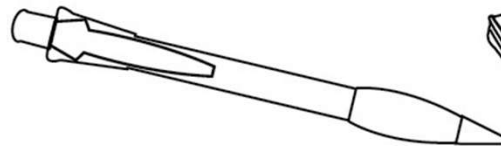
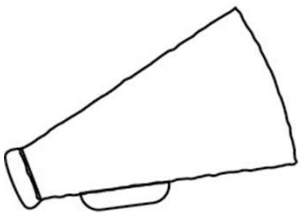




# Super Searcher Secrets

**Mary Ellen Bates**  
**BatesInfo.com**

**Jan. 20, 2016**



# Tweeting this?

**#wwwc16**  
**@mebs**



**@mebs**

# What we'll cover

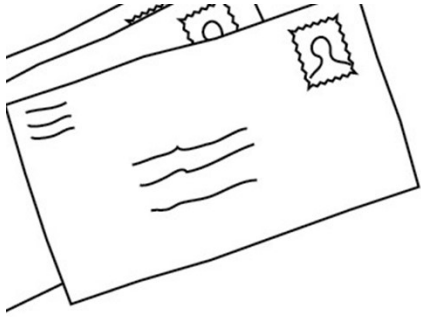
**G\*\*gle**

**Search hacks**

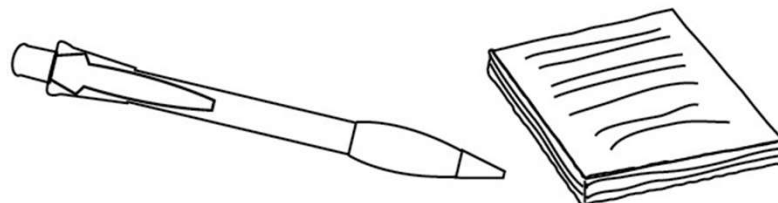
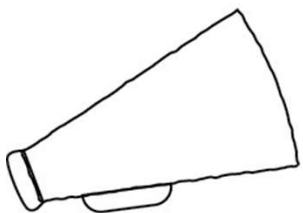
**Unsung heroes**

**Insights from social media**



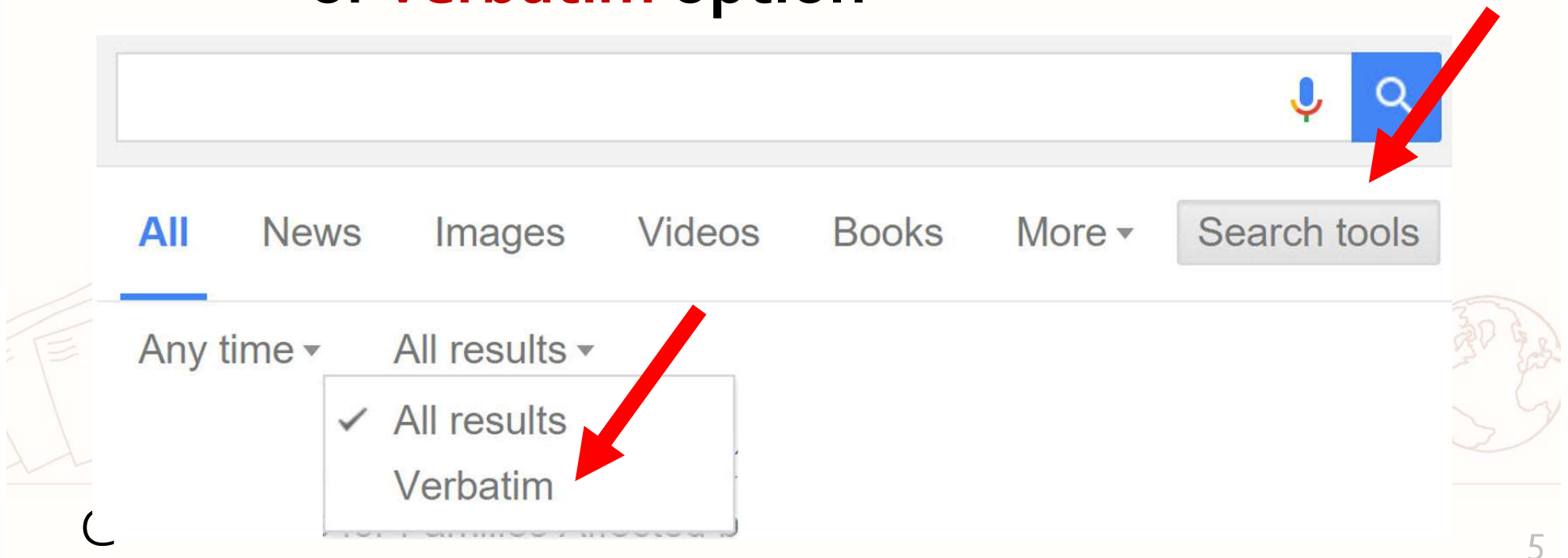


Google!



# What DOESN'T work anymore

+ no longer searches exact matches  
“Use” “quotes” “instead”  
or **Verbatim** option



# Parentheses DON'T WORK

You type:

(A AND B) OR (C AND D)

Google searches:

*A and (B or C) and D*



## (Colorado HOA) OR (California co-ops)

(Colorado HOA) OR (California co-ops)

Web News Images Maps Videos More ▾ Search

About 2,620,000 results (0.44 seconds)

[Coop Directory Listing - Coop Directory Service](#)  
[www.coopdirectory.org/directory.htm](http://www.coopdirectory.org/directory.htm) ▾  
Alabama Alaska Arizona Arkansas **California Colorado**  
Connecticut Delaware Florida Georgia ... MannaMarket Organic  
**CO-OP** and Food Hubbuying club.

[Find Your Local Food Co-op - Co+op, stronger together](#)  
[strongertogether.coop/all-coops/](http://strongertogether.coop/all-coops/) ▾  
All NCG **Co-ops** ... Alaska | Arizona | Arkansas | **California** |  
**Colorado** | Connecticut | Delaware | Florida ... BriarPatch **Co-op**  
Natural Foods Community Market ...

[The Basics of Condos and Co-ops - Real Estate Lawyers](#)  
[real-estate.lawyers.com/...law/the-basics-of-condos-and-co-ops.html](http://real-estate.lawyers.com/...law/the-basics-of-condos-and-co-ops.html) ▾  
Condominiums ("condos") and cooperatives ("**co-ops**") are  
forms of "common interest" .... These are enforced by the  
homeowners' association or **HOA**. CC&Rs ...

[Colorado - Co-opLaw.org](#)  
[www.co-oplaw.org/statebystate/colorado/](http://www.co-oplaw.org/statebystate/colorado/) ▾  
Rocky Mountain Employee Ownership Center; Rocky Mountain  
Farmers Union **Co-op** Development Center. **Colorado** based  
Cooperative Professionals; Authors ...

[Co-oplaw.org](#)  
[www.co-oplaw.org/](http://www.co-oplaw.org/) ▾  
State-by-State **Co-op** Law Info ... **COLORADO** · ILLINOIS ·  
**CALIFORNIA** ... PLEASE NOTE: Specific webpages on Co-

## Colorado (HOA OR California) co-ops

Colorado (HOA OR California) co-ops

Web News Images Maps Videos More ▾ Search

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[www.coopdirectory.org/directory.htm](http://www.coopdirectory.org/directory.htm) ▾  
Alabama Alaska Arizona Arkansas **California Colorado**  
Connecticut Delaware Florida Georgia ... MannaMarket Organic  
**CO-OP** and Food Hubbuying club.

[Find Your Local Food Co-op - Co+op, stronger together](#)  
[strongertogether.coop/all-coops/](http://strongertogether.coop/all-coops/) ▾  
All NCG **Co-ops** ... Alaska | Arizona | Arkansas | **California** |  
**Colorado** | Connecticut | Delaware | Florida ... BriarPatch **Co-op**  
Natural Foods Community Market ...

[The Basics of Condos and Co-ops - Real Estate Lawyers](#)  
[real-estate.lawyers.com/...law/the-basics-of-condos-and-co-ops.html](http://real-estate.lawyers.com/...law/the-basics-of-condos-and-co-ops.html) ▾  
Condominiums ("condos") and cooperatives ("**co-ops**") are  
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homeowners' association or **HOA**. CC&Rs ...

[Colorado - Co-opLaw.org](#)  
[www.co-oplaw.org/statebystate/colorado/](http://www.co-oplaw.org/statebystate/colorado/) ▾  
Rocky Mountain Employee Ownership Center; Rocky Mountain  
Farmers Union **Co-op** Development Center. **Colorado** based  
Cooperative Professionals; Authors ...

[Co-oplaw.org](#)  
[www.co-oplaw.org/](http://www.co-oplaw.org/) ▾  
State-by-State **Co-op** Law Info ... **COLORADO** · ILLINOIS ·  
**CALIFORNIA** ... PLEASE NOTE: Specific webpages on Co-



# Google search operators

**site:** to limit to a URL

**site:msf.org** ebola

**..** to search a range

noise cancelling headset **\$50..\$125**





# Use \* strategically

**\* replaces any term in URL**

**For educational sites at NASA:**

**site:\*.nasa.\* inurl:education**



# Google Autocomplete

Find alternatives to a product / service

evernote vs

evernote vs **onenote**

evernote vs **google drive**

evernote vs **dropbox**

evernote vs **keep**

evernote vs **apple notes**

evernote vs **trello**

evernote vs **google keep**

evernote vs **google docs**

evernote vs **pocket**

evernote vs **onenote vs keep**



@mebs



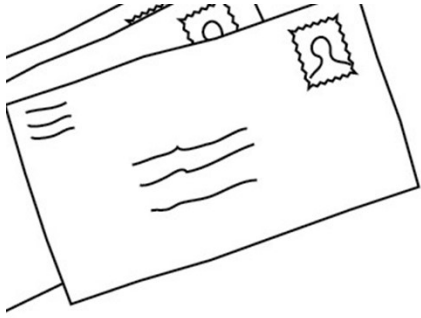
# More tricks

**AROUND(n)** still works!

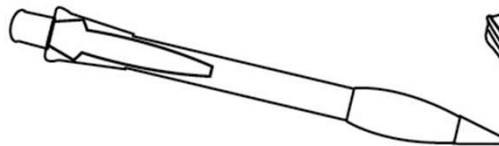
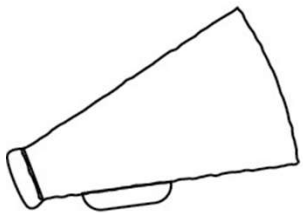
climate AROUND(4) human

Search **Google Books** for background  
info





# Search hacks



# Use MS Academic for insight

**Key authors**

**Key conferences**

**Key journals**

**Keywords**

[academic.research.microsoft.com](http://academic.research.microsoft.com)





## Authors (2227)

Jeffrey I. Gordon  
Rob Knight  
Elaine Holmes  
Jeremy K. Nicholson  
Karen E. Nelson

## Journals (86)

ISME J  
PLOS One  
PNAS  
GENOME BIOL  
Nature

## Organizations

Washington  
University in St.  
Louis  
Chinese Academy of  
Sciences  
University of  
Colorado Boulder  
J. Craig Venter  
Institute  
University of Illinois  
Urbana Champaign

## Keywords (1040)

Microbial Community  
Genetics  
Enzyme  
Microbial Diversity  
Community Structure

Academic> Results for "microbiome" in Biology

## Publications (403)

### An obesity-associated gut microbiome with increased capacity for energy harvest (Citations: 598)

Peter J. Turnbaugh, Ruth E. Ley, Michael A. Mahowald, Vincent Magrini, Elaine R. Mardis, Jeffrey I. Gordon  
...results indicate that the obese **microbiome** has an increased capacity to...  
Journal: *Nature*, vol. 444, no. 7122, pp. 1027-1031, 2006

### Metagenomic Analysis of the Human Distal Gut Microbiome (Citations: 516)

S. R. Gill  
Journal: *Science*, vol. 312, no. 5778, pp. 1355-1359, 2006

### The Human Microbiome Project (Citations: 255)

Peter J. Turnbaugh, Ruth E. Ley, Micah Hamady, Claire M. Fraser-Liggett, Rob Knight, Jeffrey I. Gordon  
A strategy to understand the microbial components of the human genetic and metabolic landscape and how they contribute to normal physiology and predisposition to disease.  
Journal: *Nature*, vol. 449, no. 7164, pp. 804-810, 2007

### Comparative Metagenomics Revealed Commonly Enriched Gene Sets in Human Gut Microbiomes (Citations: 132)

K. Kurokawa, T. Itoh, T. Kuwahara, K. Oshima, H. Toh, A. Toyoda, H. Takami, H. Morita, V. K. Sharma, T. P. Srivastava, T. D. Taylor, H. Noguchi [View All](#)  
Journal: *Dna Research - DNA RES*, vol. 14, no. 4, pp. 169-181, 2007

### Diet-Induced Obesity Is Linked to Marked but Reversible Alterations in the Mouse Distal Gut Microbiome (Citations: 97)

Peter J. Turnbaugh, Fredrik Bäckhed, Lucinda Fulton, Jeffrey I. Gordon  
...biochemical analysis of the gut **microbiome** together with sequencing and metabolic...  
Journal: *Cell Host & Microbe - CELL HOST MICROBE*, vol. 3, no. 4, pp. 213-223, 2008

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# Hydraulic tracking - en.wikipedia.org

## Contents [hide]

- 1 Geology
  - 1.1 Mechanics
  - 1.2 Veins
  - 1.3 Dikes
- 2 History
  - 2.1 Precursors
  - 2.2 Oil and gas wells
  - 2.3 Massive fracturing
  - 2.4 Shales
- 3 Process
  - 3.1 Method
  - 3.2 Well types
  - 3.3 Fracturing fluids
  - 3.4 Fracture monitoring
  - 3.5 Horizontal completions



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# Hydraulic fracking - fr.wikipedia.

## Summary [Hide]

- 1 History of the concept and its first applications
- 2 Technological History
- 3 Controversies
- 4 Objectives of hydraulic fracturing
- 5 The fracturing operation
- 6 Difficulties and risks of accidents
- 7 The fracturing fluids
  - 7.1 Fluid Composition fracturing
- 8 Applications of "fracking"
- 9 Technical Objectives
- 10 Alternative techniques of hydraulic fracturing
- 11 Engineering
- 12 Terminology
- 13 The industrial sector of hydraulic fracturing
- 14 Legal background
  - 14.1 The case of United States
  - 14.2 Legislation and industrial lobbying



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# Search strategy matters!

Uber market strategy

2,340,000 results

What is Uber's market strategy

12,000,000 results

Uber "market strategy"

42,200 results





About 2,340,000 results (0.55 seconds)

### What is Uber's marketing strategy? - Quora

<https://www.quora.com/What-is-Ubers-marketing-strategy> • Quora •  
While there may be other marketing strategies, I know of three strategies that Uber has employed: Event stunts Uber has done an excellent job with stunts \* M...

### Uber — What's Fueling Uber's Growth Engine ...

<https://growthhackers.com/growth-studies/uber> •  
Much like Belly, Uber used intense market focus to create local network effects ..... are looking to disrupt legacy marketplaces in formulating their growth strategy.

### 10 Lessons for Brands from Uber's Social Marketing - Shoutlet

[www.shoutlet.com/blog/2014/03/10-lessons-brands-ubers-social-marketing/](http://www.shoutlet.com/blog/2014/03/10-lessons-brands-ubers-social-marketing/) •  
Mar 4, 2014 - 10 quick lessons that every brand can glean from Uber's marketing strategy.

### 10 Step Marketing Plan - UBER - SlideShare

[www.slideshare.net/uber-sychingping-markma-10-step-marketing-plan](http://www.slideshare.net/uber-sychingping-markma-10-step-marketing-plan) •  
Dec 18, 2014 - 10 Step Marketing Plan for Uber. .... Grab Taxi and Uber's market share is small BRAND FB Likes UBER 29 Grabtaxi 190,000 .... UBER Strategy.

### UBER MARKETING PLAN by Hannah Clegg on Prezi

<https://prezi.com/l2ha24vfdvj5/uber-marketing-plan/> • Prezi •  
Apr 23, 2015 - In 2009, Uber launched into the century-old taxi industry and transformed the way ... Uber's marketing strategy will position itself as the primary ...

### 17 of Uber's most brilliant ad campaigns - Urbanful

<https://urbanful.org/2015/01/.../17-of-ubers-most-brilliant-ad-campaigns/> •  
Jan 21, 2015 - Uber has had no shortage of brilliant promotions (kittens, anyone?) ... the company uses one of the most creative marketing strategies out there.

### Uber's tried-and-true marketing plan: Let your customers do ...

<https://gigaom.com/.../ubers-tried-and-true-marketing-plan-let-your-cust-...> •  
Aug 9, 2012 - What's the best way to market your startup, according to hot car service Uber? Find an experience that's genuine to your product, and don't be ...

### Uber's uber cool and unconventional marketing strategy in ...

<http://hooklineandclinch.in/uber-marketing-strategy-india/> •  
May 10, 2015 - Uber's marketing strategy in India was never once about large media spends or traditional mass marketing methods like TV, Print & OOH.

### Uber Proves Master of Stunt Marketing - Digiday

[digiday.com/platforms/uber-marketing/](http://digiday.com/platforms/uber-marketing/) •  
Nov 5, 2013 - No one does stunt marketing quite as effectively Uber. And its strategy is to sway city councils as much as the car-riding public.

### Uber's uber cool & unconventional marketing strategy in India

<https://www.linkedin.com/.../ubers-uber-cool-unconventional-...> • LinkedIn •  
Jun 16, 2015 - This post was originally published on hook, line & clincher - a blog on online marketing campaigns by Indian marketers. How Uber builds its ...

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### What is Uber's marketing strategy? - Quora

<https://www.quora.com/What-is-Ubers-marketing-strategy> • Quora •  
While there may be other marketing strategies, I know of three strategies that Uber has employed: Event stunts Uber has done an excellent job with stunts \* M...

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Aug 9, 2012 - What's the best way to market your startup, according to hot car service Uber? Find an experience that's genuine to your product, and don't be ...

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[www.slideshare.net/uber-sychingping-markma-10-step-marketing-plan](http://www.slideshare.net/uber-sychingping-markma-10-step-marketing-plan) •  
Dec 18, 2014 - 10 Step Marketing Plan for Uber. .... Grab Taxi and Uber's market share is small BRAND FB Likes UBER 29 Grabtaxi 190,000 .... UBER Strategy.

### Uber's Most Effective Marketing Strategy of All Time Was ...

<https://medium.com/.../ubers-most-effective-marketing-strategy-of-all-ti-...> •  
Many people are enamored with the cleverness of Uber's marketing tactics (despite recent troubles). And for good reason...

### Lessons from Uber's marketing strategy • The Business Co ...

[businesscofounder.tumblr.com/.../lessons-from-ubers-marketing-strategy](http://businesscofounder.tumblr.com/.../lessons-from-ubers-marketing-strategy) •  
Lessons from Uber's marketing strategy Uber is your 'on-demand private driver.' Which implies is that it's a very expensive, but a very cool and convenient cab.

### Uber's uber cool and unconventional marketing strategy in ...

[hooklineandclinch.in/uber-marketing-strategy-india/](http://hooklineandclinch.in/uber-marketing-strategy-india/) •  
May 10, 2015 - Uber's marketing strategy in India was never once about large media spends or traditional mass marketing methods like TV, Print & OOH.

### 17 of Uber's most brilliant ad campaigns - Urbanful

<https://urbanful.org/2015/01/.../17-of-ubers-most-brilliant-ad-campaigns/> •  
Jan 21, 2015 - Uber has had no shortage of brilliant promotions (kittens, anyone?) ... the company uses one of the most creative marketing strategies out there.

### Uber's Brilliant Strategy to Make Itself Too Big to Ban | WIRED

[www.wired.com/.../ubers-brilliant-strategy-to-make-itself-too-big-...](http://www.wired.com/.../ubers-brilliant-strategy-to-make-itself-too-big-...) • Wired •  
Jul 8, 2014 - The riddle of how Uber would spend its recent billion-dollar investment wasn't too difficult to solve. Travis Kalanick and company want to put ...

### Uber's uber cool & unconventional marketing strategy in India

<https://www.linkedin.com/.../ubers-uber-cool-unconventional-...> • LinkedIn •  
Jun 16, 2015 - This post was originally published on hook, line & clincher - a blog on online marketing campaigns by Indian marketers. How Uber builds its ...

About 42,200 results (0.34 seconds)

### As Uber Drives Into India, It's Shifting Its Emerging Market ...

[techcrunch.com/.../as-uber-drives-into-india-its-shifting-its-em-...](http://techcrunch.com/.../as-uber-drives-into-india-its-shifting-its-em-...) • TechCrunch •  
Aug 30, 2013 - Transportation tech startup Uber is continuing its aggressive ... As Uber Drives Into India, It's Shifting Its Emerging Market Strategy Into A Gear.

### A Dive Into Uber's Business Growth Strategy | Bin's Page

[binnet.me/uber-business-growth-strategy/](http://binnet.me/uber-business-growth-strategy/) •  
Jul 3, 2014 - Imagine the last time you had taxi ride. Was it pleasant, neutral or unpleasant? Currently operating in 35 cities, Uber has been rocking the ...

### Product Marketing Manager - Careers at Uber

<https://www.uber.com/jobs/80238> • Uber •  
Sep 21, 2015 - As a Product Marketing Manager you will envision and execute on a growth and go-to-market strategy for one of Uber's core products. You will ...

### UberPool mkt plan final paper - SlideShare

[www.slideshare.net/PhuongPham59/uberpool-mkt-plan-final-paper](http://www.slideshare.net/PhuongPham59/uberpool-mkt-plan-final-paper) •  
Dec 5, 2014 - 2014 UberPool Marketing Consulting Team Phuong Pham, Alish Shah, Setavut Phannara (Jay) UberPool Marketing .... 7 Market Strategy.

### Uber Price Surging: Naughty Business Tactic, or Legit

[outsettingprice.com/2015/03/20/uber-price-surging/](http://outsettingprice.com/2015/03/20/uber-price-surging/) •  
Mar 20, 2015 - Uber Price Surging: Naughty Business Tactic, or Legit Market Strategy? spyrojiro@comcast.net By John-Pierre Maelli - March 20, 2015

### Uber Go-To-Market Strategy | Marvin J Simmons - Work

[www.marvinjimmmons.com/uber-go-to-market-strategy](http://www.marvinjimmmons.com/uber-go-to-market-strategy) •  
Uber Go-To-Market Strategy. In my creative brand management class, each student was tasked with developing a go-to-market plan for our baby brand.

### The Routledge Companion to Non-Market Strategy

<https://books.google.com/books?isbn=1317819713>  
Professor of Strategy and International Management Thomas C Lawton, Thomas C. Lawton, Tazeeb S. Rajwani - 2015 - Business & Economics  
For these firms, non-market strategy was naturally integrated with their market ... Uber, for example, immediately faced regulations governing taxi and livery.

### Can Uber be conquered? - Fuld + Company

[insights.fuld.com/blog/can-uber-be-conquered](http://insights.fuld.com/blog/can-uber-be-conquered) •  
May 12, 2015 - A quick survey finds that Uber might not have the top seat in terms of customer loyalty and ideal services.

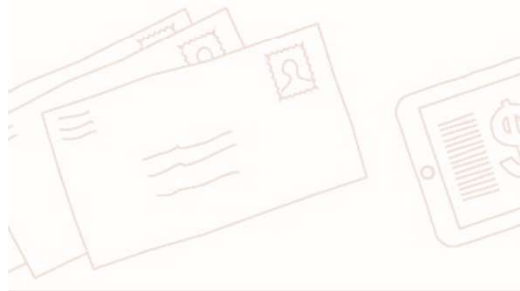
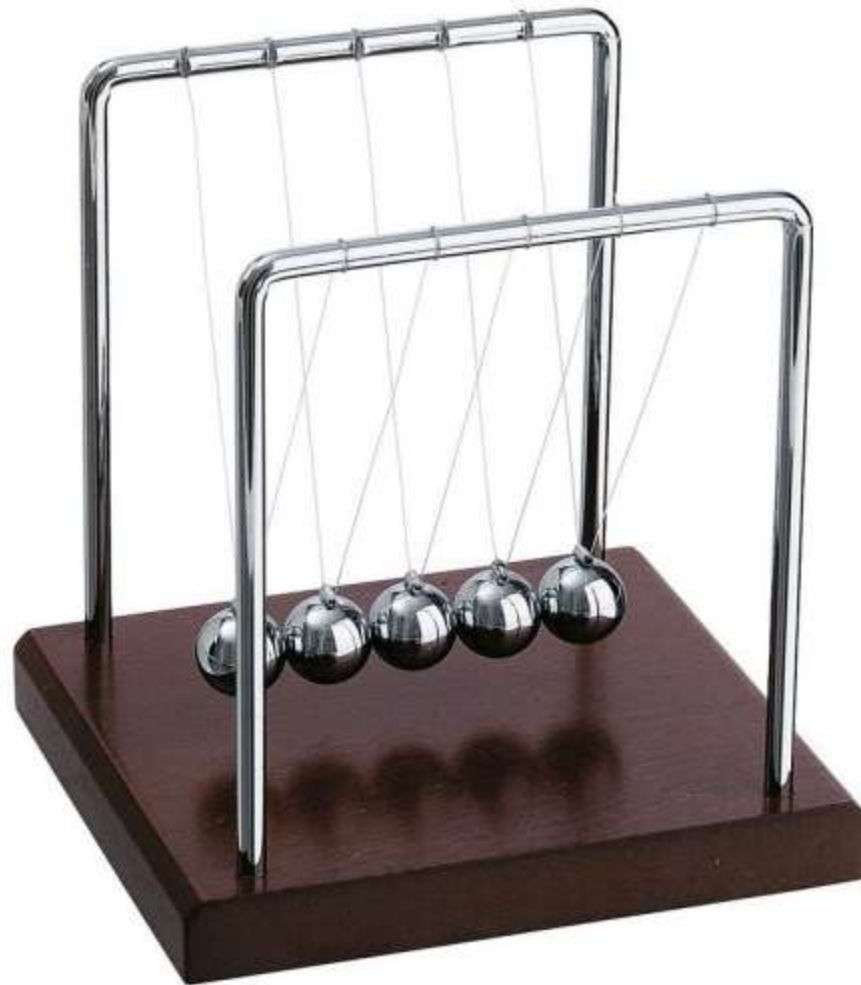
### Uber strategy in Spain | Marketing World Today

[marketingworldblog.com/tag/uber-strategy-in-spain/](http://marketingworldblog.com/tag/uber-strategy-in-spain/)  
Mar 17, 2015 - Posts about Uber strategy in Spain written by HChimoff. ... Posted in Global Business/Marketing, Go-To-Market Strategy/Philosophy, New ...

### The Uber scandal: Here's the difference between pro-market ...

<https://www.aei.org/.../the-uber-scandal-her-...> • American Enterprise Institute •  
Aug 21, 2013 - (DC's corrupt, crony capitalist crackdown on Uber would be the opposite of ... A pro-market strategy rejects subsidies not only because they're a ...

# What's this called?



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**ID an infographic from the report, look for uses of that image**





# PewResearch Internet Project



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KEY INDICATORS

DATASETS

ABOUT

## REPORT

MAY 21, 2013



## Teens, Social Media, and Privacy

BY MARY MADDEN, AMANDA LENHART, SANDRA CORTESI, URS GASSER, MAEVE DUGGAN, AARON SMITH AND MEREDITH BEATON

### Teens, Social Media, and Privacy

Teens share a wide range of information about themselves on social media sites;<sup>1</sup> indeed the sites themselves are designed to encourage the sharing of information and the expansion of networks. However, few teens embrace a fully public approach to social media. Instead, they take an array of steps to restrict and prune their profiles, and their patterns of reputation management on social media vary greatly according to their gender and network size. These are among the key findings from a new report based on a survey of 802 teens that examines teens' privacy management on social media.

- Teens are sharing more information about themselves on social media than they did in the past. For the five different types of personal information that we measured, both 2006 and 2012, each is significantly more likely to be shared by teen social media users in our most recent survey.
- Teen Twitter use has grown significantly: 24% of online teens use Twitter, up from 16% in 2011.
- The typical (median) teen Facebook user has 300 friends, while the typical teen Twitter user has 79 followers.

## REPORT MATERIALS



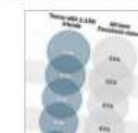
Complete Report



Topline Questionnaire



**Interactive:** How  
Teens Share  
Information on Social  
Media



**Interactive:** Teens on  
Facebook: What They  
Share with Friends



**Infographic:** Teens,  
Social Media, and  
Privacy



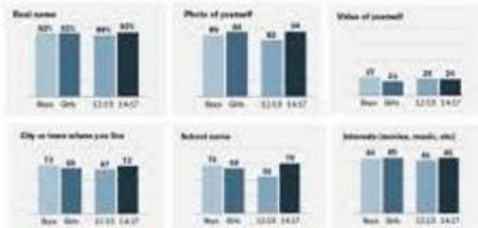
**Infographic:** What  
Teens Share on Social  
Media

**Focus group highlights:** What teens  
said about social media, privacy, and  
online identity



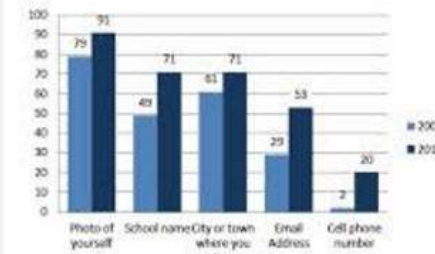
## What you share on social

Percent of teens who post the following to their social media profiles:



Source: <http://www.pewinternet.org/2013/05/21/what-teens-share-on-social-media/>

## Social media profiles: What teens post — 2006 vs. 2012



Source: Pew Internet Parent/Teen Privacy Survey, July 26-September 30, 2012. n=802 teens ages 12-17. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error for results based on teen social media users is +/- 5.1 percentage points. Comparison data for 2006 comes from the Pew Internet Parents & Teens Survey, October 23-November 19, 2006. n=487 teens with a profile online. Margin of error is +/- 5.2 percentage points.

## Third party access concern: Privacy settings and network size

Among teen social media users, the % who express concern over third party access to the information shared on the social network site they use most often, by privacy settings and network size

	Very Concerned	Somewhat Concerned	Not too concerned	Not at all concerned
All teen social media users (n=632)	9	51	38	22
Privacy Settings				
a. Public (n=72)	10	21	26	43
b. Partially Private (n=140)	5	36	44	13
c. Private (n=250)	10	31	39	20
Network Size				
d. 1-150 friends (n=152)	13	33	35	20
e. 151-300 friends (n=157)	7	32	34	28
f. 301-600 friends (n=150)	5	33	42	19
g. 601+ friends (n=123)	9	27	41	21

Source: Pew Internet Parent/Teen Privacy Survey, July 26-September 30, 2012. n=802 teens ages 12-17. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error for results based on teen social media users is +/- 5.1 percentage points. Note: Columns marked with a superscript letter (a) indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each row and column grouping in that row.

## Teen reputation management activities on social media

% of teen social media users within each group who do the following to monitor their online reputation...

	Delete or edit own post	Delete comments others make	Untag photo	Delete account	Regret something you posted
Total teen social media users (n=632)	59	53	45	31	28
Sex					
a. Boys (n=308)	59	48	53	27	20
b. Girls (n=324)	58	58	38	35	38
Age					
c. 12-13 (n=151)	64	52	39	33	22
d. 14-17 (n=481)	57	54	48	31	37

Source: Pew Internet Parent/Teen Privacy Survey, July 26-September 30, 2012. n=802 teens ages 12-17. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error for results based on teen social media users is +/- 5.1 percentage points. Note: Columns marked with a superscript letter (a) indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

## Joking, coding, and posting fake information

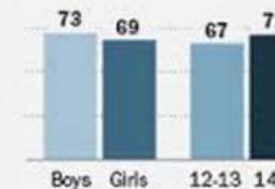
% of teen social media users within each group who do the following...

	Share inside jokes or coded messages	Post fake information
Total teen social media users (n=588)	58	26
Sex		
a. Boys (n=308)	54	24
b. Girls (n=324)	63	29
Age		
c. 12-13 (n=151)	46	33
d. 14-17 (n=481)	62	24

Source: Pew Internet Parent/Teen Privacy Survey, July 26-September 30, 2012. n=802 teens ages 12-17. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error for results based on teen social media users is +/- 5.1 percentage points.

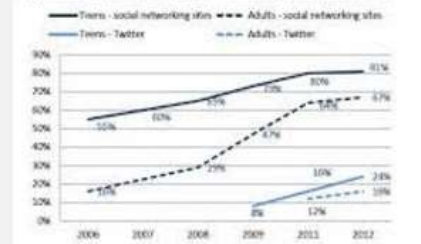
Note: Columns marked with a superscript letter (a) indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

## City or town where you live



## Teen and adult use of social networking sites and Twitter — change over time

% of teen and adult internet users who use social networking sites or Twitter, over time



Source: The Pew Research Center Internet & American Life Project Teen & Parent surveys. Source: Teen data taken from surveys of teens age 12-17 conducted October-November 2006, September-November 2007, November 2007-February 2008, June-September 2009, April-July 2011, and July-September 2012 (n=802). Adult data taken from surveys of adults ages 18+ conducted August 2006, April-May 2009, August-September 2009, July-August 2011, and November-December 2012 (n=2,281). Methodological information for each survey is available from <http://pewresearch.org>.

## Other experiences online

% of teen internet users who have had the following experiences online...

	Total teens	Sex		Age		Urbanity		
n=	778	Boys	Girls	12-13	14-17	Urban	Suburban	Rural
Said you were older than you are	39	46	32	36	40	34	41	35
Received inappropriate advertising	30	29	30	24	32	29	29	26
Been contacted in a way that made you scared or uncomfortable	17	10	24	15	17	14	17	14
Shared information that								

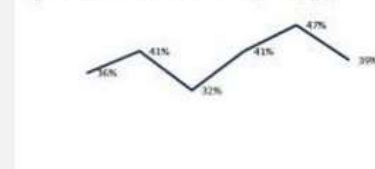
## Positive experiences online

% of teen internet users who have had the following positive experiences online...

	Total teens	Sex		Age		Urbanity			Rural
n=	778	Boys	Girls	12-13	14-17	Urban	Suburban	Rural	
		365	383	234	564	248	309	98	
		(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Had experience that made you feel good about yourself	52	51	53	39	58 <sup>a</sup>	44	55 <sup>a</sup>	61	
Met someone online who became a good friend	39	40	36	32	42 <sup>a</sup>	39	36	50 <sup>a</sup>	

## Lying about age, by age

% of teen internet users who have lied about their age online, by age

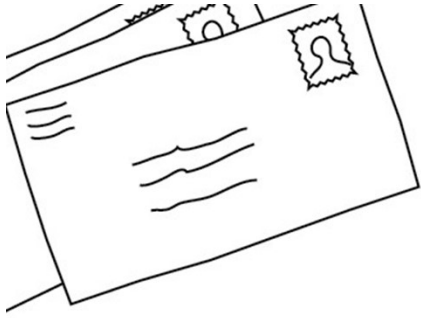


## Daily use

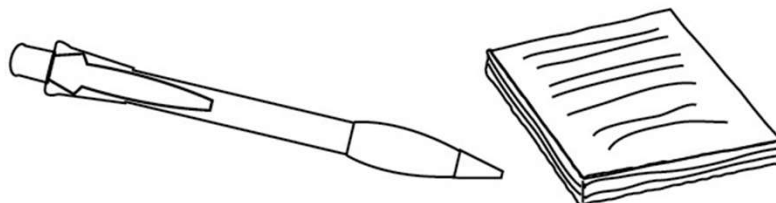
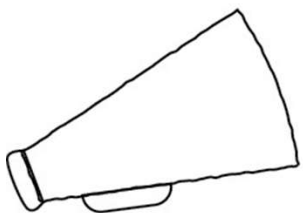
% of teen social media users







# Unsung heroes



# Millionshort.com

**‘What haven’t you found?’<sup>tm</sup>**

**Filter by site popularity**

**Eliminate ‘click-bait’**

**Essential for people-searching, other  
long-tail niche searches**



## 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

## ADVERTISING

☐ Don't remove any

☐ Show sites with ads

☒ Remove sites with ads

type 2 diabetes recipes

Don't remove any sites

### Diabetes Type 2 Recipes - Cooking For Diabetics ...

<http://cookingfordiabetics.org/diabetes-type-2-recipes/>

Type 2 diabetes (sometimes called mature onset diabetes) is the most common form of diabetes, accounting for 90% of cases diabetes. This disease affects nearly 17 ...

### Recipes - Diabetes Queensland

<http://www.diabetesqld.org.au/recipes.aspx>

Diabetes Queensland provides you with healthy recipes to assist you in maintaining a healthy lifestyle with regular exercise. Submit your own recipe.

### Living with Type 2 Diabetes - Easy Recipes for Diabetics ...

<http://www.easy-special-health-recipes.com/type-2-diabetes.html>

Type 2 diabetes, find the easy to prepare, effective day to day diabetic recipes, cheaper foods diet plans

### Triple chocolate brownies - Diabetes Queensland

<http://www.diabetesqld.org.au/recipes/dessert/triple-chocolate-brownies.aspx>

Diabetes Queensland provides you with healthy recipes to assist you in maintaining a healthy lifestyle with regular exercise. Submit your own recipe.

### Recipes For Diabetes Type 2

@mebs

# Zanran.com

**“Google for data”**

**Web crawler looks for images on web pages**

**Algorithm IDs tables and graphs**

**Extracts text surrounding image**

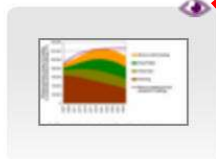




Data & statistics on **biomass fuels** – 7637 results



**Cumulative added Emissions from**  
[www.mtclimatechange.us/ewebeditp](http://www.mtclimatechange.us/ewebeditp)  
 /water heating equipment designed  
**Biomass/Biogas/Landfill Gas Fuel U**  
 GBtu/yr MMtCO<sub>2</sub>e MMtCO<sub>2</sub>e ...  
 Factor to reflect probable higher cos  
 2020 (projection) | [Montana Climate](#)



**Biomass fuel input for heating in**  
[www.res-h-policy.eu/downloads/Aus](http://www.res-h-policy.eu/downloads/Aus)  
 RES-H Policy Target setting for RES  
 increases constantly, the final energy  
 in residential and tertiary buildings (TJ)  
 in buildings  
 2029 (projection) | [RES-H Policy – 3](#)



**Economics and Carbon Offset Pot**  
[www.reap-](http://www.reap-canada.com/online_library/ghg_offse)  
[canada.com/online\\_library/ghg\\_offse](http://canada.com/online_library/ghg_offse)  
 Economics and Carbon Offset Poter  
 Offset Potentials of **Biomass Fuels**  
 2022 (projection) | [Welcome to Reso](#)

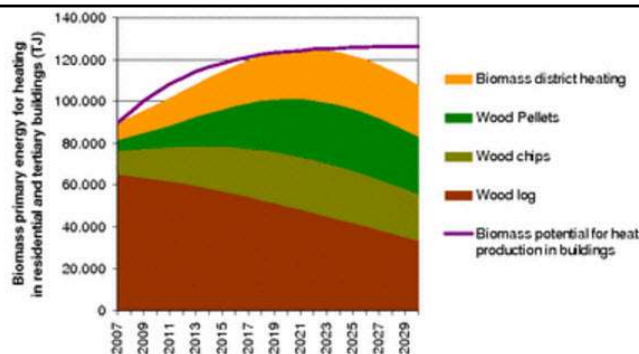


Figure 21 Biomass fuel input for heating in buildings in the selected bottom-up scenario

The comparison of the two figures above shows that although the number of buildings with biomass heating systems clearly increases constantly, the final energy reduces after 2020. The reason for this result is the assumption regarding increasing thermal quality of the building stock. Not only new buildings become more and more efficient. Rather existing buildings are also increasingly subject to renovation measures. This leads to lower energy demand. In particular this is the case for wood log heating systems. On the one hand, they are partly installed in old buildings with a higher need for renovation. On the other hand, due to our assumptions the number of buildings with wood log systems remains almost constant.

The most dynamic development can be observed for pellet heating systems. For district heating systems, we can observe that in particular larger buildings (multifamily houses and non-residential buildings) are connected to these heating grids. This leads to a higher energy demand. However, the penetration of district heating systems more and more has to take into account decreasing heat densities, in particular in rural regions. The selected bottom-up scenario shows a clear shift from wood log to district heating, pellets and wood chips.

33 more results from this site ►

Email G+1 f Like t Tweet

## 4.4 Heat pumps – buildings

# WolframAlpha.com

**‘Computational knowledge engine’**

**Answers, not search results**

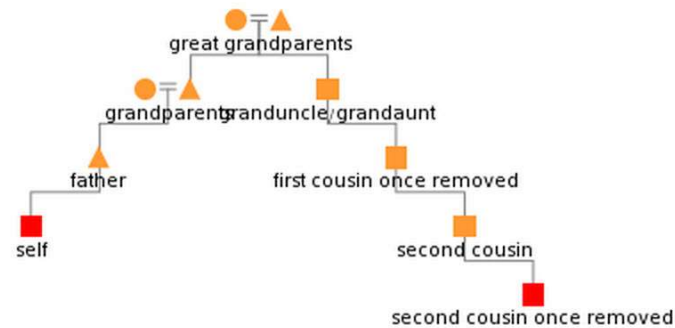
**Nice for comparisons, ready-reference**





## father's cousin's grandchildren

Genealogical tree:



Genealogical relation:

second cousin once removed (no other relation possible)

## Poseidon vs Artemis

	Poseidon	Artemis
<u>gender</u>	male	female
<u>patronages</u>	sea   rivers   flood   drought   earthquakes   horses	hunt   wild animals   wilderness   fertility   childbirth   ...
<u>special powers</u>	create earthquakes and storms   control the sea   create islands   caused certain forms of mental illness	control over wild animals   transform men into animals   healing   spread of diseases
<u>symbols</u>	beard   holding a trident   fish   dolphin   horse   bull	cypress   bow and arrow   deer

## C major 7th chord

Input interpretation:

major seventh chord built on C<sub>4</sub>

Notes:

C<sub>4</sub> E<sub>4</sub> G<sub>4</sub> B<sub>4</sub>

Play sound

Chord root:

C<sub>4</sub>

Play sound

Music notation:



Play sound

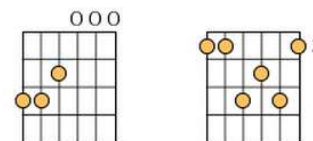
Keyboard display:



Play sound

Guitar chord voicings:

More



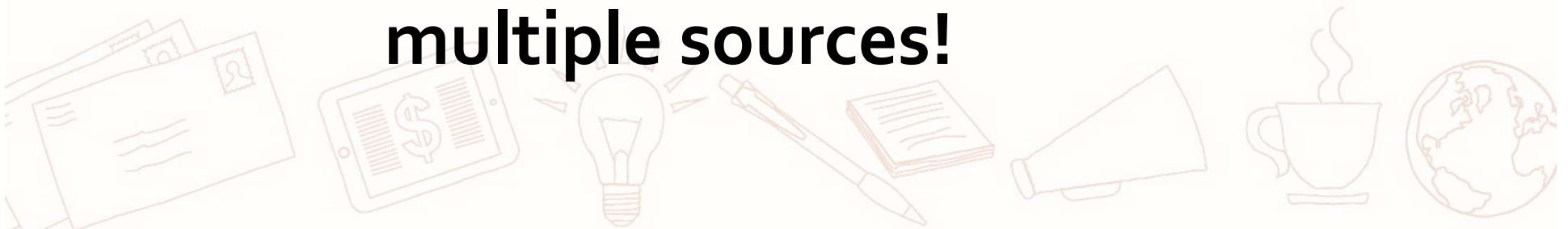


# Quick scan-the-horizon

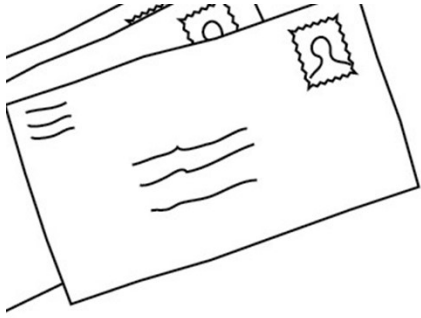
**instya.com**

**Pre-selects search tools for web,  
video, news, images, social,  
etc.**

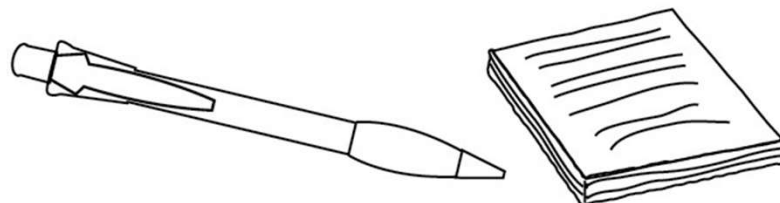
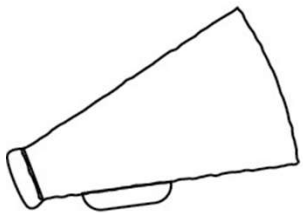
**Good reminder to users – look in  
multiple sources!**



[Web](#)[Images](#)[News](#)[Videos](#)[Shopping](#)[Answers](#)[Social](#)[Dictionary](#)[Select All](#)[Deselect All](#)☐ **Youtube** Search Result for *"polyrhythmic therapy"*☐ **Daily Motion** Search Result for *"polyrhythmic therapy"*☐ **Vimeo** Search Result for *"polyrhythmic therapy"*☐ **Google Video** Search Result for *"polyrhythmic therapy"*☐ **Bing Video** Search Result for *"polyrhythmic therapy"*☐ **Yahoo Screen** Search Result for *"polyrhythmic therapy"*☐ **Veoh** Search Result for *"polyrhythmic therapy"*



# Insights from social media (no, really!)



# Search social media on Google

`site:facebook.com name`

`site:twitter.com name`

`site:twitter.com "John * Doe"`

Add location, job, etc. if needed



# Searching Facebook

Good luck 😊

Looking for a person:

**“People named Joe Blow who live  
near Pensacola”**



# Searching Facebook

## **“Universal” search**

**Except non-public posts**

**Good for unusual topics**

**ID support groups**

**Sort by relevance, not date ☹**



# Searching for individuals

**Watch for name variants**

**LinkedIn: Katherine J. MacArthur**

**Facebook: Kathy MacArthur**

**Twitter: CatMac**





# Following breaking news

## Twitter

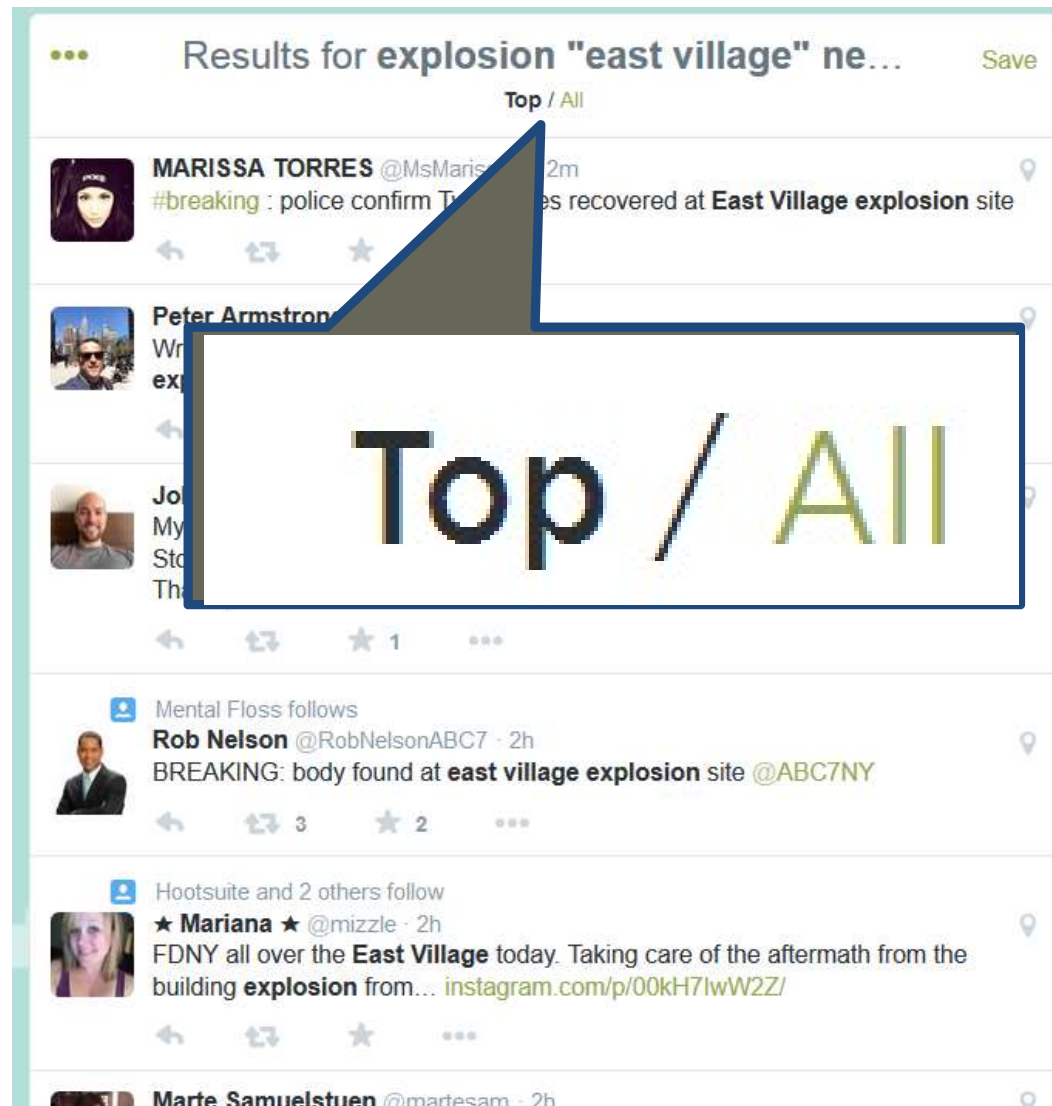
***#keyword*** NEAR:***location***  
WITHIN:***n*** mi

Use keywords used by locals

Skim tweets for trending #hashtag



explosion "east village"  
near: "New York" within: 5mi



@mebs

# Twitter search hacks

Look for engagement

min\_retweets:*n*

min\_faves:*n*

Millennials (brands OR  
marketing) min\_retweets:5



# Find Tweets w/ links to a URL

Find any tweets that link to a site  
(even in shortened URL)

Track mentions of a press release, org

`epa.gov` "food recovery"



# Finding the *next* source

Look for tweets with links

Topsy has “Links” filters

Twitter search: *keywords* **filter:links**







← ↻ 3 ❤ 1 ⋮

 Arlene Marom follows



**myCME** @myCME · Dec 4

Benefits of combination therapy with **methotrexate** and anti-TNF therapy in PsA supported with new study. [ow.ly/VaKAv](https://ow.ly/VaKAv) #arthritis



**Methotrexate May Boost Golimumab in Psoriatic Ar...**

Adding methotrexate MTX to golimumab GLM therapy might significantly improve some symptoms among patients diagnosed with psoriatic arthritis PsA, suggests...

[mycme.com](https://mycme.com)

← ↻ ❤ ⋮



**Battle for a Cure** @Battle4aCure · Dec 4

Great News for Liam, please keep him in your prayers.....Great news ....his **Methotrexate** levels went from 1.8 at... [fb.me/4TiRGY8oN](https://fb.me/4TiRGY8oN)

← ↻ ❤ 1 ⋮



**S.L Sully** @ssullivan315 · Dec 2

Oh wow!!! Well hope it works!! **Methotrexate** is no joke!!!

 @les\_tillman

# LinkedIn insights

Use Advanced Search to find experts

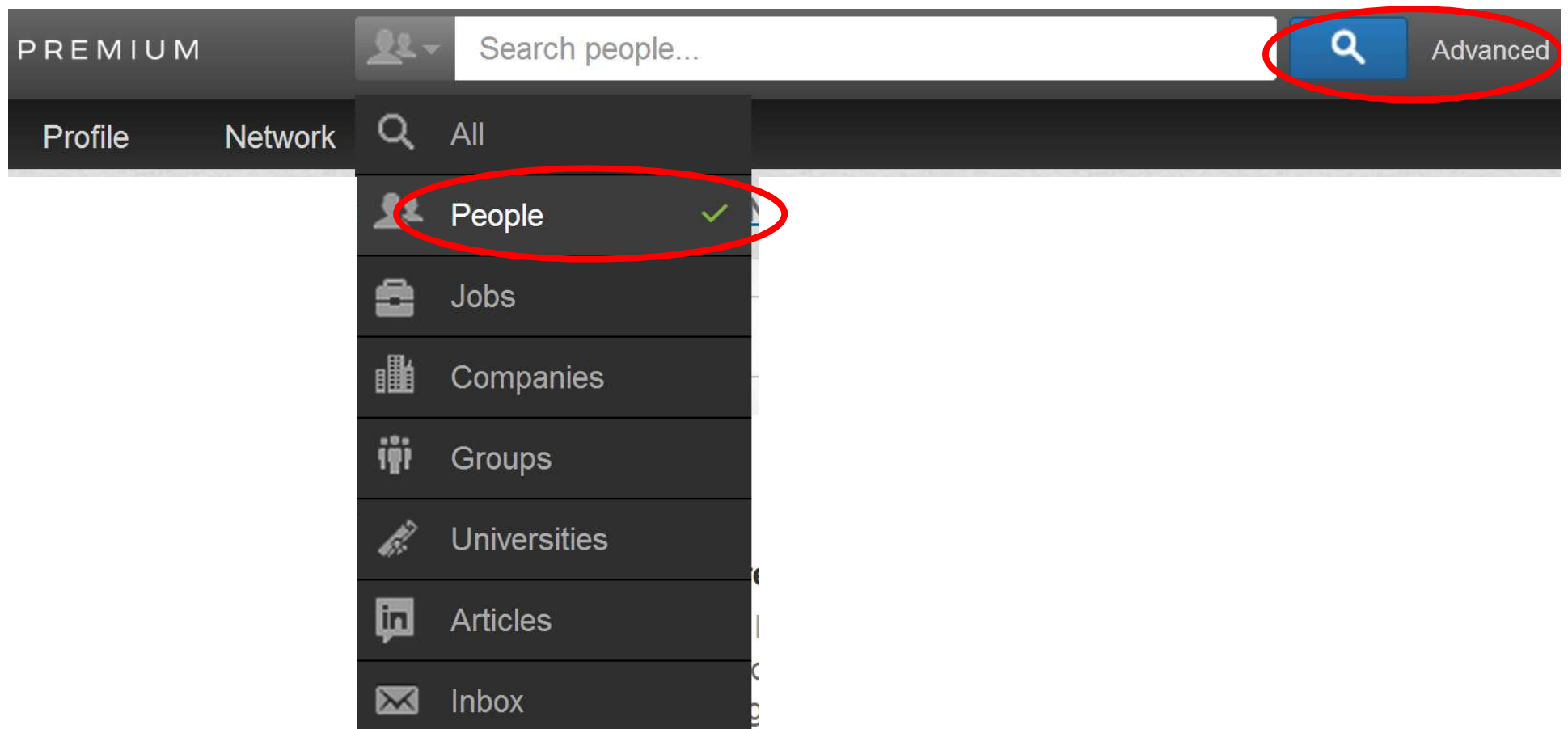
Use Advanced Search

Search with keywords, location

Filter with **Industry: Libraries** to find librarians



# LinkedIn's Advanced People search



# ID info pros to consult

Jobs

## Advanced People Search

**Keywords**

**First Name**

**Last Name**

**Title**

**Company**

Current or past

**School**

**Location**

Located in or near:

**Country**

**Relationship**

☒ 1st Connections

☒ 2nd Connections

☒ Group Members

☒ 3rd + Everyone Else

**Location**

**Current Company**

**Industry**

☐ Legislative Office

☐ Leisure, Travel & Tourism

☒ Libraries

☐ Logistics and Supply Chain

☐ Luxury Goods & Jewelry

☐ Machinery

**Past Company**

**School**

**Profile Language**

**Nonprofit Interests**

@mebs

# Final thoughts

**Stay curious**

**Cultivate DIStisfaction**

**Be prepared to shift as search tools  
change**





# Reach Mary Ellen at

**mbates@batesinfo.com**

**BatesInfo.com**

**Reluctant-entrepreneur.com**

**Twitter: @mebs**

**LinkedIn: maryellenbates**

**Facebook: maryellenbates**



**@mebs**