



Tech Talks: Search Strategies (Apple/Android)

Know the options for improving your web search results

Default Search Engine

- Apple - Settings > Safari > Search Engine (choose)
- Android - Chrome App > three dot menu > Settings > Search Engine (choose)

What Matters

- Keywords (most important first)
- Order (e.g. blue sky vs. sky blue)
- Special characters
 - \$ search for a price
 - - exclude any term or phrase directly after it
 - + add numbers
 - / divide numbers
 - % calculate % (e.g. 18% of 73.25)
 - # search for hashtags

What Doesn't Matter

- Capitalization
- Punctuation (e.g. how many meters in a mile?)
- Stop words (e.g. ~~how many~~ meters ~~in a~~ mile)
Common unnecessary words: *and, an, a, or, in, many, the*

Context Searching

- For entry point into new or complex topics, try adding one of these terms: *define, tutorial, introduction, summary, libguides*
- Also, try library databases (e.g. Gale Power Search or Opposing Viewpoints In-context) <https://www.santacruzpl.org/elibrary/section/1/>

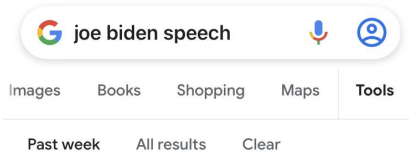


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Advanced Search

- Advanced search options (e.g. Filter by date “Past week”)



Search Operators

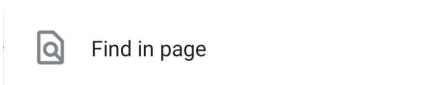
- Search Operators (e.g. site: filetype: related:)
 - Examples
 - **autism site:edu** (restricts results to .edu sites)
 - **related:www.eff.org** (similar or related pages - Google feature)
 - **google search strategy filetype:ppt** (only powerpoint files)

Find on page

- iPhone Safari (from Share icon, scroll down to “Find on Page”)



- Android Chrome (from menu (3 dots) > “Find in Page”)



Search Extras

Special Google Sites

- <https://news.google.com> - news aggregated from sources all over the world
- <https://books.google.com> - comprehensive index of full-text books
- <https://scholar.google.com> - broadly search for scholarly literature
- <https://images.google.com> - most comprehensive image search on the web