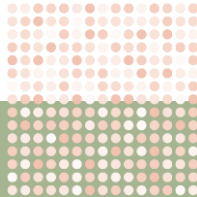




GLION SELF-HELP SERIES

Learning Support



Using Google Scholar effectively



Google Scholar is a powerful tool for finding scholarly articles, theses, and books — but it works best when you know how to use it strategically. This guide will help you save time, find better sources, and link results directly to your library's full-text access.



What is Google Scholar?

Google Scholar is a free search engine that focuses on academic and research materials, including:

- Peer-reviewed journal articles
- Conference papers
- Theses and dissertations
- Academic books and reports

It looks similar to Google, but its results come from scholarly databases and publishers, not general websites.

👉 Access it at <https://scholar.google.com>

Why use Google Scholar?

- Quick and easy to search across many disciplines
- Finds hidden research not always indexed by regular Google
- Connects to your library's resources for full-text access
- Works well with Zotero and ZoteroBib for easy citation management



Step-by-step: how to use Google Scholar effectively

1 Start with Smart Search Phrases

Use quotation marks and operators to refine your results.

Combine these to narrow your topic efficiently.

Search type	Example	What it does
Exact phrase	<i>"guest satisfaction"</i>	Finds only results with those exact words
AND	<i>Sustainability AND hotels</i>	Finds results containing both words
OR	<i>Restaurant OR café</i>	Finds results with either words
Exclude term	<i>Luxury hotels –China</i>	Excludes results about China
Author search	<i>Author: "Nguyen T"</i>	Finds works by a specific author
Title search	<i>Intitle: "Customer experience"</i>	Searches for keywords in titles only

2 Use the filters on the left panel

After searching:

- Date range: Select "Since 2020" for recent research
- Sort by date: View the newest studies first
- Custom range: Search by a specific time period



3 Balance evidence and analysis

Each result usually includes:

- Title and link – click for access or abstract
- Authors and publication details
- “Cited by” count – shows how influential the paper is
- “Related articles” – helps you find similar research
- PDF link [on the right] – free full text when available

4 Address counterarguments

If a result is locked behind a paywall, check your library’s access:

- Click “All versions” → you may find a free version (e.g., institutional repository)
- Use your library’s Google Scholar link (configured with full-text access)
- Or copy the article title into your library database (EBSCO, ProQuest, etc.)

Ask your library team if Google Scholar is linked to your institution — if not, you can set it up yourself (see below 📌).

5 End with a strong conclusion

- Click the ☰ menu (top left) → Settings → Library Links
- Search for your institution’s name
- Tick the box to enable full-text linking
- Click Save

Now you’ll see “*Find it @ [Library Name]*” next to results you can access directly.



6 Export citations easily

- Click the quotation mark (") icon under a result
- Choose your referencing style (APA, MLA, etc.)
- Copy, or click RefMan or BibTeX to export into Zotero or ZoteroBib





Tips & Tricks

Use “Cited by” to trace influential papers and discover newer research.

Set up alerts: Click the envelope icon to receive email updates on new articles.

Check author profiles: View other works, metrics, and collaboration networks.

Use Advanced Search: Click the menu (≡) → Advanced Search for more precise control.

Always verify the source: Not everything on Google Scholar is peer-reviewed — evaluate credibility.





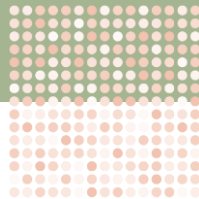
Example of an effective search strategy

Research topic:

“The impact of digital technology on hotel guest experience”

Search phrase	Filter applied	Result type
“digital technology” AND “guest experience” AND hotels	<i>Since 2020</i>	Latest studies
“automation” OR “AI” AND “hospitality”	<i>Custom range: 2018-2024</i>	Broader overview
Author: “Buhalis D”	-	Only works by a key hospitality scholar





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