

Transcript: Understanding Google Search Results

Online at: <https://www.youtube.com/watch?v=k1rKEMla1X4>

Every search for information involves evaluation. Did the search engine find what you need?

Google shows combined results from a variety of databases, Websites, books, Google Scholar, etc. These expanded Google results may contain the information that you needs. But you must also work harder to understand them.

Evaluating Google search results is like looking for hidden worlds in a puzzle.

This movie shows you how to look for specific clues, to help you quickly scan and evaluate Google search results.

Let's try a search for these two words: Consumerism Ecology. ["Consumerism Ecology" typed into Google search bar.]

We will review some of the results of this search and look of clues to determine what is here.

Based on the URL (www.mitpressjournals.org), this looks like a scholarly journal article from MIT Press. Here is the journal title. Here is the publication information.

The journal title is "Global Environmental Politics".
The publication information is August 2001, Vol. 1 No. 3, Pages 11-30.

Browse the abstract (summary) shown here to determine whether this will be useful.

Select the PDF link to view full text of the article, if available. A page appears saying: "You have requested the following article *****"

The article requires a password. However, it may be available online through the library. Search the library catalog for the journal title to determine whether and online copy is available.

Return to the Google Search results. Consider a result titled "Sassy Red Head".

Based on the title "Sassy Red Head," this seems to be someone's blog. Let's skip this item.

The next item is “In the Nature of Things: Language, Politics, and the Environment.”

Both the title and the URL indicate that this result came from Google Books.

One of the chapters in this book is provided in full text online by Google.

Search within the text of the book in the search bar on the right hand side of the screen.

If you want to find the print edition of the book, select **Find this book in a library** link on right side of the screen. Google takes you to the WorldCat record for this book. OSU Libraries owns a copy. Select the link to view more information and borrow this book.

Let’s look at another. What is this item? “SF anti-consumerism group ‘staggered by response’/members of...”

Based on the URL, it is some type of article. In this case, we must click the link to learn more. It is a newspaper article from the San Francisco Chronicle.

And a search result for “The Ecology of Work” Orion Magazine. What do you think this is?

If you guessed popular magazine article, you are correct. More information about the author is available when you scroll to bottom of article page.

Select the About Orion link to learn more about the organization that publishes this magazine. The mission statement will tell you more about the perspective of the organization and its publication.

And another result - “Type: Research Article.” The clue in the description tells us this is a research (scholarly journal) article. Click the link to learn more.

Again, the abstract is shown, but not the full text. Be sure to search the library catalog to determine if this journal is available online through your library.

Let’s review what we found:

1. Where to look for clues: title, description, URL
2. Scan for these key words: article, journal, magazine, book, research, blog, news