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

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

Soogle Translate

COUNTRY

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

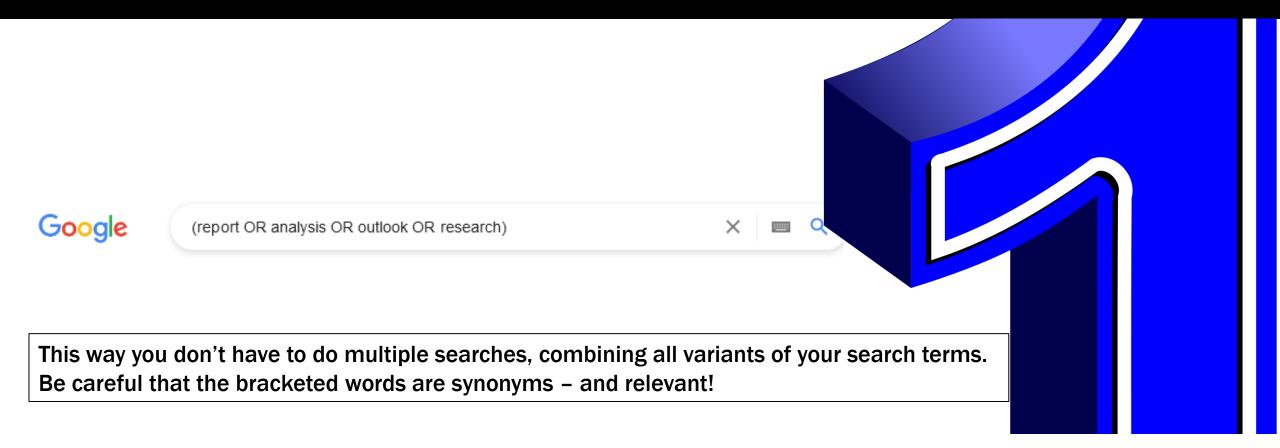
- Go to Google Advanced Search
- Choose the country in 'Region menu'



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



5 ESSENTIAL CODES SEARCH FOR PHRASES USING QUOTATION MARKS



Google

("customer loyalty" OR "customer retention")



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

🔍 All 🛷 Shopping 🖾 Images 💷 News 🕞 Videos 🗄 More

X

Q

Tools

Any time

All results

~	Any time	om > money > feb > refurbis		
	Past hour	phones are widely available – so should		
	Past 24 hours	refurbished Boost Mobile iPhone 8 starts at \$359, while Dick		
	Past week	amsung Galaxy S9 phones from \$389. For newer		
	Past month	om > money > aug > how-to		
	Past year	ndhand smartphone – and what to look out for		
	Custom range	ones are a key part of modern life but with prices routinely		
secondhand non-returbished phones are typically the cheapest but be				

5 ESSENTIAL CODES LIMIT THE RESULTS' AGE IN THE 'TOOLS' MENU

Google

× | **Q**

https://www2.deloitte.com > Deloitte > Documents PDF

Global mobile consumer trends, 2nd edition Mobile continues its ...

Which, if any, of the following devices do you own or have ready access to?: Any mobile phone, Smartphone. Base: Avg. per country 2200. Smartphone ownership. 19 pages

Google	(smartphones OR mobile devices) filetype:xls	× Q	
	Q All 🗈 Images 🧷 Shopping 🗉 News 🗈 Videos 🗄 More	Tools	
	About 70.900 results (0,60 seconds)		
	https://www.ofcom.org.uk > uk_4-telecoms.csv.xls xLs		
4G growth accelerates			
	allows them to access 4G mobile services, even those without a 4G-enabled device	e	
	"Source: Ofcom mobile broadband performance reports, November 2014		



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!

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! Google

refurbished (smartphones OR mobile devices) "consumer behavior"

Q All 🖾 Images 🔗 Shopping 🗉 News 🕞 Videos 🗄 More

Past year
All results
Clear

https://www.researchgate.net > publication > 348574456_...

Promoting consumer's attitude toward refurbished mobile ...

16 Oct 2021 — Request PDF | Promoting consumer's attitude toward refurbished mobile phones: A social media analytics approach | Resource depletion and environmental ...

X

Tools

https://www.mdpi.com > pdf PDF

Factors Affecting Mobile Waste Recycling through RSCM - MDPI

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...

https://www.diva-portal.org > get > FULLTEXT01 PDF

The Smartphone Consumer Decision-Making Process ... - DiVA

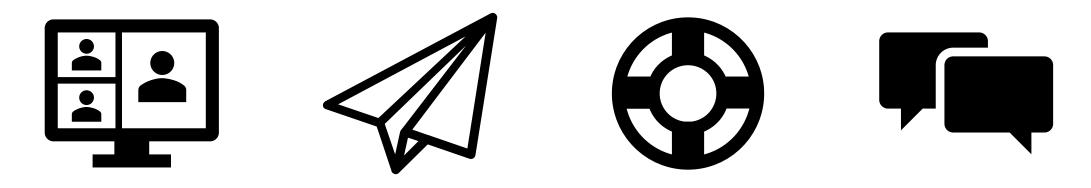
by AV Ivanov · 2021 — of the technology used in the mobile devices in terms of performance and miniaturization. ... Consumer Behavior: Implications for Marketing... 68 pages

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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