

NEWSLETTER

President's Message

Our June lunch meeting featured the annual legislative update given by Georgia House of Representatives (and SSBA) member, Wendell Willard. Wendell represents the 49th District in the House of Representatives and has served as Chairman of the House Judiciary Committee since 2005.



As has become customary, Wendell spoke about recent legislation of particular interest to our members and graciously fielded numerous questions from those in attendance.

We greatly appreciate the time Wendell spent with us.

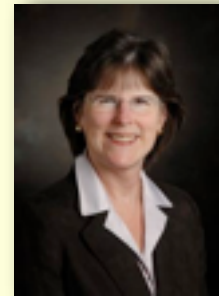
We had great fun at the Braves outing on June 27th. We plan to do it again next year.

Thank You!!

We appreciate Wendell Willard talking to us at our June meeting.

JUNE MONTHLY MEETING

Special Guest:



Mary Radford
Professor of Law

**Georgia State
University**

DATE

July 8th, 2010

LOCATION

[Click For Map](#)

Five Seasons at the Prado
11:45 to 1:00 - \$15.00

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Mr. Joe Nagel

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Member Announcement

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Member Announcement

Annual "ETHICS, PROFESSIONALISM & MALPRACTICE"

continuing legal education seminar with Patrick Longhi as program chair at Kennesaw State University Center in Kennesaw this year to be held on Friday, September 17, 2010 from 12:15 p.m. to 3:30 p.m. and awards 3 CLE hours including 1 Ethics hour, 1 Professionalism hour and 1 Trial Practice hour. This year's speakers are Patrick Longhi on New Challenges in Ethics, Randy Evans on Legal Malpractice Today and Georgia Court of Appeals Judge Emeritus Marion Pope on Professionalism: Then and Now. To register, please call ICLE in Georgia 770-466-0886 or visit them on the web at www.iclega.org.

Search Engines Every Attorney Should Know - Part 1

- by Niall Cronnolly, President, Eagle Investigative Services, Inc.

Google has become the default search engine for most of us. Launched in 1996 as a beta product labeled by its creators as "a might work some of the time prototype" it has grown to be the world's most used search engine today.

While one might be tempted to think Google's #1 market position is reason enough to rely on their search results, a quick look at HOW Google comes up with its search results is worth consideration. Google primarily provides its results based on the following criteria:

1. How popular a page is (how many people link to a particular page)
2. Where you are located (yes, they track your location)
3. What you have searched for previously (yes, they track your previous searches)

To further show how Google manipulates search results, search for the word "Googlegate" on Google. You'll get about 31,000 results. The same search on Bing yields 73,000,000+ results. (*Googlegate is the term used to describe Google's deliberate manipulation of search results)

If you stop to think, not one of the criteria above takes into account why YOU may be searching for information on a particular topic. As an attorney, you want to know that your research is as all-encompassing as possible. So, what are your alternatives? (All [links](#) are clickable)

FactBites

The screenshot shows the FactBites website interface. At the top left is the logo 'factbites' with a green leaf icon and the tagline 'Where results make sense'. To the right are navigation links: 'About us | Why use us? | Reviews | PR |'. Below the logo is a search bar containing the text 'American Civil War' and a 'Find »' button. The main content area is titled 'Topic: American Civil War' and lists several search results:

- American Civil War Gifts (Ads by Google)
 - UK based supplier, large range of civil war gifts and books
www.simplycivilwar.co.uk
- Civil War - MSN Encarta
 - **American Civil War**, a military conflict between the United States of America from 1861 to 1865.
 - The **American Civil War** is sometimes called the **War** Between the States,
 - The election of Abraham Lincoln as president was viewed by the South as a
- American Civil War - Wikipedia, the free encyclopedia
 - The **American Civil War** (1861–1865) was a sectional conflict in the United slave states that declared their secession and formed the Confederates
 - The causes of the **war**, the reasons for the outcome, and even the name of
 - As **James McPherson** observed "The profound irony of the **Civil War** was

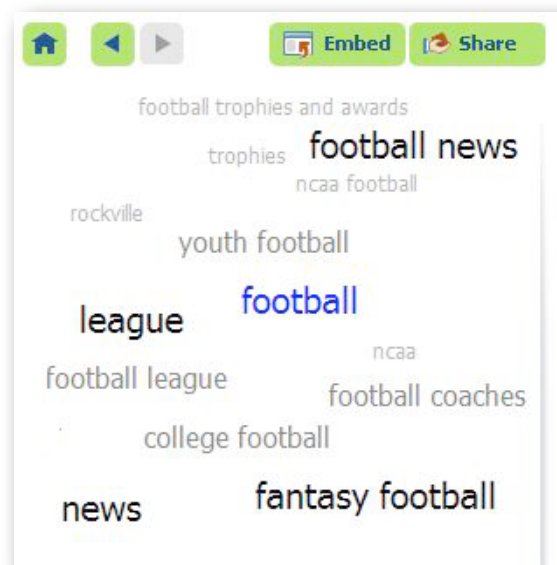
Searching on Google returns pages based on popularity and these results are generally unorganized. You simply get a list of webpages and often you'll need to actually click on links to see whether the data is useful to you or not. This is not an efficient way of collating data.

FactBites uses only factual data culled from the vast resources of online encyclopedias and university archives. You do not get any news-type data, or blogs or personal opinion pages.

This type of result set is very useful when drafting articles or researching data.

Quintura

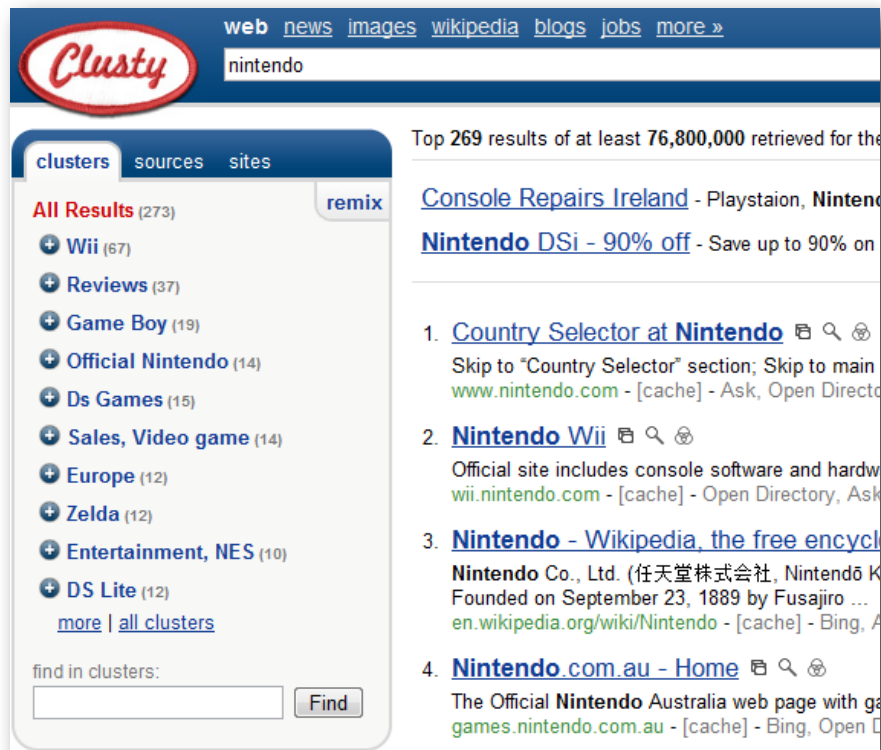
What I like most about Quintura is that it redefines how search results are displayed in the browser. The results are displayed in what's called a "tag-cloud" which allows you to choose from different types of results by simply hovering your mouse over the results. This is one you should really use to see the power.



The results can also be embedded in a website or could be shared with others by using the appropriate buttons on the screen. This is one search engine you really have to use to grasp its power.

Clusty Search

Searching the Internet using the popular search engines can become pretty frustrating when the results you receive are completely disorganized. There is an alternative to going through page after page to find the results that are relevant to you. What's even more frustrating is having to perform multiple different searches to try to get a more accurate or relevant results.



Clusty Search gives you a table of groups of related search terms on the left hand side of the page with the actual results displayed on the right hand side in a normal fashion. You can also choose from which sources your results are pulled by using the options under the Source tab.

Dogpile

Dogpile was one the very first search engines to ever offer search capability to ordinary web surfers. Some of you may recall Dogpile from the early versions of AOL Online which used Dog Pile as its default search engine. Dog Pile has come a long way.

Dogpile returns all the best results from leading search engines including Google, Yahoo!, Bing and Ask, so you find what you're looking for faster.

Each search engine has its own method of searching and each will return different results. Dogpile looks at all of them, decides which are most relevant to your search, eliminates duplicates and reveals them to you. In the end, you get a list of results more complete than anywhere else on the Web.

A screenshot is shown below.



Cuil

Rather than rely on superficial popularity metrics, Cuil searches for and ranks pages based on their content and relevance. When the search engine finds a page with your keywords, it stays on that page and analyzes the rest of its content, its concepts, their inter-relationships and the page's coherency.

Then it offers you helpful choices and suggestions until you find the page you want and that you know is out there. Cuil is an old Irish word for knowledge, and no, that's not the only reason I like it as a search engine.

One really nice features is the list of categories it provides on the right hand side of the results page.

It is very unlikely you will change overnight from your current search engine to one of the above, but it is nice to know there are several alternatives out there for attorneys who are doing web research and are getting frustrated with the haphazard nature of the results from the big three, Google, Bing and Yahoo.

Next month, I'll explore the concept of real-time searches and their usefulness when you are researching a recent event, such as the Haiti disaster. You will see that there are far more effective ways to get the realtime information you are looking for.



Niall Cronnolly is President and Chief Computer Forensic Analyst at Eagle Investigative Services, Inc based in Atlanta, GA. Eagle is a full services private investigation agency providing services in Atlanta and worldwide. Known as The Creative Problem Solvers, Eagle has an extensive [client list](#) and a long list of very [satisfied customers](#). Eagle can be reached at (404) 806-3742, or www.calleagle.com

Highlights From SSBA Luncheon



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The advertisement features a photograph of four attorneys (three men and one woman) in professional attire standing in front of a building. To the right of the photo, the text lists their specialties: SANDY SPRINGS DUI DEFENSE, SANDY SPRINGS TRAFFIC TICKET DEFENSE, and FULTON CRIMINAL DEFENSE ATTORNEYS. Further right is a logo of a scale of justice and the name W. SCOTT SMITH PEACH STATE LAWYER, along with the website www.PeachStateLawyer.com and phone number 404-581-0999. At the bottom of the ad, it states: - FREE CONSULTATION WHEN REFERRED BY A SANDY SPRINGS BAR MEMBER! -

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