Super Searcher Secrets

Mary Ellen Bates
BatesInfo.com
Think With Google

Google.com/think
Consumer trends, industry research
Reports, stats, infographics
Google partners w/ research firms
Remember synonyms!

~sequestration 2013 ~impact
vs.
sequestration 2013 impact
Need visuals?

Search for:

Infographic and {search terms}
infographic “market share” iphone

2012 Mobile Market Share [Infographic] - iCrossing
connect.icrossing.co.uk/2012-mobile-market-share-infographic... Share
Feb 2, 2012 – 2012 Mobile Market Share [Infographic]... Apple’s iPhone and other iOS
devices are strongest in Australia where they currently command 73% ... You visited this page on 3/12/13.

2013 Mobile Market Share [Infographic] - iCrossing
connect.icrossing.co.uk/2013-mobile-market-share-infographic...
Jan 31, 2013 – Global-mobile-statistics1 2013 Mobile Market Share [Infographic] ... handsets like the iPhone prohibitively expensive for the average consumer.

Images for infographic "market share" iphone - Report images

A Detailed Overview Of The Smartphone Market After iPhone 5 ...
www.redondopie.com/a-detailed-overview-of-the-smartphone...
Sep 24, 2012 – Now that Apple has released the iPhone 5, arguably the biggest ... with AYTMResearch in the form of a lovely infographic in which they discuss multiple, ... of the smartphone industry such as present market share by platform, ...
New features for Census data
Good advanced search
Easy to download data
    Data viz, anyone???
Census data often “second best”

factfinder2.census.gov
LinkedIn changes (soon)

Search ALL as well as by People, Groups, etc.

Auto-Complete
LinkedIn changes

More focus on customized search results
Relevance based on prior searches
Unusual LinkedIn searches

ID fastest-growing industries in a region

Linkedin.com/jobs, Advanced search:
  zip code
  jobs from last 30 days
Who's hiring in Phoenix?

Jobs – advanced search

Keywords: 
Location: Located in or near: 
Country: United States
Postal Code: 85006
Within: 50 mi (80 km)

Functions:  
- All Job Functions
- Accounting/Auditing
- Administrative
- Advertising
- Analyst

Date Posted:
- Any Time
- 1 day ago
- 2-7 days ago
- 8-14 days ago
- 15-30 days ago
LinkedIn Skills & Expertise

Linkedin.com/skills
ID leads by expertise
Great place to brainstorm prior to searching
Where do IT professionals from Nike go next?

i.e., what kinds of skill sets do they leave with?

Advanced People search:
  Nike (past not current)
  Industry – Information tech
  Click Current Company in search results
Blekko.com's /slashtags

Utilities: /date /ps=100 /more
Shortcuts to 3rd parties: /video /ebay
Algorithmic: /blog /forum /people
Subject: CSEs! /liberal /cancer /news

Can combine slashtags
   Superfund /federal-agencies /more
Blekko's slashtags

Boost, don't limit

autism +/psychology

Too much chatter? Looking for long-tail or outliers?
nanotubes -/top10/top10K
(eliminate top 10,000 sites)
Twitter gives you your archive

Use Twitter as public archive

In Settings:

Your Twitter archive  Request your archive

You can request a file containing your information, starting with your first Tweet. A link will be emailed to you when the file is ready to be downloaded.
Twitonomy

Data viz tools
Good way to find *other* experts
Free version useful; $20/month for more
Watch what they’re saying about your org

Broad coverage
Nice analytics
Price: $0 - $20/month

(Thanks, @PhilBradley)
Qwant.com

Dynamic web/social search engine

Nice overview of topic
Can modify search in single channel
Shallow archive

Supports nested logic
Hang on for big changes...

Vanilla search is losing priority

Discovery is current meme

Bing’s view of interacting with user...

owl.li/jB1YY
Tom Warren, TheVerge.com March 14, 2013
Facebook’s Graph Search

Find people who share your interests
Explore your world through photos
Discover restaurants, music and more

Lots more options than are obvious
People who like, favorite books of, etc.
Introducing Graph Search

People who like Cycling and live in Seattle, Washington
Type to search for people, places and things

- My friends
- Photos of my friends
- Restaurants nearby
- Games my friends play
- Music my friends like
- Photos I have liked
Pages liked by MLS students who graduated after 2011:

- The Library of Congress
- NPR
- PBS
- ALA Student Chapter of Indiana University
- UW-Madison SLIS
Facebook Graph Search

Applicability for real research?
Friends of friends who work at an org
Books liked by people who work at {your organization}
Favorite books of people who like Neil deGrasse Tyson

No keyword search (now)
Private searching

StartPage.com and Ixquick.com
Anonymous (un-personalized) searches
Advanced search support
StartPage searches Google
Ixquick includes more search engines

DuckDuckGo.com
no tracking, no personalization
Because most folks are visual...

10 Tools for Creating Infographics and Visualizations
What can you use now?

owl.li/jAa55
## A PERIODIC TABLE OF VISUALIZATION METHODS

<table>
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Twitter: mebs