SEARCH
Social, Personal, & Everywhere

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Overview

• Personalization & Privacy
• Social Search
• Geographic Searching
Personalization

• Pros:
  – Customize Results Ranking
  – Increased Relevance
  – Targeted Ads

• Cons
  – Librarian Searching to Diverse?
  – Privacy
  – Not Always Relevant

The Filter Bubble

• Term from Eli Pariser
• 2011 Book and TED Talk
  – thefilterbubble.com
• Concern Based on Results Personalization
Personalization

• Whether Logged In or Not
  – Previous Searches
  – GeoLocation
  – YouTube Viewing History
  – All Pages Visited (if Toolbar enabled)

Google Behavioral Ad Targeting

• www.google.com/ads/preferences
  google.com/settings/ads
• Logged in or not
• Disable?
  – Opt Out
  – Log Out
Private Mode

• No cookies, browser history, or search history
• Not logged in
• Can be default

Private Mode: Browsers

• IE: Right Click/Start InPrivate Browsing
• Firefox: Right Click/New Private Window – or- Right Click Link
• Chrome: Right Click/New Incognito Window –or- Right Click Link
• Safari: Under Safari/Private Browsing
Tablet Browsers

- iPad Safari
  - All or Nothing
  - Settings/Safari/Private

- iPad Chrome
  - Settings Icon

However, Deeper Tracking

- ISP
- Companies Like
- Rapleaf: U.S. based on Email Addresses
  dashboard.rapleaf.com/see_your_info_signup
- BlueCava for device tracking
Opt Out Options

Google
  google.com/settings/ads
Bing/Microsoft
  choice.microsoft.com/opt-out
Network Advertising
  networkadvertising.org/choices/

Alternative Search Engines

• DuckDuckGo  duckduckgo.com
  – DontBubbleUs dontbubble.us

• Ixquick  ixquick.com
Social Searching

• Facebook: Private to a Point
• Twitter
• LinkedIn

LinkedIn

• Default Shares Who Searches You
• Alternative Search Approaches
  – Cached page copies
  – Bing Snapshot
Facebook Graph Search

- Republicans who like Sailing and live in Minneapolis, Minnesota ...
- Search one variable first
- Then use filters on right

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Twitter Searching

- Twitter Search
- Topsy
- Hashtags
  - Hshtags.com
  - Twitter Search: #{name} filter:links

Unshorten

- wheredoesthislinkgo.com
- knowurl.com
- clybs.com/urlexpander
MAP/GEOGRAPHIC SEARCH

Google & Bing Maps

- Both have Street View
- Different Data Sources
- Different Imagery Dates
Google Earth

- Desktop Install Version -Not-
  - Earth Plugin in Chrome
- Find Dates of Imagery
- Browse Historical Imagery by Date

Timelapse (Google and Time)

- [world.time.com/timelapse/](http://world.time.com/timelapse/)

- **Earth Engine**
  earthengine.google.org
Questions?

“Search well, be wise”

-Aeschylus