



Super Searcher Tips

Mary Ellen Bates

March 26, 2019

BatesInfo.com



Start with a clear focus

What's the purpose of this project?

Who's going to see the results?

What will the answer look like?

What do I need to find/do first?



Stay focused

Separate essential from tangential

Know when to say “when”

Spend 25% of time post-processing



Make the answer clear

What countries have the largest number of respiratory therapy training programs?

According to our analysis, the countries outside the US with the most respiratory therapy training programs are, in descending order: [...]



Detailed Research Results

It appears that the United States is unlike any other country when it comes to accredited training programs for respiratory therapists. While the US has 443 respiratory care professional practice programs (according to the [2018 CoARC Report on Accreditation in Respiratory Care Education](#)), very few countries have a dedicated professional role for respiratory health. Instead, according to an

[...]



What about privacy?

If it's free, then **you're** the product being sold.





Embrace Google's brain

Google monitors your searches

Feature AND bug

Expands search to find related info

Filters search to limit the parameters



... and go private

Log out of your browser

And turn on Incognito/Private mode

Use a VPN to leave the country

Then use country-specific Google



... and go really private

Duckduckgo.com, StartPage.com

I tested 4 other private search engines (h/t marcyphelps.com)

Searched **neonicotinoids**

Compared first 10 results to Google

All had good, relevant results



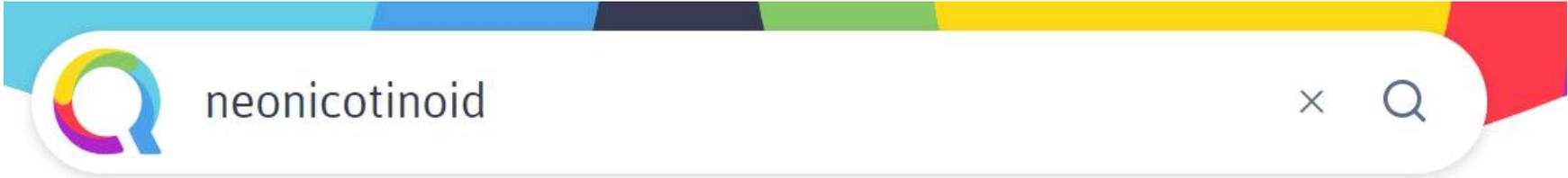
Private search engines

Qwant.com

Based in France, own search index

Filters for news, social, images, video,
“freshness”

6 of first 10 results not in Google



ON THE WEB

Freshness ▾



Neonicotinoid - Wikipedia

en.wikipedia.org/wiki/Neonicotinoid

Neonicotinoids (sometimes shortened to neonics / ' n i : oʊ n ɪ k s /) are a class of neuro-active insecticides chemically similar to nicotine. In the 1980s Shell and in the 1990s Bayer started work on their development. The **neonicotinoid** family includes acetamiprid, clothianidin, imidacloprid, nitenpyram, nithiazine, thiacloprid and thiamethoxam. ...



What is a neonicotinoid? - Insects in the City

citybugs.tamu.edu/factsheets/ipm/what-is-a-neonicotinoid

Neonicotinoids are a new class of insecticides chemically related to nicotine. The name literally means "new nicotine-like insecticides". Like nicotine, the neonicotinoids act on certain kinds of receptors in the nerve synapse. They are much more toxic to invertebrates, like insects, than they are to mammals, birds and other higher organisms.



Schedule for Review of Neonicotinoid Pesticides ...

epa.gov/.../schedule-review-neonicotinoid-pesticides

The dockets for all the **neonicotinoid** pesticides have been opened. Our goal is to review the





Private search engines

Yippy.com

Survivor of the former Clusty, Vivisimo

Clustering of search results (can even
“remix”!)

Useful for ambiguous questions

6 of first 10 results not in Google

Sources Sites Time Topics

[Sources](#) [Sites](#) [Time](#) [Topics](#)

Top 177 Results

remix

- + Honeybees (25)
- + Toxic (19)
- + Agriculture (19)
- + Insects (16)
- + Bee-Killing (12)
- + Clothianidin (10)
- + Bee populations (10)
- + UK (9)
- + Reply (6)
- + Trump (6)
- + Monsanto (5)
- + Climate change (5)
- Care (4)

[Neonicotinoid - Wikipedia](#) [new window](#) [preview](#)

Neonicotinoids (sometimes shortened to neonics / ' n i : oʊ n ɪ k s /) are a class chemically similar to nicotine. In the 1980s Shell and in the 1990s Bayer started the **neonicotinoid** family includes acetamiprid, clothianidin, imidacloprid, nitenpyr, thiamethoxam. ...

<https://en.wikipedia.org/wiki/Neonicotinoid> - - Yippy Index V

[Neonicotinoid pesticides are slowly killing bees | PBS ...](#) [new window](#)

"**Neonicotinoids** are not the only problem that bees face," Dave Goulson, a biologist who was not involved in either investigation, said.

<https://www.pbs.org/.../neonicotinoid-pesticides-slowly-killing-bees> - - Yippy

[What is a neonicotinoid? - Insects in the City](#) [new window](#) [preview](#)

Neonicotinoids are a new class of insecticides chemically related to nicotine. They are "like insecticides". Like nicotine, the **neonicotinoids** act on certain kinds of receptors.

<https://citybugs.tamu.edu/factsheets/ipm/what-is-a-neonicotinoid> - - Yippy Index



Private search engines

Mojeek.com

Based in UK, own web index

You can set your location (or "none")

7 of 10 results not in Google results



Web Images News

(All Regions) ▾

United Kingdom

Germany

France

European Union

Results 1 to 10 from 61,564 in 0.02s

Neonicotinoid - Wikipedia

<https://en.wikipedia.org/wiki/Neonicotinoid>to: navigation , search **Neonicotinoids** (sometimes shortened to **neonics**). In the 1990s **neonicotinoids** came under increasing scrutiny over their ...[See more results from en.wikipedia.org »](#)

Neonicotinoids: How Pesticide Giants Influence

www.truth-out.org/news/item/37505-neonicotinoids-how-pesticide-giants-influence-research-on-bee-impactsis a 501(c)(3) nonprofit) **Neonicotinoids: How Pesticide Giants ...** two of the world's leading **neonicotinoids** , manufactured by Bayer and ...[See more results from www.truth-out.org »](#)

About Neonicotinoids - Pesticide Action Network UK

www.pan-uk.org/about_neonicotinoids/Pollinator Species About **Neonicotinoids** Tackling Pesticide Threat ...06T16:43:30+00:00 What are **Neonicotinoids**? **Neonicotinoids** (neonics ...[See more results from www.pan-uk.org »](#)

Research Links Neonicotinoid Pesticides to Monarch

<https://www.independentsciencenews.org/news/new-research-links-neonicotinoid-pesticides-to-monarch-butterfly-declines/>**Neonicotinoids** have been strongly implicated in pollinator declines ...**Neonicotinoids** are now the most widely used pesticides in the world ...[See more results from www.independentsciencenews.org »](#)

Neonicotinoid

Neonicotinoids (sometimes s are a class of neuro-active in similar to nicotine. In the 198 1990s Bayer started work on

The neonicotinoid family inclu clothianidin, imidacloprid, nite thiacloprid and thiamethoxam most widely used insecticide Compared to organophosphat insecticides neonicotinoids ca birds and mammals than inse

[Read more at Wikipedia »](#)



Private search engines

Gibiru.com

“Uncensored Anonymous Search”

90% overlap with Google results

Uncensored surfaces the **weird** (0% overlap with Google results)

What is a **neonicotinoid**? - Insects in the City

<https://citybugs.tamu.edu/factsheets/ipm/what-is-a-neonicotinoid/>



Neonicotinoids are a new class of insecticides chemically related to nicotine. The name literally means “new nicotine-like insecticides”. Like nicotine, the ...

The Xerces Society **Neonicotinoids** and Bees - The Xerces Society

<https://xerces.org/neonicotinoids-and-bees/>



Neonicotinoids are a group of insecticides used widely on farms and in urban landscapes. They are absorbed by plants and can be present in pollen and nectar, ...

Neonicotinoid - Wikipedia

<https://en.wikipedia.org/wiki/Neonicotinoid>

Neonicotinoids are a class of neuro-active insecticides chemically similar to nicotine. In the 1980s Shell and in the 1990s Bayer started work on their ...

Neonicotinoids | Pollinator Network @ Cornell

Episode 340 – Bayer + Monsanto = A Match Made in Hell : The ...

<https://www.corbettreport.com/bayer/>

Jun 23, 2018 ... A large-scale study on **neonicotinoid** pesticides is adding to the growing [https://www.corbettreport.com/episode-066-vaccines-as-silent- ...](https://www.corbettreport.com/episode-066-vaccines-as-silent-...)

Mass Animal Deaths News Stories

<https://www.wanttoknow.info/massanimaldeathsnewsstories>



Neonicotinoids have been shown by other studies to harm the health of individual bees and the
WantToKnow.info is a PEERS empowerment website

Genetic Modification News Stories

www.wanttoknow.info/geneticallymodifiedorganismsnewsstories-120-20



The explosive growth of **neonicotinoids** since 2005 has roughly tracked rising bee deaths. Neonics, as
WantToKnow.info is a PEERS empowerment website



Using Google as a hack

Can't find something in a web site?

Google it with `site:`

May find unindexed page

May find archived copy



Test Google's adjacency

For terms you want closely related,
try all these:

word1 word2

word1–word2

"word1 word2"

*"word1 * word2"*



In first 30 results:

millennials sustainability: 5 unique hits

millennials–sustainability: 3 unique hits

“millennials sustainability”: 17 unique hits

“millennials * sustainability”: 12 unique hits



Google's Dataset Search

Includes OA aggregators (dryad, figshare)

Searches metadata, not the data directly

Quality of metadata varies wildly

toolbox.google.com/datasetsearch

Tool-use frequency by individual sea otters in California



Dataset updated May 11, 2018

Dataset provided by

[United States Geological Survey](#)

Description

Sea otters are well-known tool users, employing objects such as rocks or shells to break open invertebrate prey. We used a series of generalized linear mixed effect models (GLMEs) to examine observational data on prey capture and tool use from 211 tagged individuals from five geographically defined study areas throughout the sea otter's range in California. Our best supported model was able to explain 75% of the variation in the frequency of tool-use by individual sea otters with only ecological and demographic variables. In one study area, where sea otter food resources were abundant, all individuals had similar diets focusing on preferred prey items and used tools at low to moderate frequencies (4-38% of prey captures). In the remaining areas, where sea otters were food-limited, individuals specialized on different subsets of the available prey and had a wider range of average tool-use frequency (0-98% of prey captures). The prevalence of difficult-to-access prey in individual diets was a major predictor of tool use, and increased the likelihood of using tools on prey that were not difficult to access as well. Age, sex, and feeding habitat also contributed to the probability of tool use, but to a smaller extent. We developed a conceptual model illustrating how food abundance, the prevalence of difficult-to-access prey, and individual diet specialization interacted to determine the likelihood that individual sea otters would use tools and considered the model's relevance to other tool-using species. The dataset is a csv file of tool-use frequency based on observed foraging behaviors of tagged sea otters in California. Foraging data was collected opportunistically on each individual over time (typically 1-3 years). For each successful foraging dive, observers recorded the type of habitat the sea otter was using, the prey type consumed, and whether a tool use used to open the prey item. These observations are summarized as the percent prey captures with tool-use observed for each grouping of prey type, habitat type, and individual sea otter. Dataset also includes the age, sex, and general location of each individual.

These data support the following publications: Ralls K, McInerney NR, Gagne RB, Ernest HB, Tinker MT, Fujii J, Maldonado J. 2017. Mitogenomes

@mebs

Apiaries



Dataset updated Oct 22, 2015

Dataset published Oct 22, 2015

Dataset provided by

Danube_NET Ukraine

Description

Data on the area enclosed or unwallled for the apiaries



And a Google web search

Limit to datasets from universities
with **site:edu**, to govt data with
site:gov

Limit to dataset title with **intitle:term**



Use Maps creatively

**Use Street View to evaluate a
business {show two photos}**

Use map to illustrate deliverable

**Geocode library content, browse on
map**

🎵 BANDS

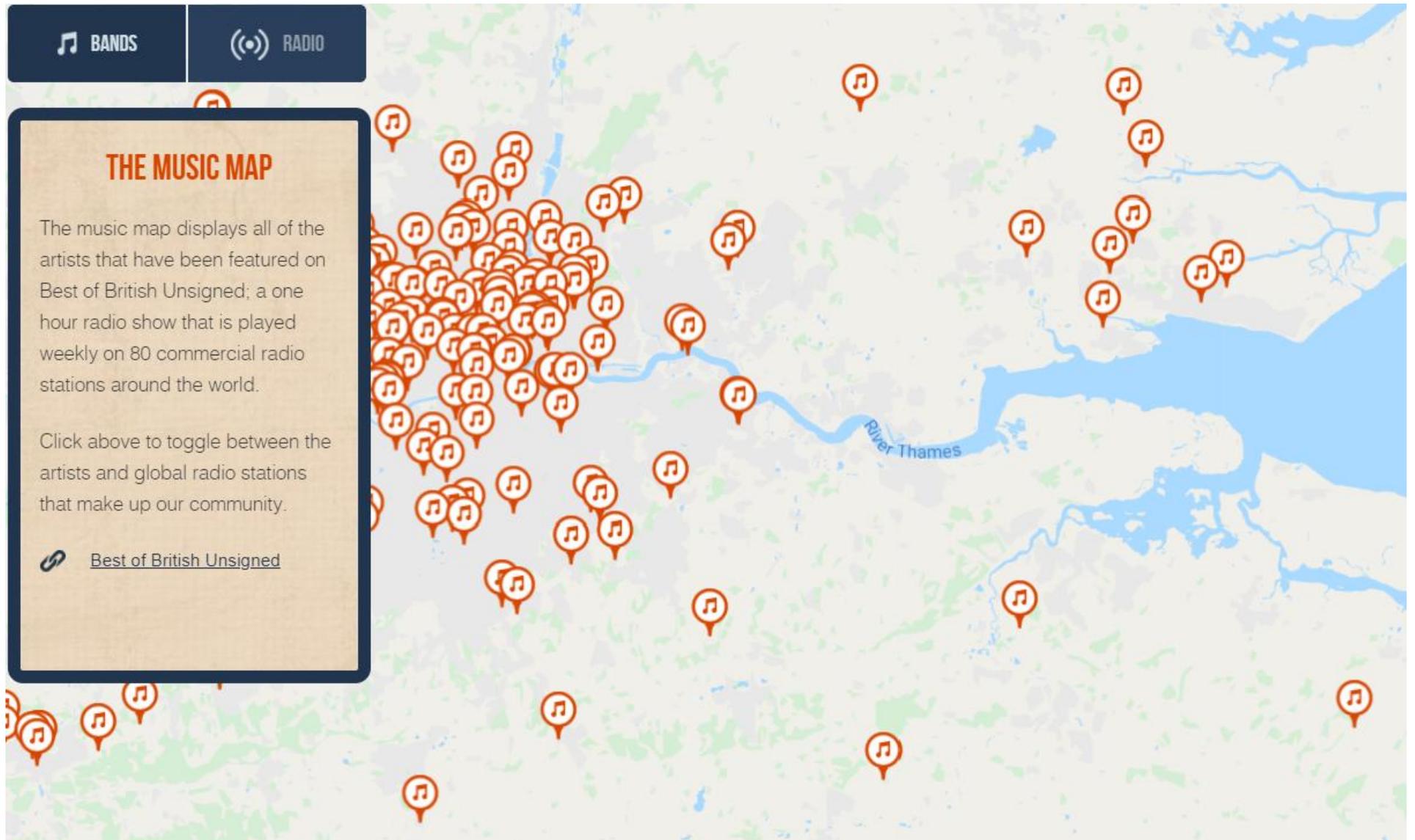
📻 RADIO

THE MUSIC MAP

The music map displays all of the artists that have been featured on Best of British Unsigned; a one hour radio show that is played weekly on 80 commercial radio stations around the world.

Click above to toggle between the artists and global radio stations that make up our community.

[🔗 Best of British Unsigned](#)





Bing conducts ref interviews!

**Scroll through results page to find 3
suggestion boxes**

Useful to discern aspects, facets



stress management



Sign in

All

Images

Videos

Maps

News

Shop



My saves

What do you want to know about this treatment?

breathing exercises

doing guided imagery to relax

doing meditation

practicing yoga

progressive muscle relaxation

PEOPLE

Related searches for stress management

How can

stress management **worksheets**

printable stress management **tips**

Why to

stress management **handouts pdf**

100 stress management **tips**

How to

top 10 stress management **techniques**

stress management **powerpoint**

How to

fun group stress **relief activities**

fun stress management **activity**

@mebs



Last resort...

**Millionshort.com finds “hidden”
results**

Eliminates the most popular sites

Find obscure and less-commercial sites

FILTERS



POPULARITY

- Don't remove any
- Remove Top 100
- Remove Top 1000
- Remove Top 10k
- Remove Top 100k
- Remove Top Million



E-COMMERCE

- Don't remove any
- Show ecommerce sites
- Remove ecommerce sites



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



Try different approaches

Industry/specialized terms

Geographic/linguistic differences

Process vs outcome



Search creatively

Need info on a person?

Local newspapers, business journals

Social media

YouTube interviews

Google Images



Search creatively

Use multiple sources; nothing is comprehensive

**Use libraries' "LibGuides" to get smart
*keywords inurl:libguides***



inurl:libguides "fake news"



All

News

Videos

Images

Shopping

More

Settings

Tools

About 92 results (3.66 seconds)

Home - Keepin' It Real: Tips & Strategies for Evaluating Fake News ...

[libguides.lmu.edu](#) › [LibGuides](#) ▼

Jul 25, 2018 - "As a university, we are committed to the free and open exchange of ideas; to a rigorous engagement with questions about the human condition ...

Home - Evaluating News: "Fake News" and Beyond - LibGuides at ...

[libguides.libraries.wsu.edu/fakenews](#) ▼

Jun 14, 2018 - **Fake news** is not a new phenomenon, but the 2016 elections have brought it to the forefront of our attention. The term "**fake news**," has become ...

Fake News - Fake News - Research Guides @ Fordham at Fordham ...

<https://fordham.libguides.com/FakeNews> ▼

Jul 11, 2018 - "What is **fake news** exactly? **Fake news** is just as it sounds: news that is misleading and not based on fact or, simply put, fake...**fake news** has ...

About Fake News - Fake News - LibGuides at University of West ...

<https://libguides.uwf.edu/fakenews> ▼

May 18, 2018 - Finding the **Fake News** King (NPR Planet Money Podcast). Today on the show, we take this single **fake news** story and follow the clues all the ...



Search LinkedIn posts

Facebook for professionals

Search for **Content** (instead of
People, Jobs, Companies, Groups,
etc.)



gen z homeowners



Content ▾

Choose any internet - on the Gig-speed network, then add Phone & TV for just \$34.90 mo

Sort by: Relevance ▾



Duncan Colquhoun

Licensed Real Estate Professional at TTR Sotheby's International Realty

3d

Over 80% of Gen X, Millennials, and Gen Z say they expect to become homeowners in the next 5 years. A younger, more optimistic Gen Z (those born in 1995 and later) still cite student loan debt as the biggest obstacle, but know a lower dov ...see more



More Optimistic Than Millennials, Gen Z Is Here to Revolutionize the Housing Market | PropertyShark

propertyshark.com

@m



Search social media on Google

**Not comprehensive but more
complex searching**

**site:twitter.com, site:facebook.com,
site:linkedin.com, etc.**

**Example: site:linkedin.com
"female participation"
"labor force"**



Talk to people!

Can't find the answer? Ask!

NOT the "Contact us" mystery box

You're a researcher, not a stalker

**LinkedIn, SlideShare, personal web
pages, lit search**



Teach info hygiene to clients

Who cares about this?

**Look for info “containers”, not for
the answer itself**



Teach info hygiene

“You settled for *that?!?*”

See page 2 of search results...

Fight confirmation bias

Dare to compare

When quick ‘n’ dirty isn’t good enough



Teach info hygiene

Low-quality data = low-quality results

Teach users to evaluate data sets

**Source, coverage, timeliness, accuracy,
consistency, relevance**

Curate data sets for your org



Teach info hygiene

Know your clients' info habits

Offer *better* info alternatives

Put their favorites in context

Know the pros AND cons of social media platforms



Bring some social media hacks

Turn video auto-play off

Facebook: Settings → Video

Twitter: Settings & Privacy

LinkedIn: Settings & Privacy → Account



Be curious!

Move outside your research comfort zone

Ask patrons/clients what they wish the library could do for them

Change one thing every six months



Slides at BatesInfo.com

mbates@batesinfo.com

Twitter: [@mebs](https://twitter.com/mebs)

LinkedIn: [maryellenbates](https://www.linkedin.com/in/maryellenbates)

Facebook: [maryellenbates](https://www.facebook.com/maryellenbates)

BatesInfo.com