Using Google to find grey literature
• Google will almost always bring you too many results
• They may not be from reputable sources
  • Who has written this? Why? When?
• Google is a good place to search for “grey literature” – reports, government policies, documents from non-profit/charity organisations
• These can be hard to find because Google ranks its results based on popularity
• How many other websites link to this page? How many people clicked on it?
• The academic sources you want for your research are likely to be unpopular
• Google also ranks its results based on you
• Where are you searching from (IP address)?
  • On a university network you will get more academic results and fewer ads
• Where are you searching from (in the world)?
  • You will get more results from your area and country
• Who are you?
  • If you are signed into Chrome/Gmail or using an Android device it will know all about your search history, your contacts, and possibly their search history too!
• Use Private / Incognito / InPrivate browsing and sign out of Chrome/Gmail

Chrome

Firefox

Edge

Internet Explorer

Safari
Use Tools -> All results -> Verbatim to search for exactly what you type in

Use quotation marks to search for phrases, e.g. “secondary schools”
Go to Settings -> Advanced search for extra search options

Choose a site or domain to restrict your search, e.g. .gov.uk, .ac.uk, .edu, .org

Choose a file type, e.g. .pdf, .ppt or .xls