Universiteitsbibliotheek Gent

Google and social media in your search strategy

December 9 2014
GHENT UNIVERSITY AND SCIENTIFIC INFORMATION
Vision UGent:
A creative community for a changing world

Vision University Library:
Facilitating open knowledge creation
University Library: Facilitating open knowledge creation

- User centric
- Sustainability
- Literacy
- Web strategy
Web strategy
- Lib.ugent.be
- 400+ databases
- Libhub
- No federated search
- How to access content articles and books?
Website homepage is no longer visited
Meta view = google
If not discoverable by google = dark web / invisible web
GOOGLE
Google’s Mission

To organize the world’s information and make it universally accessible and useful.

Online content
Billions of web pages

Offline content
Billions of items becoming indexed
Google

- Books: http://books.google.com
- Scholar: http://scholar.google.com
- Google patents: http://patents.google.com
- Google images: https://www.google.be/imghp

Google part of web strategy
GOOGLE BOOKS
- Partner programme
- Library project

Ghent University Library part of the Google library project
- Scan + OCR or e-book
- Full text indexed
- View text:
  - No view
  - Limited view
  - Full view
Search tools

- View
- Time
- Document
- Sort relevance / date
- “find this book in a library”: based on OCLC worldcat
- http://books.google.com

Example “information literacy skills”
View a book: see about the book -> export citation
Advanced book search
https://support.google.com/books/partner/faq/3396243?hl=en#43727
GOOGLE SCHOLAR
Features

- Library link (openURL)
- Reference software link
- Advanced search
- Related results
openURL link
Weaknesses

- Limiting and sorting results by type (e.g. peer reviewed articles, full-text, reviews).
- Searching within a specific discipline
- Browsing by journal title.
- Doing a comprehensive search for a literature review.
- Using controlled vocabulary to search by subject.
- Emailing lists of search results.

Source: [http://guides.nyu.edu/googlescholar](http://guides.nyu.edu/googlescholar)
Google search tips

- Use specific terms
- Use brackets for phrases
- Auto-complete function
- Refine search (+, ~, -): bank -money
- Search one of both terms: OR
- * to fill in a missing term
- Search within a time span: Charles 1500..1599
- Ctrl F to search on a page

Some only work in Google, not in Google scholar
- If you're new to the subject, it may be helpful to pick up the terminology from secondary sources. E.g., a Wikipedia article for "overweight" might suggest a Scholar search for "pediatric hyperalimentation".
- If the search results are too specific for your needs, check out what they're citing in their "References" sections. Referenced works are often more general in nature.
- Similarly, if the search results are too basic for you, click "Cited by" to see newer papers that referenced them. These newer papers will often be more specific.
- Explore! There's rarely a single answer to a research question. Click "Related articles" or "Cited by" to see closely related work, or search for author's name and see what else they have written.
Search tips in an infographic

http://dailyinfographic.com/get-more-out-of-google-infographic/google-3
Quality of the results

- How?
  - General impression? (ads, popups, colours, ...)
  - Recent? (when created, last update)
  - Authority? (owner of the site? Individual or institution? Who? “about us” section)
    - http://www.who.is
    - http://www.robtex.com/
  - Reputation of a website?
    - http://www.mywot.com
- Objectivity? (owner? Many adds? Related to an institute?)
- Accuracy? (sources, links)
- References? Who links to this site? (link:)
- Internet archive: http://archive.org
Increase findability
- At least 10% full text
- Site map
- Allow google to crawl via robot.txt
- links to your site
Annotate with schema.org

- to markup HTML pages in ways recognized by major search providers
- and that can also be used for structured data interoperability (e.g. in JSON).
- Incorporated in Dspace and Eprints
  - Eg <li itemprop="sourceOrganization" itemscope
      itemtype="http://schema.org/Organization"><a
      href="https://biblio.ugent.be/organization/TW16"
      itemprop="url"><span itemprop="name">Department of
      Mathematical analysis</span></a></li>

https://biblio.ugent.be/publication/5710635
Meta tags

Highwire / eprints / Dublin Core
And DC is interesting for other purposes too
Canonical and alternative page

main landing page and alternative expressions of that page
AND

- Add social media buttons
Code

- Projects: [https://code.google.com/](https://code.google.com/)
- Make searching your site easy: [https://www.google.com/cse/](https://www.google.com/cse/)
- Looking for Google APIs and Tools?: [http://developers.google.com](http://developers.google.com)
DISCOVERY AND SOCIAL MEDIA
Academia.edu

- Academia.edu is a platform for academics to share research papers. The company's mission is to accelerate the world's research.
- Analytics
ResearchGate

- to connect researchers and make it easy for them to share and access scientific output, knowledge, and expertise.

Vb. Erik Mannens
Slideshare

- Content conferences
TED

- “ideas worth spreading”

- http://www.ted.com/
And ...

- Twitter
- Facebook
- LinkedIn
- Pinterest
- Blogs
- ....
Why scholars use social media: Twitter

Why scholars use social media: ResearchGate

Why Academics REALLY Use Twitter

- Legitimize my web surfing: 70%
- Avoid writing: 60%
- How did you know I use Twitter? My account is anonymous: 50%
- Gossip about people in my field: 40%
- "Outreach" that does not involve coming into physical contact with other human beings: 30%
- Hopefully interact with people I have an intellectual crush on: 20%
- Read an article on Nature that said academics use it for serious reasons: 10%
- Look for a job in case I get fired/denied tenure: 5%
- Gives me something to do while talking to boring students: 5%
- Gives me something to do during boring seminars: 4%
- Gives me something to do during boring meetings: 3%

www.phdcomics.com

www.phdcomics.com
- Authors: ORCID (eg http://orcid.org/0000-0001-5564-2121)
- Find a dataset: www.datacite.org
Mendeley

- **Reasons to choose Mendeley:**
- Your research content is primarily contained in PDF files: Mendeley has an integrated PDF viewer and can create citation records just from importing a PDF file. Mendeley.org has the strongest website and community platform.
- Mendeley is a free reference manager and academic social network that can help you organize your research, collaborate with others online, and discover the latest research.
- With Mendeley, you can:
  - Create and manage citations of books, articles, videos, and more
  - Import citations for databases and the WUSTL Classic Catalog
  - Automatic metadata extraction from imported PDFs
  - Collaborate with other researchers online
  - Find relevant papers based on what you're reading
  - Highlight and annotate papers and share those notes with others
  - Organize using groups, tags, and filters
Zotero

- Zotero is a free, easy-to-use tool to help you collect, organize, cite, and share your research sources.
- **Reasons to choose Zotero:**
  Your research content is diverse: It is the easiest method to gather citation records for non-PDF and PDF content. Zotero's single-click capture works with more databases, catalogs, and websites than Mendeley's Web Importer. You can also enable the retrieval of PDF metadata, which allows you to create citation records just from dragging a PDF into Zotero. Zotero is open source and cannot be acquired by a company.
- Only search references you have access to: your library, groups
http://lib.ugent.be
Inge Van Nieuwerburgh
Ghent University Library
inge.vannieuwerburgh@ugent.be