SEARCH
Social, Personal, & Everywhere
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Overview
• Personalization & Privacy
• Social Search
• Geographic Searching
Personalization

• Pros:
  – Customize Results Ranking
  – Increased Relevance
  – Targeted Ads

• Cons
  – Librarian Searching to Diverse?
  – Privacy
  – Not Always Relevant

The Filter Bubble

• Term from Eli Pariser
• 2011 Book and TED Talk
  – thefilterbubble.com
• Concern Based on Results Personalization
Personalization

- Whether Logged In or Not
  - Previous Searches
  - GeoLocation
  - YouTube Viewing History
  - All Pages Visited (if Toolbar enabled)

Google Behavioral Ad Targeting

- [www.google.com/ads/preferences](http://www.google.com/ads/preferences)
- [google.com/settings/ads](http://google.com/settings/ads)
- Logged in or not
- Disable?
  - Opt Out
  - Log Out
Private Mode

- No cookies, browser history, or search history
- Not logged in
- Can be default

Private Mode: Browsers

- IE: Right Click/Start InPrivate Browsing
- Firefox: Right Click/New Private Window – or- Right Click Link
- Chrome: Right Click/New Incognito Window –or- Right Click Link
- Safari: Under Safari/Private Browsing
Tablet Browsers

- iPad Safari
  - All or Nothing
  - Settings/Safari/Private

- iPad Chrome
  - Settings Icon

However, Deeper Tracking

- ISP
- Companies Like
- Rapleaf: U.S. based on Email Addresses [dashboard.rapleaf.com/see_your_info_signup](dashboard.rapleaf.com/see_your_info_signup)
- BlueCava for device tracking
Opt Out Options

Google
  google.com/settings/ads
Bing/Microsoft
  choice.microsoft.com/opt-out
Network Advertising
  networkadvertising.org/choices/

Alternative Search Engines

• DuckDuckGo       duckduckgo.com
  – DontBubbleUs   dontbubble.us

• Ixquick           ixquick.com
Social Searching

- Facebook: Private to a Point
- Twitter
- LinkedIn

LinkedIn

- Default Shares Who Searches You
- Alternative Search Approaches
  - Cached page copies
  - Bing Snapshot
Facebook Graph Search

- Republicans who like Sailing and live in Minneapolis, Minnesota ...
- Search one variable first
- Then use filters on right
Twitter Searching

– Twitter Search
– Topsy
– Hashtags
  • Hshtags.com
  • Twitter Search: #{name} filter:links

Unshorten

• wheredoesthislinkgo.com
• knowurl.com
• clybs.com/urlexpander
MAP/GEOGRAPHIC SEARCH

Google & Bing Maps

• Both have Street View
• Different Data Sources
• Different Imagery Dates
Google Earth

- Desktop Install Version -Not-
  - Earth Plugin in Chrome
- Find Dates of Imagery
- Browse Historical Imagery by Date

Timelapse (Google and Time)

- [world.time.com/timelapse/](http://world.time.com/timelapse/)
- [Earth Engine](http://earthengine.google.org)
Questions?

“Search well, be wise”

-Aeschylus