The most dangerous thing in your pocket or purse...

Search for Uber's market strategy

Uber market strategy
3,290,000 results
What is Uber’s market strategy
4,940,000 results
Uber “market strategy”
74,600 results
Search-word order still matters

Different search results:

research "stem cells"
"stem cells" research

Use MS Academic for insight

Key conferences
Key journals
Keywords
academic.research.microsoft.com
Quick scan-the-horizon

instya.com
Pre-selects search tools for web, video, news, images, social, etc.

Good reminder to users - look in multiple sources!

Search social media on Google

site:facebook.com name
site:twitter.com name
Example:

site:twitter.com "John * Doe"
The * catches middle names/initials
Add location, job, etc. if needed

View a person's interactions

Twitter network, that is...
Mentionmapp.com
Dynamic network map of an account's most-mentioned @people and #hashtags
Monitoring Twitter

Monitor drug side effects on Twitter
#accutaneprobz
#zoloft #pfizer

Twitter search hacks

Look for engagement (retweets and favorites)
min_retweets:n
min_faves:n
Millennials (brands OR marketing) min_retweets:5

Find Tweets w/ links to a URL

Find any tweets that link to a site
(even if w/in shortened URL)
Track mentions of a press release, org
Twitter syntax: the.URL
Example:
epa.gov "climate change"
When do people think about X?

Use Google Trends (google.com/trends)
ID search terms that indicate idea
See Regional Interest
View change over time

Find info from trusted sources

(BING ONLY)
ID outgoing links from a site or domain
LinkFromDomain:

LinkFromDomain:msf.org ebola
retrieves pages linked-to from Doctors Without Borders that mention ebola

Digging deeper in Google, Bing

Look for databases:
{topic} database OR "data set"

Bing only:
Find pages that link to a filetype
contains:mp3, contains:xls
Use Biznar for brainstorming

Deep web search tool
   Full-text, good advanced search
Type in word, select Visual (results)
Filter by news, research, patents, social media

Biznar.com

Using image matching

Tineye.com
Google Images "related images", Bing "Image Match"
   Is anyone using our photos?
   Is this person's profile legit?
   ID an infographic from the report, look for uses of that image

Bing's Image Search update

Scroll down for bars to
   Explore more searches like...
   People interested in...also searched for
   Refine your search for ...
   Collections for ... from Pinterest

Image Match at very bottom
reluctant—entrepreneur.com

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