

SEARCH

Social, Personal, & Everywhere

Greg R. Notess
Montana State University Library
@notess

Overview

- Personalization & Privacy
- Social Search
- Geographic Searching

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Personalization

- Pros:
 - Customize Results Ranking
 - Increased Relevance
 - Targeted Ads
- Cons
 - Librarian Searching to Diverse?
 - Privacy
 - Not Always Relevant

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The Filter Bubble

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

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Personalization

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

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Google Behavioral Ad Targeting

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

The screenshot shows the Google Ads preferences page. It is divided into two main sections: 'Your categories' and 'Your demographics'. The 'Your categories' section lists interests like 'Computers & Electronics', 'Software', 'Internet Software', and 'Internet Clients & Browsers', with a 'Remove' link. Below it is a button to 'Add or edit interests'. The 'Your demographics' section lists inferred demographics: 'Age: 65+', 'Gender: Female', and 'Language: English', each with a 'Remove' link. Below this is a button to 'Add or edit demographics'.

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Private Mode

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

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Private Mode: Browsers

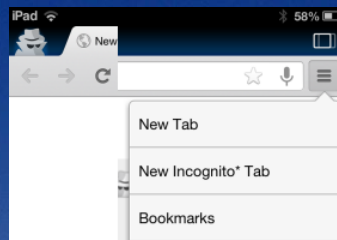
- IE: Right Click/Start InPrivate Browsing
- Firefox: Right Click/New Private Window – or- Right Click Link
- Chrome: Right Click/New Incognito Window –or- Right Click Link
- Safari: Under Safari/Private Browsing

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Tablet Browsers

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



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However, Deeper Tracking

- ISP
- Companies Like
- Rapleaf: U.S. based on Email Addresses
dashboard.rapleaf.com/see_your_info_signup
- BlueCava for device tracking

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Opt Out Options

Google

google.com/settings/ads

Bing/Microsoft

choice.microsoft.com/opt-out

Network Advertising

networkadvertising.org/choices/

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Alternative Search Engines

- DuckDuckGo duckduckgo.com
 - DontBubbleUs dontbubble.us
- Ixquick ixquick.com

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Social Searching

- Facebook: Private to a Point
- Twitter
- LinkedIn

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LinkedIn

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

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Facebook Graph Search

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

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Republicans who like **Sailing** and live in **New York, New York**



Thomas

New York, New York

Lives in New York, New York · From Florence, Italy

Likes Sailing, Kickboxing and 11 others

Political view: Republican Party

11 followers

Add Friend

Follow

Message

...



Gler

Curriculum Specialist at Houghton Mifflin Company

Lives in New York, New York · From Greendale, Wisconsin

Likes Sailing, Discover Wisconsin and 9 others

Political view: Republican Party

Listens to pat mccurdy, Cowboy Mouth and Eric Tessmer

Add Friend

Message

...



Ber

Partner at Morgan, Lewis & Bockius

Lives in New York, New York · From Bridgeport, Connecticut

Likes Sailing

Political view: Republican Party

Listens to U2, Red Hot Chili Peppers and Foo Fighters

Add Friend

Message

...

Name

Add...

Current City

New York, New York

Friendship

Add...

Employer

Add...

School

Add...

Hometown

Add...

Gender

Add...

Relationship

Add...

Likes

Sailing

Add

Members of

Add...

Apps They Use

Add...

Visited

Add...

Checked-in

Add...

Languages

Add...

Religious

Add...

Views

Political

Views

Republican

BASIC INFO

Name

Add...

Gender

Add...

Age Range

Add...

Relationship

Add...

Languages

Add...

Religious

Add...

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Twitter Searching

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

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Unshorten

- wheredoesthislinkgo.com
- knowurl.com
- clybs.com/urlexpander

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MAP/GEOGRAPHIC SEARCH

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Google & Bing Maps

- Both have Street View
- Different Data Sources
- Different Imagery Dates

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Google Earth

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

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Timelapse (Google and Time)

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

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Questions?

“Search well, be wise”

-Aeschylus

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