

# Quick Guide to Google Scholar

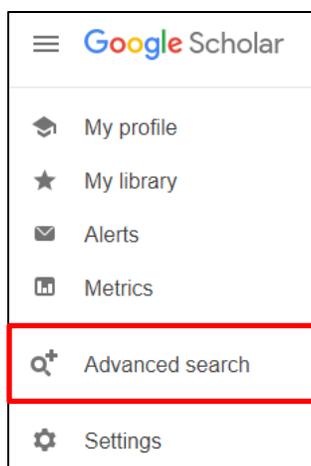
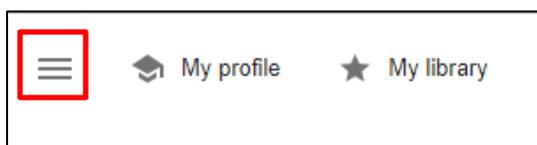
- Covers peer-reviewed papers, theses, books, preprints, abstracts and technical reports
- Use the Library's link to [Google Scholar](#). This gives free access to full-text material to which the Library subscribes. [www.library.auckland.ac.nz/databases/record/?record=GooSch](http://www.library.auckland.ac.nz/databases/record/?record=GooSch)

## Keyword search

- Automatically searches the full text of articles, including citations and abstracts
- Make keywords as specific as possible. Try using different terminology and/or synonyms:  
"Consumer value" **OR** "customer value" OR "customer satisfaction"
- Google Scholar automatically **ANDs** words it looks for: **customer AND value**
- To find a phrase use quotation marks "customer satisfaction"

## Advanced Scholar Search

For the advanced search click on the ☰ in the left hand corner, a side bar will appear. Then select advanced search



- Use a combination of search fields to refine your search. Note: The date option is useful, the source and author fields are problematic.

## Search results

"social media brands" 

About 484 results (0.12 sec)

**[CITATION] Marketing: an introduction**  
 G Armstrong, P Kotler, M Harker, R Brennan - 2015 - uhra.herts.ac.uk  
 ☆ 99 Cited by 104 Related articles All 2 versions >>

**Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement**  
 C Ashley, T Tuten - Psychology & Marketing, 2015 - Wiley Online Library  
 By continuing to browse this site you agree to us using cookies as described in About Cookies. Remove maintenance message. ...  
 ☆ 99 Cited by 165 Related articles All 6 versions Web of Science: 40

**Social media metrics—A framework and guidelines for managing social media**  
 K Peters, Y Chen, AM Kaplan, B Ognibeni... - Journal of interactive ..., 2013 - Elsevier  
 Social media are becoming ubiquitous and need to be managed like all other forms of media that organizations employ to meet their goals. However, social media a...  
 ☆ 99 Cited by 226 Related articles All 15 versions Web of Science: 74

Click here for UOA access.

[PDF] academia.edu  
 Find Full Text @ Auckland

[DOC] ozyegin.edu.tr  
 Find Full Text @ Auckland

Links to other versions - preprints, abstracts, conference papers etc.

Cites the article in various referencing styles, allowing users to copy and paste suitable format.  
**NOTE:** check that all bibliographic details are present and accurate.

You can save the article for future reference, this will go under 'My library'

The number of times this paper has been cited in Google

## Creating email alerts

An email alert informs you when new material on your topic has been added to Google Scholar.

To create an email alert:

- Search for your topic.
- Click on the **Create alert** icon on the search results page.

Articles About 944,000 results (0.13 sec)

Any time  
 Since 2017  
 Since 2016  
 Since 2013  
 Custom range...

Sort by relevance  
 Sort by date

include patents  
 include citations

Create alert

[PDF] A national **customer satisfaction** barometer: The Swedish experience  
 C Fornell - the Journal of Marketing, 1992 - JSTOR  
 Many individual companies and some industries monitor **customer satisfaction** on a continual basis, but Sweden is the first country to do so on a national level. The annual **Customer Satisfaction** Barometer (CSB) measures **customer satisfaction** in more than 30  
 ☆ 99 Cited by 8445 Related articles All 10 versions Web of Science: 1221 >>

[PDF] jstor.org  
 Full View

[PDF] **Customer satisfaction**, market share, and profitability: Findings from Sweden  
 EW Anderson, C Fornell, DR Lehmann - The Journal of marketing, 1994 - JSTOR  
 Are there economic benefits to improving **customer satisfaction**? Many firms that are frustrated in their efforts to improve quality and **customer satisfaction** are beginning to question the link between **customer satisfaction** and economic returns. The authors  
 ☆ 99 Cited by 7703 Related articles All 16 versions Web of Science: 1338 >>

[PDF] jstor.org  
 Full View

**Customer satisfaction**, customer retention, and market share  
 RT Rust, AJ Zahorik - Journal of retailing, 1993 - Elsevier  
 Abstract We provide a mathematical framework for assessing the value of **customer satisfaction**. The framework enables managers to determine which **customer satisfaction** elements have the greatest impact, and how much money should be spent to improve  
 ☆ 99 Cited by 2668 Related articles All 8 versions Web of Science: 568

[PDF] researchgate.net  
 Find Full Text @ Auckland

## Importing single items into a Reference Management Tool

- Click on ☰ icon at the top left of the search screen, a side bar will appear



- Select **Settings**
- Under **Bibliography Manager** check the **Show links to import citations into** radio button
- Select the referencing software you use, e.g., RefWorks
- Use BibTex for all reference management software not listed, e.g., Mendeley, Zotero
- Click on **Save**

[PDF] [A national customer satisfaction barometer: The Swedish experience](#)

[C Fornell](#) - [the Journal of Marketing](#), 1992 - JSTOR

Many individual companies and some industries monitor **customer satisfaction** on a continual basis, but Sweden is the first country to do so on a national level. The annual **Customer Satisfaction Barometer (CSB)** measures **customer satisfaction** in more than 30

☆ ⓘ Cited by 8445 Related articles All 10 versions Web of Science: 1221 [Import into RefWorks](#) »»

## Importing more than one reference to Refworks

- Save your references to my library by clicking on the star icon.



- Go to My library and export selected references in RefMan format
- It will save the file as citations.ris, usually in the downloads file.
- Go to RefWorks and import the file, changing the import filter to RIS format
- **NOTE: if you are using RefWorks change the import filter to RIS format when importing.**
- **NOTE: When importing references from any database check that all bibliographic details are present and accurate. This is especially important when using Google Scholar as quality control of the citations is poor.**

## Differences between Google Scholar and Library databases

- Google Scholar is a limited subset of scholarly material. Many library databases cover a larger proportion of material and are more subject specific
- Library databases offer more *search* and *limit* options than Google Scholar – especially subject heading searching
- **Never rely on one source for information - use Google Scholar in conjunction with other Library databases**