



# Super Searcher Tips

**Mary Ellen Bates**  
**BatesInfo.com**  
**March 23, 2021**





# Forget those 233,000,000 results

**Google won't show more than 400 results**

"That's hundreds of results and usually enough for deep research needs. You can enter a related query to refine your search and learn more."



# Searching Google today

**Use filters to narrow your search**

**Date limit, format (filetype:)**

**Use VPN to search another country's version of Google**

**Look for the next source, not the perfect answer**



# Use tools creatively



# **Learn to love grey literature!**

**Think tank policy papers, reports**

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

**Association reports, newsletters**

**Conference proceedings**

**For-profit white papers, manuals**

**Slide decks**

**Videos, audio ...**



# US Census tools for non-data scientists

Start at [census.gov/smallbusiness](https://census.gov/smallbusiness) and select **Small Business Data Tools**

Not just for small business

See what resources work for your library

SMALL BUSINESS

API

Datasets

Data Tables

**Data Tools**

< Back to Small Business Data

Find your NAICS Code



# Small Business Data Tools

Interactive applications, created by the Census Bureau, to help you find, customize, and even visualize, statistics and information from multiple censuses, surveys, and programs.

DATA TOOL

## Census Business Builder (CBB)

Census Business Builder offers small business owners selected Census Bureau & other statistics to guide their research for opening or expanding their business.

DATA TOOL

## Economic Database Search and Trend Charts

Easy access to Economic Statistics using drop-down menus. Create tables in ASCII text and spreadsheet format. Display customizable dynamic charts.

DATA TOOL

## Explore Census Data

This new platform on data.census.gov is based on overwhelming feedback to streamline the way you get data and digital content from Census Bureau.

DATA TOOL

## Job-to-Job Flows Explorer (Beta)

Analyze the Job-to-Job Flows (J2J) data through interactive charts, maps, and tables.

DATA TOOL

## LED Extraction Tool

Provides easy access to the raw data products produced by the Longitudinal Employer-Household Dynamics (LEHD) program.

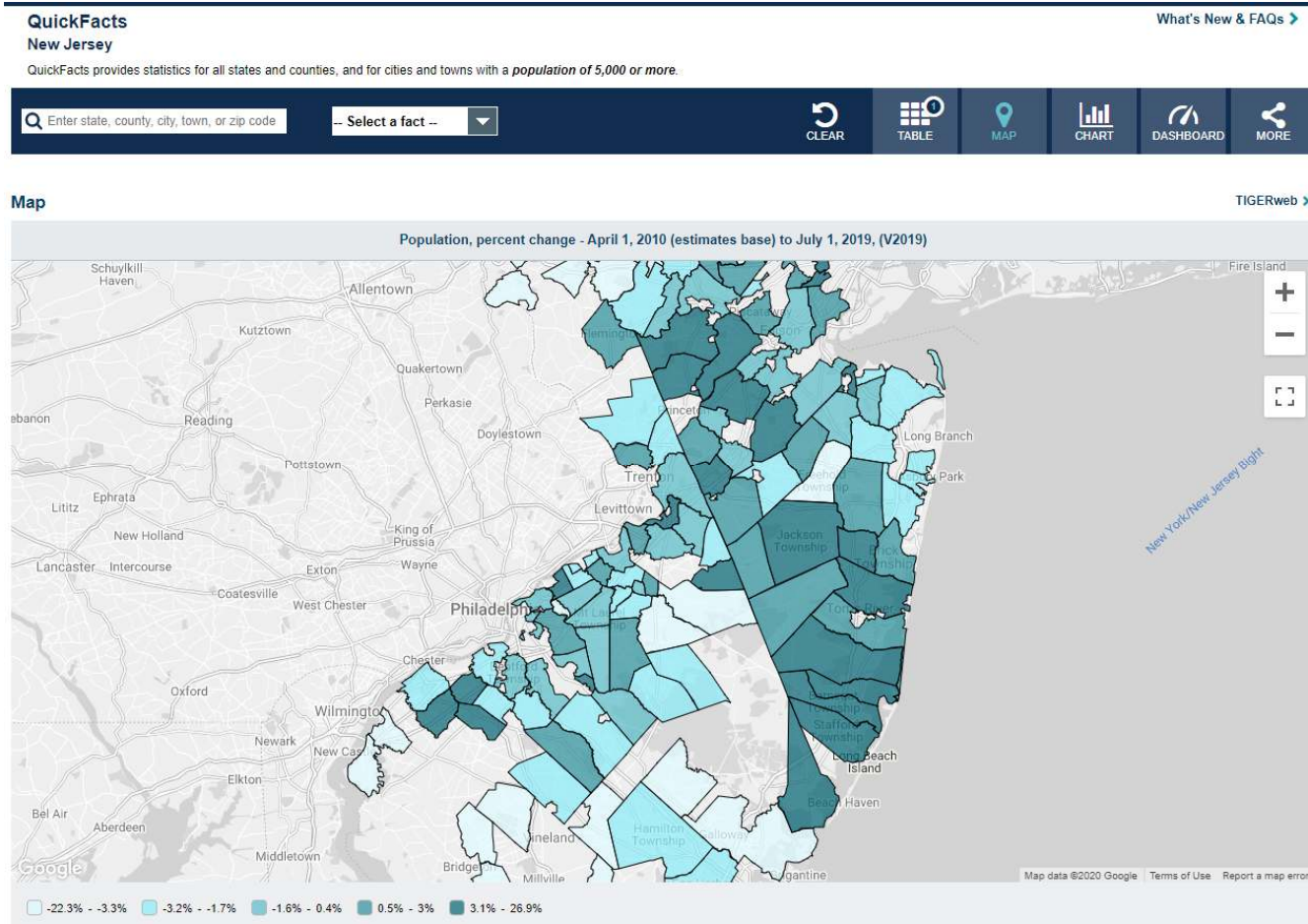
DATA TOOL

## OnTheMap

A mapping and reporting tool for exploring where the U.S. workforce lives and works as well as identifying workforce



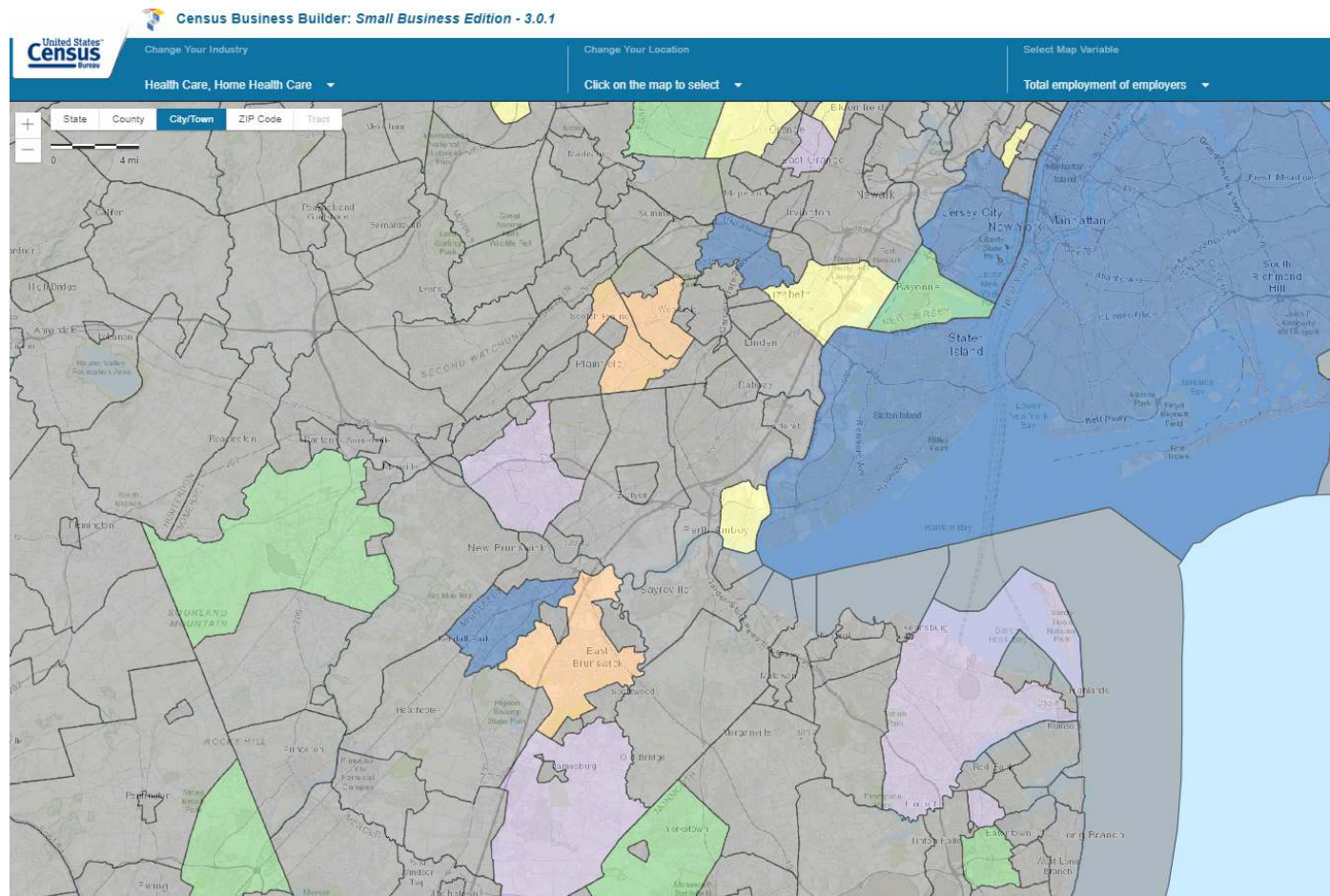
# ID fastest-growing counties





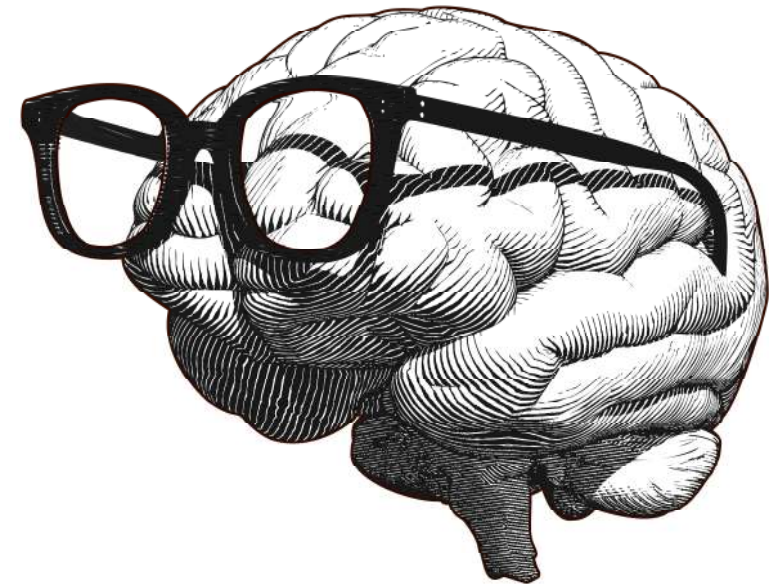


# ID home healthcare companies by city





# Super Searcher Thinking





# **Stay focused**

**Separate essential from tangential**

**Distinguish between outlier and irrelevant**

**Know when to say “when”**

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



# What would the answer look like?

**What is a company thinking about?**

*Company\_name "to present at"*

**What is a company changing?**

*Company\_name (overhauls OR revamps)*



# Expand what an "answer" looks like

Easy questions are gone...

What *else* would help answer the question?

Analysis of individual's/org's social media

Analysis of product info from web sites

Insights from market research tables of contents



# Say "yes" more

**What ELSE would answer the question?**

**What's parallel?**

**What are the signals?**

**How can we bring our info skills to the game?**



# To get super searcher results

**Take another 30 seconds, try one more search approach**

**Watch for bias, assumptions in your query**

**Sometimes *close enough* is good enough**

**Answer the question you CAN**



# What does being an info pro mean?





# Let's own our expertise

**Don't spend \$10,000 to answer a \$100 question**

**How is the information structured?**

**What can we do with the information?**

**How can we help with current awareness?**

**Where else are experts hanging out?**



# Let's own our expertise

**We understand data**

**We evaluate data**

**We transform data**

**We manage expectations**



# **How are we lifelong learners?**

**What do you need to learn about NOW?**

**What skills does your organization value NOW?**

**Meet your users where they are; what do they want you to know?**



# Where are our patrons/clients?

**Internal Slack channels?**

**Task forces?**

**Where can we hang out with them?**



# Let's fail more!

**Be brave!**

**We don't have to know everything**

**Talk about what didn't work**

**Where can we refocus that energy?**



# Mary Ellen Bates

**mbates@batesinfo.com**

**+1 303 772 7095**

**www.BatesInfo.com**

**LinkedIn: maryellenbates**

**Facebook: maryellenbates**