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# Advanced Google Tips

by Marcy Dunning, Judy Goater, and Wanda McDavid

In its quest to remain the premier search engine, Google continues to upgrade and add new features. For many users, it has become the ready reference tool of choice, replacing the Yellow Pages and white pages. Google can be used to locate a particular website; to find a product or retail outlet; or to look up weather conditions, restaurants, or directions. Moreover, it is a good tool for getting a quick answer to a question or for locating information on a particular topic.

Google also can be used for conducting in-depth research in specialized areas. Of particular interest to legal users, for example, are Google Scholar, Google Book Search, and Google Patent. This article discusses these advanced products, as well as some other Google tools that may be of general interest to legal practitioners and researchers.<sup>1</sup>

## Google Scholar

Google Scholar was created to search scholarly literature. The Google Scholar search engine searches many different sources and returns results from peer-reviewed papers, theses, books, abstracts, and articles from academic publishers, professional societies, preprint repositories, universities, and other scholarly organizations. It is a helpful resource for locating citations and verifying author information. However, it does not replace commercial databases on Dialog, EBSCO, Lexis,<sup>®</sup> or Westlaw<sup>®</sup> for targeted results.<sup>2</sup>

To access Google Scholar from the Google home page,<sup>3</sup> select the “more” hyperlink, and then select the “even more” link. This opens the More Google Products page.<sup>4</sup> Selecting the “Scholar” link leads to the Google Scholar page.<sup>5</sup>

The link to the Scholar Preferences page<sup>6</sup> is available from the Google Scholar page. It provides choice of interface language, limits search results to a specific language, and allows the user to enter up to three libraries whose online collections

are accessible by that user.<sup>7</sup> The Advanced Scholar Search page,<sup>8</sup> also available from the Google Scholar page, allows the user to limit results to a particular author, journal, date of publication, and subject.

Google Scholar search results include links to where the article or book was cited, related articles, and a Web search of the item. Sometimes, links to websites that sell copies of the article also are available.

## Google Book Search

Google Book Search enables users to look for books from two sources: (1) the Google Book Partner Program, an online book marketing program in which publishers and authors can promote their books by allowing users to preview a few pages of the book; and (2) the Google Library Project,<sup>9</sup> a joint program with Google and several major academic libraries to digitize public domain and copyrighted books and make them accessible to the public. If a book is under copyright, the user only sees a card catalog entry.

At the main Google Book Search page,<sup>10</sup> users have the option of choosing whether to search all books or to limit their

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search results only to those books that can be viewed in full text and downloaded. When all books are being searched, results will indicate one of four ways in which the book can be viewed:

1. In "Full View," the entire book can be viewed. According to Google, "If the book is out of copyright, you'll be able to view and download the entire book. In all cases, you'll see links directing you to online bookstores where you can buy the book and libraries where you can borrow it."<sup>11</sup>
2. In "Limited Preview," a limited number of pages from the book are available to view, as well as bibliographic information about the book and where it can be purchased.
3. "Snippet View" reveals basic information about the book, along with a few sentences displaying a search term in context.
4. If an item says "No Preview Available," only basic information about the book is provided.

Once search results are displayed and the user selects the link for a particular title to review, a "find this book in a library" link appears on the right side of that title's page. Selecting this link takes the user to a Google interface with World Cat, an online catalog of books, journals, DVDs, videos, and other library materials owned by libraries worldwide. The entry lists all libraries that have the title selected. There is an interactive option in which users can enter specific location information (such as a postal code, state, or country) to limit the number of libraries displayed. In addition to basic bibliographic information (publisher, copyright date, ISBN number, subjects, *etc.*), there is a link to directions for citing the book (the pop-up window contains citation styles from APA, Chicago, Harvard, MLA, and Turabian), as well as an option to purchase the book from Amazon.com<sup>®</sup>

## Google News Archive Search

Google recently introduced its News Archive Search, which is available from the Google News page.<sup>12</sup> From the Google News page, select the "News archive search" link, just below the Google News search box. This opens the News Archive Search page.<sup>13</sup> The list of contributors is impressive and includes such giants as *The New York Times*, *The Wall Street Journal*, and *The Washington Post*. Google News and Google News Archive Search also include many of the large news aggregates, such as LexisNexis<sup>®</sup> and NewsBank<sup>®</sup> in its results. However, Google's claim to cover 200 years of news is greatly exaggerated; coverage is only as extensive as what is electronically available and varies greatly from source to source.

All content provided is full-text, but many of the contributors charge a pay-per-view fee. For example, a trial search on market research for doggie daycare ran the pricing gamut from a free article appearing in the Press-Enterprise (PE.com) to a \$180 report sold through the Alacra Store (Thomson Financial). The archive's advanced search options allow for date restrictions and the ability to limit results to a specific source or sources.<sup>14</sup> The News Archive Search also gives the option to browse timelines of events and stories related to specific queries, as well as to identify key time periods relevant to persons, events, and ideas.

## Google Patent Search

Google Patent Search very effectively searches more than 7 million patents. The database includes patents issued by the U.S. Patent and Trademark Office (PTO) from the 1790s through the first part of 2006. At present, patent applications, international patents, and very recently issued patents are not covered. The patent records are obtained from the U.S. PTO online database.<sup>15</sup>

Users can search the full text of patents at the main Google Patents Search page<sup>16</sup> simply by entering keywords. The Advanced Patent Search page<sup>17</sup> (available through the "Advanced Patent Search" link) can be used to search for exact phrases, to exclude words, or to search by criteria such as patent number, inventor name, patent assignee, or issuing or assigning dates or date ranges. Advanced search tips and other information are available at the About Google Patent Search page.<sup>18</sup> Once the full text is loaded, the patent itself is searchable.

Records are listed in the standard Google format. Each includes the patent title, patent number, and date of filing, as well as a one- to two-line entry that includes the search term or terms. The full record includes the abstract with citations and references, description, claims, and drawings. It also links to the official record in the U.S. PTO database.

## Google Blog Search

Google Blog Search is a strong search tool that searches through all blogs on the Web.<sup>19</sup> Users can access it several ways: (1) through the Google Blog Search website<sup>20</sup> (for a Google-style interface); (2) through the e Blogger Blog Search website<sup>21</sup> (for a blogger-style interface); or (3) through the Blogger Dashboard.<sup>22</sup>

To do a basic search, users type in keywords or phrases, just as they would for a basic Google search. The Advanced

### Quick Links

Google	<a href="http://www.google.com">http://www.google.com</a>
Google Blog Search*	<a href="http://blogsearch.google.com">http://blogsearch.google.com</a>
Google Book Search*	<a href="http://books.google.com">http://books.google.com</a>
Google Earth	<a href="http://earth.google.com">http://earth.google.com</a>
Google Labs	<a href="http://labs.google.com">http://labs.google.com</a>
Google News	<a href="http://news.google.com">http://news.google.com</a>
Google News Archive Search	<a href="http://news.google.com/archivesearch">http://news.google.com/archivesearch</a>
Google Patent Search*	<a href="http://www.google.com/patents">http://www.google.com/patents</a>
Google Scholar*	<a href="http://scholar.google.com">http://scholar.google.com</a>
More Google Products	<a href="http://www.google.com/intl/en/options/">http://www.google.com/intl/en/options/</a>

\* beta version

### Google Link Search

It can be eye-opening for businesses to learn what connections their competitors might have, and Google offers a simple way to do just that. Go to Google's home page and enter the command "link:" in front of the desired competitor's URL. This will produce a list of any organizations that link to the competitor's site.

For example, type "link:www.remax.com." Each entry contains a link back to the RE/MAX website. Results include links from agencies and other real estate groups associated with RE/MAX and online directories in which RE/MAX advertises or is listed.

Blog Search page<sup>23</sup> (available through the “Advanced Blog Search” link) allows users to exclude terms from a search, search for blogs by specific author, or limit searches by posting dates, date ranges, or language.

Once a search is complete, users can subscribe to e-mail Blogs Alerts to receive current updates on their topics.<sup>24</sup> Users can choose to receive these for blogs only; they can select News, Web, or Groups; or they can select the Comprehensive option, which includes News, Blogs, Web, and Groups. They can elect to receive daily updates, weekly updates, or updates as changes occur. Also available is the option of subscribing to Atom or RSS feeds; these are feeds that have frequently updated content.

## Google Earth

Google Earth combines high-resolution satellite imagery and maps, enabling users to zoom around the planet by entering place names (such as Yellowstone National Park) or addresses. It is possible to search by zip code; street address and zip code; city and state (Denver CO); city and country (Paris France); or number street city state (5 Park Place New York NY). Free software from the main Google Earth page<sup>25</sup> must be downloaded to launch and run the program. A note of warning: because of its 3-D application, older computers may not be able to run it.<sup>26</sup>

Once Google Earth finds a specified location, users can adjust the resolution, tilt the picture, or view the screen in 3-D. They then have the option of adding icons for features such as restaurants, lodging, and buildings. More options are avail-

able under “Tools,” found on the Toolbar at the upper-left side of the screen. The coverage currently is best for the United States and Europe, but Google continues to upgrade the coverage of international locations. An interactive map shows coverage and resolution around the world.<sup>27</sup>

Version 4 of Google Earth, released in early January 2007, is available and can be used on Windows 2000/XP, Mac OS X (10.3.9+), and Linux. The real strength of this version is that it can be used interactively for all kinds of projects. To give an idea of its possible range, the users’ guide is 132 pages long.<sup>28</sup>

The user creates and shares location-specific information by uploading that information, and then downloading it into Google Earth in Keyhole Markup Language (KML), an open file format. The new information appears as a layer on the map itself. The toolbar can be used to create “placemarks” at specific places or buildings, and then photos and commentary may be added for others to see. Once the placemark is created, it can be shared through the Google Earth Community BBS website<sup>29</sup> by right-clicking on the placemark and selecting “Share/Post.”

Google has several sample applications created by individuals and organizations that users can download from its Google Earth Showcase page.<sup>30</sup> One is an animated London Growth tour of the tallest buildings built in London since the 1950s, shown in 3-D. Another, the CBS Seismic Monitor, displays earthquakes around the world in real time. To open any of these, select the link provided below each description.

The “Discovery Channel video tours” link on the Google Earth Showcase page takes the user to cities, landmarks, and

scenic areas such as national parks. Once the user selects an entry from the Places drop-down menu on the sidebar at the left side of the screen, an inset pops up on the screen with a pointer to the location selected. For instance, select "Glacier National Park" to view a popup that links to several videos about the park.

A separate website, Earthplacemarks,<sup>31</sup> highlights new Google placemarks and provides links directly on Google Earth. Google Earth Community<sup>32</sup> is a great place to post questions or just to see what other users are talking about.

Everything described above is available with the free Google Earth download. There are more powerful fee-based versions. Google Earth Plus and Google Earth Pro are two examples.<sup>33</sup>

## Conclusion

The downloaded Google Toolbar makes searching much more accessible, flexible, and faster. It fits neatly below the browser toolbar and allows searching, not only of Google's general search engine, but also of Google News, Google Groups, and Google Images. The additional tools available from the toolbar truly accelerate Web navigation. For example, the Auto-Fill option makes completing all the Web-based ordering forms a breeze for large purchasing projects.

Readers should check out University of California (UC) Berkeley's "The Best Search Engines" site<sup>34</sup> for a good comparison of features on Google, Yahoo, and Ask.com. The site makes an important point of reminding users that less than half of the searchable Web is fully searchable in Google and that it is important to use other search engines. Another resource that explains why users may want to start their research on a topic in a particular way is UC Berkeley's "Five-Step Search Strategy."<sup>35</sup>

Google is constantly testing new services and products. Therefore, it is a good idea to check out the "more" and "even more" links on a regular basis. The real cutting-edge products are on the Google Labs page,<sup>36</sup> which Google describes as its "technology playground." This page is accessible from the More Google Products page,<sup>37</sup> under "Explore and Innovate."

Although it does not take the place of commercial databases such as Dialog, EBSCO, Lexis,<sup>®</sup> or Westlaw,<sup>®</sup> Google continues to improve and develop new and useful applications to help users locate information quickly. Presently, Google does not charge for any of its search features. These powerful features are a good addition to any user's arsenal of search tools.

## NOTES

1. Google Scholar, Google Book Search, Google Patent Search, and Google Blog Search currently are in the *beta* development stage.

2. Access/Information, Inc. Newsletter, "Search Engines Revisited" (April 2006), available at [http://www.access-information.com/newsletter\\_2006\\_04.shtml](http://www.access-information.com/newsletter_2006_04.shtml).

3. <http://www.google.com>.

4. <http://www.google.com/intl/en/options/>.

5. <http://scholar.google.com>.

6. [http://scholar.google.com/scholar\\_preferences?hl=en&lr=&output=search](http://scholar.google.com/scholar_preferences?hl=en&lr=&output=search).

7. For more information, see the Library Links page at <http://scholar.google.com/intl/en/scholar/librarylinks.html>. According to Google:

Google works with libraries to determine which journals and papers they've subscribed to electronically, and then links to articles from those sources when they're available. Once you tell us what library you're a member of, we'll keep an eye out for that library's subscription materials and provide special links to them in your search results.

8. [http://scholar.google.com/advanced\\_scholar\\_search?hl=en&lr=](http://scholar.google.com/advanced_scholar_search?hl=en&lr=).

9. More information about the Google Books Library Project is available at <http://books.google.com/googlebooks/library.html>. Some controversy surrounds Google's Book Search and Library Project. In fall 2005, both the Authors Guild and the Association of American Publishers filed lawsuits alleging copyright infringement. A copy of the complaint is available at <http://publishers.org/press/pdf/40%20McGraw-Hill%20v.%20Google.pdf>.

10. <http://books.google.com>.

11. See the Google Book Search Overview page, available at <http://books.google.com/googlebooks/library.html>.

12. <http://news.google.com>.

13. <http://news.google.com/archivesearch>.

14. Access/Information, Inc. Newsletter, "Hot Research Tip" (Dec. 2006), available at [http://www.access-information.com/newsletter\\_2006\\_12.shtml](http://www.access-information.com/newsletter_2006_12.shtml).

15. U.S. Patent and Trademark Office, "Patent Full-Text and Full-Page Image Databases," available at <http://www.uspto.gov/patft>.

16. <http://www.google.com/patents>.

17. [http://www.google.com/advanced\\_patent\\_search](http://www.google.com/advanced_patent_search).

18. <http://www.google.com/googlepatents/about.html#adv>.

19. See the About Google Blog Search page, available at [http://www.google.com/help/about\\_blogsearch.html#what](http://www.google.com/help/about_blogsearch.html#what).

20. <http://blogsearch.google.com>.

21. <http://search.blogger.com>.

22. <http://www.blogger.com/home>; users must register on the Blogger Dashboard.

23. [http://blogsearch.google.com/blogsearch/advanced\\_blog\\_search?hl=en](http://blogsearch.google.com/blogsearch/advanced_blog_search?hl=en).

24. See <http://www.google.com/alerts>.

25. <http://earth.google.com>.

26. Recommended system requirements are available at <http://earth.google.com/support/bin/answer.py?answer=20701&topic=1151>.

27. The Google Earth Coverage website is available at <http://earth.google.com/data.html>.

28. The "Google Earth User Guide" is available at <http://earth.google.com/userguide/v4>, where it can be downloaded or printed as a PDF file.

29. <http://bbs.keyhole.com/ubb/ubbthreads.php/Cat/0>.

30. <http://earth.google.com/showcase>.

31. <http://www.earthplacemarks.com>.

32. <http://bbs.keyhole.com>.

33. Information on subscribing to these is available at <http://earth.google.com/products.html>.

34. University of California, Berkeley, "Recommended Search Engines: Tables of Features," available at <http://www.lib.berkeley.edu/TeachingLib/Guides/Internet/SearchEngines.html>.

35. University of California, Berkeley, "Recommended Search Strategy: Analyze your topic & Search with peripheral vision," available at <http://www.lib.berkeley.edu/TeachingLib/Guides/Internet/Strategies.html>.

36. <http://labs.google.com>.

37. <http://www.google.com/intl/en/options/>. ■

