USING THE GOOGLE SEARCH ENGINE IN SCIENTIFIC RESEARCH

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Nowadays the Internet is a powerful and actually unlimited source of information. As of mid-March 2018, the number of Web sites on the Internet was about 1.9.billion and several new ones are emerged every second [1]. Taking into account that about to 20 million Ukrainians people [1] are already Internet users, i.e. about to 45% of Ukraine's population, it is possible to make a conclusion that our compatriots actively use the information posted in the global network for their daily activities (not only in the professional sphere, but also in everyday life and entertainment). For fast, convenient and easy searching the information searching engines are created. The most popular and used one is Google. As at 15 March 2018 Google indexed more than 44 billion Web pages [2] and it processes more than 4 billion queries every day [1].

But it should be understood that when we enter a search query into a Google search bar, the retrieval itself is actually done not on the Web, but in the Google's index – the search engine database. To discover new or updated Web pages and add them into the index, Google has special software called Googlebot (also known as a robot, bot or spider). Access to the site and its contents (pages, images, videos, etc.) for Googlebot can be closed using a file robots.txt, that must be in the root directory of the site, e.g. for the site of Kharkiv Petro Vasylenko National Technical University of Agriculture this file can be found at http://www.khntusg.com.ua/robots.txt. If you want to prevent a Googlebot from adding a page to the Google index, you must use the directive `Disallow`. For example, to forbid the indexing of a folder that contains site template files, the directive `Disallow:/themes/` must be used.

Google allows the use of special operators to improve the relevance of search results. To search on social networks, you must put the "@" symbol before the word in the query, for example, "@khntusg"; to search for hashtags, you must insert a "#" symbol before the word, for example, "#database"; to search on particular site or domain, you must place the keyword "site:" before the query, e.g. "site:khntusg.com.ua science"; to view the cached version of the Web page, you must type "cache:" before the page address and to search for sites with similar content – key word "related:". Besides, Google allows, in addition to search information, to make calculations and plot and graph functions. To do this, you need to enter mathematical actions or an equation that specifies the function right in the search bar.

1. Internet Live Stats [Електронний ресурс] : [Веб-сайт]. – Режим доступу: http://www.internetlivestats.com (дата звернення 15.03.2018).

2. WorldWideWebSize.com Stats [Електронний ресурс] : [Веб-сайт]. – Режим доступу: http://www.worldwidewebsize.com (дата звернення 15.03.2018)