Super Searcher Tips

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@mebs
Search tips & tricks
Don’t get complex

Too many terms = lower results
Don’t use long OR statements

Graze, don’t just dig deep

Trust Learn to love relevance ranking
Test multiple versions

what is home depot’s market strategy
  2,530,000 results
home depot market strategy
  1,460,000 results
“market strategy” “home depot”
  133,000 results
“home depot” “market strategy”
  133,000 results but sorted differently
Test different words

Industry/specialized terms

Geographic/linguistic differences

Process or outcome
Use “context” words

Overview

“How to” OR tutorial OR help

Database OR “data set”

Reviews

Figure OR chart OR graph
ID new info sources

Open data sets underlying research articles

Dryad (datadryad.org) and ICPSR (icpsr.umich.edu/icpsrweb)
Get creative with Ngram

Find most frequent words next to a word, over time

* _NOUN term
term * _VERB
term => term [one term modifying another]

books.google.com/ngrams
*_NOUN nurse

Google Books Ngram Viewer

health_NOUN nurse
school_NOUN nurse
head_NOUN nurse
staff_NOUN nurse
charge_NOUN nurse
student_NOUN nurse
district_NOUN nurse
night_NOUN nurse
hospital_NOUN nurse
Cross_NOUN nurse
drink=>*_NOUN

- drink=>water_NOUN
- drink=>wine_NOUN
- drink=>coffee_NOUN
- drink=>beer_NOUN
- drink=>tea_NOUN
- drink=>milk_NOUN
- drink=>cup_NOUN
- drink=>blood_NOUN
- drink=>glass_NOUN
- drink=>health_NOUN
Search news chyrons

Archive.org’s Third Eye project
Super-fast-breaking news
OCR of lower 1/3 of broadcast screen
CNN, BBC, Fox, MSNBC
Feed at:
twitter.com/tracey_pooh/lists/third-eye

@mebs
Tweets

The Third Eye @tvThirdEyeM · 1m
MSNBC 12:04pm CHINA: WE'RE BOOSTING PENALTIES ON U.S. Dank, FDIIIT To "DDOTFCT nun INTPFSTS"
CHINA: U.S. "SERIOUSLY VIOLATED"...

The Third Eye @tvThirdEyeB · 2m
BBCNEWS 12:04pm WINNIE MANDELA DIES. Held gov' positions and headed ANC Women's League
WINNIE MANDELA DIES. President Ramaphosa hails...

The Third Eye @tvThirdEye · 2m
CNN 12:04pm STOCKS TANK AS AMAZON TUMBLLES, TRADE WAR FEARS RISE.
Richard Quest Emmy Editor at Large
STOCKS TANK AS AMAZON TUMBLLES,...

The Third Eye @tvThirdEyeM · 4m
MSNBC 12:02pm CHINA GOES AFTER U.S. PORK, FRUIT IN. PFAIT IATION FOD TPUMD'S TDADF DFNAI TIFS
CHINA: U.S. "SERIOUSLY VIOLATED"...

The Third Eye @tvThirdEyeB · 4m
BBCNEWS 12:02pm WINNIE MADIKIZEL A-MANDELA DIES. Cyril Ramaphosa
Use AI to find more like this

Iris.ai

Input an article or TED Talk URL
It looks for related papers/talks
Let me browse by research paper

https://rd.springer.com/article/10.1007%2Fs11116-017-97
Re-think Wikipedia

Wikimedia survey of motivation

“The topic was mentioned in media”

“The topic interests me; I want to learn more”

These are eager learners! How can you catch them?
Clients don’t know what to ask for

What other data sets would be helpful?

What is your client not asking you for?
Search engine strategies
How you ask matters

Unless you are lactose intolerant, you don't have to cut out dairy. The bottom line is that milk can be a part of a healthy diet, Dr. Katz wrote in The Huffington Post. ... More than calcium, Young sees dairy as an ideal opportunity to get protein into your breakfast with a glass of milk or a Greek yogurt. May 15, 2015

Should You Be Drinking Milk? - Health
www.health.com/food/should-you-be-drinking-milk
12 Reasons to Stop Drinking Cow's Milk. Animal milk has long been claimed as the go-to source of calcium by the dairy industry, but as it turns out, milk is bad for you. Calcium from animal milk is not absorbed as well as that from plant-based sources, and it can be accompanied by a number of dangerous health problems.

Here Are Just 12 Reasons Why Milk Is Bad for You | PETA Living
https://www.peta.org/living/food/reasons-stop-drinking-milk/
Drinking Milk
PERSPECTIVES FROM THE WEB

Current dietary guidelines recommend milk and other dairy products as good sources of protein and calcium, which is essential for healthy bones. There is no suggestion in the study that drinking one glass of milk a day is unhealthy.

Milk might not be as good for us as we thought, stu...
independent.co.uk

Yes, drinking a lot of milk is bad for health. It is a prime source for three important nutrients: calcium, potassium, and vitamin D. I think excess of these nutrients is not good for health. Experts say that consuming a cup or two of milk is fine.

Is drinking a lot of milk bad for you? - Quora
quora.com
Consider Bing for answers

What do you want to know about this condition?

- how is it treated
- living with aplastic anemia
- presentation
- what are the symptoms
- who gets it

**Aplastic anemia** is a disorder of the hematopoietic stem cell that results in a loss of blood cell precursors, hypoplasia or aplasia of bone marrow, and cytopenias in two or more cell lines (RBCs, WBCs, and/or platelets). Symptoms result from anemia, thrombocytopenia (petechia...)

Aplastic Anemia - Hematology and Oncology - Merck Manual
merckmanuals.com

Aplastic anemia is a rare disease in which the bone marrow and the hematopoietic stem cells that reside there are damaged. This causes a deficiency of all three blood cell types (pancytopenia): red blood cells (anemia), white blood cells (leukopenia), and platelets (thrombocytopenia).

Aplastic anemia - Wikipedia
en.wikipedia.org

Aplastic anemia
Medical condition
Idiopathic aplastic anemia is a type of leukemia in which the bone marrow stops making new blood cells.

Healthline

Symptoms

Causes

Treatments

People also search for
Pancytopenia
Hemolytic anemia
Myelodysplastic syndrome
Test Google’s word variants

Roughly same results for *desk*,
*desks*, and *desk OR desks*

Very different results for *zoonoses*,
*zoonosis*, *zoonotic*, and
*zoonoses OR zoonosis OR zoonotic*
Test Google’s adjacency

For terms you want closely related, try all these:

`word1 word2`

`word1–word2`

“`word1 word2“”
Millennials' sustainability attitudes contrast with actions | Medill
Survey says millennials will be key drivers of sustainability in business ...
Sustainability and Mountain Tourism: The Millennials’ ... - MDPI
Millennials willing to pay more for sustainable products | CNBC
Millennials and The Future of Sustainability - Good360
Test mobile vs desktop results

Google is trying to help...
If mobile, you probably want to *speak a query* & go somewhere
If desktop, *type a query* and do something online
Test mobile vs desktop

What words would you use if you spoke your search out loud?

Natural language vs Boolean logic
Watch Google Images

Adding page title to images in SRP

Faster answers

Mobile only right now (note a trend here?)
Google makes it hard to leave home

Formerly, could use local version of Google (google.co.uk)

Now, overridden by your location
How to leave home...

Or use a VPN and tunnel to that country

@mebs
What about privacy?
See what Google knows about you

takeout.google.com/settings/takeout

“Archives may take a long time (hours or possibly days) to create”

See ads you clicked, use of Assistant, all your searches, etc.
See what Facebook knows about you

Facebook.com/settings

Click “Download a copy of your Facebook data”

See ads you clicked, declined friend requests, events invited to, etc.

Not comprehensive
Embrace Google’s brain

Google monitors your searches

Feature AND bug

*Expands* search to find related info

*Filters* search to limit the perimeters

@mebs
... or go private

DuckDuckgo.com – Bing-based

StartPage (ixquick.com) – Google-based

Gibiru.com – Google-based, and “the preferred Search Engine for Patriots”
Peekier.com

Anonymous search engine
Mostly Bing, and its own crawl
Preview images of the results
Model good info behavior

Know the pros AND cons of social media platforms

Know your clients’ info habits

Offer better news feeds
Two handy tools
Preview shortened URLs

checkshorturl.com
Type in short URL
See the expanded version, screenshot, description
PrintFriendly.com

Creates a printer-friendly version of a web page

Edit out images, extraneous matter, change font size

Bypass DRM pop-ups

Browser plug-in, too
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