

Google Scholar (<https://scholar.google.ca>) is a specialized search engine for scholarly literature developed by Google for researchers and academics. Its index includes articles, Google books, patents, court opinions, scientific pre-prints, and government documents from many publishers and academic fields. Some items are available directly from the publishers in full-text, while many others can be accessed from the Patrick Power Library's collection.

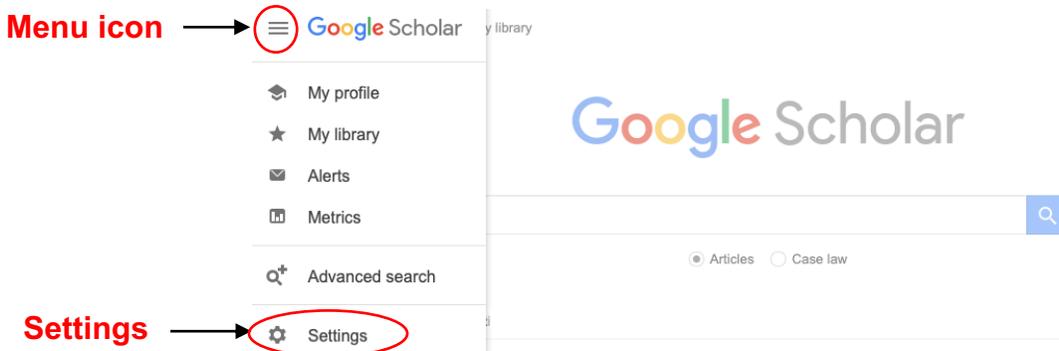
Google Scholar is not a replacement for searching the library catalogue or academic databases. It is best used to supplement other research tools at Saint Mary's. Google Scholar can link to resources at the Patrick Power Library, including the Library's electronic databases, and provide direct export to RefWorks.

Getting Started

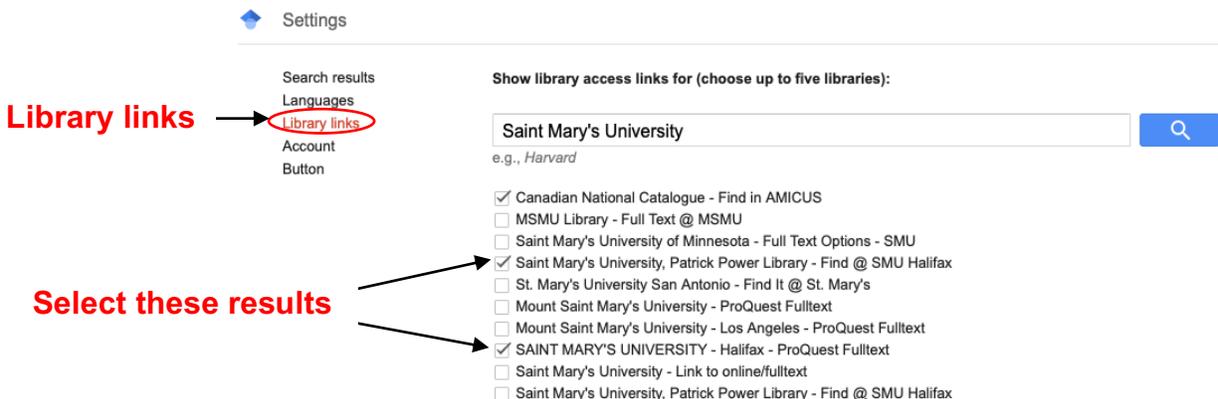
If you are working from off-campus, you may need to adjust Google Scholar's settings to link to the Library's materials before beginning a search.

Setting your Library Links:

1. Go to <https://scholar.google.ca> and click the menu icon at the top left to expand the menu, then click "Settings" near the bottom of the list.



2. Select "Library Links" located on the left side of the screen.
3. Type **Saint Mary's University** in the search box and then click the blue search button.
4. Select the results "**Saint Mary's University, Patrick Power Library – Find @ SMU Halifax**" and "**SAINT MARY'S UNIVERSITY – Halifax – ProQuest Full Text**" and save your settings.



- Google Scholar will now display a link to the material available at Saint Mary's. Links will be displayed to the right of results as **"Find @ SMU Halifax"**.

Experiential marketing

B Schmitt - Journal of marketing management, 1999 - Taylor & Francis

In this article, I contrast traditional **marketing** with a new approach to **marketing** called Experiential **Marketing** and provide a strategic framework for Experiential **Marketing**. Traditional **marketing** views consumers as rational decision-makers who care about ...

☆ Cited by 6544 [Related articles](#) [All 7 versions](#)

[PDF] tandfonline.com

Find @ SMU Halifax

Note: The **"Find @ SMU Halifax"** link will take you to a page listing the database(s) containing the item, as well as any print journal holdings. Selecting a database on this page will allow you to sign in with your S# to access the full-text.

Setting up Quick Links to RefWorks

- On the Google Scholar Settings page, scroll down to **Bibliography Manager**.
- Select "Show Links to import citations into", and choose **Refworks** from the drop-down list.
- Save your settings.

Searching with Google Scholar

To search Google Scholar, type your keywords into the search box, and then click the magnifying glass or press Enter.

Advanced search offers more precise search options. For example, you can limit by author name, publication title, or publication date.

Advanced search can be found by clicking the menu icon at the top left of the screen.

The image shows the Google Scholar interface. On the left, the 'Menu icon' (three horizontal lines) is circled in red. Below it, a list of menu items is shown: 'My profile', 'My library', 'Alerts', 'Metrics', 'Advanced search' (circled in red), and 'Settings'. An arrow points from the 'Advanced search' option to a search modal window on the right. The modal window is titled 'Find articles' and contains several search options: 'with all of the words', 'with the exact phrase', 'with at least one of the words', and 'without the words'. Below these are radio buttons for 'where my words occur': 'anywhere in the article' (selected) and 'in the title of the article'. There are also input fields for 'Return articles authored by' (with example 'e.g., "PJ Hayes" or McCarthy'), 'Return articles published in' (with example 'e.g., J Biol Chem or Nature'), and 'Return articles dated between' (with example 'e.g., 1996'). A blue search button with a magnifying glass icon is at the bottom of the modal.

Using Advanced Search: Author, Publication, Date

Author – “Return articles authored by”:

- Limits the search to the names of people listed as author or co-author.
- e.g., entering **Churchill** in this field might retrieve documents by Winston Churchill as opposed to documents about the Churchill Falls Generating Station in Labrador.

Publication – “Return articles published in”:

- Words listed in this box must appear in the title of the publication (e.g., the journal or the book).
- e.g., entering **finance** would find journals with names such as *European **Finance** Review* and *Accounting and **Finance***, but it would not retrieve the *International Journal of Managerial and **Financial** Accounting*.

Date – “Return articles dated between”:

- Limits the search to items with a specific publication date or range of dates.

A Sample Advanced Search

Searching for items on the 1926 Balfour Declaration, which granted autonomy to British dominions such as Canada, Australia, and South Africa, might also retrieve citations about the 1917 Balfour Declaration, which promoted a Jewish homeland in Palestine. Using Google Scholar’s advanced search features can help find a relevant result:

This search will look for items that:

1. Must have **Australia** in the text,
2. Refer to the **Balfour Declaration**, and
3. Mention *neither 1917, Israel, nor Palestine*, which are the terms that might retrieve articles on the other Balfour Declaration.

Advanced search

Find articles

with all of the words	Australia
with the exact phrase	Balfour Declaration
with at least one of the words	
without the words	1917, Israel, Palestine

where my words occur

anywhere in the article

in the title of the article

Return articles authored by

e.g., "PJ Hayes" or McCarthy

Return articles published in

e.g., J Biol Chem or Nature

Return articles dated between

e.g., 1996

Searching “with **all** of the words” will search for the keyword(s) at any place in the text, e.g., “Australia” can appear anywhere in the text of your results.

Searching “with the **exact phrase**” will search for the keyword(s) in the exact order that you have entered them into the search box, e.g., the words “Balfour Declaration” must appear together and in that specific order anywhere in the text of your results.

Searching “with **at least one** of the words” will search for any article that contains one or more of the keywords you have entered into the search box, e.g., “Australia,” “Sydney,” or “Brisbane” can appear independently or together in the text of your results.

Searching “**without** the words” will ensure that the results you receive do not contain the keywords you have entered into the search box, e.g., “1917,” “Israel,” and “Palestine” will not be in the results of your search.

The “where my words occur” option provides a simple method to search the entire text of a result, or only in the title of the article. The option selected here will be applied to any and all keyword(s) entered in the search boxes.

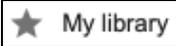
Working with a Sample Google Scholar Result

Google Scholar lets you do a number of things with the results you retrieve. Note that some or all of the items described below may display for each result.

The screenshot shows a Google Scholar result for the article "Dating Australia's independence: national sovereignty and the 1986 Australia Acts" by D Gare. The title and author are highlighted in blue. Below the title is the journal information: "Australian Historical Studies, 1999 - Taylor & Francis". A snippet of the article text is shown below. At the bottom of the result are several interactive buttons: a star icon, a document icon, "Cited by 12", "Related articles", "All 2 versions", and "Import into RefWorks". To the right of the article snippet is a button labeled "Find @ SMU Halifax".

Annotations on the image:

- 1. Citation**: Points to the article title and author information.
- 2. Find @ SMU**: Points to the "Find @ SMU Halifax" button.
- 3. Save**: Points to the star icon.
- 4. Cite**: Points to the document icon.
- 5. Cited by**: Points to the "Cited by 12" button.
- 6. Related articles**: Points to the "Related articles" button.
- 7. Import to RefWorks**: Points to the "Import into RefWorks" button.

- 1. Citation:** Shortened citation of article/publication title, author, journal, publication date, and source. Citations may include a preview of text and item format (e.g., [HTML], [DOC], [PDF]). Text in bold reflects keywords searched. Note that the citation is not complete – there is no indication of volume, issue, or page numbers for journal articles.
- 2. Find @ SMU:** A link to the full-text of the article/publication available via SMU. Links to free or open-access works (e.g., a chapter of a Google Book) may also appear here.
- 3. Save:** Save result (if logged into a Google account). Saved results appear in 
- 4. Cite:** Automatically create a text citation in major formats (APA, MLA, Chicago, etc.)
- 5. Cited by:** A list of other works that have cited this work in Google Scholar.
- 6. Related articles:** Works on the same or a similar subject as the one you are viewing.
- 7. Import to RefWorks:** Adds citation of article/item to your RefWorks account. See the [RefWorks Guide](#) for more details.

Google Scholar Metrics

Scholarly metrics are used to measure the “impact” of scholarly publications, e.g., to determine the most influential journal in a certain field or the most cited papers. Google Scholar calculates metrics for journals and articles, covering many articles published within the last five years. It also calculates metrics for authors with a Google Scholar profile.

Because Google Scholar indexes many different databases, as well as books, undergraduate theses, and conference proceedings, it can find more citations than other databases. As such, you might find that a journal has a much higher scholarly metric on Google Scholar than from another source.

1. **Authors** with an underlined name have registered a profile with Google Scholar and created a library of their publications. Clicking on their name will take you to their profile, which will include a library of their publications as well as calculations of their h-index and i10-index.
2. **Metrics** is available under the menu . It will take you to a page offering top publications organized by categories and subject
 - **Top publications** are measured using an h5-index that takes into account only those articles published in the last 5 years.

Refer to <https://scholar.google.ca/intl/en/scholar/metrics.html#metrics> for more information.

Points to Remember

- Full-text searching can lead to imprecise results. Google Scholar may retrieve articles that have little to do with your topic.
- The content retrieved may not be of academic quality, and there is no way to limit your results to only peer-reviewed content. Scholar searches a variety of content, including the websites of individual authors and university repositories. These sites may include course material or undergraduate assignments. It is important to always evaluate the quality of your results. Visit <http://www.smu.ca/academics/evaluating-internet-resources.html> for more information.
- Some publishers do not allow Google Scholar to index the full content of their sites, and Google does not list the journals it searches or indicate how often its index is updated; therefore, it is difficult to know how comprehensive a search will be.
- Google Scholar will not search every journal that is available to you at Saint Mary's.
- Although your results may include many useful articles and documents, retrieving them will depend on whether Saint Mary's has access – for some items, you will need to make an [interlibrary loan request](#).

- By default, results are displayed in order of relevance. This may mean older items are listed before more recent articles. A filter on the left allows you to sort by date and/or select a date range.

Options to select date range



Sort by date



For more help...

Don't forget to check out the complete lists of [online tutorials](#) and [library guides](#). You are always welcome to stop by the Research Help desk for further assistance with your assignments.

Phone: (902) 420-5544

Email: research@smu.ca

Happy searching!