What’s New (or at least useful) with Google
Embrace Google’s brain

Google monitors your searches

Feature AND bug

*Expands* search to find related info

*Filters* search to limit parameters
Beware of Featured Snippets

Google can’t read, gets lazy

Show this to clients to build F.U.D. (Fear, Uncertainty & Doubt)

Make sure your library info is search-engine-friendly!
Univ of Colorado Norlin library

I needed to know today’s library hours

I Googled norlin library hours

The featured snippet was WRONG

The right answer required 2 more clicks!
10AM–12AM
Norlin Library, Sunday hours

University Libraries Hours - University of Colorado Boulder
https://www.colorado.edu/libraries/contact-us/university-libraries-hours

University Libraries Hours

Norlin Library

END OF SPRING SEMESTER – FINALS WEEK
April 21 – May 12, 2019
Sunday, April 21: 10am – 2am
Monday, April 22 – Tuesday, May 7: 7:30am – 2am
Wednesday, May 8, Last day of Finals: 7:30am – 11pm
Thursday – Friday, May 9 – 10, Commencement Days: 7:45am – 5pm
Saturday – Sunday, May 11 – 12: All University Libraries Closed

Hours may be subject to change.

University Libraries Hours Calendar

Ask a Librarian
## University Libraries Hours

<table>
<thead>
<tr>
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<th>Apr 28</th>
<th>Apr 29</th>
<th>Apr 30</th>
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<tbody>
<tr>
<td></td>
<td><strong>Sunday</strong></td>
<td><strong>Monday</strong></td>
<td><strong>Tuesday</strong></td>
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<tr>
<td>Norlin</td>
<td>7:30am – 2am</td>
<td>7:30am – 2am</td>
<td>7:30am – 2am</td>
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<tr>
<td>Ask a Librarian</td>
<td>1pm – 5pm</td>
<td>9am – 8pm</td>
<td>9am – 8pm</td>
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<tr>
<td>Commons</td>
<td>24 Hours</td>
<td>24 Hours</td>
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<tr>
<td>Commons Desk</td>
<td>7:30am – 2am</td>
<td>7:30pm – 2am</td>
<td>7:30am – 2am</td>
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</table>
Shake up your routine

Search while logged in

Search in Incognito mode

Search with a VPN
Mobile searching

On mobile:
- Most searches are spoken
- Search tools are hidden
- Can’t view >10 results at a time
- Sometimes fewer ads

Different results than laptop search!
Speaking your search

“Search by voice”
You speak your query, Google reads the first result out loud
Speaking your search

Use the on your mobile keyboard
Query treated just like a typed search
Notice how you express yourself
Watch for tools, advanced search

Usually on search results page

Look for Tools or or

Advanced search
Google News search tools

Advanced search is hiding, and sort-by-relevance/date is gone
Search news at Google.de

Go to Google.de
Type in your query
On results page, click News
Now you have MORE tools
Google Tricks
Tricks that sometimes work

Repeat a search term

botanic library

library botanic library
The Helen Fowler Library at Denver Botanic Gardens houses one of the premier collections of plant-related resources in the United States.

The Lenhardt Library | Chicago Botanic Garden
https://www.chicagobotanic.org/library
One of the great treasures of the Chicago Botanic Garden is the Lenhardt Library. Located in the Regenstein Center, it is open to the public. Members of the Chicago Botanic Garden may borrow books for 28 days.

BBG Library | Brooklyn Botanic Garden
https://www.bbg.org/gardening/library
BBG's Library provides reference services to home gardeners, staff, and the professional horticultural community. It is a convenient access point for all who visit...

Botany and Horticulture Library | Smithsonian Libraries
https://library.si.edu/Libraries
The Botany Library and Horticulture Branch Library provide research support for collections of botanical literature. The Branch Library was incorporated into a separate library in the fall of 2013.

The Council on Botanical and Horticultural Libraries: CBHL
www.cbhl.net
The Council on Botanical and Horticultural Libraries, Inc. (CBHL) is the leading professional organization in the field of botanical and horticultural information...

About the Library | Denver Botanic Gardens
https://www.denverbotanicgarden.org/about/library
Learn about the founding of the Helen Fowler Library and how it developed into the world-class facility it is today.

Kids Museum Passport Chicago Botanic Garden (Pass) | Chicago ...
https://www.publib.biblio-commons.com/101/3955/26_kids_museum_passport_chicago... Rating: 5.0/5 - 1 vote
Admission to the Chicago Botanic Garden is always free. Not valid on Mother's Day, Memorial Day weekend, Chicago Botanic Garden Art... Ask a Librarian.

Blaksley Library | The Santa Barbara Botanic Garden
https://www.sbbg.org/learn-discover/blaksley-library
The Garden's library collections represent a variety of important botanical and horticultural works on California flora and landscape history. The Library is open...
Tricks that sometimes work

Change the order of the search terms

Different results for

“hydraulic fracturing” wastewater
wastewater “hydraulic fracturing”
Tips and tricks

Use * as a place-holder

site:bibliothek.*.de OR
site:library.*.de
Tips and tricks

SOME punctuation matters

Marketers’ is different than marketers’

On-site also retrieves onsite and on site

Café is different than cafe
Tips and tricks

Plural vs. singular nouns

autonomous vehicles statistics

gets different results than

autonomous vehicle statistic
Tips and tricks

Remember the range search (..)
2018..2020 for date ranges

Use intitle: to get focused content
intitle:"autonomous vehicles"
Tips and tricks

For terms you want closely related, try all these:

word1 word2
word1-word2
“word1 word2”
“word1 * word2”
In first 30 results:

*millennials sustainability*: 5 unique hits
*millennials–sustainability*: 3 unique hits
“*millennials sustainability*”: 17 unique hits
“*millennials * sustainability*”: 12 unique hits
Tips and tricks

Watch for missing search terms

Gamification business library

Engaging Library Visitors Through Gamification – Interview
https://princh.com/engaging-library-visitors-through-gamification-interview

Nov 23, 2017 - Read our interview with Ana Ordas, the gamification specialist benefits of engaging library visitors through gamification.

Missing: business | Must include: business
Tips and tricks

Watch for missing search terms

"jan davis" ("lexington capital" OR "march capital" OR lybrand OR "r

About 3.460 results (0.84 seconds)

"california" (and any subsequent words) was ignored because we limit queries to 32 words.
Tips and tricks

Simple date search – before: yyyy and after: yyyy

Better More results than using date tool
Google still can’t handle dates well
83 results

"autonomous vehicles"

Before 31 Dec 2004

All results

Clear
8.390 results

"autonomous vehicles" before:2005

About 8.390 results (0.45 seconds)
Using Google to hack a site

Can’t find something in a web site?
Google it with site:
May find unindexed page
May find archived copy
Other (possibly useful) Google Tools
Look for hidden signals

Google Search Trends

trends.google.de

When are people thinking about something?

What words do they use?
Reverse Image Search

Go to images.google.de

Click camera icon
Ignore the top of the results
Google Lens (app)

- Search through your camera
- Searches for similar products
- Gets info on landmarks
- IDs plants and animals
- Reads barcodes & QR codes
- Links you to books
Google’s Dataset Search

Includes OA aggregators (dryad, figshare)

Searches metadata, not the data directly

Quality of metadata varies wildly

toolbox.google.com/datasetsearch
Tool-use frequency by individual sea otters in California

Dataset updated  May 11, 2018

Dataset provided by
United States Geological Survey

Description

Sea otters are well-known tool users, employing objects such as rocks or shells to break open invertebrate prey. We used a series of generalized linear mixed effect models (GLMEs) to examine observational data on prey capture and tool use from 211 tagged individuals from five geographically defined study areas throughout the sea otter’s range in California. Our best supported model was able to explain 75% of the variation in the frequency of tool-use by individual sea otters with only ecological and demographic variables. In one study area, where sea otter food resources were abundant, all individuals had similar diets focusing on preferred prey items and used tools at low to moderate frequencies (4-38% of prey captures). In the remaining areas, where sea otters were food-limited, individuals specialized on different subsets of the available prey and had a wider range of average tool-use frequency (0-98% of prey captures). The prevalence of difficult-to-access prey in individual diets was a major predictor of tool use, and increased the likelihood of using tools on prey that were not difficult to access as well. Age, sex, and feeding habitat also contributed to the probability of tool use, but to a smaller extent. We developed a conceptual model illustrating how food abundance, the prevalence of difficult-to-access prey, and individual diet specialization interacted to determine the likelihood that individual sea otters would use tools and considered the model’s relevance to other tool-using species. The dataset is a csv file of tool-use frequency based on observed foraging behaviors of tagged sea otters in California. Foraging data was collected opportunistically on each individual over time (typically 1-3 years). For each successful foraging dive, observers recorded the type of habitat the sea otter was using, the prey type consumed, and whether a tool use was used to open the prey item. These observations are summarized as the percent prey captures with tool-use observed for each grouping of prey type, habitat type, and individual sea otter. Dataset also includes the age, sex, and general location of each individual. These data support the following publications: Ralls K, McInerney NR, Gagne RB, Ernest HB, Tinker MT, Fujii J, Maldonado J. 2017. Mitogenomes
Apiaries

Dataset updated  Oct 22, 2015
Dataset published  Oct 22, 2015

Dataset provided by
Danube_NET Ukraine

Description
Data on the area enclosed or unwalled for the apiaries
Questions?