

How do search engines personalise results?

RBA

Depends on:

- your location
- past searches
- which sites you have looked at in the past
- your +1s
- your likes
- your shares
- sites blocked by you (Google)
- which social networks you are signed in to

How far does personalisation go?

Google can seriously damage your news

<http://www.rba.co.uk/wordpress/2011/09/03/google-can-seriously-damage-your-news/> and Is Google really filtering my news?

http://www.librarianoffortune.com/librarian_of_fortune/2011/09/is-google-really-filtering-my-news.html

An Awfully Big Blog Adventure: The answer to your question... depends on who you are (Anne Rooney)

<http://awfullybigblogadventure.blogspot.co.uk/2012/04/answer-to-your-question-depends-on-who.html>

It's all about money!

RBA

Google's Income Statement Information

(In millions, except share amounts which are reflected in thousands and per share)

	Full Year		
	2009	2010	(unaudited) 2011
Revenues			
Revenues	\$23,651	\$29,321	\$37,905
Y/Y Growth Rate	9%	24%	29%

Google 2011

Revenues \$37,905 millions

Net Income \$9,737 millions

<http://investor.google.com/financial/tables.html>

2011 – 96% of revenues are from advertising

Google has a problem....

	Full Year		
	2009	2010	(unaudited) 2011
Profitability			
Income from Operations	\$8,312	\$10,381	\$11,742
As % of Revenues	35%	35%	31%
Net Income	\$6,520	\$8,505	\$9,737
As % of Revenues	28%	29%	26%

Google's problem "How People Spend Their Time Online – Stephen's Lighthouse"

<http://stephenslighthouse.com/2012/03/14/how-people-spend-their-time-online/>



But Facebook isn't a search engine – is it?

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Already has a search option using Bing

Facebook Delves Deeper Into Search - Businessweek

<http://www.businessweek.com/articles/2012-03-28/facebook-delves-deeper-into-search>

Phil Bradley's weblog: Facebook challenging Google on search
RSN

http://philbradley.typepad.com/phil_bradleys_weblog/2012/04/facebook-challenging-google-on-search-rsn.html

If Facebook improves its web search many users will not bother leaving Facebook to go to Google for search, which means Google loses a significant amount of ad revenue

*"Our new Privacy Policy makes clear that, if you're **signed in**, we may combine information you've provided from one service with information from other services. In short, we'll treat you as a single user across all our products, which will mean **a simpler, more intuitive Google experience.**"*

"we're more excited than ever to build a seamless social experience, all across Google"

Toward a simpler, more beautiful Google

<http://googleblog.blogspot.co.uk/2012/04/toward-simpler-more-beautiful-google.html>

What does Google know about you?

Look in your Google account dashboard

<http://www.google.com/dashboard/>

How Google is targeting your ads

<http://www.google.com/ads/preferences/>

Arts & Entertainment - Visual Art & Design

Internet & Telecom - Web Services - Web Design & Development

Your demographics

We infer your age and gender based on the websites you've visited. You can [remove](#) or [edit](#) these at any time.

Age: 35-44

Gender: Male

Impact of changes on YouTube

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The screenshot shows a YouTube channel page for 'Reading Berkshire UK'. The main content area features several video recommendations:

- Paul Tustain: Be Wary of Balance Sheet Risk** (7 hours ago, 168 views) - A video by ChrisMartensondotcom.
- Reading Events** (1 day ago) - A playlist containing various local events like '2012 Reading charity pancake race', '2012 Reading Half Marathon', and 'Reading Arts Week 2011'.
- Around Reading Berkshire** (4 days ago) - Another playlist with videos like 'Changing Places Toilet Opens in ...'.

On the right side, there is an advertisement for 'Six Pack Shortcut Exposed' showing a man's torso. Below the ad, there are more video recommendations from other channels like 'Police Interceptors', 'Eddie Stobart', and 'Stoke'.

Targeted advertising?!

I wonder how Google will customise my web search based on my YouTube viewing?

Gives me videos based on my web search history, linked to my location (Reading) plus a long list of videos mentioned by people in my Google+ circles.

Google's new(ish) social network Google Plus (Google+)

<http://plus.google.com/>

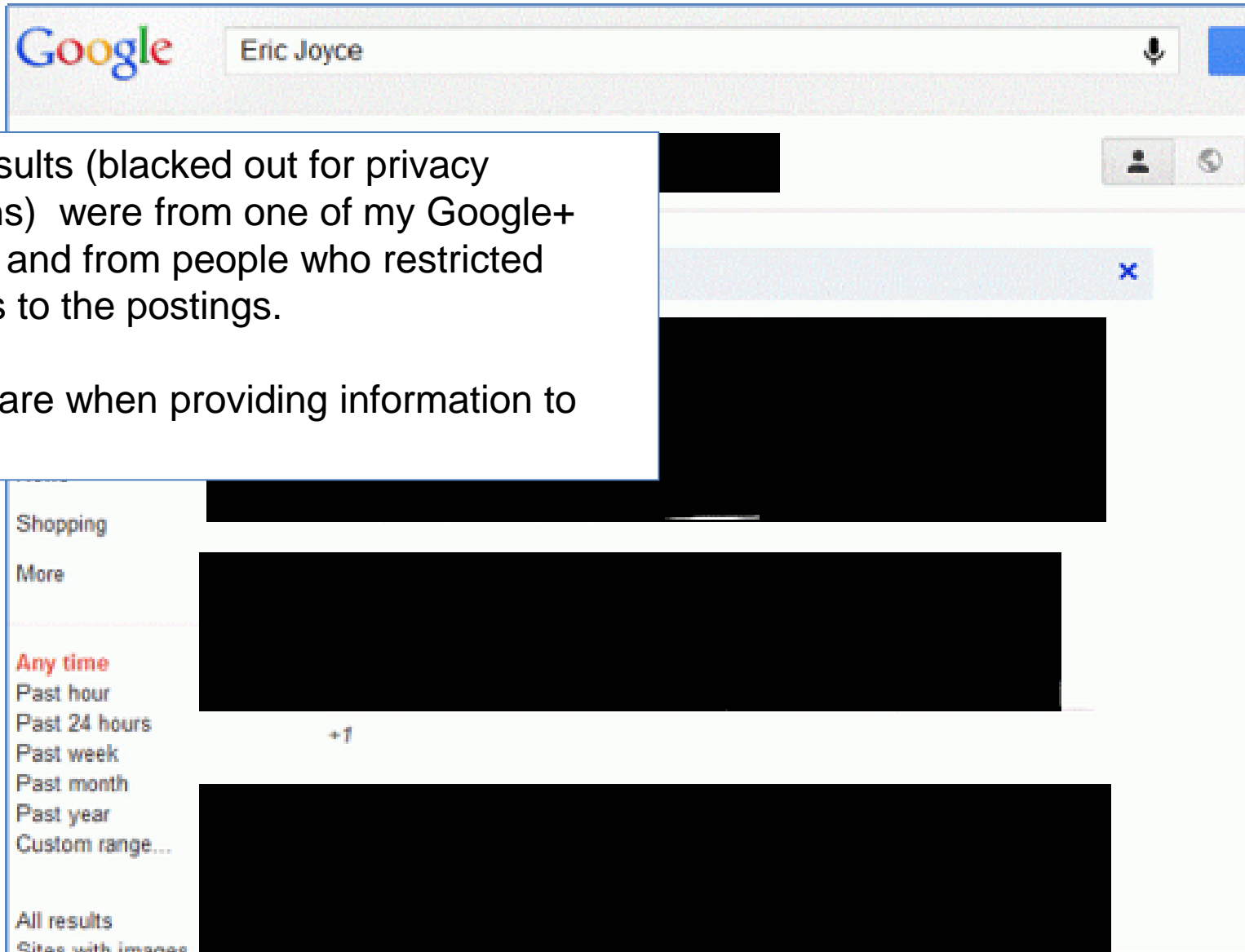
Google Now Forcing All New Users To Create Google+ Enabled Accounts

<http://marketingland.com/google-now-forcing-all-new-users-to-create-google-enabled-accounts-3912>

Search Plus Your World (SPYW) referred to as Search+ now available in Google.com and is the default. Gives priority to content from people in your Google+ network if you are signed in to your account.

(And the next Google killer is....Google!

<http://www.rba.co.uk/wordpress/2012/01/30/and-the-next-google-killer-is-google/>)



Top results (blacked out for privacy reasons) were from one of my Google+ circles and from people who restricted access to the postings.

Take care when providing information to users.

Bing - Adapting Search to You

http://www.bing.com/community/site_blogs/b/search/archive/2011/09/14/adapting-search-to-you.aspx

Bing to use Facebook, Twitter more in fight against Google | ZDNet :

<http://www.zdnet.com/blog/facebook/bing-to-use-facebook-twitter-more-in-fight-against-google/8631>

Bing Relaunches, Features New Social Sidebar

<http://searchengineland.com/the-new-bing-microsoft-tries-again-with-search-meets-social-120728>

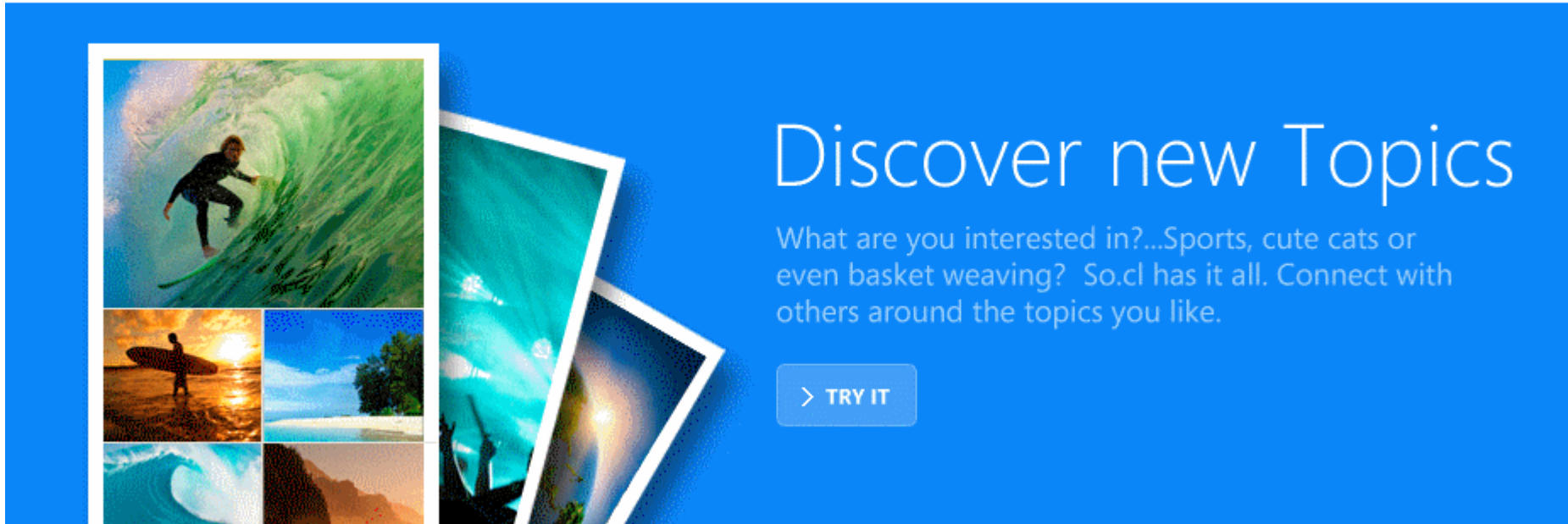
"It's not just Facebook and Twitter that get to play in the social sidebar, however. Social suggestions might also come from LinkedIn, Quora, Foursquare, Blogger and - wait for it - Google Plus"

So.cl : <http://www.so.cl/>

RBA



Sign in to So.cl with: Remember me on this computer

A large blue banner for the So.cl website. On the left, there is a collage of five photographs: a surfer riding a wave, a person with a surfboard on a beach at sunset, a tropical beach scene, a close-up of a wave, and a close-up of a person's face. To the right of the photos, the text "Discover new Topics" is written in a large, white, sans-serif font. Below this, a smaller white font asks, "What are you interested in?...Sports, cute cats or even basket weaving? So.cl has it all. Connect with others around the topics you like." At the bottom right of the text area is a light blue button with a white right-pointing arrow and the text "TRY IT". In the bottom right corner of the banner, there are four small grey circles, with the first one being slightly larger and darker, indicating a carousel of images.

Microsoft Launches So.cl Social Network: A Look Inside

<http://marketingland.com/microsoft-launches-so-cl-social-network-a-quick-look-12499>

'Social' can affect all types of web activity

RBA

The Economist website header includes navigation links for Log in, Register, Subscribe, Digital & mobile, Events, Topics A-Z, Newsletters, Jobs, and social media icons. The article title is "Dressing up" with a sub-headline "Central banks cannot control all types of inflation". The article text discusses "size inflation" and includes a line chart showing the average waist measurement in inches for various clothing sizes from 1975 to 2012.

Year	Size 18	Size 16	Size 14	Size 12	Size 10
1975	32	30	28	26	24
2012	36	34	32	30	28

Source: The Economist

In this section

- Spies, lies and the internet
- The year of many votes
- » Dressing up
- Tall storeys
- Back to the future
- Small change
- Riding the data wave



Article "recommended" by a friend on Facebook.

Advertising based on Facebook friend's interests & work

Details of Facebook friend's activity using Economist app




Signing in and sharing to gain access to data


How To Download

 Like 490
  Tweet 212
  +1 421

Option 1: Very easy! Share this page on Facebook, Twitter, or Google Plus. Use the buttons above to share and your download link will be revealed right below. These buttons also help us spread the word. Thank you!


Option 2: [Subscribe to MakeUseOf Newsletter](#) and get unlock password to download. Enter the password below to download the file. (Already subscriber? Re-enter the password in the newsletter subscription form to retrieve the password).

 Like 491
  Tweet 212
  +1 422



Best Google Search Tips
<http://www.makeuseof.com/pages/best-...>
 Most people have no idea about handy Google commands that can be used for specific searches. Google lets you do a lot more than that. For instance...


twitter 

 karenblaker


Share a link with your followers


<http://www.makeuseof.com/pages/google-search-tips-pdf>

87

 You publicly +1'd this as [Karen Blakeman](#). ✕

Add a comment...



 [Best Google Search Tips »](#)
 Most people have no idea about handy Google commands that can be used for specific searches. Google lets you do a lot more than that. For instance, did

+ Add more people ▾

Also email [5 people](#) not yet using Google+

To allow personalisation and "social" - or not?

RBA

Not necessarily a bad thing

Use a second browser with search history enabled and logged in to accounts for a different point of view

But does bias results

What I see on my screen is not what you'll see on yours

Be aware of potential privacy issues regarding friends and contacts in social networks when providing results to your users

Want to switch it off?

- log out of all search engine and social media accounts when searching
- disable and remove web/search history
- manage cookies, automatically delete cookies after computer log out or switch off
- Use Chrome Incognito (Chrome owned by Google!)
- In Google use Verbatim/Doslovně in the left hand menu on results page

Try a search tool with less or no personalisation RBA

Seznam (I am not sure how much or if Seznam personalises results)

<http://www.seznam.cz/>

DuckDuckGo – does not track, does not personalise

<http://duckduckgo.com/>

Yandex.com – International version of the Russian search engine

<http://www.yandex.com/>

Blekkko

<http://www.blekko.com/>

Million Short – omits the top million most "popular" sites from results

<http://www.millionshort.com/>

And when you really DO want to search "social"....

Most of the search engines are not very good at it in terms of time periods covered, amount of information covered

Often have to search within the network itself

Or use specialist tools:

- <http://search.twitter.com/>
- <http://topsy.com/>
- <http://www.socialmention.com/>
- <http://www.icerocket.com/>
- <http://whostalkin.com/>

Really useful tool number 1

Mendeley – <http://www.mendeley.com/>

- often appears in top Google results for scientific queries
- social bookmarking and collaboration tool for researchers and scientists
- where researchers collect articles used as background or citations for projects and papers
- many collections are public and searchable
- good advanced search options
- very useful way of finding related articles
- can also help identify experts on a subject

Papers

In this catalog: 34,235,271 papers

Advanced search options

Search

Everywhere

Within title

Within authors

Within abstract

Within MeSH terms

Document type:

Publication date:

Search papers within all acad

Search only papers within the

- Arts and Literature
- Astronomy / Astrophysics / Sp
- Biological Sciences
- Business Administration
- Chemistry

Search bar:

eg: scientific impact measures Advanced search

Reactor physics ideas for large scale utilization of thorium in gas cooled reactors
Argala Srivastava, V Jagannathan, Naoyuki Takaki in *Progress in Nuclear Energy* (2011)

The physics principles for maximizing the fertile to fissile conversion were used in developing reactor concepts for large scale utilization of thorium in thermal and fast reactors (Jagannathan &...)

Related research 2 readers

... of thorium fuel cycle with LWR and MSR
... in *Progress in Nuclear Energy* (2011)

... less radioactive waste. Safety will also be enhanced. The ... triggered by plutonium supply from ordinary light water

Related research 2 readers

... ed fuels with different fissile components in existing boiling

Related research

A Qualitative Assessment Of Thorium-Based Fuels In Supercritical Pressure Water Cooled Reactors PHYSOR 2002 A QUALITATIVE ASSESSMENT OF THORIUM-BASED FUELS IN
Kevan D Weaver, Philip E Macdonald in *October* (2002)

Related research 1 reader

Method for Investigating the Applicability of Thorium-Based Fuels in Existing BWRs
Valentin Fhager in *Fuel* (2009)

Related research 1 reader

Comparison based on existing Light Water Reactors (LWRs)
J M Kendall in *Philosophy* (2004)

Related research 1 reader

Viability of Hydrogen Water Chemistry for Protecting In-Vessel Components of Boiling Water Reactors
D D Macdonald in *Corrosion* (1992)

Related research 2 readers

Performance Of Thorium-Based Mixed Oxide Current And Advanced Reactors Performance of Thorium-Based Mixed Oxide Fuels for the Consumption of Plutonium in Current and Advanced Reactors

Overview

Related research

Progress in Nuclear Energy (2011)
Volume: 53, Issue: 6, Publisher: Elsevier Ltd, Pages: 618-625
ISSN: 01491970
DOI: 10.1016/j.pnucene.2010.03.004

Available from linkinghub.elsevier.com

or Find this paper at:

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-
-
-

... the technical feasibility of fuelling a conventional BWR
... thorium-based fuel, computer simulations were
... lattice model using CASMO-5. Four different fissile
... homogeneously combined with thorium to form mixed
... oxide pellets: Uranium enriched to 20% U-235 (LEU), plutonium recovered from
... spent LWR fuel (RGPu), pure U-233 and a mixture of RGPu and uranium
... recovered from spent thorium-based fuel. Based on these fuel types, four BWR
... nuclear fuel assembly designs were formed, using a conventional assembly
... geometry (GE14-N). The fissile content was chosen to give a total energy release
... equivalent to that of a UOX fuel bundle reaching a discharge burnup of about 55
... MWd/kgHM. The radial distribution of fissile material was optimized to achieve low
... bundle internal radial power peaking. Reactor physical parameters were
... computed, and the results were compared to those of reference LEU and MOX

Really useful tool number 2

Paper.li – <http://paper.li/>

Searches Twitter and Google+ for your keywords and hashtags

Identifies postings containing links to papers, web pages, photos and videos

Creates a "newspaper" summarising the content

Can create a newspaper for:

- single Twitter user
- you and the people you follow
- a Twitter list
- Twitter hashtag
- keywords on Twitter
- Google+ user
- keywords on Google+

Paper.li – individual Twitterstream

RBA

<http://paper.li/karenblakeman>

The Karen Blakeman Daily

Published by [Karen Blakeman](#) – 97 news spotters today

Next update in about 23 hours

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Universe's first stars were more suns than supergiants - space - 20 November 2011

[newscientist.com](#) - THE earliest stars may have been less than half as large as previously thought. The new size limit could resolve one of astronomy's oldest mysteries: why some elements are more abundant than theory...

NS newscientist

m.guardian.co.uk

[m.guardian.co.uk](#) - When is it permissible for men to claim publicly that a respectable woman from an ethnic minority is an immigrant prostitute? According to DS Steve Worthington, of London's Paddington Green police S...

Times Higher Education - Southampton begins recruitment for new Malaysia campus

[timeshighereducation.co.uk](#) - 20 November 2011 The University of Southampton's first overseas campus has begun enrolling students after the project received academic accreditation from the...

After 3 Hours, Few Care About Socially Shared Links

[searchengineland.com](#) - There have been various studies over the past year suggesting that if

created 6 months ago
Karen Blakeman

58 views

3 subscribers

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10

Bill Evans - Jim Hall 1962 ~ Ro



Children : The indoctrination O



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Education

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CILIP Public Libraries Group Public Library Journal

[cilip.org.uk](#) - It is with profound regret that the Public Libraries Group of CILIP announces the cessation of the Public Library Journal. For decades, PLJ has been an excellent resource for public library pr...

LIS LISResearch

Consultation begins on Fosters Residential Care Home, Woodley

[bbc.co.uk](#) - 20 November 2011 Last updated at 04:10 ET The future of a residential care home in Berkshire is in doubt because its buildings fall below recommended standards. Wokingham Borough Council has launch...

BBCBerkshire



! Rainforest Lawyer Vine ! Tropical Rainforest, Far North Queensland Australia

[rainforest-australia.com](#) - Return to Rainforest Floor ORReturn to Rainforest PlantsTrees Lawyer Vine (Wait-a While) Photo: Courtesy of Damon RamseyLawyer Vine (Wait-a While): Calamus muelleriThis vine grows in areas of dis...

Charonq



ChileFoundry News – Levi Roots – Opps

[chilefoundry.co.uk](#) - Levi Roots - Reggae Reggae Saucelt seems that Levi Roots has gotten in to a spot of bother at the High Court. He is being sued for £600,000 by former business partner Tony Bailey and financial adv...

SDCF_CO_UK

Couverture and The Garbstore » The Dorm Scandinavian display case

23/05/2012

Paper.li – keyword (Biofuels)

<http://paper.li/karenblakeman/1321447614>

RBA

Biofuels

Published by [Karen Blakeman](#) – 93 news spotters today

Next update in about 22 hours

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HEADLINES ENVIRONMENT SCIENCE HEALTH EDUCATION BUSINESS SOCIETY #BIOFUELS #BIOFUEL

Texas Science – News from the College of Natural Sciences » Blog Archive » Algal Biofuels are the Future (For Now)

web5.cns.utexas.edu - Dr. Jerry Brand inside the UTEX Culture Collection of Algae. One of the primary constraints of using algae for biofuels, said Professor Jerry Brand, is that we don't know yet how to farm it at the ...

KaineK

Study finds renewable fuel mandates alone not likely to lower carbon intensity of biofuels; the importance of localized LCAs and optimized low carbon fuel standards

humanitariannews.org - A new lifecycle analysis (LCA) by a team from the University of Cambridge (UK), the Great Plains Institute, and the University of Minnesota suggests that renewable fuel mandates such as those cu...

HumanityNews

Study finds renewable fuel mandates alone not likely to lower carbon intensity of biofuels; the importance of localized LCAs and optimized low carbon fuel standards

newsongreen.org - A new lifecycle analysis (LCA) by a team from the University of Cambridge (UK), the Great Plains Institute, and the University of Minnesota suggests that renewable fuel mandates such as those cu...

NewsOnGreen

Brasil pode se tornar centro de desenvolvimento de biocombustíveis para aviação - Cana-de-Açúcar - Agricultura

created 4 days ago
Karen Blakeman

5 views 2 subscribers

NewsOnGreen



KaineK

Working Together On Fuel - Biofuels Are an Industry Priority

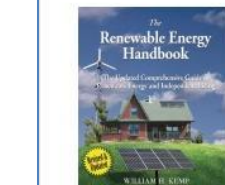
iata.org - You are here: Home » Pressroom » Press Releases » Working Together On Fuel - Biofuels Are an Industry Priority No.: 56 Date: 15 November 2011 Paris –The International Air Transport Association (IAT...

BiomassMuse

Venture Capitalist Marianne Wu On Why Now Is The Right Time For Biofuels

fastcompany.com - In this extended version of the talk from our new issue, we speak with Marianne Wu, a partner at Mohr Davidow Ventures. "A lot of people assume that green biofuels mean higher prices or worse perfo...

MohrDavidow



A Corny Turn For Biofuels From Switchgrass

organic-devon.co.uk - Introducing a special corn gene into switchgrass was found to significantly boost the viability of the switchgrass biomass as a feedstock crop for advanced biofuels. The gene, a variant of the Corn...

USDA Blog » Secretary's Column: Flying Planes with Biofuels

blogs.usda.gov - Not everyone knows it, but most Americans use biofuels to help power their car or truck every day. Using biofuels we produce here at home creates jobs, raises incomes for farmers, and saves us all...

Ecolutionize

Environment Petition: U.S. Department of Energy: U.S. Department of Energy should invest more research into Algae Biofuels!!

change.org - Tell the U.S. Department of Energy to invest more time, money, and research in Algae Biofuels!! Every day the US imports approx. 20 million barrels per day, of oil, which is more than 25% of the wo...

trygges



Green, green grass of home

smh.com.au - Illustration: Michael Mucci Airlines are leading the race to use biofuels, lured by the prospect of tantalising efficiency gains, writes Clive Dorman. Australia's two main airline groups aren't wait...

Personalisation and socialisation of search is here to stay.

They can seriously bias and restrict search results but can also give an important, alternative point of view.

Understand how personalisation and social activity influence results, how to avoid their impact when necessary, but also how to use them as part of a search strategy.

Thank you. Please share!

 13,676

