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

@mebs
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!

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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

[...]

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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...

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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

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Anything beyond the Featured Snippets
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/

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
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

People also ask

What is a prospect research analyst?

Why is prospect research important?

How much do prospect researchers make?
When Google Displays a Featured Snippet, What Do You Usually Do?

- Scan the snippet and scroll down to more results, potentially clicking on another blue link.
- I will either complete my search or continue searching depending on the answer.
- Read the content in the snippet and click on the associated blue link for more information.
- Read the content in the snippet and consider my question answered without clicking the associated blue link.

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

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Search Strategies for Grey Literature
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

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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/”

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Search strategies

Dig deeper with Millionshort.com
Eliminates most popular sites
Find obscure or less-commercial sites

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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”

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Googling grey lit

Use likely filters

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

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A case for case studies

Need examples of who’s doing something well?

Look for CASE STUDIES on the topic

“case study” [keywords]

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Use **site:** to expand

Expand to dig deeper in a resource

Find pages suppressed or not indexed by site

Difference relevance ranking = different results

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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


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Going beyond the web

Use fee-based services’ “Source type” to ID grey lit

Not comprehensive but useful

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- 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
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

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Search: Full Record: “artificial intelligence” autism
Create new alert from this search

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

95 of 95 sources complete

Additional Results
There are 1872 additional results!

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

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Sunflower seed exports (thousand tons)
www.responsibleagroinvestment.org/rai/sites/responsibleagroinvest/...seed exports (thousand tons) Sunflower seed Marketing year (Sun... 1.4 Sunflower seed sale prices As with many other commodity ma... of sunflower seed prices in the spring of 2008 due to a poor sunf... seed prices started
2162 (projection) | INSIDE RAI | RAI Knowledge Exchange Platform URL

Ukraine commitment Year (Agreement) Ukraine export duty to EU Trigger Level (tonne) Maximum surcharge For the sunflower seeds, whether o... broken as covered below
Year (WTO) Ukraine commitment Year (Agreement) Ukraine export duty to EU Trigger Level (tonne) Maximum surcharge For the sunflower seeds, whether broken as covered below: WTO EIF+11 EIF+12 EIF+13 EIF+14 EIF+15 EN EN ... proportion) compared to the WTO-bound export duty rates applicable for each period ...
for each of the Ukrainian customs code quoted, and the maximum surcharge to export duty that may be applied each 1-year period for each such good in export duty
2028 (projection) | www.parliament.gov.at URL

12030000 Copra 12040000 Linseed 12051010 Rape or colza seeds of low erucic acid 12051090 Other low erucic acid rape or colza seeds 120590... or colza seeds, nes 12059090 Rape or colza, nes ...
gs.mofcom.gov.cn/accessory/200804/1208158953579.pdf
or colza, nes 12060010 Sunflower seeds for sowing 12060090 Sunflower seeds excl ...
Inulin 11090000 Wheat gluten 12010010 Soya beans seed 12010091 Yellow soya beans excl. seed 12010092 Black soya beans excl. seed 12010093 Gr...
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 for prior years

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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)

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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)

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Business Grey Lit / Deep Web Sources
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, researchbuzz.me

@mebs
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?

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Finding theses & dissertations

EBSCO Open Dissertations
biblioboard.com/opendissertations

Open Access Theses & Dissertations
oatd.org

Networked Digital Library of Theses & Dissertations
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

@mebs
Finding datasets & statistics

Registry of Research Data Repositories

Datacite’s directory of data collections
Only searching metadata
Good for searching broadly
re3data.org

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Curate open access resources

Open-access journals: doaj.org

Open-access books: doabooks.org

Open-access repositories: opendoar.org

@mombs
Curate open access/grey lit resources

Grey Guide  greyguiderep.isti.cnr.it

OpenGrey (Grey Lit in Europe)  opengrey.eu

BASE – Bielefeld Academic Search Engine  base-search.net

CORE – open access research  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

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Talk to people!

Find a librarian to talk to

LinkedIn advanced people search

Industry = Libraries (yeah, go figure)

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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

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SEARCHING THE GREY LITERATURE

A Handbook for Searching Reports, Working Papers, and Other Unpublished Research

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Slides at BatesInfo.com (or email me)

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