

## RTC Library Search Tips: Using Google Advanced Search to Get Better Results

### Introduction to the problem:

For serious academic research, the regular Google site is often not a good choice. However, Google is often good for less formal research, or to start getting ideas.

Google is, of course, a business. Matters relating to commerce often cause results to rise to the top: for instance, the more money an advertiser pays to Google, the earlier their links appear in the results.

### Example:

Sonam and Tshering are thinking of doing research on the fruit known as sea buckthorn (or seabuckthorn) in Bhutan. They haven't yet decided whether they want to focus on how the new industry has helped village economies, how products are developed from it, or something else.

They type *sea buckthorn Bhutan* into Google. Let's look at the earliest results – the first six results are all from sellers of sea buckthorn products. This is very helpful if they want to know **how** people are advertising such products, but not helpful for many other research questions. (For example, they can see advertisers' claims about health benefits, but they need to see original studies to do proper research on such a topic.)

About 148,000 results (0.83 seconds)

www.bhutannatural.com › Beverage › Juice & Syrup ▼

Rectangular Snip

#### Sea Buckthorn Syrup - Shop Organic Produce from Bhutan

Hippophae salicifolia (willow-leaved **sea buckthorn**) is restricted to the Himalayas, to the south of the common **sea buckthorn**, growing at high altitudes in dry ...

★★★★★ Rating: 5 · 3 reviews · SGD 18.50 · In stock

www.bhutannatural.com › products › sea-buckthorn-jui... ▼

#### Sea Buckthorn Juice - Shop Organic Produce from Bhutan

Hippophae salicifolia (willow-leaved **sea buckthorn**) is restricted to the Himalayas, to the south of the common **sea buckthorn**, growing at high altitudes in dry ...

★★★★★ Rating: 5 · 1 review

druksell.com › Collections › TEA ▼

#### Bhutan Sea berry tea made from organic extracts of sea berry ...

Aug 20, 2020 — **Bhutan Sea berry** or **Seabuckthorn** Tea · Pour boiling water over a tea bag placed in a cup and allow to brew for 5 to 10 minutes to get the best ...

★★★★★ Rating: 5 · 1 review

www.facebook.com › druksell › posts ▼

#### Druksell - Bhutan Sea berry or Seabuckthorn Tea By ...

Seaberry or **seabuckthorn** tea from **Bhutan**. Ingredients: Organic **sea buckthorn** berry skins and pits. Preparation: \* Pour boiling water over a tea bag placed in a ...

bhutanproduct.com › products › bhutan-sea-buckthorn... ▼

#### Bhutan Sea Buckthorn Juice – Bhutan Product

**Bhutan Sea Buckthorn** Juice is made of 20% **Seabuckthorn** juice and is ready to be  
n/products/sea-buckthorn-syrup-ottle. Not only thirst-quenching and re-energizing

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The first five results, seen above, are all from vendors who want to sell us their products. Starting with the seventh result on page 1, they find much better sources of information: *Kuensel*, *The Bhutanese*, etc. However, the results are still very mixed. On page 2, more advertisers appear.

(By the way, research shows that the first page of results, which includes 10 sites, receives 95% of web traffic on Google! Most people don't have the patience to look at many pages of results, or don't realize that later results can sometimes be better.)

What if Sonam wants to focus on non-profit organizations or university research on sea buckthorn? Or she wants to find some Bhutanese government reports with data about the new industries? It's not perfect, but there is an easy way to help filter out results that don't relate to these questions, using Google's Advanced Search [https://www.google.com/advanced\\_search](https://www.google.com/advanced_search)

In the next illustration, you will see where Sonam and Tshering can enter this information, highlighted in orange. They can limit their results to sites ending in .org for the first question, .edu for the second question, or [gov.bt](https://www.google.com/advanced_search) for the third question. If they want to try all possibilities at once, it is more complex. They will need to type the following in the main search box:

sea buckthorn bhutan site:.edu OR site:.org OR site:[gov.bt](https://www.google.com/advanced_search)

Find pages with...		To do this in the search box.
all these words:	<input type="text" value="sea buckthorn bhutan"/>	Type the important words: tri-colour rat terrier
this exact word or phrase:	<input type="text"/>	Put exact words in quotes: "rat terrier"
any of these words:	<input type="text"/>	Type OR between all the words you want: miniature OR standard
none of these words:	<input type="text"/>	Put a minus sign just before words that you don't want: -rodent, -"Jack Russell"
numbers ranging from:	<input type="text"/> to <input type="text"/>	Put two full stops between the numbers and add a unit of measurement: 10..35 kg, £300..£500, 2010..2011

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Then narrow your results by...

language:	<input type="text" value="any language"/>	Find pages in the language that you select.
region:	<input type="text" value="any region"/>	Find pages published in a particular region.
last update:	<input type="text" value="anytime"/>	Find pages updated within the time that you specify.
site or domain:	<input type="text" value="org"/>	Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov
terms appearing:	<input type="text" value="anywhere in the page"/>	Search for terms in the whole page, page title or web address, or links to the page you're looking for.
SafeSearch:	<input type="text" value="Show most relevant results"/>	Tell SafeSearch whether to filter sexually explicit content.
file type:	<input type="text" value="any format"/>	Find pages in the format that you prefer.
usage rights:	<input type="text" value="not filtered by licence"/>	Find pages that you are free to use yourself.

Some results from the last search are in the last screenshot. As you can see, these are much better, and will help the students to focus on their main areas of interest.

About 5,390 results (0.50 seconds)

www.rufford.org › files ▼ PDF

## Seabuckthorn (Hippophae salicifolia ... - Rufford Small Grants

by R Rajchal - Cited by 14 - Related articles

Tibet of China,. **Bhutan**, Nepal, India. Most of wild resources are protected as forest species. Some berries are collected for producing products. Source: pers.

www.fao.org › docrep ▼

## Non-wood News 13 - FAO

Rattan **Sea buckthorn** (hippophae rhamnoides) ... Altogether 31 species of bamboo grow in **Bhutan**, probably the largest variety found in any Himalayan country.

en.wikipedia.org › wiki › Hippophae\_rhamnoides ▼

## Hippophae rhamnoides - Wikipedia

Hippophae rhamnoides, also known as **sea-buckthorn** <sup>:277</sup> is a species of flowering plant in the family Elaeagnaceae, native to the cold-temperate regions of ...

pdfs.semanticscholar.org › ...

## Hippophae rhamnoides L.

by T LÖUGAS - 2006 - Cited by 2 - Related articles

**Sea buckthorn** berries have an abundant chemical composition – they are ... widely throughout the Himalayan regions including India, Nepal, and **Bhutan**.

pdfs.semanticscholar.org › ... ▼ PDF

## Seabuckthorn - Semantic Scholar

by M Husain - 2018 - Cited by 1 - Related articles

Keywords: **Seabuckthorn**, Ladakh, cultivation, propagation and management. Introduction ... **Bhutan**, Pakistan, Afghanistan, Mongolia, Kazakhstan,. Hungary ...