



SES NYC

Social Search: The Next Step

March, 2008

Vast Digital Landscape. One Guide.

What is Social Search?

Regular Search Engines

- Algorithmically ordered results

Social Search Engines

- Human Involvement
 - Algorithmically ordered results + Humans
 - Just Humans



*The
Wisdom
of the
Masses*

Types of Social Search

Listing Search

Q&A / Opinion Search

People / Profile Search

Social Aggregators

Social Media Site Search Engines



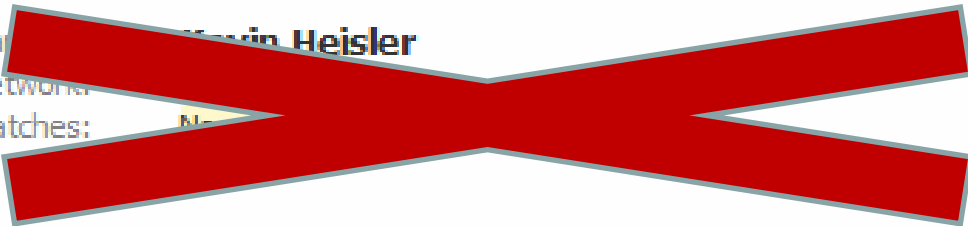
Common Search Topic



Name: **Kevin Heisler**

Networks:

Matches:



[Add to Friends](#)

[Send Message](#)

[Poke Him!](#)

[View Friends](#)



Name: **Eliot Spitzer**

Networks: **None**

Matches: **Name**

Social Search – Listing Search



Delivering the best Search results: **Machine generated, majority People Vote Optimized.**

Result 1 to 15 of about 219 for 'eliot spitzer' | (Returned in 2.342 seconds)

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www.healthpetslive.com

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General & Voted Listings

Did you mean this: [eliot switzer](#) ?

1. [Eliot Spitzer 2006](#)

Eliot Spitzer 2006
<http://www.spitzer2006.com>

[\[+ Vote for this Listing\]](#)

2. [Matt Industries](#)

<http://www.mattindustries.com>

[\[+ Vote for this Listing\]](#)

3. [YCEWOGCG The Awakened Christian Ministries](#)

We are a Christian ministry based on the principles and teachings of Jesus Christ as set forth in the Holy Bible. We also feature a Top Sites page., Dearest Brothers and Sisters, I ask you and pray th ...
<http://www.ycewoqcg.org>

[\[+ Vote for this Listing\]](#)

4. [Global Warming](#)

Dispelling myths of global warming by exposing flawed economic, scientific, and risk analysis. Coalition members will also follow the progress of the international Global Climate Change Treaty negotia ...
<http://www.globalwarming.org>

[\[+ Vote for this Listing\]](#)

5. [www.fmgb.com](#)

Your daily source for radio industry news, music industry updates, arbitron ratings, music news, artist information, radio programming tips, show prep and more.
<http://www.fmgb.com>

[\[+ Vote for this Listing\]](#)



Social Search – Listing Search



Web Search

Video Search

Popular Tags

Active Users

Web Search:

Search

Search: the web pages in English

Did you mean?: [elliott spitzer](#)

1 - 10 of about 16916 results found |

[Eliot Spitzer Prostitution Forum](#)

See What People are Saying about the Spitzer Prostitution Scandal.

Sponsored by <http://www.twing.com>

[Governor Spitzer Resigns](#)

The New York Times has the latest news and reports on the scandal.

Sponsored by <http://www.nytimes.com>



0 votes

[I like it!](#)

[Eliot Spitzer - Wikipedia, the free encyclopedia](#)

Hyperlinked biography for the Attorney General of New York and 2006 Democratic candidate for governor.

http://en.wikipedia.org/wiki/Eliot_Spitzer

Last Vote: not voted yet | 0 comments |



0 votes

[I like it!](#)

[eliot spitzer](#)

Official campaign site for Eliot Spitzer, Democratic candidate for Governor.

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

Last Vote: not voted yet | 0 comments |



0 votes

[I like it!](#)

[Eliot Spitzer News - The New York Times](#)

News about Eliot Spitzer. Commentary and archival information about Eliot Spitzer from The New York Times. ...
YORK CITY, SPITZER, ELIOT L, BLOOMBERG, MICHAEL ...

<http://topics.nytimes.com/top/reference/timestopics/people/s/elio...>

Last Vote: not voted yet | 0 comments |

[Eliot Spitzer Late Trading Investigation](#)

Former SEC Enforcement Attorneys available for consultation concerning Eliot Spitzer's late trading investigation of mutual funds.

Sponsored by <http://www.meyersandheim.com>

[Insurance Brokers](#)

Top 4 companies for Contingency Eliot Spitzer Insurance Brokers.

Sponsored by <http://Top-companies.info>

[Insurance Brokers](#)

Discountcontingency eliot spitzer insurance brokers.

Sponsored by <http://All-Insured.com>

[Eliot Spitzer at Amazon.com](#)

Qualified orders over \$25 ship free. Millions of titles, new & used.

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Social Search – Listing Search

Account: [Create an account](#) or [Sign In](#)



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ChaCha Search

Search with Guide

Need help? [Sign In](#) or [Register](#) to Search with a Guide

Top 7 pages of Web results selected for 'eliot spitzer' [\(About Results\)](#)

1 2 3 4 5 6 7 Next »

[Eliot Spitzer](#)

Gov. **Spitzer** Tied To Prostitution Ring! Story w/the Free News Toolbar
<http://News.alotoolbars.com/> – Ads by Google

[Eliot Spitzer Prostitution Forum](#)

See What People are Saying about the **Spitzer** Prostitution Scandal.
<http://www.twing.com> – Ads by Yahoo!

[Governor Spitzer Resigns](#)

The New York Times has the latest news and reports on the scandal.
<http://www.nytimes.com> – Ads by Yahoo!

Sponsored Links

Did you mean: [elliott spitzer?](#)

Related Searches: [New York State Senator](#), [Eliot Spitzer for Governor](#), [John Faso](#)

[Eliot Spitzer - Wikipedia, the free encyclopedia](#)

Eliot Laurence Spitzer (born June 10, 1959) is an American lawyer and politician of the Democratic Party. He has served as Governor of New York from January ...
http://en.wikipedia.org/wiki/Eliot_Spitzer

[eliot spitzer](#)

Contact Us:
<http://www.eliotspitzer.com/>

[Office of New York State Attorney General Andrew M Cuomo](#)

Office of New York State Attorney General Andrew M Cuomo. The People's Lawyer -- is dedicated to aggressively prosecuting and defending the interests of all ...
<http://www.oag.state.ny.us/>

[www.ny.gov/governor](#)

Eliot Spitzer **Eliot Spitzer** was inaugurated as New York's 54th Governor on January 1, 2007. In his inaugural address, Governor **Spitzer** said: "Every policy, ...
<http://www.ny.gov/governor/>



Sponsored Links

[Eliot Spitzer Late Trading Investigation](#)

Former SEC Enforcement Attorneys available for consultation concerning **Eliot Spitzer's** late trading investigation of mutual funds.
<http://www.meyersandheim.com>
Ads by Yahoo!

[Insurance Brokers](#)

Top 4 companies for Contingency **Eliot Spitzer** Insurance Brokers.
<http://Top-companies.info>
Ads by Yahoo!



Search Engine
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Social Search - Listing Search

Categories: News | Politics | Politicians | Governors | Spitzer Scandal



Eliot Spitzer

Also try: [Spitzer Prostitution Ring](#) | [Spitzer Emperors Club](#) | [Silda Spitzer](#) | [Cramer Cries Over Spitzer](#)

The Mahalo Top 7

1. Official Governor's Site: [Eliot Spitzer](#)
2. Official Campaign Site: [Spitzer 2010](#)
3. CNN: [Spitzer to step down by Monday](#) (March 12, 2008)
Spitzer's lawyers were in discussions Wednesday with the U.S. attorney's office in New York, trying to negotiate a plea deal to avoid prosecution, a source with knowledge of the discussions said.
4. Wikipedia: [Eliot Spitzer](#)
5. Ben Smith (The Politico): [Spitzer's sudden fall from grace](#) (March 11, 2008)
6. The New York Times: [Spitzer Is Linked to Prostitution Ring](#) (March 10, 2008)
7. Slate Magazine: [How Eliot Spitzer got so powerful](#) (October 21, 2004) ⚠

Ads by Google

[Spitzer Scandal Videos](#)

Video coverage of the sex scandal
www.CampaignCircus.com

[Kristen Eliot Spitzer](#)

Who Is Kristen / Ashley Dupre?
News.alotoolbars.com

[Client 9 T-Shirts](#)

Just Call Me Client 9 & Many More
www.CafePress.com

Guide Note:



Eliot Spitzer is the [Democratic](#) governor of [New York](#). In 1998,

Spitzer was elected as the New York State Attorney General after launching an investigation that eventually led to the downfall of the infamous Gambino crime family in New York. Spitzer was noteworthy as a reformer, who prosecuted difficult and formerly-overlooked areas of crime such as stock-market abuses and securities fraud. Spitzer was elected governor of the state in 2006, winning the position previously held by George Pataki. During his tenure, Spitzer backed a controversial bill that would allow driver's licenses to be issued to illegal aliens, and another in favor of gay marriage. On March 10, 2008, Spitzer apologized for his involvement (as a customer) in a [prostitution ring](#), the [Emperors Club VIP](#). According to

Social Search – Listing Search

iRazoo Search Plugin



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eliot spitzer

SEARCH

Earn points for each search - Join Now!

Register

Sign in

Download Toolbar Refer a friend

Total Search Results

Eliot Spitzer

www.UncoverTheNet.com Get More Info on Eliot Spitzer at UncoverTheNet.

Looking for eliot spitzer ?

www.metasearcheye.com Delivering best eliot spitzer results from all major search engines. Get better, different Relevant results fast !

Eliot Spitzer Prostitution Forum

www.twing.com Eliot Spitzer's Alleged Prostitute Scandal. Join the Discussion.

Sponsored Results

People Recommended Results

We want you to become a Razoo Reviewer. Please recommend a website you liked for this keyword.

Regular Search Results

1. [eliot spitzer - Wikipedia, the free encyclopedia](#)
Hyperlinked biography for the Attorney General of New York and 2006 Democratic candidate for governor.
en.wikipedia.org
2. [Eliot Spitzer](#)
Get More Info on Eliot Spitzer at UncoverTheNet.
Sponsor: www.UncoverTheNet.com
3. [eliot spitzer: News & Videos about eliot spitzer - CNN.com](#)
The disgraced politician steps down, saying, "I did not live up to what was ... Hot Topics " eliot spitzer â€œ National Economy â€œ Election Center â€œ more topics " ...
topics.cnn.com
4. [eliot spitzer News - The New York Times](#)
News about eliot Spitzer. Commentary and archival information about eliot spitzer from The New York Times.
... YORK CITY, SPITZER, eliot L. BLOOMBERG, MICHAEL ...

Who is Winning

1. **\$ 5.00 Amazon gift certificate**
[suryshoney](#)
5 hour(s), 34 minute(s) ago
2. **\$ 5.00 Amazon gift certificate**
[evoluhun](#)
1 day(s), 10 hour(s), 25 minute(s) ago
3. **\$ 5.00 Amazon gift certificate**
[jinder55](#)
2 day(s), 5 hour(s), 34 minute(s) ago
4. **\$ 5.00 Amazon gift certificate**
[PoojaPandey08](#)
3 day(s), 13 hour(s), 28 minute(s) ago

Interesting iRazoo links

[Tips to Win](#)

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[Download Toolbar](#)

[Make iRazoo Your homepage!](#)

[Testimonials](#)

[Win gift certificates and more - Learn How](#)

[How iRazoo Works](#)




Search Engine
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Social Search – Q&A Search





Search | [Browse Polls](#) | [Create Poll](#)

Results 1-1 for [eliot spitzer](#) Filter: [Most Recent](#) | [Most Popular](#)

Tip: Click on  icon to cast your opinion.



[Who will be the new governor of New York?](#)

 **Eliot Spitzer**  John Faso

[Show Poll](#) [Similar Polls](#) [0 Comment](#) [0 related link](#)

Social Search – Q&A Search



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[People](#) | [Jobs](#) | [Answers](#) | [Service Providers](#)

Advanced Search

- Home
- Profile
- Contacts
- Inbox (9)
- Groups



Simon Heseltine

Director of Search at Serengeti Communications, Inc.

What are you working on?



Your profile is 90% complete [\[Edit Profile \]](#)

Answers

[Answers Home](#) | [Advanced Answers Search](#) | [My Q&A](#) | [Ask a Question](#) | [Answer Questions](#)

Search Results

Results 1 - 10 of 13

[All Questions](#) | [Open Questions](#)

sorted by: [Degrees away from you](#) | [Relevance](#) | [Date](#)

- Do you think (new) NY governor David Paterson can help Obama?**
... vote if **Spitzer** resigns today! I ... and **Eliot Spitzer**. ... Governor **Spitzer** is said to have selected Mr Paterson from a rather target-rich environment of prospective candidates ; as a superdelegate, Governor **Spitzer** ...
13 answers | Asked by [Murali Venkatesh](#) (2nd) | 4 days ago in [Government Policy](#), [Public Relations](#) | [Open](#)
- How can ommittance or failure to disclose become a liability?**
... Attorney General (now Governor) **Spitzer** ...
[http://www.thefreelibrary.com/Marsh+fund+to+pay+\\$850m+in+settlement+with+Spitzer.\(Marsh+Inc.,+Eliot...-a0132746958](http://www.thefreelibrary.com/Marsh+fund+to+pay+$850m+in+settlement+with+Spitzer.(Marsh+Inc.,+Eliot...-a0132746958) ...
7 answers | Asked by [Laban Johnson](#) (2nd) | 1 month ago in [Corporate Law](#)
- Ooops! ???**
... Is that what **Eliot Spitzer** said when he got caught? ...
8 answers | Asked by [Raymond vd Bel](#) (2nd) | 8 hours ago in [Using LinkedIn](#) | [Open](#)

Refine Search

Keyword

Search for keyword match in:

- Questions and Answers
- Questions only

Category

Options

Show only unanswered questions



Social Search – Profile Search



What's yoName?

People search across social networks, blogs and more.

[Search](#) | [Find a Lost Friend](#)

[Login](#) | [Register for Free](#)

People Search

Web Search

Public Records Search

eliot spitzer

YO!

Enter an Email Address, Username, First & Last Name or Phone number
[+ Advanced Search Options](#)

Top Searches
[Paris Hilton](#)
[American Idol](#)
[Lindsay Lohan](#)

[Share search results](#) with a friend.

Can't find YO friend? Use our [Lost Friend Finder](#).

YO! We've found "eliot spitzer" on MySpace. Want more results? Enter an email address for "eliot spitzer".



YouTube



MySpace



Full Name: Eliot

Age: 48

Gender: Male

[View Profile](#)

[Send this profile to a friend](#)

[Background check](#)

[Find a Phone Number](#)

[Find in White Pages](#)

Social Media Site Search



My Profile

Friends' Activity 3257 v

Submit New

Logout



« Home



Search Digg

All

News Search

Videos Search

Images Search

Podcasts Search

eliot spitzer

Search

Include Buried Stories

Title and Description

Front Page Stories

Sort Best Match First

2779

diggs

New York Governor **Eliot Spitzer** Linked to Prostitution Ring

nytimes.com — Gov. **Eliot Spitzer** has informed his most senior administration officials that he had been involved in a prostitution ring, an administration official said this morning. [More...](#) (Political News)

digg it

1003 Comments



Share



ThePlan made popular 3 days ago



4266

diggs

Photos Of **Eliot Spitzer's** Hooker

thesmokinggun.com — Meet "Kristen," the high-priced hooker who trysted with **Eliot** "Client-9" **Spitzer** last month at that Washington, D.C. hotel. The 22-year-old prostitute's real name is Ashley Alexandra Dupre (though she was born Ashley Youmans), according to a New York Times report. These photos were taken from her MySpace page. [More...](#) (Political News)

digg it

1008 Comments



Share



walum made popular 16 hr 22 min ago

618

diggs

How software helped nail **Eliot Spitzer**, prostitution ring

blogs.zdnet.com — New York Governor (for now) **Eliot Spitzer's** prostitute scandal is all the big news here in New York, but the lesser known tale is how an information system—the U.S. Treasury's Financial Crimes Enforcement Network—played a role in his downfall. [More...](#) (Security)

digg it

69 Comments



Share



mkopez made popular 1 day 11 hr ago



Social Media Site Search



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Search results for "eliot spitzer"

Content Groups

Search everything

Results tagged "eliot spitzer"

- 8 votes [Call girl's lawyer blasts media for using photos](#) [view details](#)
- 1 vote [Eliot Spitzer's Sexual Misconduct VS. President Bush's Much Bigger Crime](#) [view details](#)
- 1 vote [It's Larry Flint on the line Ms. Dupre](#) [view details](#)
- 2 votes [Ashley Dupre & Eliot Spitzer scandal! - Vox](#) [view details](#)
- 1 vote [Virgin Mobile Ad Pokes Fun at Eliot Spitzer](#) [view details](#)
- 1 vote [Ashley Alexandra Dupre Single YANKED! Eliot Spitzer Singer Single Yanked from Radio Rotation, Fan Reaction Negative | lalate new](#) [view details](#)

[View more](#)


Related Tags

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- driverslicenses
- outrage
- democratic
- illegalimmigrants
- republican
- emperorsclub
- governor
- newyork
- ny

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Social Media Site Search














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Eliot Spitzer Websites

People Who Like Eliot Spitzer Sites

Show me more (15)

 Jackanapes	 siteinsights	 czesky	 WasatchMan	 gkops62
 phillyLA	 Acemaan	 ASLICE	 TheMobiBlog	 Redkarma
 lbryan	 nicoledoesnyc	 julien414	 webcastr	 willack

Featured Eliot Spitzer Sites

**Eliot Spitzer Press Conference from The Blue Group**
Dclebanoff rated  6 days ago • <http://www.mybluecollar.com/videos/834686b158>
How they got this joke up this quick I'll never know.
 6 reviews  **humor**, eliot-spitzer, spitzer, eliot, emperors-club-vip

0 0

I like pages about eliot-...


Stumble pages about this

Manage my interests

Pages I liked about eliot...

Related videos


www.mcalvary.com
American Dollar Collapse


President BUSH PARDONS HIMSELF agains...

Social Media Site Search



Signed in as stripedtiger71 (1 new)

Home You Organize Contacts Groups Explore

Search everyone's photos

Search

Photos Groups People

Everyone's Photos

eliot spitzer

SEARCH

Advanced S
Search by C

Full text Tags only

We found 582 results for photos matching eliot and spitzer.

View as slid

View: Most relevant • Most recent • Most interesting Show: Details • Thumbnails



eliot spitzer

Uploaded on 14 March 2008



By [blogsantodomingo](#)

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[eliotspitzer](#)



Eliot Spitzer - Client Nine

Uploaded on 11 March 2008



By [yausser](#)

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Social Media Site Search

facebook

Profile edit Friends ▾ Networks ▾ Inbox ▾

home account privacy logout

Search ▾

Applications edit

- Page Manager
- Groups
- Photos
- Events
- Marketplace
- Booze Mail
- SuperPoke!
- more

Eliot Spitzer's Friends

Eliot's Profile | Send a Message | Poke

Search Friends

Status Updates Recently Updated Everyone More...

Eliot has no friends.

Facebook © 2008

Advertisers Businesses Developers About Facebook Terms Privacy Help

Social Search – Social Aggregators

The screenshot displays the Twing Beta search engine interface. At the top, the Twing logo is on the left, and navigation links for 'Sign In', 'Sign Up', and 'Twing Home' are on the right. Below the logo are buttons for 'Community Buzz', 'Directory', 'My Stuff', and 'Features'. A search bar contains the text 'eliot spitzer' with a 'NEW SEARCH' button to its right. Above the search bar are tabs for 'Posts', 'Topic', and 'Forum', and a 'Preferences' link. To the left of the search results is a 'Refine Your Search' sidebar with sections for 'Basic Search Term' (eliot spitzer), 'Additional Terms', 'Exact Phrase', 'Without these terms', 'Category' (with an 'Edit Categories' button), and 'Filters' (including dropdowns for Top Forum, Top People, Top Company, and By Language). The main results area shows 'Sort By: Relevance | Date' and 'Results: 1-10 of 995 for eliot spitzer'. Three search results are visible, each with a title, a brief description, and metadata including the author, post date, replies, and views. On the right side, there are 'Sponsored Results' for 'Spitzer Call Girl ID'd', 'Domino: Spitzer Exclusive', and 'Spitzer Find Client 9 Shirts and More! Ships in 24 Hours.'.

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BETA

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Community Buzz Directory My Stuff Features

Posts Topic Forum Preferences

eliot spitzer NEW SEARCH

Refine Your Search:

Basic Search Term
eliot spitzer

Additional Terms:

Exact Phrase:

Without these terms:

Apply

Category:

Edit Categories

Filters:

Top Forum

Top People

Top Company

By Language

Sort By: Relevance | Date

Results: 1-10 of 995 for eliot spitzer

[Eliot Spitzer Linked to Prostitution Ring](#)

...will know more soon ALBANY - Gov. **Eliot Spitzer** has informed his most senior administration...official said this morning. Mr. **Spitzer**, who was huddled with his top aides...afternoon at his Manhattan office. Mr. **Spitzer**, a first-term Democrat who pledged...

By: clmetal Posted: 10-Jan-08 | Replies: 125, Views: 1708 | See this Topic
From: [Sherdog Mixed Martial Arts Forums](#) [INFO+](#)

[Eliot Spitzer: Hooker in FBI Wiretap Revealed?](#)

Eliot Spitzer: Hooker in FBI Wiretap Revealed?, **Eliot Spitzer:** Hooker in FBI Wiretap Revealed?, View original story on: deathby1000papercuts.com ??? Is this the "Kristen" the FBI wiretaps caught NY Governor **Eliot Spitzer** negotiating with? ??? More...

By: Brian Posted: 12-Mar-08 | Replies: 0, Views: 3 | See this Topic
From: [Automotive Addicts Forum](#) [INFO+](#)

[Eliot Spitzer: And His Next Campaign Slogan Might Well Be....](#)

Yes, it reminds me of when all that stuff "came out" () about New Jersey's former governor Jim McGreevy. Methinks Mr. **Spitzer** had better start practicing saying "former governor **Eliot Spitzer**." lol

By: debmc Posted: 10-Mar-08 | Replies: 6, Views: 21 | See this Topic
From: [Flushing University Forums](#) [INFO+](#)

Sponsored Results

[Spitzer Call Girl ID'd](#)
Get News, Pics, and Gossip About Governor Spitzer at Newsday.com
www.newsday.com

[Domino: Spitzer Exclusive](#)
Visit Domino Mag Now for more on NY First Lady Spitzer!
www.DominoMag.com

[Spitzer](#)
Find Client 9 Shirts and More! Ships in 24 Hours.
www.Zazzle.com

Social Search – Social Aggregators



blogger buzz NEXT >>

- [Eliot Spitzer night @ minor league ballpark](#)
03/13/2008 by linkfilter.net - fresh links daily - Along with grooming potential major leaguers, Minor League Baseball is all about entertainment thro...
- [The Ultimate Irony of Eliot Spitzer](#)
03/13/2008 by Scott Sands Personal Blog - The downfall of Governor Eliot Spitzer (D-NY) this week after being linked to money laundering, pro...
- [Judge Not Lest Ye Be Judged? \(Dedicated to Eliot Spitzer\)](#)
03/13/2008 by Righty Loosey - What does this all have to do with Eliot Spitzer? Eliot Spitzer judged others; he found them to be ...
- [Eliot Spitzer and Anti-Semitism - The Dog that Didn't Bark:](#)
03/13/2008 by The Volokh Conspiracy - Until his recent downfall, Eliot Spitzer was one of America's most prominent Jewish politicians. Ye...
- [Was Eliot Spitzer brought down by a Wall Street conspiracy?](#)
03/13/2008 by Liberal England - It is clear that the federal investigators' probe started with Spitzer, not the prostitution ring. ...
- [Eliot Spitzer as anti-sex work crusader and as sex worker client](#)
03/13/2008 by Dankprofessor's Weblog - Eliot Spitzer has a track record of breaking up prostitution rings, and now his behavior has led to...
- [Eliot Spitzer Quote Of The Day](#)

social videos NEXT >>

- [The Photo Shoot: Hooker of Eliot Spitzer, N.Y. Governor, #9](#)
03/13/2008 by VagabondWarrior - We should have known a long time ago that there was something fishy about these "spokesmodels"...ht...
- [Eliot Spitzer scandal - song by "Kristen"](#)
03/13/2008 by VictorWhiskey - "What We Want," song by Ashley Alexandra Dupr ("Kristen"), the woman (prostitute) involved in the E...
- [Eliot Spitzer 939 Music By Blox](#)
03/13/2008 by MUSICBLOX - Eliot Spitzer homage to those of us who live a lie. Music By BloxAuthor: MUSICBLOXKeywords: eliot ...
- [The Photo Shoot: The Hooker of Eliot Spitzer, N.Y. Governor](#)
03/13/2008 by VagabondWarrior - We should have known a long time ago that there was something fishy about these "spokesmodels"...ht...

highest voted stories NEXT >>



- [Ny State Governor Eliot Spitzer Resigns Prostitution Scandal With Kristen Ashley Alexandra Dupre](#)



Social Search – Social Aggregators

The screenshot shows a Friendfeed search interface. At the top, the 'friendfeed' logo is on the left, and navigation tabs for 'friends', 'me', and 'everyone' are in the center. A search bar on the right contains the text 'search: SES'. Below the navigation, a search input field contains 'SES|', with 'Search' and 'Advanced search' buttons to its right.

The search results are listed below:

- Lee Odden** posted a message on [Twitter](#)
"Like @tamar says, track all the SES NY Tweets with hashtags: <http://www.hashtags.org/tag/se...>"
7 minutes ago - [Comment](#) - [Like](#) - [Options](#)
- Barry Schwartz** posted a message on [Twitter](#)
"working AM in office, then going to SES NY"
2 hours ago - [Comment](#) - [Like](#) - [Options](#)
- Kevin Newcomb** posted a blog post on [Search Engine Watch Blog](#)
[Top ten stories from SES New York – Day 1](#)
8 hours ago - [Comment](#) - [Like](#) - [Options](#)
- Lee Odden** published five photos on [Flickr](#)

9 hours ago - [Comment](#) - [Like](#) - [Options](#)
- Lee Odden** published 30 photos on [Flickr](#)

14 hours ago - [Comment](#) - [Like](#) - [Options](#)

Social Search – Social Aggregators

The screenshot shows a web browser window titled "My World - Flock". The address bar contains "aboutmyworld" and the search engine is set to "Yahoo!". The browser tabs include "Getting Started", "Latest Headlines", "Check My Tag: Milk A...", "Skip forced invites", "New to Flock?", "Share Flock", and another "New to Flock?".

The main interface is titled "My World" and shows the date "Monday, March 17, 2008 02:54 PM". It features a search bar and navigation options like "Widgets" and "Share Flock".

The content is organized into three main columns:

- Favorite Feeds:** A list of news and media feeds from various sources:
 - E! Online - Top Stories:** Includes items like "Paul Says Goodbye, Heather Says Hello to Beatle Millions" (23) and "Halle Berry Baby Time" (42m).
 - Yahoo! News: Top Stories:** Includes "Toll from NYC crane collapse hits 6" (100), "Dice-K to start Red Sox opener in Japan" (50m), and "Female suicide attack kills 36 near Iraq Shiite shrine" (50m).
 - CNN.com:** Includes "Poll: Three-quarters think U.S. in recession" (43) and "Female bomber detonates near Iraq shrine" (59m).
 - ESPN.com:** Includes "Dice-K to start Sox opener in Japan" (62) and "Marathon champ: Pollution will hurt Olympic field" (1h).
 - Digg:** Includes "The Drunkest Cities in America" (100) and "Dalai Lama: 'I Won't Stop the Tibet Protests'" (1h).
- Friend Activity:** A list of updates from friends:
 - toprankonlinemarketing uploaded photos. (2h)
 - vanessafox uploaded photos. (4h)
 - rustybrick uploaded photos. (4h)
 - Tamar Weinberg uploaded photos. (4h)
 - rustybrick uploaded photos. (6h)
 - toprankonlinemarketing uploaded photos. (18h)
 - cre8pc uploaded photos. (19h)
 - cre8pc uploaded photos. (19h)
- Favorite Media:** A section for media content:
 - Flocking on Flickr:** Shows a collection of 36 media items.
 - stripedtiger's favorites on YouTube:** Shows a collection of 34 video items.

On the left side, there is a "People" sidebar with a search bar and a list of users including "stripedtiger71", "toprankonlinemarketing", "vanessafox", "rustybrick", "Tamar Weinberg", "cre8pc", "Jennifer Laycock", and "Matt McGee".



Social Search Issues

Some sites are slow – low investment in hardware

Sourcing of data challenges

Low volume of active users – takes away the Human element & relevancy

Being found amongst the chatter

A group with an agenda can hijack a SERP (if controls are not in place)

- Editorial approval?
- Potential Reputation Management Issues



Reputation Management

Reputation Management Problem Sources:

- Disgruntled (ex)Employees
- Disgruntled Customers
- Journalists / Bloggers
- Activists
- Your Competition
- Trolls
- Self Inflicted



Culture break

“Reputation, reputation, reputation! O, I have lost my reputation! I have lost the immortal part of myself and what remains is bestial”

William Shakespeare - Othello

Now What?

- Analyze & Assess
 - Tone & Context
 - What is being said?
 - How is it being said?
 - Where is it being said?

Now What?

- Analyze & Assess
 - Participants & Audience Reach
 - Are the influencers talking?
 - Are the influencers reading?
 - Who do You need to talk to?
 - How can You engage the community?

Now What?

- Analyze & Assess
 - What are your Goals?
 - Damage Mitigation? – SERP based.
- OR
- Damage Control? – Setting the record straight.

How to Respond

- Legal Threats?
 - Even if they 'work' they rarely work
 - May cause more issues than they resolve



How to respond in the world of Social Search

- › Community Involvement – be real & not defensive
 - › Address the issues
 - › If incorrect / invalid – explain why
 - › If valid – explain your next steps
- › Put out great content
- › Boost other positive / unrelated sites
- › If in doubt seek professional guidance

Social Search: The next step

Social Media sites constantly appear and disappear

- Each requires a unique profile
- Each requires time and effort

Aggregators / portals?

Make it easy for you to:

- work
- follow individuals
- track buzz

across multiple Social sites





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