

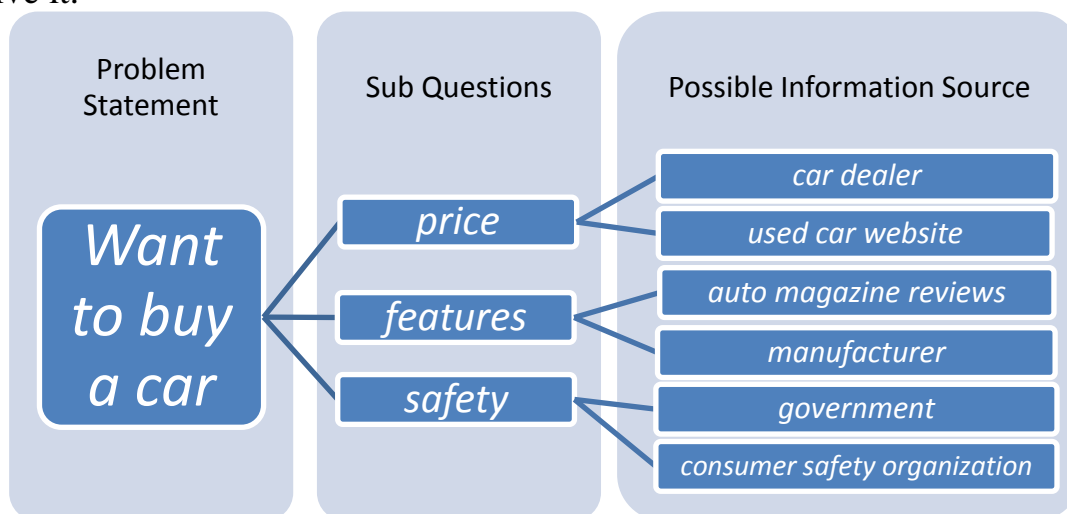


Research Tips

- Inadequate information is costly \$ for organizations.
- The ability to find good information is a useful and practical lifelong skill. 🔍
- Most people think that Internet information is reliable; that doesn't make it true.¹
- Natural language is how we speak; it rarely works in an information resource.
- No *ONE* information resource has *ALL* of the information.
- Be aware of the legal and ethical uses of information. 🚧

*I'm, like, looking for
some, like, information.*

- ✓ Identify premium information (subscriptions, professional memberships) within your organization.
- ✓ To do effective research, use a logic tree to organize your thoughts and approach to the problem. This will help you define the problem and what information you need to solve it.



- ✓ To make your analysis, you will need facts and information to understand your options.
 - Like a journalist, use the *Five Ws*: Who, What, When, Where, Why. These simple concepts can also help you begin your project research.
 - Imagine your perfect answer, who was quoted? What data would help you solve your problem? Use that information to create your search.
 - Like a detective, look in relevant results, for additional information clues to follow. Are key competitors mentioned? Is a trade association mentioned? A government agency? Where did the data come from?

¹ "How much of the internet is reliable and accurate?" Pew Research, accessed December 18, 2013, <http://www.journalism.org/numbers/how-much-of-the-internet-is-reliable-and-accurate/>.

This is a footnote. Giving credit to the ideas of others makes your ideas and proposals more believable (you also avoid plagiarism).

Be a Google™ guru.

Use Google's Advanced Search www.google.com/advanced_search

You can filter your results by date, document type (e.g. Excel, PDF), language, date, and more!

Find pages with...		To do this in the search box.
all these words:	<input type="text"/>	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

For example, try this:

To locate results from thought leaders, use the "ANY OF THESE WORDS" box and type:
Pricewaterhouse OR PWC OR Deloitte OR Ernst OR KPMG OR McKinsey OR Bain OR BCG OR "Boston Consulting Group"

Then narrow your results by...

language:	<input type="text" value="any language"/>	Find pages in the language 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 you specify.
site or domain:	<input type="text"/>	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.
reading level:	<input type="text" value="no reading level displayed"/>	Find pages at one reading level or just view the level info.
file type:	<input type="text" value="any format"/>	Find pages in the format you prefer.
usage rights:	<input type="text" value="not filtered by license"/>	Find pages you are free to use yourself.

For example, try this:

To locate specific data source, limit your searches by "SITE or DOMAIN": such as .gov , .edu, or .org

Google Search Tips

- ✓ Word order *does* matter. Type the most important words first.
- ✓ Use words most likely to appear on a website.
Not: what car should I buy
Rather: automobile and car reviews
- ✓ Most punctuation is ignored, except: @ # \$ + &
- ✓ Use the Google "Search Tools" to filter your results.
- ✓ Google "Search Tips" for more tricks!