



# Finding Hidden Business Resources

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## What we'll cover

**What's deep web content? What's grey literature?**

**Search strategies for biz deep web/grey lit**

**Sources for biz deep web/grey lit**



# Deep web ≠ dark web

## Deep web is:

**What search engines can't access**

**What search engines can't "read"**

**What search engines won't index**

**What search engines can't or won't easily surface**

**Findable with a different mindset!**



# What's in the deep web?

**Databases**

**Images, charts, video**

**Books, articles, documents, reports**

**Dynamic content**

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# What's grey literature?

**Publications not produced by commercial publishers**

**University dissertations, preprints**

**Research institute reports, clinical trials**

**Think tank policy papers, reports**

**Government & NGO working papers, data, studies**

**[...]**



# What's grey literature?

**Association reports, newsletters**

**Conference proceedings**

**For-profit white papers, manuals**

**Slidedecks**

**[...]**



# What's grey literature?

**Social media, blogs, podcasts, comments**

**Patents, standards**

**Survey responses**

**Videos, audio**

**Catalogs**

**etc...**



# What's grey literature?

**Content from >10 years ago**

**Google won't retrieve it**

**Duckduckgo and millionshort might**

**Think creatively – archive.org, fee-based online**





# Anything beyond the Featured Snippets

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About 483,000 results (0.61 seconds)

**Prospect research** is a technique used by fundraisers, development teams, and nonprofit organizations to learn more about their donors' personal backgrounds, past giving histories, wealth indicators, and philanthropic motivations to evaluate a prospect's ability to give (capacity) and warmth (affinity) toward an ...



[Prospect Research: The Ultimate Guide \[Updated\] | DonorSearch](https://www.donorsearch.net/prospect-research-ultimate-guide/)

<https://www.donorsearch.net/prospect-research-ultimate-guide/>

🔍 About this result 🗨 Feedback

[Prospect Research: The Ultimate Guide \[Updated\] | DonorSearch](https://www.donorsearch.net/prospect-research-ultimate-guide/)

<https://www.donorsearch.net/prospect-research-ultimate-guide/> ▼

**Prospect research** is a technique used by fundraisers, development teams, and nonprofit organizations to learn more about their donors' personal backgrounds, past giving histories, wealth indicators, and philanthropic motivations to evaluate a prospect's ability to give (capacity) and warmth (affinity) toward an ...

People also ask

What is a prospect research analyst? ▼

Why is prospect research important? ▼

How much do prospect researchers make? ▼

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Prospect research

# Prospect research

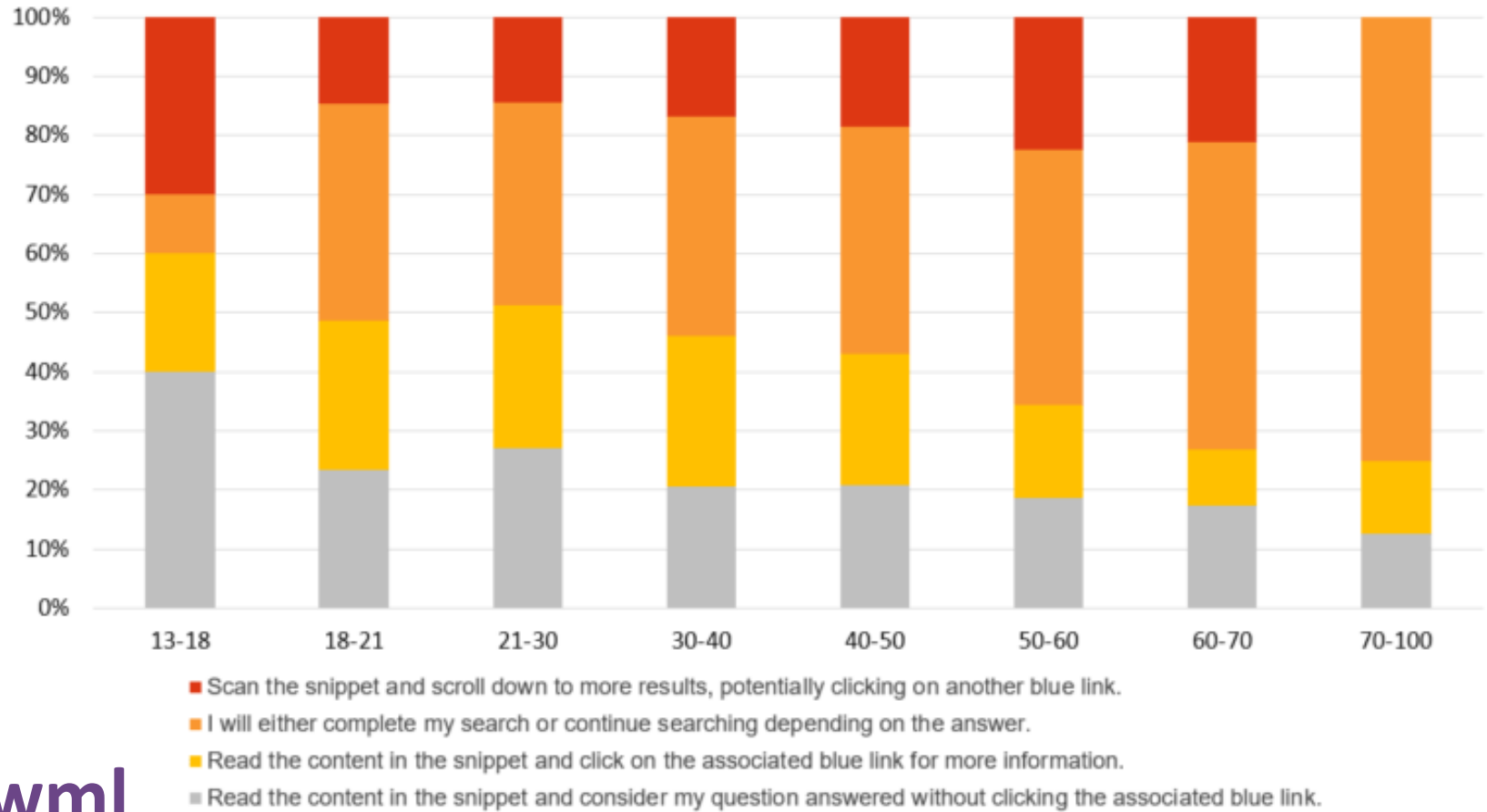


Prospect research, also known as development research or fundraising research, is a technique through which fundraisers, development teams, and nonprofits gather relevant information about potential donors. Research methods include prospect screening companies, prospect research consultants, and in-house researchers. [Wikipedia](#)

Feedback



## When Google Displays a Featured Snippet, What Do You Usually Do?



[is.gd/Wt8wml](https://is.gd/Wt8wml)

N=2464, these are statistically significant differences at a 95% confidence level

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## Why dark/grey content?

**More current than published content**

**Outliers, perspectives not covered in traditional media**

**Niche focus not well covered elsewhere**

**Helps fight IAOTWFF**

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## Clients won't ask for biz grey lit

**Your clients only ask you to do what they *think*  
*you can do***

**Use the ref interview to expand their vision of an  
info pro**



# Search Strategies for Grey Literature

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## Think like a detective

**Look for clues, not the answer**

**Look for the page BEFORE the resource**

**Use your peripheral vision**

**Be prepared to wade through LOTS of results!**

**Remember the 80:20 rule!**

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# Search strategies

**Know your search criteria:**

**Format**

**Source**

**Timeliness**

**Reliability**

**Breadth/depth**





# Search strategies

## Start with a libguide

Search with `inurl:libguides`

Find one good source and search for mentions of it

e.g., `"fao.org/faostat/"`



# Search strategies

## Dig deeper with Millionshort.com

Eliminates most popular sites

Find obscure or less-commercial sites

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### 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

#### LIVE CHAT

- Show all sites
- Show sites with chat
- Remove sites with chat



# Googling grey lit

**Try both Google and Google Scholar**

**Use likely words**

`"technical report" OR "conference proceedings"  
OR "white paper"`

`"institutional repository" OR "open access  
repository"`



# Googling grey lit

## Use likely filters

`filetype:pdf OR filetype:doc OR filetype:docx`  
`site:edu OR site:gov (or your country's equivalent)`



## A case for case studies

**Need examples of who's doing something well?**

**Look for CASE STUDIES on the topic**

**"case study" [keywords]**



## Use site: to expand

**Expand to dig deeper in a resource**

**Find pages suppressed or not indexed by site**

**Difference relevance ranking = different results**



## Use site: to explore

Find *subdomains* to explore within a web site

`site:nasa.gov -site:www.nasa.gov`

Shows other areas of web site

`sealevel.nasa.gov, www.jpl.nasa.gov, exoplanets.nasa.gov ...`



## Going beyond the web

**Use fee-based services' "Source type" to ID grey lit**

**Not comprehensive but useful**





Source type: °

- Select all
- Audio & Video Works
- Blogs, Podcasts, & Websites
- Books
- Conference Papers & Proceedings
- Dissertations & Theses
- Encyclopedias & Reference Works
- Government & Official Publications
- Magazines
- Newspapers
- Other Sources
- Pamphlets & Ephemeral Works
- Reports
- Scholarly Journals
- Standards & Practice Guidelines
- Trade Journals
- Wire Feeds
- Working Papers



Select Source Category By Type ▼

- + A-list Blogs ⓘ ⓧ
- + Business Sources ⓘ ⓧ
- + Business to Consumer Services (B2C) ⓘ ⓧ
- + Dow Jones Sources ⓘ ⓧ
- + Economics and Country Analysis ⓘ ⓧ
- + European Union Sources ⓘ ⓧ
- + General Interest Sources ⓘ ⓧ
- + Government and Politics ⓘ ⓧ
- + Legal Sources ⓘ ⓧ
- + Newsletters ⓘ ⓧ
- + Newspapers: All ⓘ ⓧ
- + Nongovernmental organizations (NGO) ⓘ ⓧ
- + Official Government Sources ⓘ ⓧ
- + Research Reports ⓘ ⓧ
- + Sports ⓘ ⓧ
- + Think Tanks ⓘ ⓧ
- + Top Industry Sources ⓘ ⓧ
- + Trade (B2B) ⓘ ⓧ
- + Transcripts: All ⓘ ⓧ

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## **Biznar.com**

**Sources include business news, SEC filings, copyright.gov, WTO, market research**

**Not comprehensive, limited search tools**

**Always choose “Additional Results”**

**Useful filters in search results page**

### Search Summary

1,273 top results from  
119,947 found in all sources

95 of 95 sources complete

Topics Visual

All (1,407)

Refine by:

#### Topics

- Children with ... (76)
- Research (71)
- Technology (68)
- Autism Spectr... (53)
- Human (45)
- More...

#### Authors

#### Publications

#### Source

#### Dates

#### Document Format

- All Full Text (1,107)
- HTML (1,091)
- More...

#### Document Type

- article (842)
- blog (150)
- More...

Refine by date:

All (1,407) News (469) Research (798)

Results 1 - 20 of 1,273 Sort by: Rank Limit to: All Collections

★★★★★  
[Artificial Intelligence and #Autism](#)  
Wordpress  
2019-05-19  
<https://towardsdatascience.com/a>

★★★★★  
[Robots, artificial intelligence and](#)  
Wordpress  
2019-04-17  
... the potential of human-like loo  
focused expertise. This research

★★★★★  
[Artificial intelligence detects a n](#)  
NewsNow  
2019-05-27 Medical Xpress

★★★★★  
[Artificial intelligence technique identifies new class of mutations behind autism](#)  
NewsNow  
2019-05-27 News-Medical.Net

★★★★★  
[Implementing Artificial Intelligence for people with autism](#)  
Wordpress  
2019-05-19  
... out that **Artificial Intelligence** can be used to detect **autism** at the early stages with the help of algorithms (Sinha, 2018). The ... the skill of communication support for people in the **autism** stream. ...

★★★★★  
[oh artificial intelligence i thought it was some autism thing im an idiot lmfao](#)  
Wordpress

### Additional Results

There are 1872 additional results!

Don't show this message again.

Ignore

Add Results



# Finding stats and facts

## Zanran.com

**Uses computer vision to find graphs, stats**

**Helpful to ID resources to search deeper**

**Mouseover each result to see graphic**

**Useful if you don't know who knows the answer**





# Government info = great grey lit!

## Use their specialized finding tools:

**usa.gov, data.gov, science.gov (or your country's equivalent)**





## Finding experts and insights

**ID relevant conferences through general search**

**Then search conference page for papers, slides, etc.**

**Try [archive.org](https://archive.org) for prior years**





HOME AGENDA PROGRAM SPEAKERS PRESENTATIONS EXHIBITION EXHIBIT/SPONSOR VENUE CONTACT VIDEO

REGISTER



# computers in libraries 2019

*THANK YOU ALL FOR ATTENDING COMPUTERS IN LIBRARIES 2019!*

SAVE THE DATE:  
COMPUTERS IN LIBRARIES 2020  
MARCH 31 - APRIL 2, 2020  
HYATT REGENCY CRYSTAL CITY


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## Computers In Libraries 2019 Presentations

### *DISCOVERY, NAVIGATION & SEARCH*

#### ▶ A101: Super Searcher Shares Tips!

 Mary Ellen Bates - [A101\\_Bates.pdf](#) (1 MB)

#### ▶ A102: Search 8.0: Vocal, Graphical, & the Rise of AI


 Greg Notess - [A102\\_Notess.pdf](#) (1 MB)


#### ▶ A103: Services, Tools, & Techniques for Discovery

#### ▶ A104/A105: Search & the Future

 Amy Affelt - [A104-A105\\_Affelt.pptx](#) (2 MB)

 Tara Calishain - [A104-A105\\_Calishain.pptx](#) (2 MB)

 Richard P. Hulser - [A104-A105\\_Hulser.pdf](#) (66 MB)

 Marydee Ojala - [A104-A105\\_Ojala.pptx](#) (2 MB)



## Extract text from audio

**Find a useful video interview or news program?**

**Download, use transcription service to convert to text  
Temi.com (\$6/audio hour)**



# Business Grey Lit / Deep Web Sources

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# Finding deep web sources

## Look for likely sources:

**Government: statistics, market research**

**World Bank, UN, other NGOs**

**Associations in your org's field**

## Find deep-web monitors:

**[infodocket.com](http://infodocket.com), [researchbuzz.me](http://researchbuzz.me)**

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## Build your collection

**ssrn.com for preprints, other early scholarly research**

**arXiv.org for hard and social sciences**

**Researchgate.com?**

**Copyright issues**

**Are your org's work included?**



# Finding theses & dissertations

## **EBSCO Open Dissertations**

**[biblioboard.com/opendissertations](http://biblioboard.com/opendissertations)**

## **Open Access Theses & Dissertations**

**[oatd.org](http://oatd.org)**

## **Networked Digital Library of Theses & Dissertations**

**[search.ndltd.org](http://search.ndltd.org)**

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## Finding datasets & statistics

**Datacite: open-access datasets, articles, images, etc.**

**Only searching metadata, limited search functions**

**Good for granular searching**

**[search.datacite.org](https://search.datacite.org)**





# Finding datasets & statistics

## Registry of Research Data Repositories

**Datacite's directory of data collections**

**Only searching metadata**

**Good for searching broadly**

**re3data.org**



## Curate open access resources

**Open-access journals: [doaj.org](http://doaj.org)**

**Open-access books: [doabooks.org](http://doabooks.org)**

**Open-access repositories: [opendoar.org](http://opendoar.org)**



## Curate open access/grey lit resources

**Grey Guide** [greyguiderep.isti.cnr.it](http://greyguiderep.isti.cnr.it)

**OpenGrey (Grey Lit in Europe)** [opengrey.eu](http://opengrey.eu)

**BASE – Bielefeld Academic Search Engine**

[base-search.net](http://base-search.net)

**CORE – open access research** [core.ac.uk/search](http://core.ac.uk/search)

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# Talk to people!

**Can't find the answer? Ask!**

**NOT the "Contact us" mystery box**

**You're a researcher, not a stalker**

**Use LinkedIn, SlideShare, lit search**



# Talk to people!

**Find a librarian to talk to**

**LinkedIn advanced people search**

**Industry = Libraries**

**(yeah, go figure)**

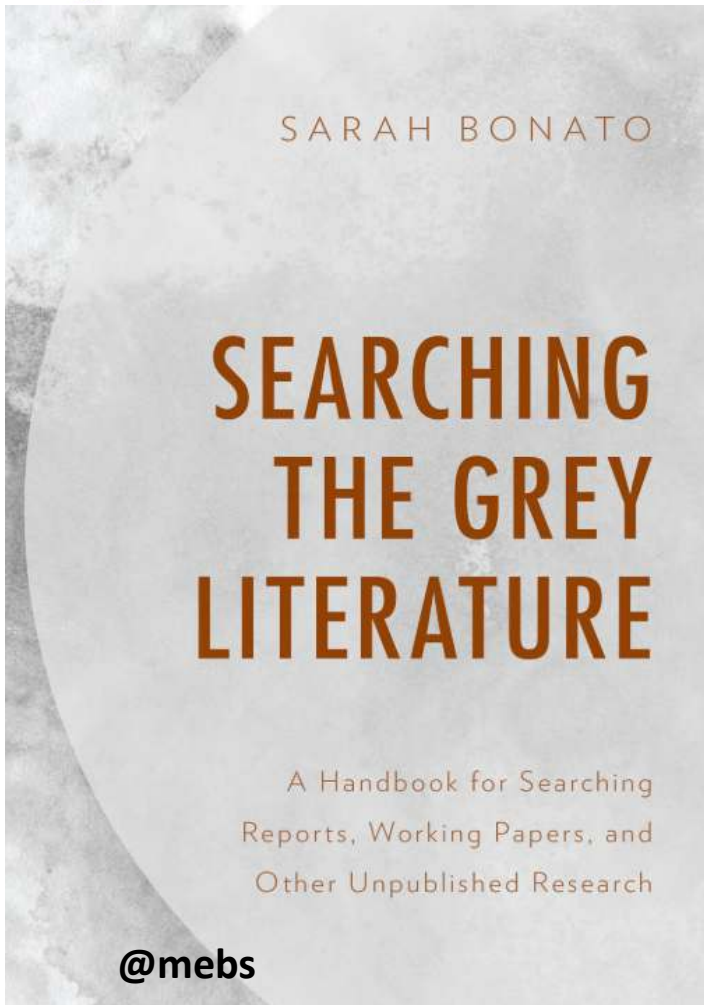


## Final thoughts...

**Be creative – grey literature is hiding in plain sight**

**Clients won't ask for grey literature – look anyway**

**No grey lit search is comprehensive – go Zen**



**(Use code  
SLA19 for  
25% off  
this title)**



**Slides at [BatesInfo.com](http://BatesInfo.com) (or email me)**

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