

Inforum 2006, Prague









Specialist Tools for Tackling the Hidden Web



A Subject Launchpad Karen Blakeman **RBA Information Services** karen.blakeman@rba.co.uk



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We have a problem

Web (Yahoo – 20 billion!) News Pictures Video Video Audio, podcasts

Formatted files Blogs **Discussion boards** Databases Books Learned journals **Pre-prints** etc. etc. etc.



What is the hidden web?

- Sometimes called the invisible web, the deep web, the dark web
- Information that is not easy to find
 - may be there but not covered by Google *et al*. or buried near the bottom of the results list
- The massive web
- The poorly ranked web
- The unindexed web
- The password protected web



General search techniques

- The massive web
 - what do you do with 9,726,780 results?
 - most relevant may be near the bottom
 - imagine what you would like to appear in your ideal document and include those words in your search
 - ask or partially answer your question in your search
 - how fast can a hippopotamus run
 - a hippopotamus can run at
 - use the advanced search
 - use alternative search terms or synonyms

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► Refine Search	Association for the Study of Peak Oil and Gas (ASPO) Network of concerned European scientists working to evaluate the world's endowment and definition of oil and gas; study its depletion; and raise awareness of the serious consequences of peak oil crisis for mankind It is great that CNN pay attention to Peak Oil , but Peak Oil is reality and not fiction. We don't need to wrap Peak Oil in hurricanes, terrorism, and statements www. peakoil .net		

Information on the geological, economical, political, and social aspects of the **peak oil** phenomenon. ... professional, conservative individuals who are absolutely terrified by a phenomenon known as global "**Peak Oil** ... the year of global **Peak Oil**, worldwide **oil** production in the year ... www.lifeafterthe**oil**crash.net

PeakOil.org 🖻

Looks at the potential for the **peak** in world **oil** production to radically change civilization. ...

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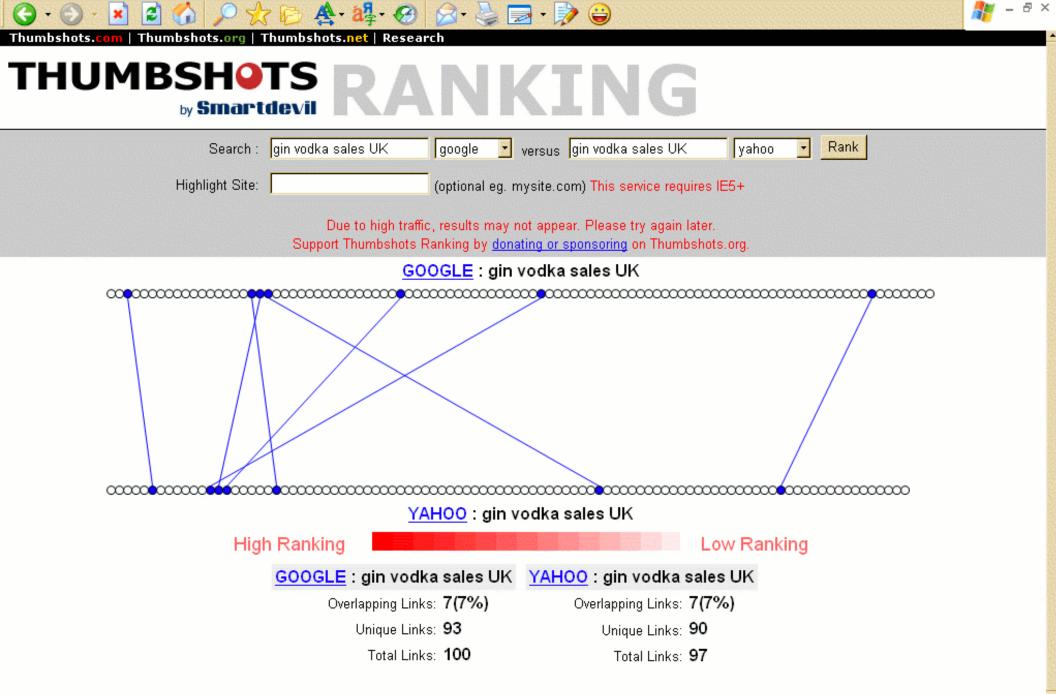
The Google Sinker

- Named by Phil Bradley
- Also works in Yahoo and Exalead
- Repeat the most important words in your search
 - beer market share belgium czech
 - beer market share belgium czech czech
 - beer market share belgium czech czech czech
 - beer market share belgium belgium czech czech czech
 - All give different results and change the order



Use a different search engine

- Different coverage
- Different types of information
 - news, image, video, blog search, audio etc.
- Sort your results in a different order
 - Yahoo search.yahoo.com
 - ASK www.ask.com
 - Exalead www.exalead.com
 - MSN search.msn.com
- ranking.thumbshots.com to compare results



"This is very cool!" -- Chris Sherman, SearchEngineWatch & SearchWise

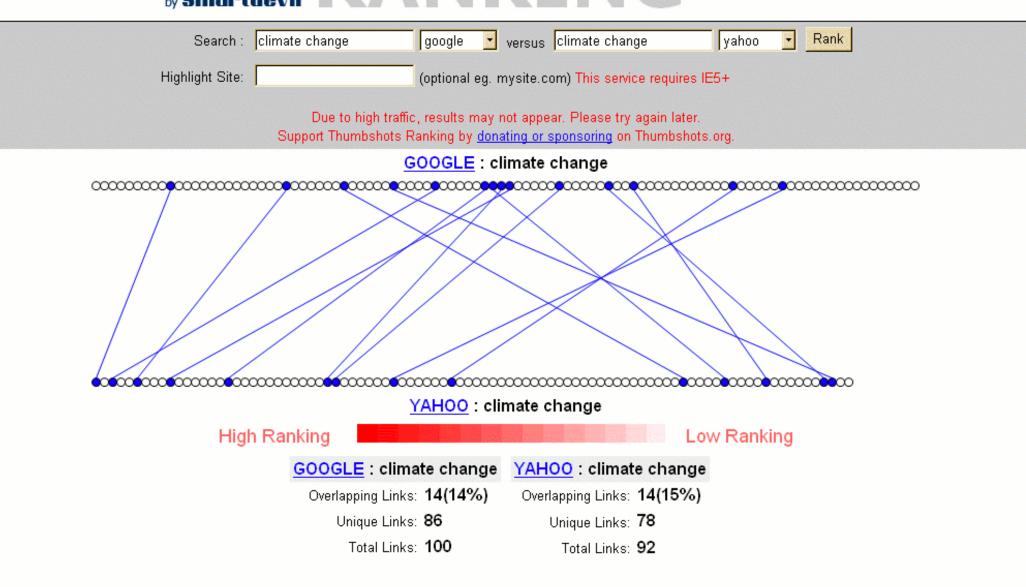
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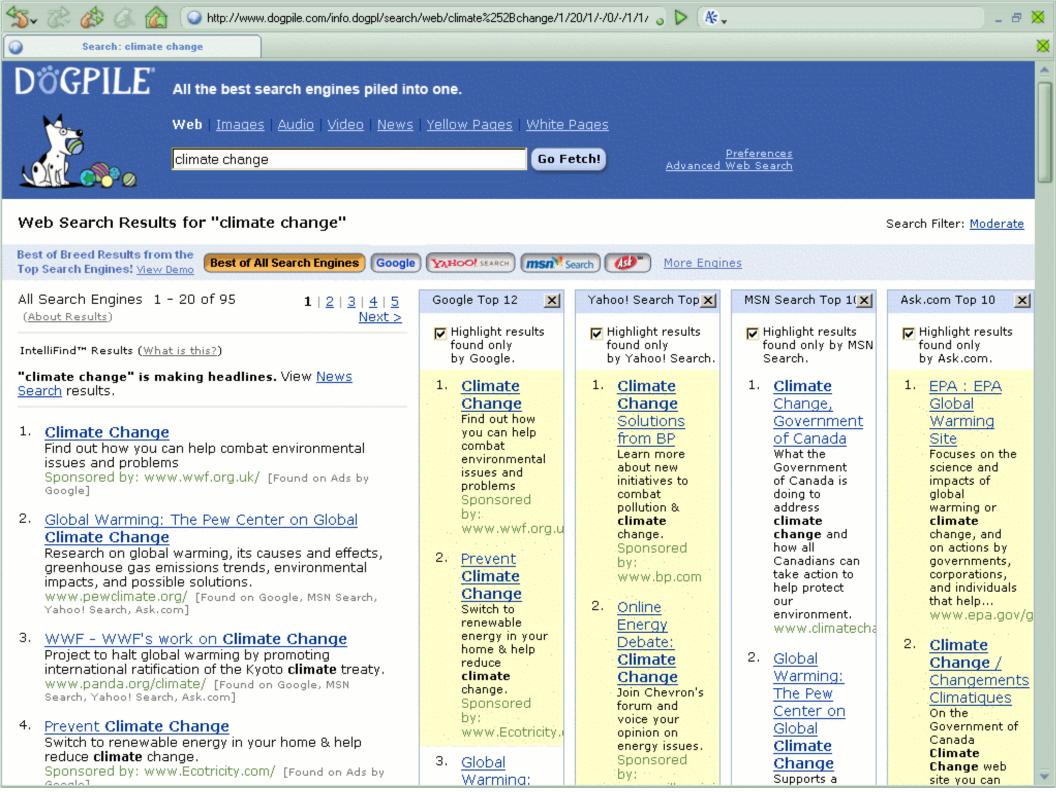


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"This is very cool!" -- Chris Sherman, SearchEngineWatch & SearchWise

Read and send feedback | Report bugs | Donations & Sponsorships | Tell a friend

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Think "type of information"

- Statistics
 - official national statistics offices
 - www.library.auckland.ac.nz/subjects/stats/offstats/
 - www.nationmaster.com
- Information on companies
 - Official company registries
 - www.rba.co.uk/sources/registers.htm
- Peer reviewed articles
 - Scirus, Google Scholar (?), Windows Academic Live, PubMed, priced databases – STN, Thomson, Proquest, Alacra



Evaluated subject listings and portals

- Lists of sites assessed and evaluated by people knowledgeable in that subject
- Often include links to databases and resources not easily found by the search engines
- BUBL
 - www.bubl.ac.uk



BUBL Information Service

BUBL LINK Catalogue: Selected Internet resources covering all academic subject areas

Subject Menus | Countries | Types | BUBL UK | BUBL Archive

Search

Advanced Search

ABCDEFGHUJKLMNOPQRSTUVWXYZ

<u>000 Generalities</u> *Includes:* computing, Internet, libraries, information science

<u>100 Philosophy and psychology</u> Includes: ethics, paranormal phenomena

200 Religion Includes: bibles, religions of the world

<u>300 Social sciences</u> *Includes:* sociology, politics, economics, law, education

<u>400 Language</u> *Includes:* linguistics, language learning, specific languages <u>500 Science and mathematics</u> Includes: physics, chemistry, earth sciences, biology, zoology

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<u>600 Technology</u> *Includes:* medicine, engineering, agriculture, management

700 The arts Includes: art, planning, architecture, music, sport

800 Literature and rhetoric Includes: literature of specific languages

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<u>900 Geography and history</u> *Includes:* travel, genealogy, archaeology

BUBL uses the Dewey Decimal Classification system as the primary organisation structure for its catalogue of Internet resources. The Dewey Decimal Classification is (c) 1996-2005 OCLC Online Computer Library Center. Used with permission.

E-LIS | CDLR Projects | Contacts and Credits

BUBL Information Service, Centre for Digital Library Research, Strathclyde University, Glasgow G1 1XH, Scotland Tel: 0141 548 4752 Email:bubl@bubl.ac.uk **BUBL LINK: Agricultural research**



BUBL LINK Catalogue of Internet Resources

Home | Search | Subject Menus | Countries | Types | BUBL UK | Index

<u>A B C D E F G H L J K L M N O P Q R S T U V W X Y Z</u>

Agricultural research

Titles

- 1. Agricola: Agricultural Online Access
- Agricultural Technology Centre: Agriculture, Food and Rural Development
- 3. AIBS: American Institute of Biological Sciences
- 4. CANSIS: Canadian Soil Information System
- 5. EDINA BIOSIS
- 6. Farm Business Survey
- 7. FarmChina.com
- 8. Find the Expert at the Agricultural Research Service
- 9. Food and Agriculture Organization of the United Nations
- 10. <u>Global Information and Early Warning System on</u> Food and Agriculture (GIEWS)
- 11. IACR: Institute of Arable Crops Research
- 12. ICRAF: International Centre for Research in Agroforestry
- 13. Journal of Agricultural Genomics
- 14. Rural Europe
- 15. Scientific Journals: Agricultural Economics
- 16. Scientific Journals: Agriculture
- 17. State of Food and Agriculture 2000
- 18. Sustainable Development Dimensions
- 19. Tektran Database

Comments: bubl@bubl.ac.uk

Descriptions

Agricola: Agricultural Online Access

Database of bibliographic records covering materials dating from the 16th century to the present. Encompasses all aspects of agriculture and allied disciplines, including plant and animal sciences, forestry, entomology, soil and water resources, alternative farming practices and agricultural economics, products and engineering.

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ractices and agricultural economics, products and engine

- Author: National Agricultural Library
- Subjects: agricultural research, soil science, water management
- DeweyClass: 630

Resource type: opac

Agricultural Technology Centre: Agriculture, Food and Rural Development

Engineers and technologists who specialise in producing information based on research, development and evaluation for agricultural machinery and technology. Whether you are a farmer or a small business operating in the agriculture industry, the Agricultural

Technology Centre (AgTech Centre) provides expertise in the areas of development,

evaluation, research, information and technology transfer.

Author: Government of Alberta

Subjects: agricultural research, agricultural technology

DeweyClass: 631.3

Resource type: service

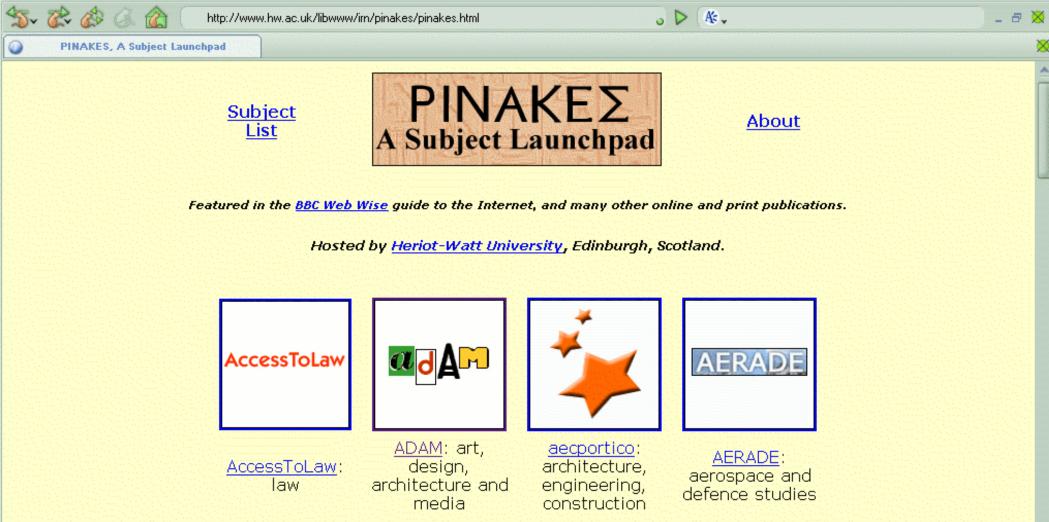
AIBS: American Institute of Biological Sciences

Organisation dedicated to research and education in the biological, medical, environmental, and agricultural sciences. Includes information about the organisation, its services, meetings, and publications, including tables of contents from the monthly journal BioScience from January 1999 onwards, freely available to members. *Author*: AIBS



Evaluated subject listings and portals

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- BUBL
 - www.bubl.ac.uk
- Aerade, EEVL, Biome, Sosig etc.
 - listed in Pinakes
 - www.hw.ac.uk/libwww/irn/pinakes/pinakes.html







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- Aerade, EEVL, Biome, Sosig etc.
 - listed in Pinakes
 - www.hw.ac.uk/libwww/irn/pinakes/oinakes.html
- Alacrawiki spotlights for industry sector information
 - www.alacrawiki.com

> Alacra Spotlights Asgregators

- Blogs
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- Events
- Organizations
- People
- Publications
- Publishers
- Types of Content

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Do you have feedback, comments or suggestions for us? Please <u>email us</u>

- What links here
- Related changes
- Special pages
- Privacy Policy
- Visit these Alacra sites:
- alacra .com alacra Store alacra Blog

article discussion vi

view source history

by Bouriana Zakharieva, Alacra Web Editor



Automotive

There is an overwhelming amount of information online about the automotive industry and a great deal of it is either consumer-oriented or targeted to members of trade associations from various automobile niche markets. Here are some of the most comprehensive and valuable research resources:

Ward's Auto & is a comprehensive portal devoted to the U.S. auto industry, which includes industry updates, news and analysis, a supplier survey, an automaker directory, industry statistics, information on new products and vehicles, and auto reports. Automotive Digest & is another well organized portal covering different aspects of the industry (e.g. - aftermarket, energy, legislative, environmental issues, and vehicle safety), which offers news, directories of manufacturers and dealers, statistical data, market research, and industry press releases.

Auto News & and Europe Auto News & provide current industry news for US and Europe, as well as industry statistics sales and production data, directories of manufacturers, distributors and suppliers. For the best news source, do not hesitate to go to Automotive Online & -- one of the top auto industry portals offering really global news and market information by geographic area and country. Auto.com & is a daily online newsletter, which provides industry news, car reviews and information on car shows, as well as access to Reuters' Auto News Wire. Automotive Industry News & is a news aggregator searchable by geographic region and country.

The aftermarket industry is covered by the following trade publications and trade association sites: <u>Aftermarket News</u> & (registration required); <u>Restyling Magazine</u> & dedicated to the automotive accessory industry; the <u>Automotive Aftermarket Industry Association</u> &, which offers free and paid research reports and industry trends information; the <u>Automotive Body Parts Association</u> &, and the <u>Motor and Equipment</u> <u>Manufacturers Association</u> &. <u>Auto, Inc</u> & is the representative monthly publication of the Auto Service Association featuring management, **technical and legislative articles** for car repair businesses. <u>Underhood Service</u> & is a monthly trade publication geared towards the automotive and light truck repair shops with a focus on electronics, cooling systems, emissions controls, ignitions, and other **under-the-hood systems**. <u>ImportCar Magazine</u> is dedicated to the service market of import cars. <u>Automotive Body Repair News</u> & is a monthly trade publication serving the independent and franchised automobile collision repair industry. <u>Autobody Online</u> is a **portal for the autobody specialist**, which provides collision industry news and real time automotive news and regulatory documents. <u>Bodyshop Business</u> offers an annual Collision Repair Industry Profile and repair industry statistics. <u>Automotive Rebuilder</u> is a monthly trade magazine serving the automotive and heavy-duty engine rebuilding industry. The car care industry is covered by <u>Professional Carwashing and Detailing</u> and <u>Modern Care Care</u> &.

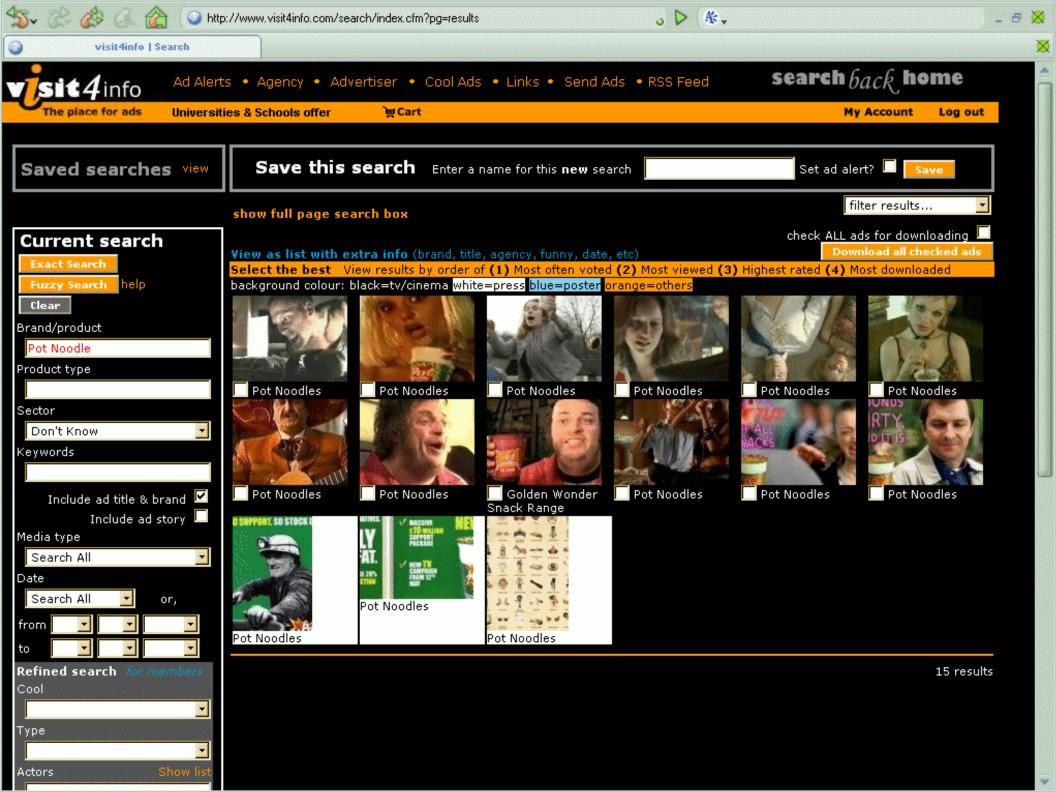
Two popular publications are the <u>Automobile Magazine</u>, which offers industry news, **car reviews and a buyer's guide** and <u>MotorTrend</u>. <u>Auto Channel</u> Provides industry news and consumer surveys. <u>The Car Connection</u> P is another weekly for car news and reviews published by the Ford Company.



Use the right bit of the search engine

- Try out the alternative tabs and links on the search engine screen, for example news, images, video, audio, blogsearch
- Use specialist search tools
 - Technorati, Blogpulse, Google Blogsearch for blogs and RSS
 - Morguefile, FreeFoto, Flickr Creative Commons, commons.wikimedia.org for images
 - Yahoo Video, Blinkx.TV for TV and radio interviews, corporate promotions, monitoring competitors' advertisements







How to find specialist search tools

- GoshMe
 - www.goshme.com
- Trovando
 - www.trovando.it

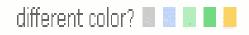


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goshM	New Search	
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19,80	5 high-quality results to "zeolites environmental remediation" inside 15 Specialized S	earch Engines
	New Specialized Search Tools are added on a weekly basis	
SBC	Knowledge Network Explorer Homepage The Knowledge Network Explorer (KNE) is the official web site of the SBC family of companies education program. <u>Lesson plans</u> , <u>acitivities</u> , webquests, and more. Returned <u>1,306</u> results matching zeolites environmental remediation . Category: Environment & Society >Education	<u>Ads by Gooooooqle</u> <u>Environmental</u> <u>Assessments</u> We can assist in all areas
SCIFUS for scientific information only	Scirus 🗲 🔍 Scirus is the most comprehensive <u>science-specific</u> search engine. It found <u>368</u> results in its search for zeolites environmental remediation . Scirus searches over 200 million <u>science-specific</u> Web pages, enabling you to quickly pinpoint <u>scientific</u> , <u>scholarly</u> , <u>technical</u> and <u>medical data</u> on the Web. Category: Science	of the environmental assessment process. www.wardell-armstrong.com Web Based Compliance VisualVault: doc mgt, records mgt electronic
Google scholar great	Google Scholar 🛧 🔍 Google Scholar looks for <u>academic materials</u> that can help you in yours studies. <u>1,180 articles</u> and <u>papers</u> regarding zeolites environmental remediation . Category: Reference >Scholar [Related search engine]	forms and workflow. www.visualvault.com Environmental Consultancy
Google	Google Search: UncleSam Google specific search engine focused in giving users information related to U.S. <u>Governmental</u> issues. <u>15,500</u> results to zeolites environmental remediation . Category: Environment & Society >Government	EMS: ISO14001 & IEMA Acorn / BS8555 Free Enviro. Law Update Service www.synergeticsolutions.biz/
FIRSTGOV.gov	FirstGov.gov The <u>U.S.</u> Government's <u>Official</u> Web Portal for all <u>government transactions</u> , <u>services</u> and <u>information</u> - <u>99</u> results regarding zeolites environmental remediation - Provides direct online access to federal, state, local and tribal governments. Category: Environment & Society >Government	Environmental Health News Articles from today's press about environmental links to health www.EnvironmentalHealthNews.
	MaqBot, a full-text magazine reference and research site "Search a collection of resources recommended by librarians and educators. Select from subject specific	<u>Site Investigation</u> Brownfield and



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 5. <u>AskMen.com - Richard Branson pics</u> Branson history and biography and information on his many companies. www.askmen.com/men/december99/6c_richard_branson.html - <u>Similar pages</u> - <u>Filter</u> - <u>History</u> 	Lets Talk Business Purchase interview of Let's Talk Business with Richard Branso www.ltbn.com/store				

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U.S.	USA Today - 1 hour ago Until then Mirgin Coloctic, founded by British megul Bieberd Brenden , plane to flythe	
Business	Until then, Virgin Galactic, founded by British mogul Richard Branson , plans to fly the first passengers from California's Mojave Airport, where the Rutan	
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Sports	States Again Ponder Space Travel Business	
Entertainment	The Westfall Weekly News, Canada - 1 hour ago Until then, Virgin Galactic, founded by British mogul Richard Branson , plans to fly the	
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<u>About</u> <u>Google News</u>	States Again Ponder Space Travel Business Herald News Daily, ND - 2 hours ago Until then, Virgin Galactic, founded by British mogul Richard Branson , plans to fly the first passengers from California's Mojave Airport, where the Rutan	

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	1.	Big Names, Martha Stewart, Michael Eisner, Richard Branson, Gas Prices	with friends—it's free.	
		Excerpt: Big names, big changes in store. Martha Stewart's trial is over, but only for the moment. Michael Eisner loses a title, but still has a job. And Richard		
	2.	🖣 Executive Views - Sir Richard Branson, pt 2/2		
		Excerpt: "I thought we might try landing the plane on it" Sir Richard Branson on the Virgin Atlantic service into the region, as well as flights into space	ADD A FEED Add a new audio feed!	
	З.	🝽 Branson, Missouri Weather		
		Excerpt: Current Weather Conditions and Forecast for Branson, Missouri.	BROWSE	
		Tags: current missouri weather	New Audio	
	4.	Image: A start of the second secon	 New Channels 	
		Excerpt: The billionaire knight who's dabbled in music, mobile phones and airlines now wants to try his hand at Virgin oil - black gold, that is, Texas tea. The	 The Top 40 Staff Picks The Zeitgeist 	
		Tags: music mobile	 Tagged Audio 	
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		Excerpt: Current Weather Conditions and Forecast for Richard Bay, South Africa.	BROWSE BY TAG	
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In summary...

- Use advanced search options to bring relevant documents further up your results lists
- Use a different search engine
- Use the media-type areas of the search engine such as images, video, blog or try a specialist tool
- Try an evaluated subject listing
- Think "type of information" that will guide you to the most appropriate resource

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