursday 8am-4pm, Friday 8am-2pm

Or meet us at Zoom/Teams by appointment



Pics: Screenshots from Google, numbers from Pixabay/ OpenClipart-Vectors & icons from powerpoint