



Strategically narrow your searches to find on-point results without missing potentially relevant information.

### The Challenge of Common Names and Prominent People

Because many different people share the same name, and because Lexis Diligence® includes over 26,000 news publications from around the world that may cover these individuals, finding relevant news on the right person with a **common name** can be a challenge.

Searching for **prominent individuals** can be another tough task. Even if a prominent person has a unique name, their position in society may mean that there are more news articles about them than you can realistically review. And if the prominent person also happens to have a common name, the challenge is compounded.

While these scenarios seem difficult to tackle, Lexis Diligence enables the use of **flexible searching techniques** to pinpoint the results you need.

If you are getting too many news results on a person, it is important to determine whether the high volume is driven by the [commonness](#) of the name or the [prominence](#) of the person as the search method that you use to narrow your results will vary depending on the circumstance, as you'll learn below.

# Lexis Diligence®—Strategic Methods for News Searching

## Search Form Defaults

Before we discuss specific methods for addressing common names and prominent people, let's consider some basic facts about the Person Check search form.

Lexis Diligence®

Perform a Check | Report

Person Check

Company Check

Country Check

Search Terms ?

First name(s)

Last name

Additional terms

[Fewer terms](#)

Utilizing the "First name" and "Last name" fields when searching **News** or **Negative News**, automatically looks for the first name to precede the last name by no more than 3 words.

Even if a news article includes two intervening initials or names between "first and last" – which is common in some cultures – the system will accommodate these deviations. This allows you to capture the full range of variations that may appear in the news without limiting yourself to a literal format.

▼ Searching Across

News Sources

☒ Negative News [Edit](#)

☐ Custom News [Edit](#)

☒ News

The source selected from the News dropdown, e.g. News, All (English, Full Text), applies to both "News" and "Negative News."

"News," the top checkbox, is a broader option that includes *all of the news*. "Negative News," the lower checkbox, focuses on adverse information. Even if only "Negative News" is checked off – and the top box remains unchecked – the source selected from dropdown still applies.

## The Common Name Challenge

### Searching with Unique Identifiers

The first step to strategically narrow your results when searching for a person with a common name is to identify unique attributes associated with the correct person. We call these attributes “unique identifiers.” Here are some examples:

- Names of companies where the person currently works, or has worked in the past
- Names of other people closely associated with the individual (e.g., other execs at the same company, spouse’s name, etc.)
- Names of academic institutions the person attended
- Name of the person’s profession
- Names of associations, clubs, or other organizations of which the person is a member
- Names of towns where your target lives or has lived

Use these unique identifiers **in combination** with a common name to help locate news articles that are on point.

Below is an example of what such a search might look like. The “w/25” operator means that the last name, “smith,” must appear within 25 words of any of the terms listed in the set of parentheses that follows. The unique identifiers are separated with the “or” connector, which ensures that **any** of these terms will be found in conjunction with the person’s name, not necessarily all of them together.

Person Check	Company Check	Country Check
<b>Search Terms</b> ?		
First name(s)		
<input type="text" value="John"/>		
Last name		
<input type="text" value="Smith"/>		
Additional terms		
<input type="text" value="Smith w/25 (Albany or Lafayette or Trenton or boston or rutgers or harvard or hollingbrook"/> AND ▼		
<input type="text"/> AND ▼		
<input type="text"/>		

*Note: A red arrow points from the blue box to the search term input field.*

smith w/25 (albany or lafayette or trenton or boston or rutgers or harvard or hollingbrook or broker! or trad! or invest! or securit! or salomon or lufkin or morgan stanley or prudential or belinda)

**Note:** If you want a closer relationship between terms, you may adjust the number used with the “within” operator. For instance, “w/15” means within 15 words of; “w/5” means within 5 words of, and so on.

You may modify as you see fit, but keep in mind that the narrower the focus the greater the chance that you will exclude potentially relevant articles. We find that “w/25” strikes a nice balance between including the results that are likely relevant, while excluding results that are likely irrelevant.

# Lexis Diligence®—Strategic Methods for News Searching

## Negative News

When searching for a person with a common name, consider limiting your focus to adverse news only. By checking the box for Negative News, Lexis Diligence automatically looks for the name that you've entered within close proximity of a series of derogatory terms. You may click the "Edit" button to the right of Negative News to see the negative words used and make modifications if you desire.

The screenshot shows the Lexis Diligence search interface with the 'Person Check' tab selected. The 'Search Terms' section includes fields for 'First name(s)' (John), 'Last name' (Smith), and 'Additional terms'. Below these are 'AND' dropdown menus. A red arrow points from the 'Edit' button next to the 'Negative News' checkbox in the 'Searching Across' section to the 'Negative News Search' pop-up window. The pop-up window displays a list of negative terms used in the search, such as 'abuse!', 'allegat!', 'ambush!', 'arrest!', 'assault!', 'asset freeze!', 'bankrupt!', 'blackmail!', 'breach!', 'bribe!', 'captiv!', 'class action!', 'contrab!', 'convict!', 'corrupt!', 'counterfe!', 'court case!', 'drug dealer!', 'deceive\*', 'deception!', 'deprave!', 'detain!', 'detention!', 'disgrace!', 'disqual!', 'drug abuse\*', 'drug addict!', 'drug user!', 'embezz!', 'extort\*\*\*', 'extremis!', 'felon\*', 'fined or fraud!', 'fugit!', 'guilt!', 'illegal or illicit or impris!', 'incarcel!', 'incrim!', 'indict!', 'injur!', 'insidel deal!', 'insidel info!', 'jail!', 'kickback!', 'kidnap!', 'larcen!', 'larceny or laundel!', 'liquidat!', 'litigat!', 'mafia\*', 'manipul!', 'miscond!', 'misdem!', 'murder!', 'narcot!', 'nefarial or offen!', 'parole!', 'politically exposed or prohibit!', 'prosecut!', 'rackete!', 'rape\*', 'robber!', 'sanction or scam or scandall or sexual or smuggll or steal or stole\*', 'terroris!', 'theft or traffik!', 'traffick!' or 'unlaw!' or 'verdict or violat!'. The pop-up window also includes a 'Save' button and a 'Cancel' button.

## A Combined Approach

If the person's name is very common, you may need to merge the two techniques described above, i.e., combining unique identifiers with Negative News. Like this:

The screenshot shows the Lexis Diligence search interface with the 'Person Check' tab selected. The 'Search Terms' section includes fields for 'Additional terms' (Smith w/25 (Albany or Lafayette or Trenton or Boston or Rutgers or Harvard or Hollingbro), 'AND' dropdown menus, and 'Fewer terms' link. A red arrow points from the 'Edit' button next to the 'Negative News' checkbox in the 'Searching Across' section to a callout box. The callout box displays a list of negative terms used in the search, such as 'smith w/25 (albany or lafayette or trenton or boston or rutgers or harvard or hollingbrook or broker!', 'trad!', 'invest!', 'securit!', 'salomon or lufkin or morgan stanley or prudential or belinda)'. The callout box also includes a 'Save' button and a 'Cancel' button.

# Lexis Diligence®—Strategic Methods for News Searching

## Literal Name Searching

As described previously, when utilizing the “First name” and “Last name” fields in conjunction with News or Negative News, the system automatically looks for the first name to precede the last name by no more than three words.

This is the preferred approach since you can’t predict how a person’s name will be represented in the news, including misrepresentations, such as use of the **wrong** middle initial. The default is designed to be flexible to account for the variations that could appear in documents that you could not anticipate.

However, when searching a very common name, taking a more literal approach can be a good option. To leverage this method, leave the “First name” field blank. Entering the last name in the “Last name” field ensures that the terms in the Negative News search are found in close proximity to the person’s name.

Use the first “Additional terms” box to enter all of the literal variations of the person’s name with each version separated by “or.” Remember, with this method the system will only look for the exact variations you request. This means that if you were to only enter “John Smith,” you would miss all articles where a middle initial or middle name was used. This is why you want to include variations with specific initials and middle names when using this stricter tactic.

Add your unique identifiers to the second “Additional terms” box, and select the Negative News option for further filtering. See the example below.

The screenshot displays the Lexis Diligence search interface. At the top, there is a search bar. Below it, the 'Last name' field is populated with 'Smith'. A red arrow points from a text box explaining that entering the last name ensures keywords in negative news appear in close proximity to the person's name. The 'Additional terms' section contains two input boxes. The first box contains 'John Smith or John K Smith or John Kenneth Smith', with a red arrow pointing from a text box explaining that this ensures the keywords appear in close proximity. The second box contains 'Smith w/25 (Albany or Lafayette or Trenton or Boston or Rutgers or ...)', with a red arrow pointing from a text box explaining that this includes specific identifiers. Below the input boxes is a 'Fewer terms' link. At the bottom, the 'Searching Across' section shows 'News Sources' with three options: 'Negative News' (checked), 'Custom News', and 'News'. A red arrow points from the 'Negative News' checkbox to a text box explaining that selecting this option further filters the results.

Entering the last name, ensures that the keywords in the negative news each appear in close proximity to the person's name

John Smith or John K Smith or John Kenneth Smith

smith w/25 (albany or lafayette or trenton or boston or rutgers or harvard or hollingbrook or broker! or trad! or invest! or securit! or salomon or lufkin or morgan stanley or prudential or belinda)

⬆ Fewer terms

▼ Searching Across

News Sources

☒ Negative News [Edit](#)

☐ Custom News [Edit](#)

☐ News

## The Prominent Person Challenge

### Using Frequency in Your Favor

When you're getting too many news results, not because you're searching a common name, but because you're searching a prominent person, try leveraging the "at least" command to find key stories and eliminate articles where your subject is mentioned only in passing.

This command tells the system that the name you enter must appear at least as many times **in the same article** as specified by the number entered.

Since a person is generally mentioned in the news only once by their full name and by their last name only thereafter, use the "at least" command with the last name only. When using the command, leave no spaces between "at," "least" and the number. The command applies to the term(s) that immediately follow in parentheses.

You may use whatever number you wish when leveraging this command; the higher the number the fewer the results. But, remember that whenever you are narrowing your results, there's the possibility of eliminating relevant documents, so use the smallest number you can that reduces your results to a manageable level.

You can see how this command is used in the screenshot below. In this example, "Rupert" must precede "Murdoch" by no more than three words AND "Murdoch" must be mentioned at least 10 times **in the same article**.

The screenshot shows the Lexis Diligence search interface. It includes fields for "First name(s)" (containing "Rupert") and "Last name" (containing "Murdoch"). Below these is the "Additional terms" section, which contains three input fields. The first field contains the command "atleast10(Murdoch)", with a red arrow pointing to it. To the right of each input field is a dropdown menu with "AND" selected. At the bottom left, there is a link "Fewer terms" with an upward arrow icon. At the bottom right, there is a red "Search" button and a "Clear" link. Below the search area, there is a section titled "Searching Across" with a dropdown arrow.



# Lexis Diligence®—Strategic Methods for News Searching

## Negative News

When searching a prominent person, consider limiting your focus to adverse news only. By checking the box for Negative News, Lexis Diligence automatically looks for the name that you've entered within close proximity of a series of derogatory terms. You may click the "Edit" button to the right of Negative News to see the negative words used and make modifications too.

**Additional terms**

**Negative News Search**

The Negative News option searches for your search terms in conjunction with terms below. You can edit the negative terms by changing them in the box below and clicking Save. These changes will be saved for the next time you return to the form. To go back to the original search, click 'Revert to original terms'.

**Need help entering terms?**

(abus! or allegat! or ambush! or apprehend! or arraign! or arrest! or assault or asset freez! or bankrupt or blackmail! or breach! or brib! or captiv! or class action or contrab! or convict! or corrupt! or counterf! or court case or drug dealer or deceive\* or deception or deprav!! or detain! or detention or disgra! or disqual! or drug abuse\* or drug addict! or drug user or embez! or extort\*\*\* or extremis! or felon\* or fined or fraud! or fugit! or guilt! or illegal or illicit or impris! or incarc! or incrim! or indict! or injunct! or inside! deal! or inside! info! or jail! or kickback or kidnap! or larcen! or larceny or laundel! or liquidat! or litigat! or mafi\* or manipul! or miscond! or misdem! or murde! or narcot! or nefario! or offen! or parole! or politically exposed or prohibit! or prosecul or racketee! or rape\* or robbe! or sanction or scam or scandal! or sexual or smuggl! or steal! or stole\* or terroris! or theft or traffik! or ...)

[Revert to original terms](#) [Save](#) [Cancel](#)

## A Combined Approach

If the person is very prominent, you may need to merge the two techniques described above, i.e., combining the "at least" command with Negative News. When using the "at least" command in conjunction with Negative News, consider using a lower number with the command than you would when searching the broader "News" option. Like this:

**Additional terms**

atleast5(murdoch) AND

AND

[Fewer terms](#) [Search](#) [Clear](#)

**Searching Across News Sources**

☒ Negative News [Edit](#)

☐ Custom News [Edit](#)

# Lexis Diligence®—Strategic Methods for News Searching

## The Greatest Challenge: Searching a Prominent Individual Who Has a Common Name

The trickiest scenario is searching a prominent individual that also has a common name. Once you've mastered the general building block techniques described above, you'll be able to handle any scenario, even this greatest challenge.

Consider the example below. It combines the common-name-handling tactics of *literal name searching* and *unique identifiers*, with the prominent-name-handling method of the “*at least*” command, all of which is then filtered by Negative News.

**Search Terms** ?

First name(s)  
[ ]

Last name  
Jordan

Additional terms  
Michael Jordan or Michael J Jordan or Michael Jeffrey Jordan AND [v]  
Jordan w/25 (basketball or nba or chicago bulls or unc or university or north caroline or [ ] AND [v]  
atleast5(Jordan)

⬆ Fewer terms

▼ **Searching Across**  
**News Sources**  
☒ Negative News Edit  
☐ Custom News Edit  
☐ News

**Annotations:**

- Entering the last name, ensures that the keywords in the negative news search appear in close proximity to the person's name
- Michael Jordan or Michael J Jordan or Michael Jeffrey Jordan
- Jordan must be mentioned at least 5 times in the same article
- Jordan w/25 (basketball or nba or chicago bulls or unc or university of north carolina or laney high school or wilmington or Brooklyn or Juanita)

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