

What you and I keep doing wrong when searching the web

EIJC 2019, Mechelen, 17th of May

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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

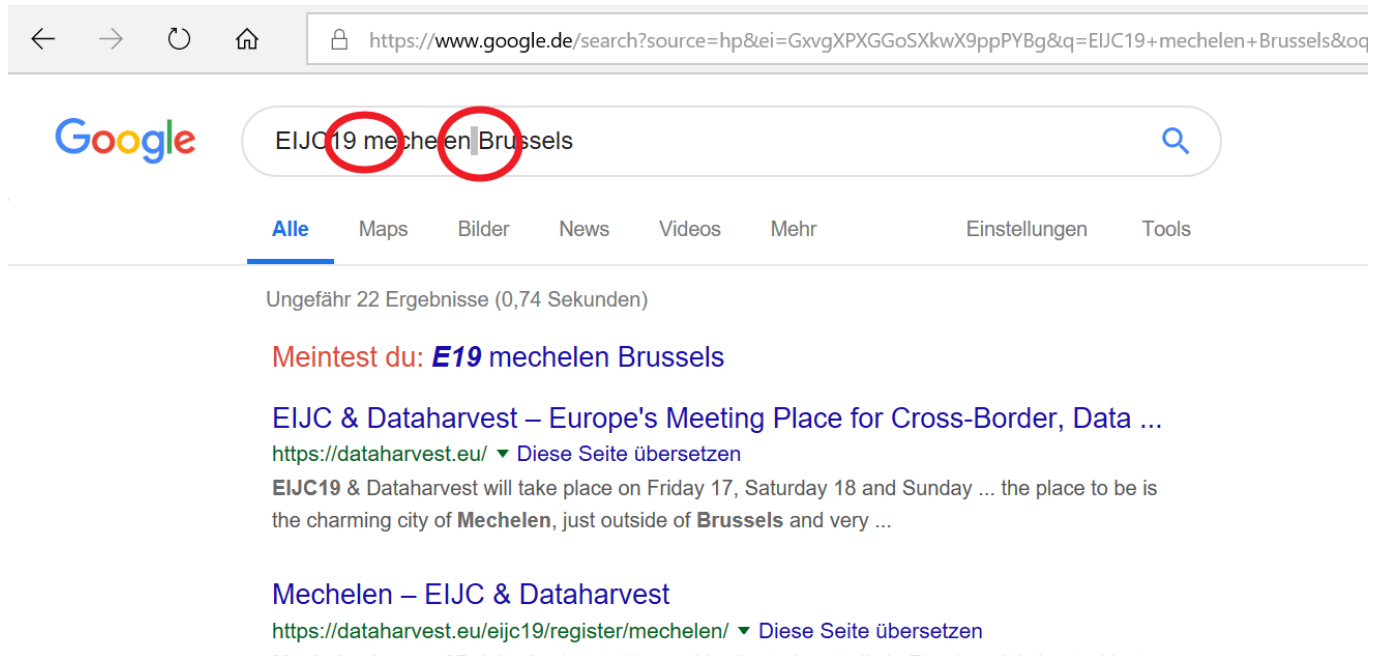
- I. Use Google properly
- II. Think beyond Google
- III. Other recommendations



I. Use Google properly

I. Use Google properly

1. There is an invisible AND.



The screenshot shows a Google search interface. The address bar at the top displays the URL: `https://www.google.de/search?source=hp&ei=GxvgXPXGGoSXkwX9ppPYBg&q=EIJC19+mechelen+Brussels&oq`. The search bar contains the text "EIJC19 mechelen Brussels", with "mechelen" and "Brussels" circled in red. Below the search bar, navigation tabs include "Alle" (selected), "Maps", "Bilder", "News", "Videos", "Mehr", "Einstellungen", and "Tools". The search results indicate "Ungefähr 22 Ergebnisse (0,74 Sekunden)". The first result is titled "Meintest du: **E19** mechelen Brussels" and links to "EIJC & Dataharvest – Europe's Meeting Place for Cross-Border, Data ...". The second result is titled "Mechelen – EIJC & Dataharvest" and links to "https://dataharvest.eu/eijc19/register/mechelen/".

Google

EIJC19 mechelen Brussels

Alle Maps Bilder News Videos Mehr Einstellungen Tools

Ungefähr 22 Ergebnisse (0,74 Sekunden)

Meintest du: **E19** mechelen Brussels

EIJC & Dataharvest – Europe's Meeting Place for Cross-Border, Data ...
<https://dataharvest.eu/> ▼ Diese Seite übersetzen

EIJC19 & Dataharvest will take place on Friday 17, Saturday 18 and Sunday ... the place to be is the charming city of **Mechelen**, just outside of **Brussels** and very ...

Mechelen – EIJC & Dataharvest
<https://dataharvest.eu/eijc19/register/mechelen/> ▼ Diese Seite übersetzen



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 screenshot shows the Google Alerts web interface. At the top, there's a navigation bar with the Google logo and a 'Sign in' button. Below this, the 'Alerts' section has a 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' (set to 'At most once a day'), 'Sources' (set to 'Automatic'), 'Language' (set to 'English'), 'Region' (set to 'Any Region'), and 'How many' (set to 'Only the best results'). At the bottom of this section is a text input for 'Enter email' and a blue 'CREATE ALERT' button. Below the configuration section is an 'Alert preview' section. It shows a 'NEWS' category with a preview of a search result titled 'Four John Doe orders for blocking websites in the last month alone' from MediaNama.com. The preview text states: 'In the last month alone, at least four "John Doe" orders have been issued by courts in'. A small thumbnail image is visible to the right of the preview text.

Google Alerts

Monitor the web for interesting new content

Search: "John Doe"

How often: At most once a day

Sources: Automatic

Language: English

Region: Any Region

How many: Only the best results

Enter email: [input field] **CREATE ALERT** Hide options

Alert preview

NEWS

Four **John Doe** orders for blocking websites in the last month alone
MediaNama.com
In the last month alone, at least four "John Doe" orders have been issued by courts in



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

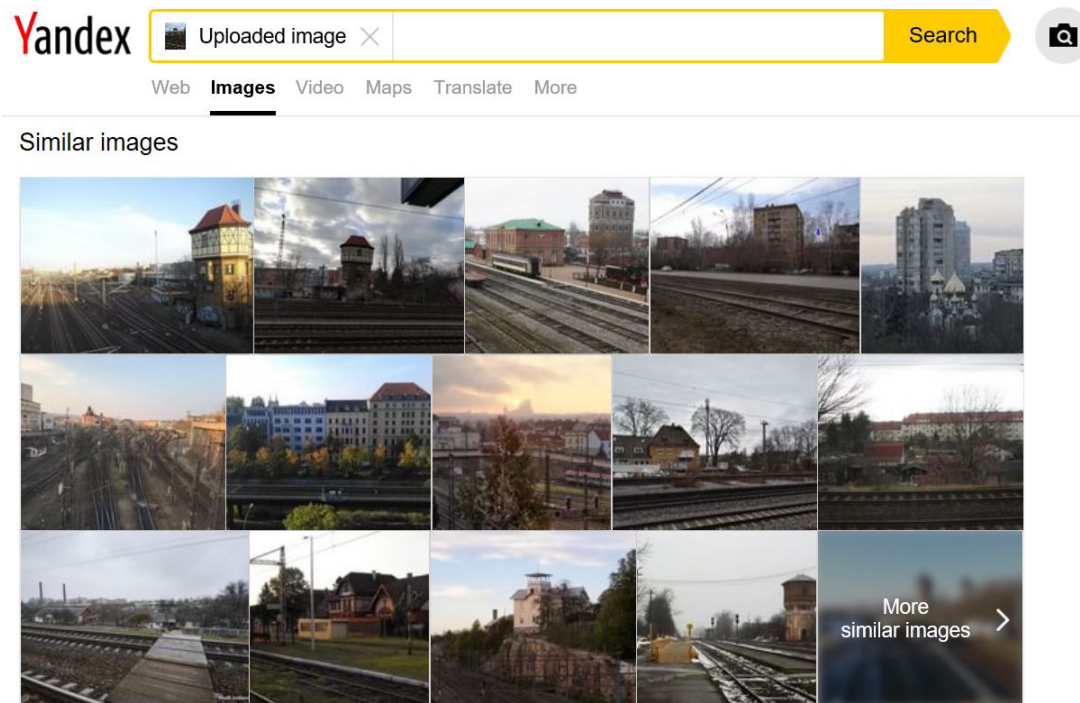
Similar images

Optisch ähnliche Bilder

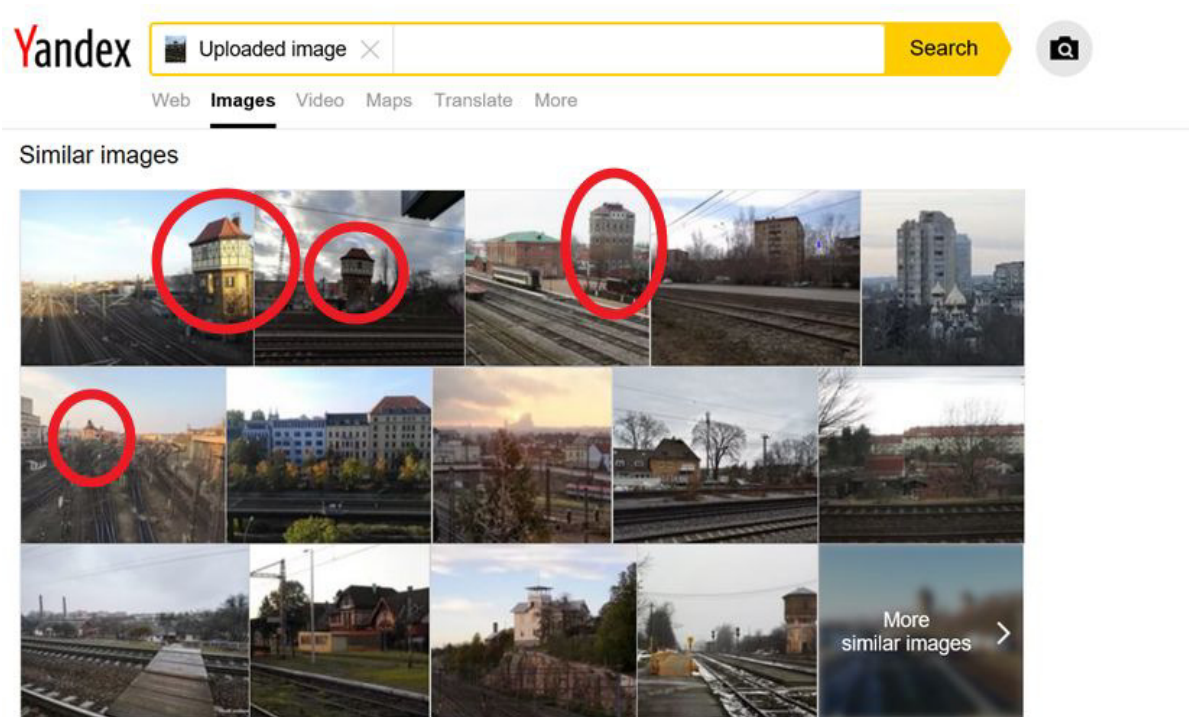


Unangemessene Bilder melden

3 tasks where Google is no longer best



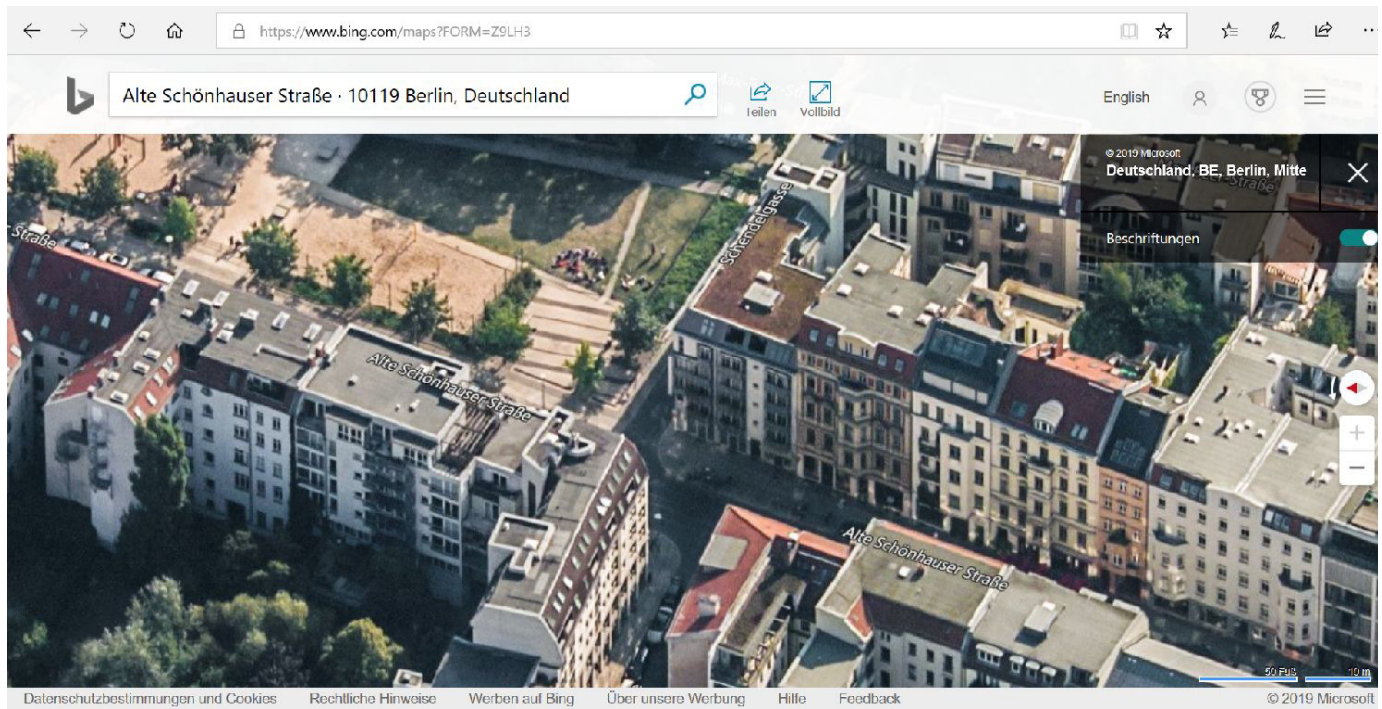
3 tasks where Google is no longer best



3 tasks where Google is no longer best



3 tasks where Google is no longer best




3 tasks where Google is no longer best

← → ↻ 🏠 <https://eijc19dataharvest.sched.com/speaker/lindemann> 📖 ☆ ⚙️ 🔍 📄

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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/CAP

3 tasks where Google is no longer best

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×

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 translation website. The browser address bar displays the URL: [https://www.deepl.com/translator#de/en/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 speaking at the conference in Kiev, Rio, Johannesburg\).](https://www.deepl.com/translator#de/en/Marcus%20Lindemann%20ist%20gesch%C3%A4ftsf%C3%BChrender%20Autor%20von%20autoren(werk)%20und%20produziert%20seit%20dem%20Jahr%202000%20mit%20seiner%20eigenen%20Firma%20Magazinst%C3%BCcke%20und%20Dokumentationen%20f%C3%BCr%20ARD%20und%20ZDF%2C%20haupts%C3%A4chlich%20zu%20Verbraucherthemen%2C%20gerne%20mit%20versteckter%20Kamera.%20Nach%20der%20Reihe%20%E2%80%9EWISO%20ermittelt%E2%80%9C%20ist%20autoren(werk)%20aktuell%20mit%20der%20Rubrik%20%E2%80%9EWISO-Trick%E2%80%9C%20(vormal%E2%80%9EOma-Trick)%20regelm%C3%A4%C3%9Fig%20im%20ZDF%20zu%20sehen.%20Lindemann%20unterrichtet%20seit%201998%20Recherche%20mit%20dem%20Schwerpunkt%20Online-Recherche%20an%20Hochschulen%20und%20in%20der%20journalistischen%20Aus- und Weiterbildung.%20Dort%20und%20in%20In-House-Schulungen%20f%C3%BCr%20Verlage%20und%20Sender%20haben%20schon%20Tausende%20von%20Journalisten%20gelernt%2C%20wie%20sie%20Google%20in%20ihrem%20Alltag%20besser%20und%20effizienter%20nutzen%20k%C3%B6nnen.%20Auch%20in%20Afrika%20und%20Asien%20schult%20er%20Journalisten%20in%20investigativer%20Recherche%20-%20vorzugsweise%20nach%20dem%20Konzept%20%E2%80%9CStory based Inquiry%E2%80%9C%20(Hunter/Sengers).%20Auf%20der%20Global%20Investigative%20Journalism%20Conference%20(GIJC)%2C%20war%20er%20mehrfach%20als%20Referent%20speaking%20at%20the%20conference%20in%20Kiev%2C%20Rio%2C%20Johannesburg.)

A blue tooltip is visible 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 for the word "lecturer", showing the options "lecturer ..." and "contributor ...".

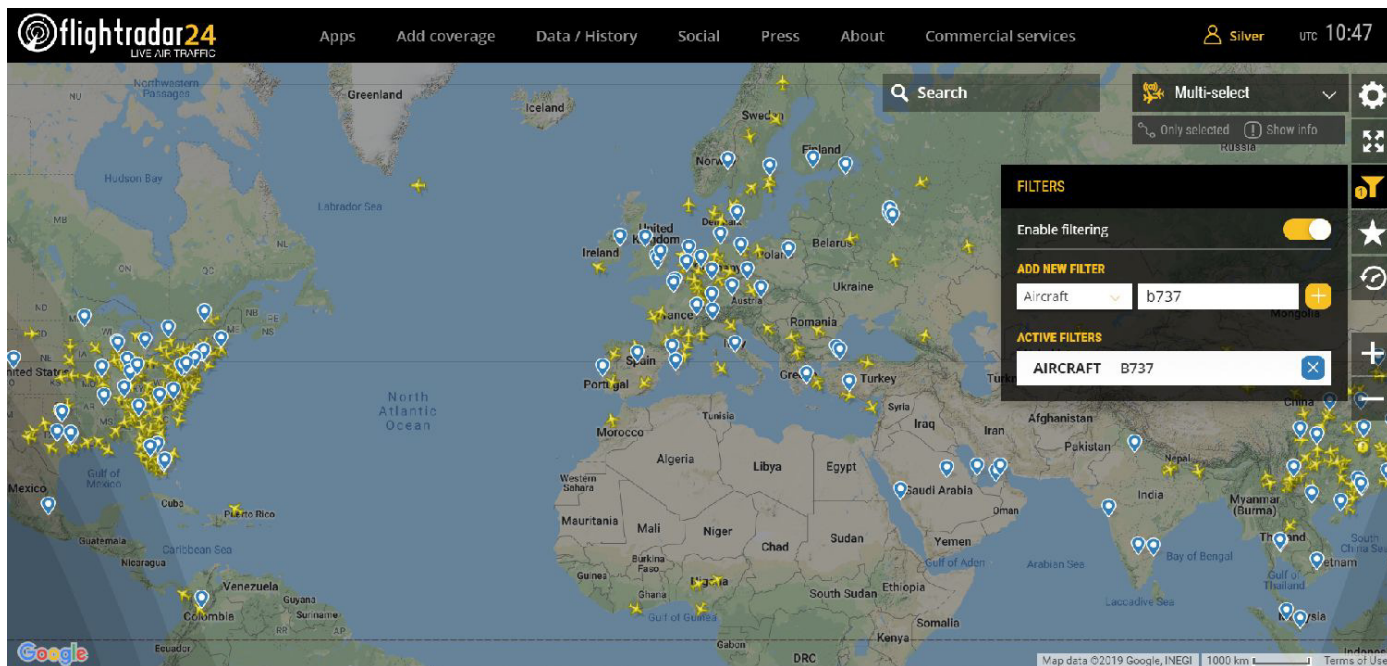


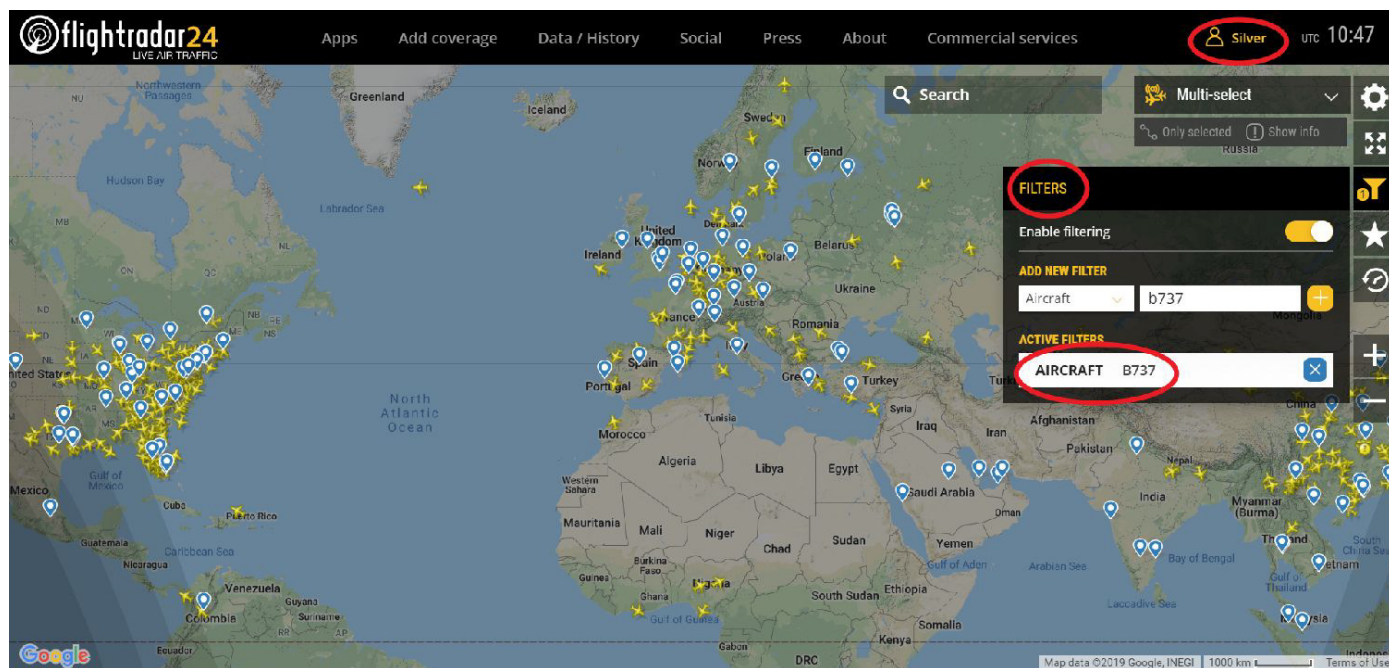
II. Other recommendations



II. Other recommendations

1. If necessary, register for services.



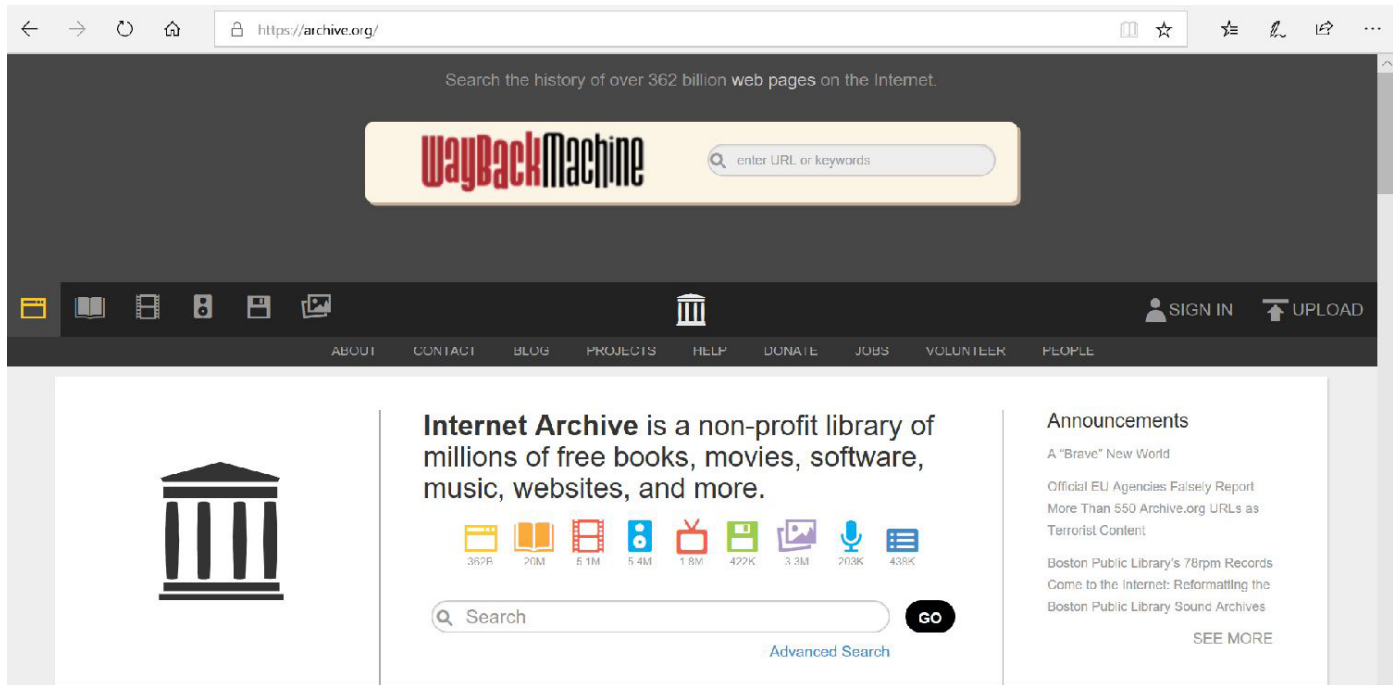




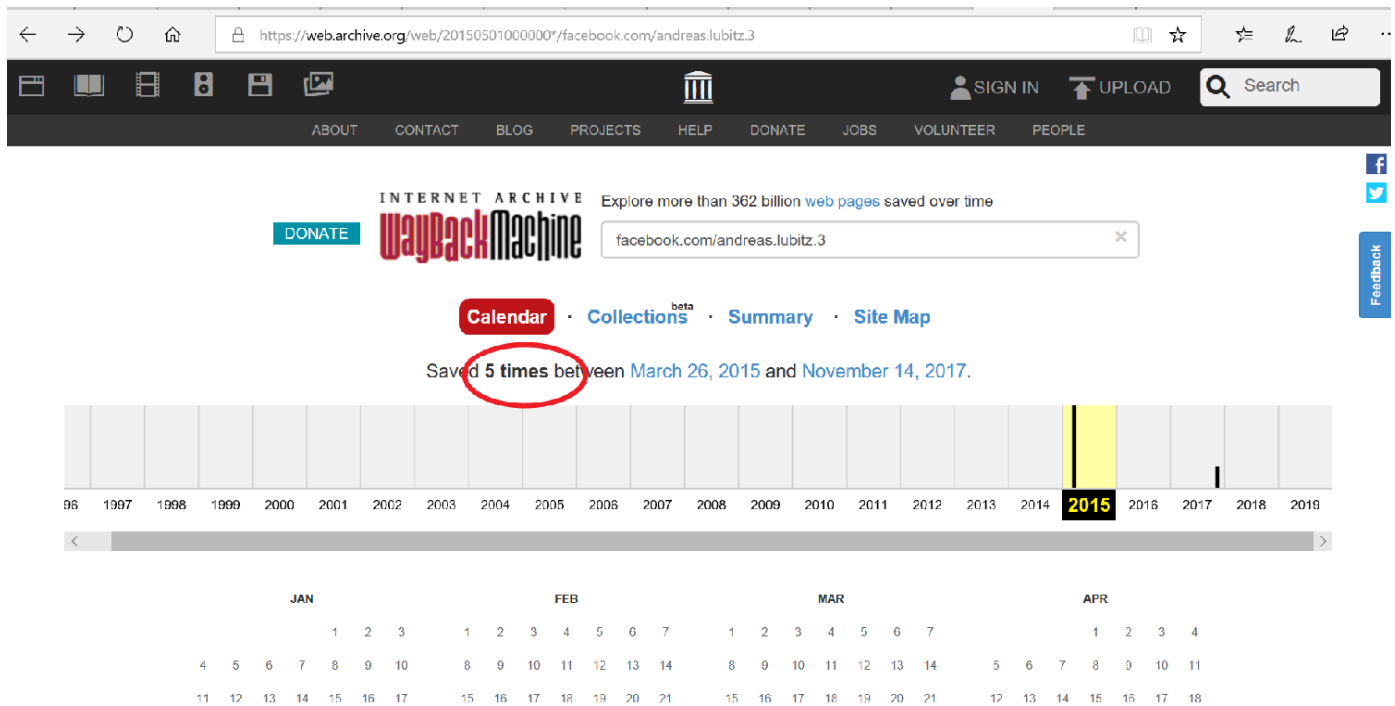
II. Other recommendations

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

The wayback maschine is great, but...



The wayback maschine is great, but...





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[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/
```




archive.today
webpage capture

Gespeichert von

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

suchen

28 März 2019 17:00:57 UTC

Weitergeleitet von

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

versionsgeschichte

früher später

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0%





 Nathan


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Sigmar Gabriel




© Ian Taylor Photography



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?
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