

What you and I keep doing wrong when searching the web

EIJC 2019, Mechelen, 17th of May

Marcus Lindemann,
TV journalist and investigation specialist

lindemann@autorenwerk.de

www.autorenwerk.de

www.recherche-info.de



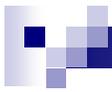
Marcus Lindemann

- TV journalist with my own production house – documentaries, magazine stories for ZDF and other, mainly public, broadcasters
- Journalism lecturer and trainer since 1998, specialised in computer based investigations
- Seminars and trainings for journalists at all career levels
 - lecturer at universities and journalism schools
 - inhouse for newspapers, agencies, stations
 - workshops and trainings abroad
- since 2011 presentations and trainings for the insurance industry and the police in Germany, Austria and Switzerland
- Previously researcher, editor and reporter at ZDF
- Freelance journalist for regional papers, magazine, radio and TV
- MA in Political Economy (UK)



Structure of this session

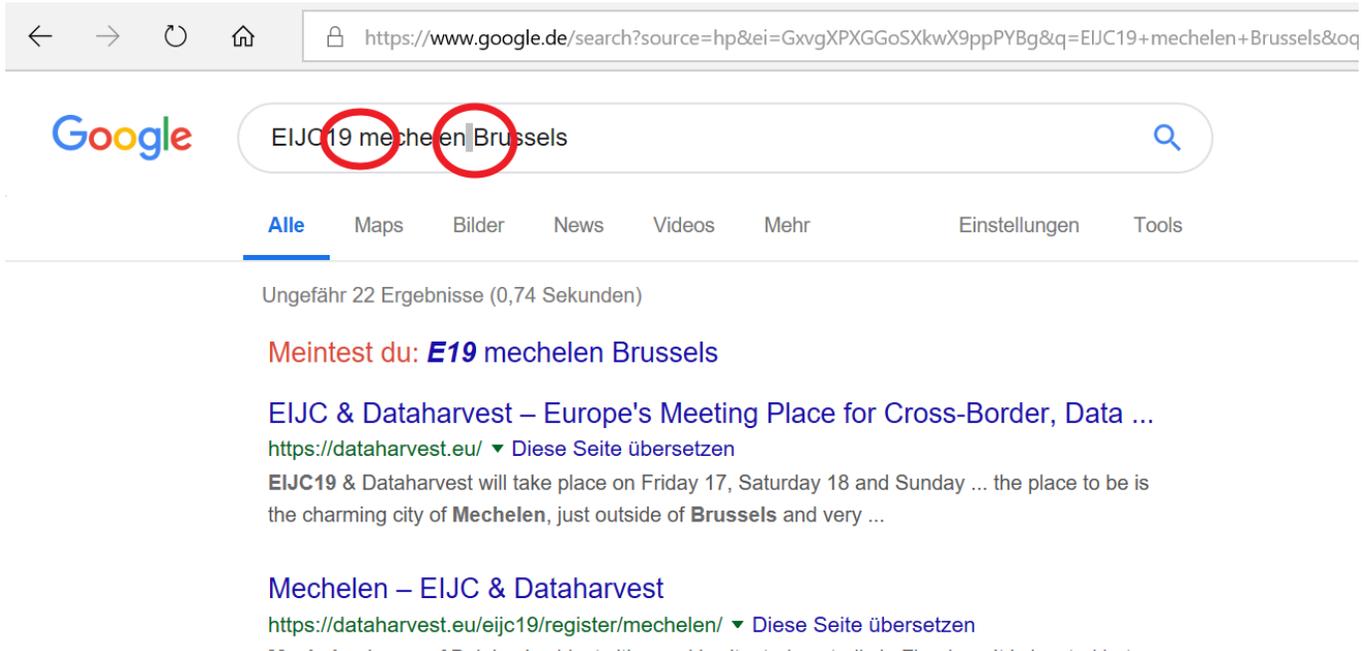
- I. Use Google properly
- II. Think beyond Google
- III. Other recommendations



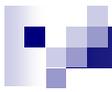
I. Use Google properly

I. Use Google properly

1. There is an invisible AND.



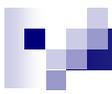
The screenshot shows a Google search interface. The search bar contains the text "EIJC19 mechelen Brussels", with "mechelen" and "Brussels" circled in red. Below the search bar, the navigation menu includes "Alle", "Maps", "Bilder", "News", "Videos", "Mehr", "Einstellungen", and "Tools". The search results section shows "Ungefähr 22 Ergebnisse (0,74 Sekunden)". The first result is titled "Meintest du: **E19** mechelen Brussels" and is from the website "dataharvest.eu". The snippet for this result reads: "EIJC & Dataharvest – Europe's Meeting Place for Cross-Border, Data ... the place to be is the charming city of **Mechelen**, just outside of **Brussels** and very ...". A second result is titled "Mechelen – EIJC & Dataharvest" and also from "dataharvest.eu".



I. Use Google properly

1. There is an invisible AND.

Take more care on choosing search terms.

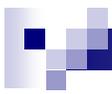


I. Use Google properly

1. There is an invisible AND.

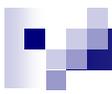
Take more care on choosing search terms.

“Search terms” now refers to full text, not keywords only



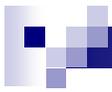
I. Use Google properly

1. There is an invisible AND.
2. You cannot search for #, §, @, ?
(but for €, \$ and &).



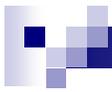
I. Use Google properly

1. There is an invisible AND.
2. You cannot search for §, @, € (but for \$).
3. Use less quotations marks.



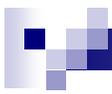
Use less quotation marks

[Curt Engelhorn]



Use less quotation marks

[“Curt Engelhorn”]



Use less quotation marks

What are you missing if you go for
[“Curt Engelhorn”]?



Use less quotation marks

What are you missing if you go for
[“Curt Engelhorn”]?

Engelhorn, Curt

Curt Glover Engelhorn/ Curt G. Engelhorn

Mr. Engelhorn

Kurt Engelhorn



Use less quotation marks

["Curt Engelhorn" OR "Curt * Engelhorn" OR
"Engelhorn, Curt]



Use less quotation marks

["Curt Engelhorn" OR "Curt * Engelhorn" OR
"Engelhorn, Curt OR "Kurt Engelhorn" OR
"Kurt * Engelhorn" OR "Engelhorn, Kurt]

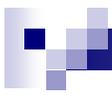


Use less quotation marks

Quick & dirty

[Curt Engelhorn] is better than

["Curt Engelhorn"]



I. Use Google properly

1. There is an invisible AND.
2. You cannot search for §, @, € (but for \$).
3. Use less quotations marks.
4. Do not forget about other Google services
(suggest, video, alerts, CSE, Earth)

Make use of google suggestions





investigativ



Alle Bilder News **Videos** Maps Mehr Einstellungen Tools

Ungefähr 330.000 Ergebnisse (0,21 Sekunden)

so geht MEDIEN | Lexikon : Investigativ-Journalismus - BR

<https://www.br.de/.../so-geht-medien-lexikon-investigativ-journalismus-av:5acc840def8...>



14.04.2018

Man könnte sie als "Detektiv-Journalisten" bezeichnen, die Reporterinnen und Reporter, die ...

Journalismus 2.0 – Investigativ, unabhängig und unbequem – Wenn ...

<https://www.youtube.com/watch?v=l6co7CV5Ufw>



18.05.2018 - Hochgeladen von DAI Heidelberg

Watergate, Panama Papers, NSA-Skandal – alle Fälle wurden vom **investigativen** Journalismus ...

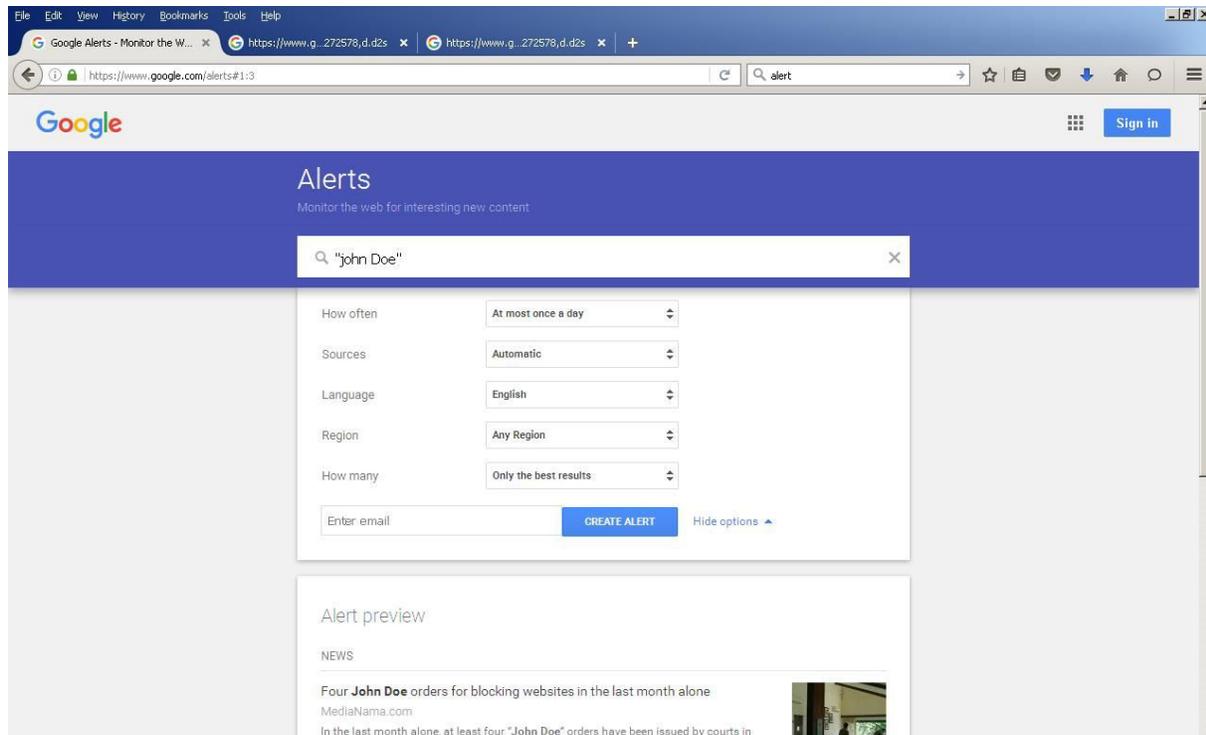
Die Nachwuchsjournalistin : Was ist Investigativer Journalismus? - BR

<https://www.br.de/.../die-nachwuchsjournalistin-was-ist-investigativer-journalismus-av:5...>

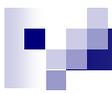


Was macht **investigativen** Journalismus aus? Worauf kommt es bei der Recherche an? Wir fragen eine ...

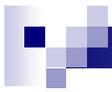
Control for upcoming results with alerts



The image shows a screenshot of the Google Alerts website. The browser's address bar displays the URL <https://www.google.com/alerts#1:3>. The page title is "Alerts" with the subtitle "Monitor the web for interesting new content". A search bar contains the text "John Doe". Below the search bar, there are several dropdown menus for configuring the alert: "How often" is set to "At most once a day", "Sources" is "Automatic", "Language" is "English", "Region" is "Any Region", and "How many" is "Only the best results". There is an input field for "Enter email" and a blue "CREATE ALERT" button. Below the settings, an "Alert preview" section shows a news alert with the headline "Four John Doe orders for blocking websites in the last month alone" from MediaNama.com. A small thumbnail image is visible to the right of the text.

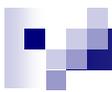


II. Think beyond Google



II. Think beyond Google

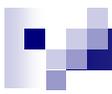
1. Do not forget about deep web sources.



II. Think beyond Google

1. Do not forget about deep web sources.

- libraries
- databases in general
- official databases
- closed forums



II. Think beyond Google

1. Do not forget about deep web sources.
2. Do not forget offline sources – it can be so much faster.



II. Think beyond Google

1. Do not forget about deep web sources.
2. Do not forget offline sources – it can be so much faster.
 - colleagues
 - telephone
 - people
 - books



II. Think beyond Google

1. Do not forget about deep web sources.
2. Do not forget offline sources – it can be so much faster.
3. For twitter and Facebook there are better options.



II. Think beyond Google

1. Do not forget about deep web sources.
2. Do not forget offline sources – it can be so much faster.
3. For twitter and Facebook there are better options.
 - twitter.com/search-home
 - facebook graph search

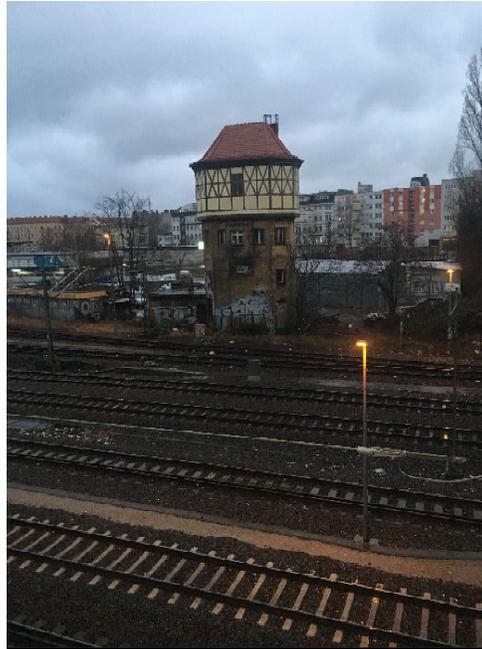


II. Think beyond Google

1. Do not forget about deep web sources.
2. Do not forget offline sources – it can be so much faster.
3. For twitter and Facebook there are better options.
4. There are three tasks where Google is no longer the best choice.

3 tasks where Google is no longer best

Similar images



3 tasks where Google is no longer best

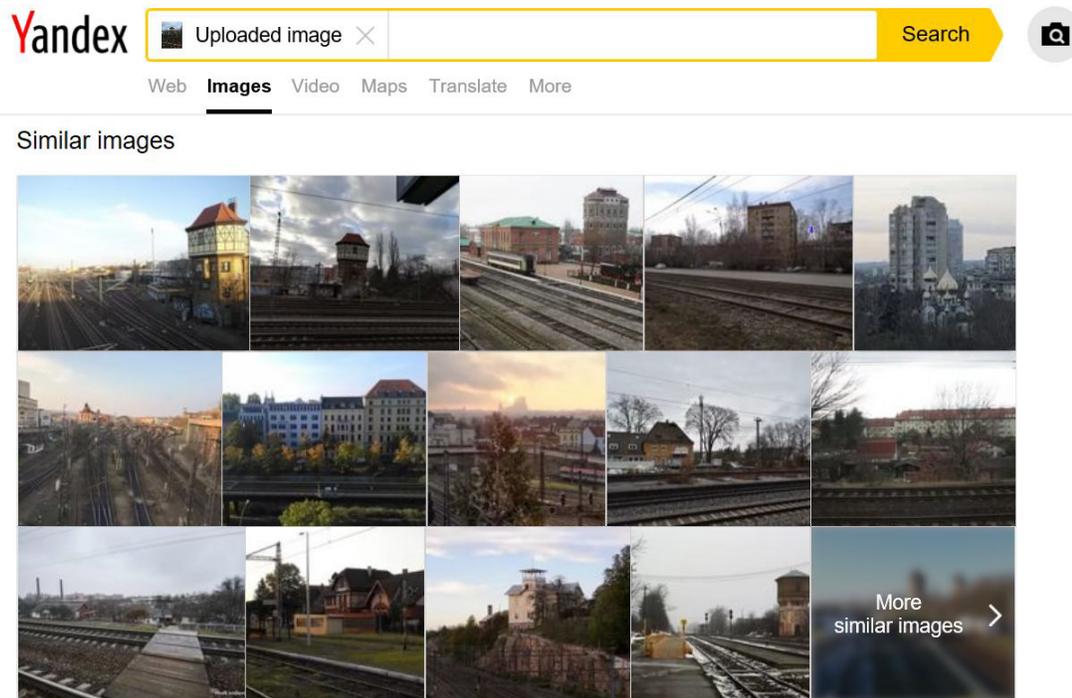
Similar images

Optisch ähnliche Bilder

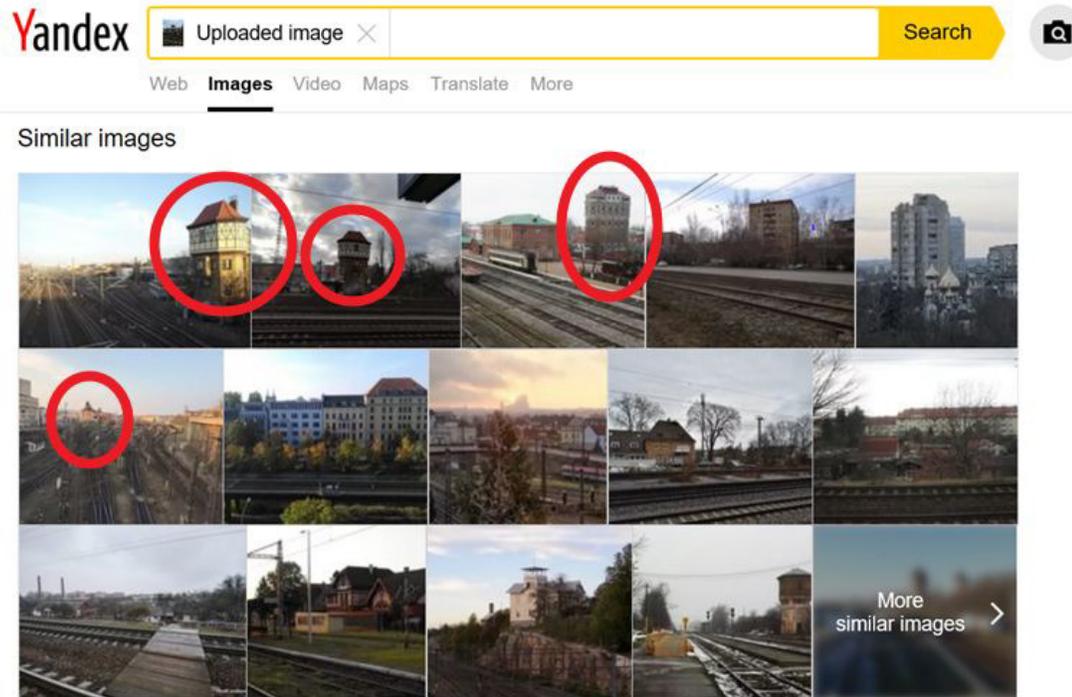


Unangemessene Bilder melden

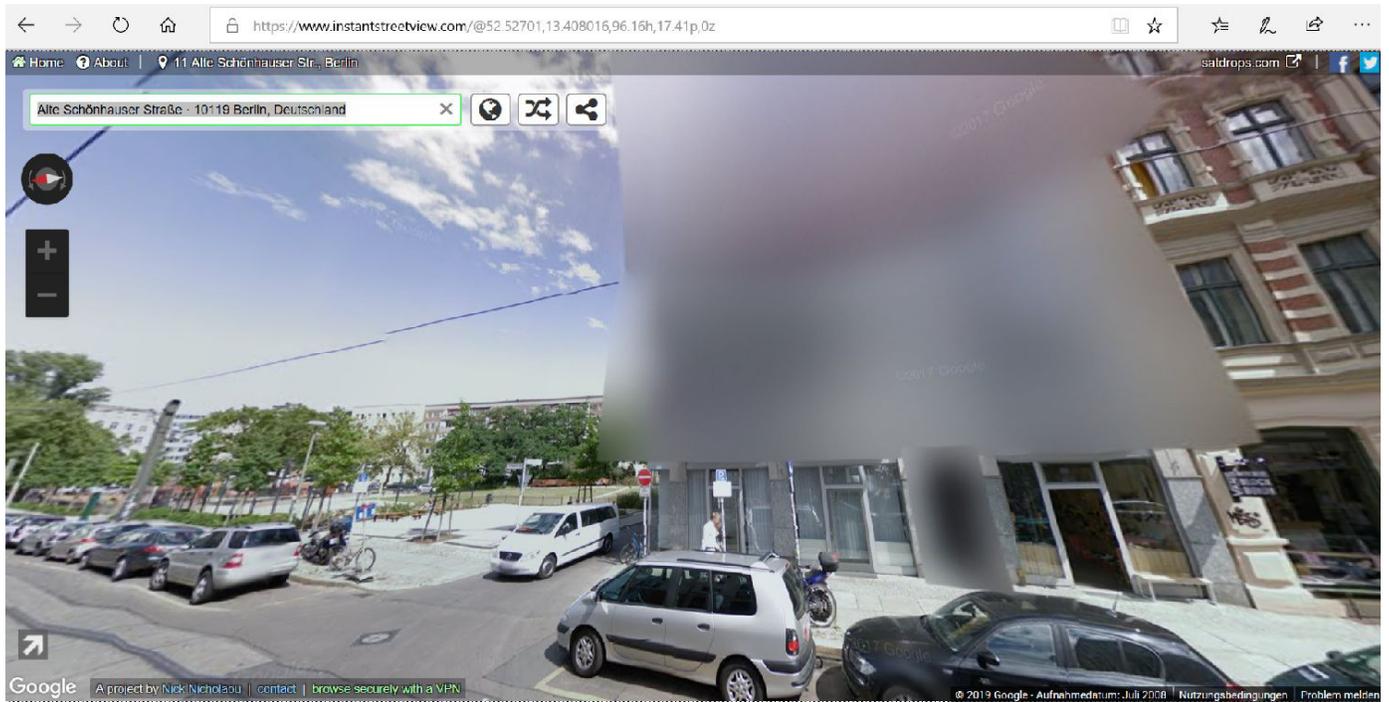
3 tasks where Google is no longer best



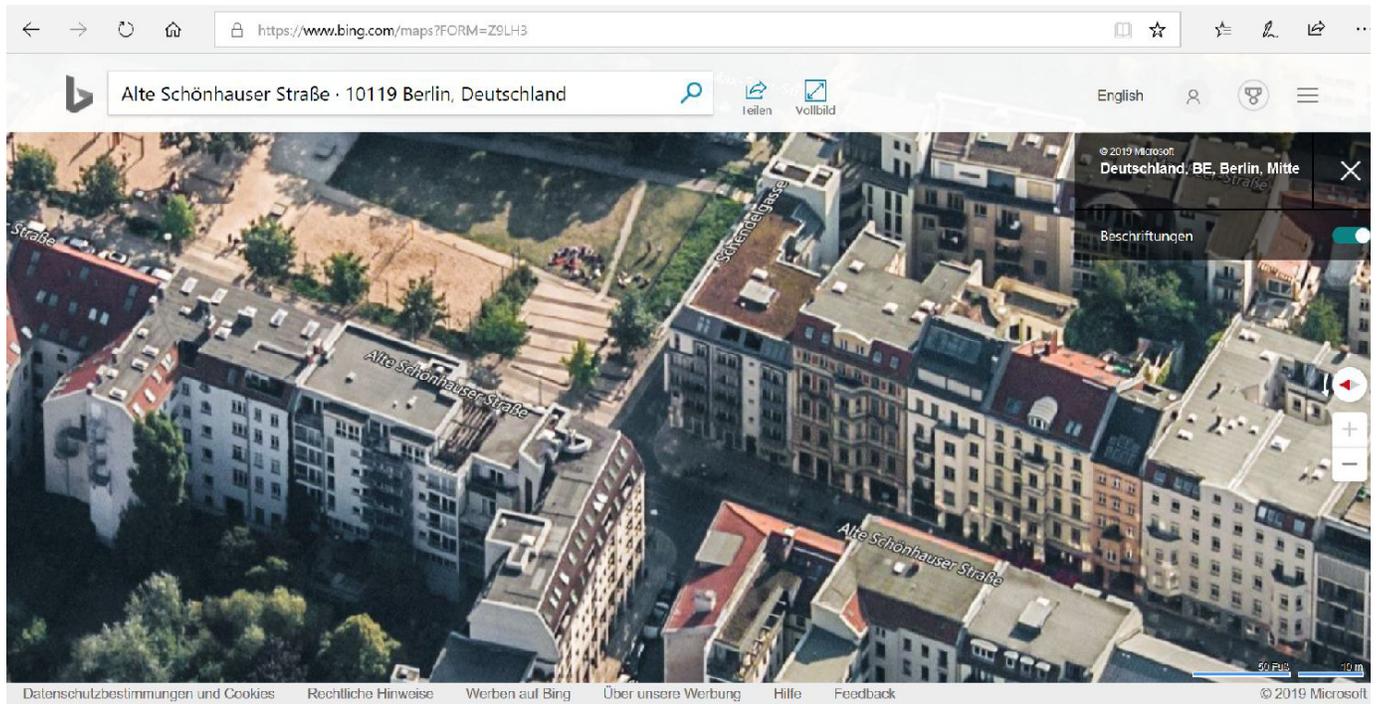
3 tasks where Google is no longer best



3 tasks where Google is no longer best



3 tasks where Google is no longer best



3 tasks where Google is no longer best

The screenshot shows a web browser window with the URL <https://eijc19dataharvest.sched.com/speaker/lindemann>. The page header includes the 'SCHED' logo, 'EIJ19 & Dataharvest', and navigation links for 'Attending this event?', 'SIGN UP', and 'LOG IN'. The main content area features a circular profile picture of Marcus Lindemann, a man with glasses and a suit. To the right of the photo, his name 'Marcus Lindemann' is displayed, followed by his affiliation 'Autorenwerk', his title 'managing editor', and his location 'Berlin, Germany'. A link to his website, <https://autorenwerk.com>, is provided. Below this, a paragraph describes his work as a managing editor and author, mentioning his experience with ARD and ZDF, and his focus on consumer topics and investigative journalism. A second paragraph details his teaching experience at universities and in-house training for journalists, highlighting his expertise in Google search techniques and his role as a referent at the Global Investigative Journalism Conference (GIJC).

Marcus Lindemann
Autorenwerk
managing editor
Berlin, Germany
<https://autorenwerk.com>

Marcus Lindemann ist geschäftsführender Autor von autoren(werk) und produziert seit dem Jahr 2000 mit seiner eigenen Firma Magazinstücke und Dokumentationen für ARD und ZDF, hauptsächlich zu Verbraucherthemen, gerne mit versteckter Kamera. Nach der Reihe "WISO ermittelt!" ist autoren(werk) aktuell mit der Rubrik "WISO-Trick" (vormal "Oma-Trick") regelmäßig im ZDF zu sehen.

Lindemann unterrichtet seit 1998 Recherche mit dem Schwerpunkt Online-Recherche an Hochschulen und in der journalistischen Aus- und Weiterbildung. Dort und in In-House-Schulungen für Verlage und Sender haben schon Tausende von Journalisten gelernt, wie sie Google in ihrem Alltag besser und effizienter nutzen können. Auch in Afrika und Asien schult er Journalisten in investigativer Recherche - vorzugsweise nach dem Konzept "Story based Inquiry" (Hunter/Sengers). Auf der Global Investigative Journalism Conference (GIJC) war er mehrfach als Referent

Filter By Date
May 16-19, 2019

Filter By Venue
Mechelen, Belgium

Filter By Type
Cross-border
Data buffet
Data journalism
Entrepreneurial
FOI
Health & Care
Investigative
Local & Housing
Networking
Organisational
Security
Training/CAR

3 tasks where Google is no longer best

Marcus Lindemann ist geschäftsführender Autor von autoren (werk) und produziert seit dem Jahr 2000 mit seiner eigenen Firma Magazinstücke und Dokumentationen für ARD und ZDF, hauptsächlich zu Verbrauchertemen, **gerne** mit versteckter Kamera. Nach der Reihe "WISO ermittelt" ist autoren(werk) aktuell mit der Rubrik "WISO-Trick" (vormal "Oma-Trick") regelmäßig im ZDF zu sehen.

Lindemann unterrichtet seit 1998 Recherche mit dem Schwerpunkt Online-Recherche an Hochschulen und in der journalistischen Aus- und Weiterbildung. Dort und in In-House-Schulungen für Verlage und Sender haben schon Tausende von Journalisten gelernt, wie sie Google in ihrem Alltag besser und effizienter nutzen können. Auch in Afrika und Asien schult er Journalisten in investigativer Recherche - vorzugsweise nach dem Konzept "Story based Inquiry" (Hunter/Sengers). Auf der Global Investigative Journalism Confernece (GIJC) war er mehrfahch als Referent (Kiev, Rio, Johannesburg).

×

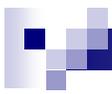
Marcus Lindemann is a managing author of authors (werk) and since 2000 he has been producing magazine pieces and documentaries for ARD and ZDF, mainly on consumer issues, with a hidden camera. After the series "WISO determined" is authors (werk) currently with the **heading** "WISO trick" (formerly "grandma-trick") regularly seen on ZDF.

Since 1998, Lindemann has been teaching research with a focus on online research at universities and in journalistic education and training. There, and in-house training for publishers and broadcasters, thousands of journalists have learned how to use Google better and more efficiently in their everyday lives. He also trains journalists in investigative research in Africa and Asia - preferably using the concept of "story based inquiry" (Hunter / Sengers). At the Global Investigative Journalism Confernece (GIJC) he was more than **a referee** (Kiev, Rio, Johannesburg).

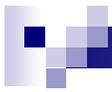
☆

3 tasks where Google is no longer best

The screenshot shows the DeepL translator interface. On the left, the German text reads: "Marcus Lindemann ist geschäftsführender Autor von autoren(werk) und produziert seit dem Jahr 2000 mit seiner eigenen Firma Magazinstücke und Dokumentationen für ARD und ZDF, hauptsächlich zu Verbraucherthemen, gerne mit versteckter Kamera. Nach der Reihe "WISO ermittelt" ist autoren(werk) aktuell mit der Rubrik "WISO-Trick" (vormal "Oma-Trick") regelmäßig im ZDF zu sehen. Lindemann unterrichtet seit 1998 Recherche mit dem Schwerpunkt Online-Recherche an Hochschulen und in der journalistischen Aus- und Weiterbildung. Dort und in In-House-Schulungen für Verlage und Sender haben schon Tausende von Journalisten gelernt, wie sie Google in ihrem Alltag besser und effizienter nutzen können. Auch in Afrika und Asien schult er Journalisten in investigativer Recherche - vorzugsweise nach dem Konzept "Story based Inquiry" (Hunter/Sengers). Auf der Global Investigative Journalism Conference (GIJC) war er mehrfach als Referent und Keynote speaker (Kiev, Rio, Johannesburg)." On the right, the English translation reads: "Marcus Lindemann is the managing author of autoren (werk) and has been producing magazine pieces and documentaries for ARD and ZDF, mainly on consumer topics, since 2000 with his own company, often with a hidden camera. Following the "WISO ermittelt" series, autoren(werk) aktuell can be seen regularly on ZDF under the heading "WISO-Trick" (formerly "Oma-Trick"). Lindemann has been teaching research with an emphasis on online research at universities and in journalistic training since 1998. I here and in in-house training courses for publishers and broadcasters, thousands of journalists have already learned how to use Google better and more efficiently in their everyday lives. He also trains journalists in investigative research in Africa and Asia - preferably according to the "Story based Inquiry" (Hunter/Sengers) concept. At the Global Investigative Journalism Conference (GIJC), he was a frequent speaker (Kiev, Rio, Johannesburg)." A blue tooltip is positioned over the German text, containing the text: "Wähle ein Wort aus und der DeepL Übersetzer vervollständigt den Satz für dich". A dropdown menu is open over the English text, showing the words "lecturer ..." and "contributor ...".

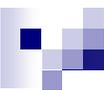


II. Other recommendations



II. Other recommendations

1. If necessary, register for services.



flightradar24
LIVE AIR TRAFFIC

Apps Add coverage Data / History Social Press About Commercial services Silver UTC 10:47

Search

Multi-select
Only selected Show info

FILTERS

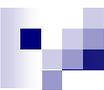
Enable filtering

ADD NEW FILTER

Aircraft

ACTIVE FILTERS

AIRCRAFT B737



flightradar24
LIVE AIR TRAFFIC

Apps Add coverage Data / History Social Press About Commercial services Silver UTC 10:47

Search

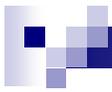
Multi-select
Only selected Show info Russia

FILTERS

Enable filtering

ADD NEW FILTER
Aircraft +

ACTIVE FILTERS
AIRCRAFT B737 x



II. Other recommendations

1. If necessary, register for services.
2. The wayback machine is great, but...

The wayback machine is great, but...

The screenshot shows the Internet Archive website. At the top, there is a navigation bar with icons for home, search, and other functions. Below this is a large search bar with the text "Search the history of over 362 billion web pages on the Internet." and the "WayBack Machine" logo. The main content area features a grid of icons representing different media types: books (362B), movies (20M), software (5.1M), music (5.4M), websites (1.8M), and other content (422K, 3.2M, 203K, 438K). A search bar is also present with a "GO" button and a link to "Advanced Search". On the right side, there are "Announcements" including "A 'Brave' New World", "Official EU Agencies Falsely Report More Than 550 Archive.org URLs as Terrorist Content", and "Boston Public Library's 78rpm Records Come to the Internet: Reformatting the Boston Public Library Sound Archives".

Search the history of over 362 billion web pages on the Internet.

WayBack Machine enter URL or keywords

ABOUT CONTACT BLOG PROJECTS HELP DONATE JOBS VOLUNTEER PEOPLE

Internet Archive is a non-profit library of millions of free books, movies, software, music, websites, and more.

362B 20M 5.1M 5.4M 1.8M 422K 3.2M 203K 438K

Search GO

[Advanced Search](#)

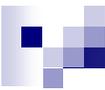
Announcements

A "Brave" New World

Official EU Agencies Falsely Report More Than 550 Archive.org URLs as Terrorist Content

Boston Public Library's 78rpm Records Come to the Internet: Reformatting the Boston Public Library Sound Archives

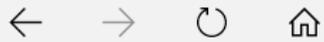
[SEE MORE](#)



⚠️ Dieser Inhalt ist derzeit nicht verfügbar

Die von dir ausgewählte Seite kann derzeit nicht angezeigt werden. Es könnte sein, dass diese vorläufig nicht zur Verfügung steht, der von dir verwendete Link abgebuken ist oder du nicht die erforderliche Genehmigung hast, um die Seite zu betrachten.

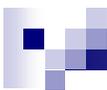
- [Für Facebook registrieren](#)



https://facebook.com/robots.txt

```
User-agent: ia_archiver  
Disallow: /  
Disallow: /ajax/  
Disallow: /album.php  
Disallow: /checkpoint/  
Disallow: /contact_importer/  
Disallow: /dialog/  
Disallow: /fbml/ajax/dialog/  
Disallow: /feeds/  
Disallow: /file_download.php  
Disallow: /hashtag/  
Disallow: /l.php  
Disallow: /live/  
Disallow: /moments_app/  
Disallow: /p.php  
Disallow: /photo.php  
Disallow: /photos.php  
Disallow: /share.php  
Disallow: /share/  
Disallow: /sharer.php  
Disallow: /sharer/
```

```
User-agent: msnbot  
Disallow: /ajax/  
Disallow: /album.php  
Disallow: /checkpoint/  
Disallow: /contact_importer/
```



BOOKMARKLET: Ziehen Sie diese Schaltfläche [archive.today](#) in die Symbolleiste – dann können Sie Webseiten mit einem Klick speichern!

Ich möchte den Inhalt einer URL archivieren

Archive.today ist Ihre persönliche Zeitmaschine!

Es ist ein Werkzeug, mit dem Sie von jeder Internetseite eine Kopie erstellen können, die jederzeit wieder abrufbar ist, auch wenn die Original Webseite nicht mehr online steht.

Archive.today speichert die Webseite als Text und als Bildschirmfoto, so dass Sie alles immer genau nachschauen können.

Es verkürzt URLs auf eine ähnliche Weise wie TinyURL, goo.gl und bit.ly.

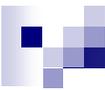
Es kann Seiten aus Web 2.0-Sites speichern:

- <http://archive.is/2013.05.01/http://nickqizhu.github.io/de.js/>
- <http://archive.is/2014.06.26/https://www.google.com/maps/...>

Das kann nützlich sein, wenn Sie von einer Webseite, die sich möglicherweise bald verändern könnte, eine Momentaufnahme machen möchten – zum Beispiel von Preislisten, Job- oder Immobilienangeboten, betrunken geposteten Blog-Einträgen...
Gespeicherte Seiten haben keine aktiven Elemente und keine Skripte, so dass keine Pop-ups oder Malware enthalten sein können!

Suchen Sie im Archiv der gespeicherten Webseiten





archive.today
webpage capture

Gespeichert von <https://www.facebook.com/sigmar.gabriel>

suchen

28 März 2019 17:00:57 UTC

versionsgeschichte —früher später—

Weitergeleitet von <http://facebook.com/sigmar.gabriel>

keine andere Momentos dieser URL

Alle Mementos von Domain [facebook.com](https://www.facebook.com)
von Domain www.facebook.com

Verlinkt aus
ar.wikipedia.org » [سِيْمَار غَابِرِيَل](#)
ca.wikipedia.org » [Sigmar Gabriel](#)
es.wikipedia.org » [Sigmar Gabriel](#)
he.wikipedia.org » [סִימָר גַבְרִיאֵל](#)
ru.wikipedia.org » [Га́бриэль, Си́ммар](#)
uk.wikipedia.org » [Сі́ммар Га́бриєл](#)
uk.wikipedia.org » [Сі́ммар Га́бриєл](#)

Abbild

Bildschirmfoto

tellen download .zip einen Fehler oder Missbrauch melden

0%

Facebook profile page for Sigmar Gabriel. The page header shows the name 'Sigmar Gabriel' and a search icon. Below the name is a circular profile picture of a man in a blue suit. To the right of the profile picture are buttons for 'Like', 'Follow', 'Share', and a three-dot menu. The main content area is mostly blank, with a banner image at the top right that reads '© Ian Taylor Photography'. The navigation bar at the top includes 'Home', 'Find Friends', and a notification bell icon.



II. Further recommendations from participants

3. <http://timetravel.mementoweb.org/>
Meta-Search engine for archived data
4. <https://hunter.io>
identifies the e-mail-structure of
organisations and companies
5. <https://checkwa.online/wp/>
Gives you whatsapp pictures & status



Any questions left?
Get in contact!

lindemann@autorenwerk.de

Marcus Lindemann
mobile: +49-178-257619-0
office +49-30-257619-12

recherche-info.de