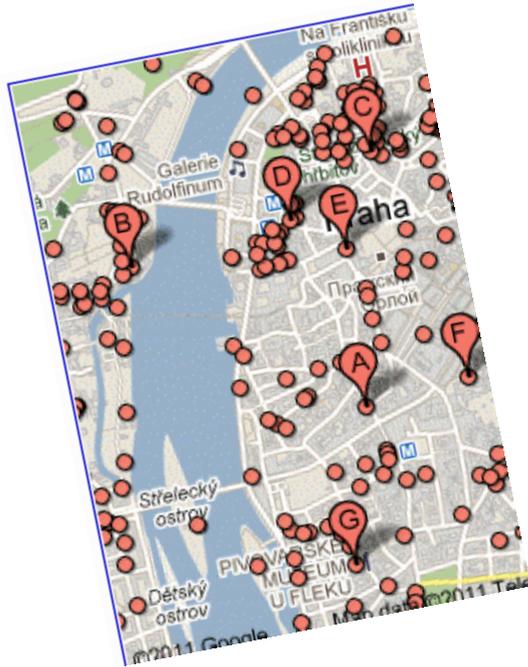


Personalisation, localisation, semantic search: do they work?

Karen Blakeman
INFORUM 2011, Prague



Hurvinek's 85th Birthday - (Czech Republic)



coots mating behaviour -lions

About 278,000 results (0.52 seconds)

Did you mean: [cats mating behaviour -lions](#)

Karen.Blakeman@rba.co.uk <http://www.rba.co.uk/>



This presentation is licensed under a [Creative Commons Attribution 3.0 License](https://creativecommons.org/licenses/by-nc/3.0/)

- ALL of the search engines and many other web services use personalisation, localisation and semantic search
- Mostly Google examples used in what follows because
 - it is the most open of the search engines in explaining what it does (honestly!)
 - it experiments the most
 - it can present the most problems when searching
- Bing's advances in search reserved mostly for US version

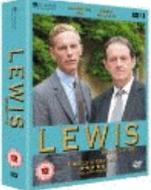
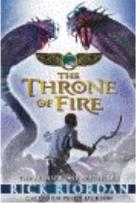
Personalisation commonplace

RBA

Amazon

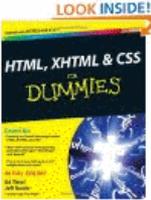
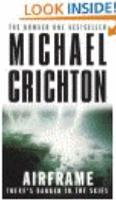
> [View or edit your browsing history](#)

New for You

 <p>Lewis - Series 5 [DVD] Kevin Whately, Laurence Fox DVD £14.93 Fix this recommendation</p>	 <p>The Kane Chronicles: The Throne of Fire > Rick Riordan Hardcover £12.99 £8.49 Fix this recommendation</p>
--	---

> [See more new releases](#)

Recommendations for You in Books

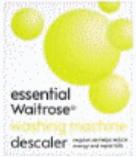
 <p>HTML, XHTML & CSS For Dummies > Ed Tittel, Jeff Noble Paperback £21.99 £11.00 Fix this recommendation</p>	 <p>Airframe > Michael Crichton Mass Market Paperback £7.99 £5.78 Fix this recommendation</p>
--	--

> [See more recommendations](#)

Karen's Ocado Favourites Shop Offers

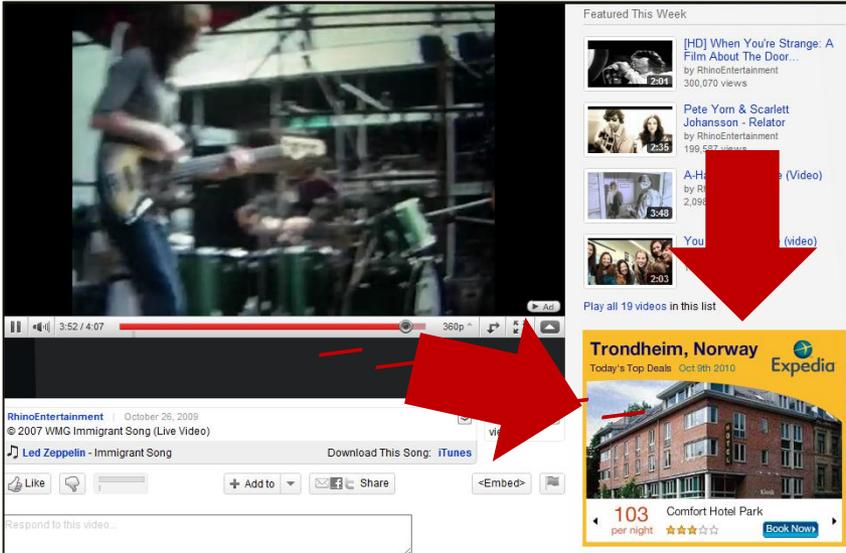
STEP 2 Before you go

Have you run out of?

 <p>Ultima Washing Machine Descaler essential Waitrose 250g</p>	 <p>Marigold Gloves Extra Life Large 1pair</p>
--	--

Online shopping (Ocado)

Targeted advertising



The image shows a YouTube video player for a live performance by the band Rhinoceros. The video is titled "© 2007 WMG Immigrant Song (Live Video)". Below the video player, there are several targeted advertisements. A large red arrow points from the text "Targeted advertising" to these ads. The ads include:

- "Featured This Week" section with video thumbnails and titles like "[HD] When You're Strange: A Film About The Door..." and "Pete Yorn & Scarlett Johansson - Relator".
- "Trondheim, Norway" advertisement from Expedia, showing a hotel building and the text "103 Comfort Hotel Park per night".

Results depend on:

- the country version of the search engine used, searcher location, language used
- browser, version of browser, operating system
- pc, mobile device
- whether or not you are logged in to an account
- web and search history, black lists, white lists
- the type of search e.g. for a person, company, current news
- search engine experiments (especially Google!)

Google increasingly ignores commands and does its own thing

Presents problems for those of us who help, advise and train others on search strategies. What appears on your screen may not be appearing on theirs.

- “Google, Bing Have White Lists Of Sites Not To Be Impacted By Algo Changes”
 - <http://blog.searchenginewatch.com/110310-175043>
 - manually overrides search algorithms
- “Dear Bing, We Have 10,000 Ranking Signals To Your 1,000. Love, Google”
 - <http://searchengineland.com/bing-10000-ranking-signals-google-55473>
 - over 200 hundred “signals”
 - many have over 50 variations
- Spaghetti algorithms!

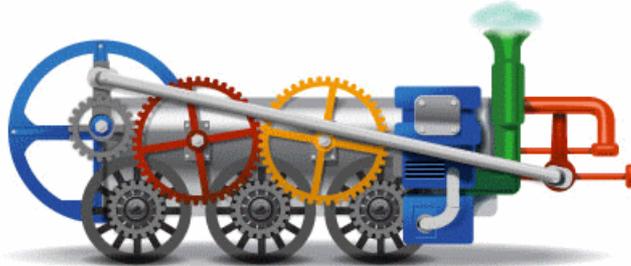


Photo: Spaghetti Bolognese - Michaelangelo, Aspendale Gardens
<http://www.flickr.com/photos/avlxyz/2145112149/>

Where are you? Google.com takes me to....

RBA

240th Birthday of Richard Trevithick - (UK)



Hurvinek's 85th Birthday - (Czech Republic)



150th Anniversary of Martin Kukucin's Birthday - (Slovakia)



Depends on which country I am in at the time or where it **thinks** I am

- Country, city/town
- Local content given priority
- Useful if looking e.g. for restaurants in Prague
- Not so helpful if researching the distribution of McDonalds across the whole of the Czech Republic
- BUT useful if researching industry or services in a particular country or region
- Can choose to go to a specific country version of the search engine and sometimes change exact location as needed

The screenshot shows a Google search for "restaurace" (restaurants) in Czech. The search results include:

- RESTAURACE.cz - katalog restaurací v celé ČR (Praha, Brno, Ostrava ...)**: Hledáte restauraci? Nevíte, kam zajít na oběd nebo na večeři? V našem rozsáhlém katalogu, který obsahuje několik tisíc restaurací, hospůdek, kaváren a barů, ... Lokality - Zaměření podniku - Restaurace Na Kovárně - Gastronomie www.restaurace.cz/ - Archiv - Podobné
- Hlavní město Praha - katalog restaurací | RESTAURACE.cz**: Romantická restaurace s letní a zimní zahradou. Přes léto určitě oceníte ... www.restaurace.cz/praha.html - Archiv - Podobné
- Objevte nové restaurace ve svém okolí | Restaurace**: Nevíte, kam vyrazit na oběd nebo večeři? Poradíme Vám s výběrem nejlepší restaurace pro každou příležitost. www.kamjitnaobed.cz/ - Archiv - Podobné
- Místa pro dotaz restaurace blízko lokality Praha**
- A Restaurace & Hotel U medvídků** - 5 stars - Počet recenzí: 221 - Stránka v Adresáři míst www.umedvidku.cz - Na Perštýně 345/7, Staré Město - 224 211 916
- B Hergetova Cihelna** - 5 stars - Počet recenzí: ...

On the right, a map of Prague shows numerous red location pins indicating restaurant locations across the city, with labels for "Praha" and "Stereolekky ostrov".

Google translated foreign pages

- Information increasingly not being translated into other languages
- 'Translated foreign pages' translates your search into required language, runs it and translates results back into your language
- Can choose language but Google first offers language it thinks fits your query best



Everything
Images
Videos
News
Shopping
More

The web
Pages from the UK

Any time
Latest
Past 24 hours
Past week
Past month
Past year
Custom range...

All results
Sites with images
Wonder wheel
Related searches
Timeline
Visited pages
Not yet visited
Dictionary
Reading list
Social

Translated foreign pages

Reser...



Translated foreign pages

Translated results for **hippopotamus prague zoo** - My language: [English](#) ▼

Language	Translated query
Czech ▼	Zoo Praha hroch - Edit

[Add language](#) ▼

[Hippopotamus - Hippos Czech](#) > [Prague Zoo - History of breeding hippos](#) 🔍

Translated from: Czech

Complete History of the **hippo** breeding at **Prague Zoo**. All the **hippos**, date of birth and death, photographs, clear pedigree, the number of **hippos** in the table of...

[+](#) Show original text

www.hrosi.org/?id=43 - Czech Republic

Type of search affects the results that are selected and the way they are displayed

RBA

15. [Karen Blakeman | LinkedIn](#)
LinkedIn strengthens and extends your existing network of trusted contacts ...
www.linkedin.com/pub/karen-blakeman/0B/A96/49 - Cached - Filter
Show more results from linkedin.com

16. [Karen Blakeman, AIA, CSI, LEED A P | Blakeman Design Associates](#)
Karen Blakeman has attained a record of achievement through integrity, enthusiasm and commitment to the improvement of quality of life. ...
www.blakemandesign.com/about-2/karen-blakeman/ - Cached - Filter

17. [Karen Blakeman | Facebook](#)
Join Facebook to connect with Karen Blakeman (Karen Blakeman) and others you may know. Facebook gives people the power to share and makes the world more ...
en-gb.facebook.com/karenblakeman/ - Cached - Filter

18. [Karen Blakeman | Facebook](#)
Friends: Hightower Vips, Nancy Williams Orman, Maria Perez, Chuck Finnell, Emerica Curiel
Karen Blakeman is on Facebook. Join Facebook to connect with Karen Blakeman ...
www.facebook.com/pe

19. [Karen Blakeman | Facebook](#)
Friends: Scott Schofield, Karen Blakeman Zost
www.facebook.com/pe
Show more results from facebook.com

20. [Karen Blakeman | Twitter](#)
9 Mar 2011 ... Karen Blakeman media consultant, trainer
twitter.com/countryg

21. [Karen Blakeman | Caversham](#)
I have worked here since 1989. Blogger (Profile)
<https://profile>

22. [Member interview | Karen Blakeman](#)
16 Feb 2011 ... In this month's interview Karen Blakeman.
www.sla-europe.org/2011/

Google pancakes
About 25,000,000 results (0.13 seconds)

BBC - Food - Recipes: Basic pancakes with sugar and lemon
40 mins
Trust Delia Smith to show you how to enjoy Pancake Day without the mess.
Pancakes with chocolate sauce
flour
www.bbc.co.uk/1/health/2011/03/110304_basics_pancakes_recipe
Cached - Similar - Add to iG

Good Old Fashioned Pancakes Recipe
★★★★★ 4230 reviews - 20 mins
This is a great recipe that the weathered look of this Easy Pancakes - Perfect for breakfast.
[allrecipes.com/.../good-ol](http://allrecipes.com/recipe/11773/Good-Old-Fashioned-Pancakes-Recipe/)
Cached - Similar - Block

IHOP
Home | Contact Info | Site Map · Menu · Social Responsibility · Franchise Info · www.ihop.com/ - Cached - Similar - Block

Basic Pancakes Recipe - Recipe
★★★★★ 77 reviews
Cook on a hot, greased skillet. Cook until golden brown on the top and bottom.
[southernfood.about.c](http://southernfood.about.com/od/pancakes/recipes/basic-pancakes-recipe/)
Cached - Similar - Block

Shrove Tuesday 2011 (Pancake Day)
Learn about how Pancake Day (Shrove Tuesday) begins. Read about the day before Lent begins.
www.woodlands-junior.kent.sch.uk

Ingredients

Ingredients	Yes	No
lemon	<input type="checkbox"/>	<input type="checkbox"/>
sugar	<input type="checkbox"/>	<input type="checkbox"/>
milk	<input type="checkbox"/>	<input type="checkbox"/>
baking powder	<input type="checkbox"/>	<input type="checkbox"/>
lemon juice	<input type="checkbox"/>	<input type="checkbox"/>
flour	<input type="checkbox"/>	<input type="checkbox"/>
eggs	<input type="checkbox"/>	<input type="checkbox"/>
butter	<input type="checkbox"/>	<input type="checkbox"/>

Any cook time

- Less than 15 min
- Less than 30 min
- Less than 60 min

Any calories

- Less than 100 cal
- Less than 300 cal
- Less than 500 cal

japan earthquake
About 648,000,000 results (0.22 seconds)
Related searches: [japan earthquake today](#) [japan earthquake map](#)

8.8 Earthquake struck Japan triggering a Tsunami Alert
Pacific Tsunami Warning Center
Japanese Quake Prediction Center
News, media, and other resources related to the disaster

zeolites for hydrogen storage
About 69,300 results (0.23 seconds)
Go to [riding](#)

Scholarly articles for zeolites for hydrogen storage

- [Hydrogen storage in microporous metal-organic ...](#) - Rosi - Cited by 1392
- [Zeolites as media for hydrogen storage* 1](#) - Weitkamp - Cited by 155
- [Hydrogen storage using physisorption-materials ...](#) - Nijkamp - Cited by 330

Energy Balance: Hydrogen Storage in Zeolites
24 Jan 2007 ... target value set for hydrogen storage in a practical device. The zeolite chabazite (CHA) has received particular attention in its context as ...
ergobalance.blogspot.com/.../hydrogen-storage-in-zeolites.html - Cached - Similar

Advanced Concepts for Hydrogen Storage
File Format: PDF/Adobe Acrobat - Quick View
by JJ Petrovic - Cited by 1 - Related articles
Modeling of Hydrogen Storage in Zeolite A. F. Darkrim, A. Aoufi, P. Malbrunot, and D. Levesque, "Hydrogen Adsorption in the NaA ..."
https://www1.eere.energy.gov/hydrogenandfuelcells/.../adv_concepts_h2_storage.pdf

Hydrogen Storage by Spillover, DOE Hydrogen Program FY 2010 Annual Report
File Format: PDF/Adobe Acrobat - Quick View
by RT Yang - Related articles
high densities of zeolites which are substantially higher. (2-3 times higher ...)
www.hydrogen.energy.gov/pdfs/progress10/iv_c_1g_yang.pdf

Sub-Nanostructured Non-Transition Metal Complex Grids for Hydrogen Storage
File Format: PDF/Adobe Acrobat - Quick View
nanostructured metal grids. 3. Dissolve zeolite mold, leaving intact the ...
www.hydrogen.energy.gov/pdfs/review04/st_12_tewari.pdf
Show more results from energy.gov

Google trying to be even cleverer

RBA

Hewish mild



Hewish mild
About 7,800,000 results (0.10 seconds)

- [1. RCH Hewish Mild](#)
25 Mar 2011 ... RCH **Hewish Mild** a Mild Ale beer by RCH, a brewery in Weston-super-Mare, Somerset.
www.ratebeer.com/beer/rch-hewish-mild/141344/ - Cached - Filter
- [2. Word on the street is... mild | The Jewish Chronicle](#)
21 Feb 2011 ... In 2003, a matter of weeks after the fall of Saddam, I went to Cairo to make a programme for Channel 4. I was apprehensive, not because I ...
www.thejc.com/comment-and-debate/.../word-street-is...-mild - Cached - Filter
- [3. A mild spat, contd. | The Jewish Chronicle](#)
15 May 2007 ... Call the dogs off. The Lives of Others apart, I do agree ...
www.thejc.com/blogpost/a-mild-spat-contd - Cached - Filter
[Show more results from thejc.com](#)
- [4. UK columnist investigated for referring to jihad murderers of ...](#)
22 Mar 2011 ... 6 Responses to UK columnist investigated for referring to jihad **Jewish** family as "savages" – MILD WORD TO USE!
centurean2.wordpress.com/.../uk-columnist-investigated-for-referring-to-jihad-m-of-jewish-family-as-savages-mild-word-to-use/ - Cached - Filter
- [5. ISRAEL – PALESTINE Mild criticism for new Jewish housing i](#)
6 Apr 2011 ... EU foreign policy chief Ashton and UN envoy mildly rebuke Israel Under international law, settlements are illegal and could ...
www.asianews.it/.../Mild-criticism-for-new-Jewish-housing-in-Jerusalem-and-V 21232.html - Cached - Filter
- [6. Mutation In Depth Analysis - www.factorix.org](#)

Hewish mild
About 7,820,000 results (0.08 seconds) [Go to Google](#)

[RCH Hewish Mild](#)
25 Mar 2011 ... RCH **Hewish Mild** a Mild Ale beer by RCH, a brewery in Weston-super-Mare, Somerset.
www.ratebeer.com/beer/rch-hewish-mild/141344/ - Cached

[Banbury Beer Festival list from Scopergen](#)
1 post - 1 author - Last post: 4 May
RCH **Hewish Mild** 3.6. RCH Pitchfork 4.3. RCH Steam Pole 4.9. Red Rock Dark Ness 4.6. South Hams Golden Harvest 4.0. Tintagel Castle Gold 4.2 ...
www.ratebeer.com/Forums/Metros/England - Cached

[Real Ale](#)
R.C.H. - **Hewish Mild** 3.6% Westons - 1st Quality Cider 5.0% ... 5 ever changing guest beers including a Mild, Stout or Porter and a Real Cider. Coming Soon ...
www.lordshiparms.co.uk/realale.html - Cached

[Banbury Beer Festival 2011 - North Oxfordshire Camra](#)
21 Feb 2011 ... In 2003, a matter of weeks after the fall of Saddam, I went to Cairo to make a programme for Channel 4. I was apprehensive, not because I ...
www.thejc.com/comment-and-debate/.../word-street-is...-mild - Cached

[SIBA Beer Competitions » 2011](#)
Brewery, Product, ABV. Gold, RCH Brewery, **Hewish Mild**, 3.6. Silver, Keystone Brewery, Born to be Mild, 3.7. Bronze, Otter Brewery, Mild, 3.8 ...
www.siba.co.uk/events/?page_id=1137 - Cached

First result correct.
Google assumes typing error for the rest - Jewish mild

More searches on beer over the next few days and Google now agrees I really do want Hewish mild

Use +Hewish or quotes "Hewish mild" !

Google Scholar trying to be clever

With thanks to Even Hartmann Flood and Sara Batts

- Exploration of the Norne oil field in the North Sea
- Google Scholar looks for the author Horne as well
 - not just assuming a typing error
 - there is an author called Horne working in oil field exploration
- Switch to searching Google Scholar using Norwegian interface - exact match search and no “Horne”
- Swedish interface – back to norne/horne
- Searching for information on a project called EFET
- Google Web search does an exact match
- Google Scholar automatically looks for ‘effective’ - have to prefix term with ‘+’ to force exact match
- Norwegian language interface - exact match
- Swedish interface - highlights results by an author named K Efe not mentioned before

Social media and more customisation

- If logged in to a Google account, Google may include and give priority to your social media connections
- Check the dashboard on your Google account
<http://www.google.com/dashboard> and go to Social Circle
- +1 to “approve” a page, tweet or posting
- Block sites from your searches
- Google says it may use all of these as “signals” for everyone, not just you

Online Insider » [Twittering in Prague](#)  

29 May 2008 ... the editorial blog by **Marydee** Ojala, Editor of **Prague** for **INFORUM** and posting regular tweets about the www.onlineinsider.net/2008/05/29/twittering-in-prague/ - **Cache**

 [marydee](#) shared this

On You are connected to marydee on Twitter  

the editorial blog by **Marydee** Ojala, Editor of ONLINE: Explor...
www.onlineinsider.net/author/marydee/page/8/ - **Cache**

INFORUM - Participants 

CONFERENCE ON PROFESSIONAL INFORMATION RESOURCES May 24–26, 2011, Prague ... The **INFORUM** will be complemented by an exhibition, the presenting companies ...
www.inforum.cz/en/ - **Cache** - Similar 

INFORUM - Information about Prague 

Brief list of information about **Prague** with links to other information sources.
www.inforum.cz/en/information-about-prague - **Cache**

INFORUM - Social Events 

The **INFORUM** Awards for the best local projects, products and services will ...
www.inforum.cz/en/social-events - **Cache**

 [Show more results from inforum.cz](#)

What can you do?

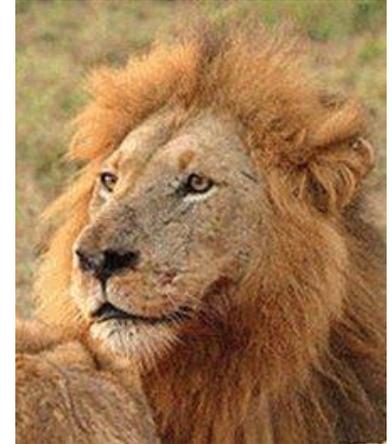
- And what can you advise users to do?
- Look very, very, very carefully at your results and at what Google is trying to do to your search
 - automatic assumption of typos
 - automatic searching for variations and synonyms
- Use plus signs to try and force an exact match
- Change the order of your terms
- Repeat one or more of your terms
- Include advanced search commands for example site: or filetype:
- Enable or disable web history?
- Clear cookies and empty web cache?
- ...or use something completely different, local search engines, specialist databases

Google experiments and decides coots are lions RBA

- With special thanks to Arthur Weiss and Susanna Winter
- Search on coots mating behaviour
- Google decides that coots are really lions
 - <http://www.rba.co.uk/wordpress/2011/02/12/google-decides-that-coots-are-really-lions/>
- Update on coots vs. lions
 - <http://www.rba.co.uk/wordpress/2011/02/21/update-on-coots-vs-lions/>



=



Please Note: Google now seems to be back to normal and does what I consider to be a correct search

Coots vs. lions

RBA



About 1,480,000 results (0.41 seconds)

Showing results for [lions mating behaviour](#). Search instead for [coots mating behaviour](#)

[Scholarly articles for lions mating behaviour](#)

 [Social factors influencing reproduction in wild lions](#) - Bertram - Cited by 233

-  Everything
-  Images
-  Videos
-  News
-  Shopping
-  More

Reading, UK
[Change location](#)

The web
[Pages from the UK](#)
[More search tools](#)

About 385,000 results (0.22 seconds)

[Advanced search](#)

Did you mean: [lions mating behaviour](#)

[Scholarly articles for coots mating behavi](#)

 [Multiple mating and cooperative breeding in ... optimization to conspecific phasic signals ... study of the behavior of breeding Americ](#)

1. [American Coots](#) ☆ 🔍

Two coots often turn their backs to each other and f
Many observers immediately see this as a mating f
[www.beakycoot.com/misinformation.html](#) - [Cached](#)

2. [A QUANTITATIVE STUDY OF THE BEH](#)

by MR Ryan - 1979 - Cited by 19 - [Related articles](#)
[American Coot Behavior](#). 713. , & M. F. WILLSON
mating systems of North American passerine birds
[www.jstor.org/stable/4085657](#) - [Filter](#)

3. [THE BEHAVIORAL ECOLOGY OF BRE](#)

 by MR Ryan - 1980 - Cited by 7 - [Related articles](#)
study of the behavior of breeding American Coots.
[www.istor.org/stable/1367401](#) - [Filter](#)

About 19,600 results (0.13 seconds)

[Scholarly articles for coots feeding behaviour](#)

 [Feeding behavior and predator avoidance in ...](#) - Morse - Cited by 133
[Parental feeding behaviour and sibling competition in ...](#) - Gottlander - Cited by 100
[... feeding behavior of adult and juvenile American Coots ...](#) - Desrochers - Cited by 14

[\[PDF\] The Status and Diurnal Behaviour of Wintering Common Coot Fulica ...](#) 🔍
File Format: PDF/Adobe Acrobat - [Quick View](#)
by N Baaziz - 2008 - [Related articles](#)
behaviour of Coots was investigated by diurnal time budget analysis and was shown to be different between sites (similarity in feeding and differences in ...
[www.eurojournals.com/ejsr_23_3_17.pdf](#)

[Update on coots vs. lions](#) 🔍
21 Feb 2011 ... Susanna's search strategy 'coots feeding behaviour', which came up with an exact match, muddled the waters even more. ...
[www.rba.co.uk/wordpress/2011/02/21/update-on-coots-vs-lions/](#) - [Cached](#)

[\[PDF\] THE WINTERING BEHAVIOUR OF COOT FULICA ATRA L. AT CORK LOUGH ...](#) 🔍
File Format: PDF/Adobe Acrobat - [Quick View](#)
by S Irwin - 1997 - Cited by 6 - [Related articles](#)
Winter feeding behaviour of coot. *British Birds* 81, 324. Pollock, C. and O' Halloran, J. 1995
The winter behaviour of the moorhen *Gallinula chloropus* L. ...
[www.cals.ncsu.edu/course/zo501/other/Scan%20Sampling.pdf](#)

[Coot Benefit from Feeding in Close Proximity to Geese](#) 🔍
by C Randler - 2004 - Cited by 10 - [Related articles](#)

mating behaviour coots

About 401,000 results (0.45 seconds)

Scholarly articles for **mating behaviour coots**

 [Multiple mating and cooperative breeding in ... - NAKAMIURA - Cited by 27](#)
[... optimization to con](#)
[... study of the behav](#)

1. **American Coots** ☆ 🔍

Two coots often turn their back
Many observers immediately
www.beakycoot.com/misinfo

2. **Google decides that c**

12 Feb 2011 ... So did I get w
behaviour? Yes I did, but G
www.rba.co.uk/.../2011/.../goc

coots coots mating behaviour

About 1,560,000 results (0.50 seconds)

Scholarly articles for **coots coots mating behaviour**

 [Brood reduction and brood division in coots - Horsfall - Cited by 70](#)
[... study of the behavior of breeding American Coots - Ryan - Cited by 19](#)
[... a flexible female reproductive tactic in American coots - Lyon - Cited by 74](#)

1. **Google decides that coots are really lions** ☆ 🔍

12 Feb 2011 ... My search on **coots mating behaviour** came up with: ... So did I get what I
wanted by clicking on "S
www.rba.co.uk/.../2011/

2. **A QUANTITATIVE**

by MR Ryan - 1979 - Ci
American Coot Behavi
mating systems of Nor
www.jstor.org/stable/40

coots mating behaviour coots

About 1,560,000 results (0.51 seconds)

Did you mean: **lions** mating behaviour coots

Scholarly articles for **coots mating behaviour coots**

 [Brood reduction and brood division in coots - Horsfall - Cited by 70](#)
[... study of the behavior of breeding American Coots - Ryan - Cited by 19](#)
[... a flexible female reproductive tactic in American coots - Lyon - Cited by 74](#)

1. **Google decides that coots are really lions** ☆ 🔍

12 Feb 2011 ... My search on **coots mating behaviour** came up with: ... So did I get what I
wanted by clicking on "Search instead for **coots mating behaviour**? ...
www.rba.co.uk/.../2011/.../google-decides-that-coots-are-really-lions/ - Cached - Filter

coots mating behaviour -lions

About 278,000 results (0.52 seconds)

Did you mean: [cats mating behaviour -lions](#)

- Google assumed a typing error - we really meant cats! - and then did an automatic synonym search, hence the lions
- But why did coots feeding behaviour give an exact match? Perhaps a search query frequency algorithm? Or just spaghetti algorithms?
- Who knows? Does Google know??