



Super Searcher Secrets

Mary Ellen Bates
October 21, 2019
BatesInfo.com





Tweeting this?

#InternetLibrarian

@mebs

Slides at: 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?



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





Relevance? What relevance?

"Zero-click results" changes everything.

Siri, Alexa and Google Assistant give *one* answer

Google's Featured Snippets provide "authoritative" answer

prospect research




 All  News  Images  Maps  Videos  More Settings Tools

About 223,000,000 results (0.69 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 ...
https://www.donorsearch.net > prospect-research-ultimate-guide](https://www.donorsearch.net/prospect-research-ultimate-guide)


 About Featured Snippets  Feedback

People also ask

What is a prospect research analyst? 

Why is prospect research important? 

How much do prospect researchers make? 

How do I prospect for major donors? 

[Feedback](#)



Prospect research

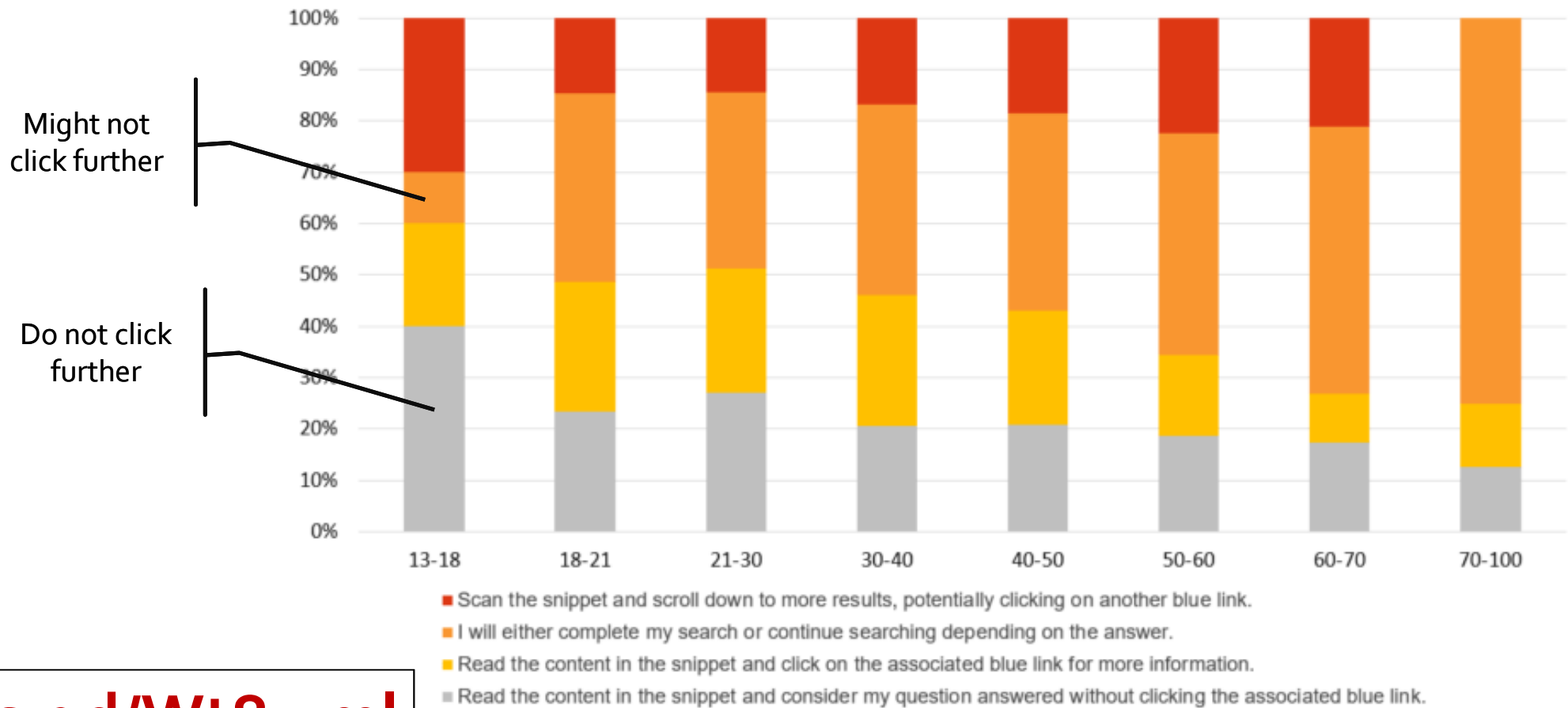


Prospect research, also known as development research or fundraising research, is a technique through which fundraisers, development teams, and nonprofits gather relevant information about potential donors. Research methods include prospect screening companies, prospect research consultants, and in-house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

[Feedback](#)

@me

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



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

is.gd/Wt8wml

@mebs



Stay focused

Separate essential from tangential

Know when to say “when”

Spend 25% of time post-processing (fight IAOTWFF)



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 [...]



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



WEB

ON THE WEB

Freshness ▾



NEWS

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. ...



SOCIAL

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.



IMAGES



VIDEOS



SHOPPING

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

... .. EPA



Private search engines

Yippy.com

Survivor of the former Clusty, Vivisimo

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

Useful for ambiguous questions

7 of first 10 results not in Google

Sources Sites Time Topics

Search

Results 1-20 of about 100

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

Top 61 Clusters remix

- + [Neonicotinoid pesticides](#) (12)
- + [Killing Bees](#) (9)
- + [Garden](#) (7)
- + [Food Safety](#) (5)
 - [Insecticides Chemically](#) (4)
 - [Definition Of Neonicotinoid](#) (4)
 - [Containing Neonicotinoids](#) (4)
 - [Collapse](#) (3)
 - [Imidacloprid, Acetamiprid](#) (2)
 - [Network, Used Insecticides](#) (2)
 - [America's agriculture](#) (2)
 - [Paul Driessen](#) (2)
 - [Neonicotinoids And Fipronil](#) (2)
 - [Other Topics](#) (10)

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

Date: 2019-09-15T02:17:00

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

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

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

Date: 2019-09-03T09:50:00

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

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

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

Date: 2019-09-14T10:10:00

Neonicotinoids are a new class of insecticides chemically related to nicotine. The name literally means "neurotoxic insecticides". Like nicotine, the **neonicotinoids** act on certain kinds of receptors in the nerve synapse. They are toxic to invertebrates, like insects, but they are not as toxic to mammals, birds and other higher organisms.

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



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**) are a class of neuro-active insecticides chemically similar to nicotine. In the 1980s Shell and 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-impacts

is 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 UKwww.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 shortened to neonics) 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. Imidacloprid is the most widely used insecticide in the world.

Compared to organophosphate and carbamate insecticides neonicotinoids cause less toxicity in birds and mammals than insects.

[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)

**Web** Image**All results** Uncensored

Sort by:

Relevance ▾

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 ...

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, ...

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 ...

Neonicotinoids | Food Safetyhttps://ec.europa.eu/food/plant/pesticides/.../neonicotinoids_en

Some facts about neonicotinoids. Neonicotinoids are active substances used in plant protection products to control



Web Image

All results **Uncensored**

Sort by: Relevance ▾

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>

WantToKnow.info **Neonicotinoids** have been shown by other studies to harm the health of individual bees and the reproductive ability of female insects.

The Zika Virus Is Harmless - It Does Not Cause Birth Defects ... - MoA

<https://www.moonofalabama.org/.../the-zika-virus-is-harmless-it-does-not-cause-birth-defects-we-told-you-so.html>

Oct 27, 2016 ... The case is constantly made that there are a number of causes of which Bayer's **neonicotinoids** are but 'possibly' a contributing factor.





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



Bing conducts ref interviews!

Scroll through results page to find 3 suggestion boxes

Useful to discern aspects, facets



stress management



Sig

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 ca

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**



Go **deep**, go grey



Remember deep web content

Databases

Images, charts, video, audio

Dynamic content

Content over 10 years old



Remember 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

[...]



Remember grey literature

Association reports, newsletters

Conference proceedings

For-profit white papers, manuals

Slidedecks

Etc....



Why dark web / grey lit content?

More current than published content

Outliers, perspectives not covered in traditional media

Niche focus not well covered elsewhere

Helps fight IAOTWFF



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 ⓘ ⓧ



Clients won't ask for grey lit/deep web content

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



Finding experts and insights

ID relevant conferences through general search

Then search conference page for papers, slides, etc.

Try archive.org for prior years

[HOME](#) [AGENDA](#) [PROGRAM](#) [SPEAKERS](#) [PRESENTATIONS](#) [EXHIBITION](#) [EXHIBIT/SPONSOR](#) [VENUE](#) [CONTACT](#) [VIDEO](#) [REGISTER](#)



computersⁱⁿ 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

March 26-28, 2019 // Arlington, VA

Computers In Libraries 2019 Presentations


Monday, March 25, 2019

- ▶ 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)

- ▶ A104/A105: Search & the Future (continued)

DIGITAL PRESENCE: WEB DESIGN & UX

- ▶ B101: Boosting User Engagement on Your Website

-  Shari Thurow - [B101_Thurow.pdf](#) (8 MB)



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



Talk to people!

Find a librarian to talk to

LinkedIn advanced people search

Industry = Libraries (yeah, go figure)



What about privacy?

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





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



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

LinkedIn: maryellenbates

Facebook: maryellenbates

BatesInfo.com