Lexis Diligence®-Strategic Methods for News Searching

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.

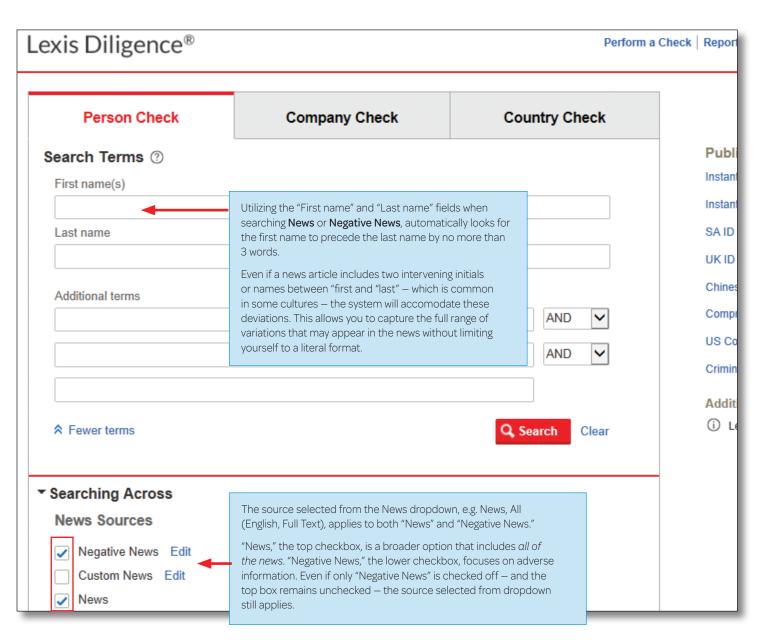
Searching for **prominent individuals** can be another tough task. Even if a prominent person has a unique name, their position in society may mean that there are more news articles about them than you can realistically review. And if the prominent person also happens to have a common name, the challenge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



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.





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		
Search Terms ⑦				
First name(s)				
John				
Last name	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			
Smith	salomon or lufkin or morgan stanley or prudential or belinda)			
Additional terms				
Smith w/25 (Albany or Lafayette of	or Trenton or boston or rutgers or harvar	d or hollingbrook AND		
		AND 🗸		

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.



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.

Person Check	Company Check	Country Check	
Search Terms ⑦		,	
First name(s)			
John			Negative News Search
Last name			
Smith			Negative News Search
Additional terms		AND 🗸	The Negative News option searches for your search terms in conjunction with terms below. You may 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!
		AND 🗸	Need help entering terms?
♠ Fewer terms		Q Search Clear	(abust or allegatil or ambushi or apprehendi or arraigni or arresti or assault or asset freezi or bankrupt or blackmail or breachi or bribl or captri or class action or contrath or convict or corrupti or or counted no rount case or drug dealer or deceiver on or deception or depravil or detaini or detention or disgral or disquali or drug abuse ⁶ or drug addict or drug user or embezi or extort*** or extremisis or felon* or fined or fraudi or fugiti or guilit or illegal or illicit or imprisi or incarcl or incrimi or indicti or injuncti or insidel deall or insidel infol or jaili or kickback or kidnapi or larcent or larceny or laundel or liquidati or litigati or maft [®] or manipull or miscendi or maketeni or rape [®] or robbiel or sanction or
 Searching Across 			scam or scandall or sexual or smuggll or steall or stole* or terrorisil or theft or trafficki or trafficki or unlaw or verdict or violati)
News Sources			
Negative News Edit			Save
Custom News Edit		2 ⁴	Cancel
News			

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:

Additional terms	
Smith w/25 (Albany or Lafayette or Trenton or Bo	oston or Rutgers or Harvard or Hollingbro
	AND 🗸
Fewer terms	Q Search Clear
▼ Searching Across	
News Sources	smith w/25 (albany or lafayette or trenton or boston or rutgers or
News Sources	harvard or hollingbrook or broker! or trad! or invest! or securit! or
▶ 🗸 Negative News Edit	salomon or lufkin or morgan stanley or prudential or belinda)
Custom News Edit	
News	



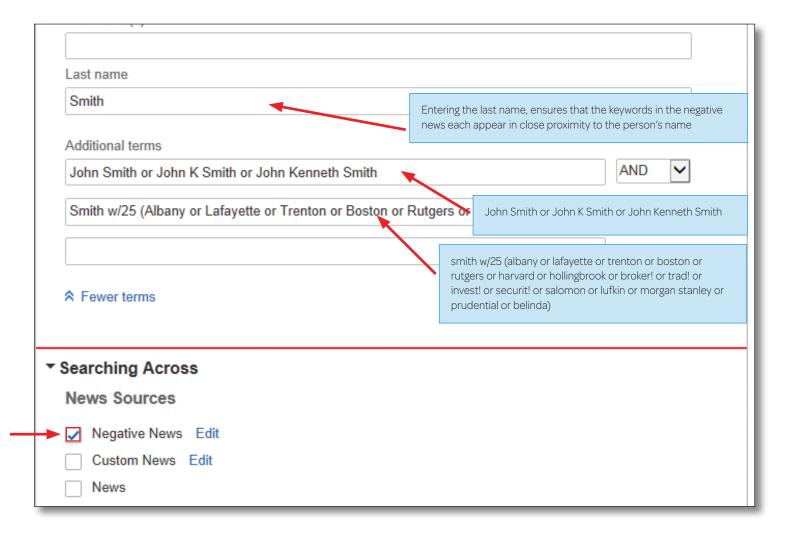
Literal Name Searching

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 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**.

Rupert	
Last name	
Murdoch	
Additional terms	
atleast10(Murdoch)	AND 🗸
	AND 🗸
Rewer terms	Q Search Clear
earching Across	



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	
		erson Report
	Negative News Search	e Location 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'.	ources
Fewer terms	Need help entering terms?	Bridger
 ✓ Searching Across News Sources ✓ Negative News Edit Custom News Edit News Date range 	(abus! or allegati! 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 disquali! 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 biside! deal! or inside! info! or jail! or kickback or kidnap! or larcen! or larceny or launde! or liquidat! or litigat! or mafi* or manipu!! or miscond! or misdem! or murde! or narcot! or nefario! or offen! or parole! or politically exposed or prohibit! or prosecu! or racketee! or rape* or robbe! or sanction or scam or scandal! or sexual or smugg!! or steal! or stole* or terroris! or theft or traffik! or	
Previous 2 Years	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:

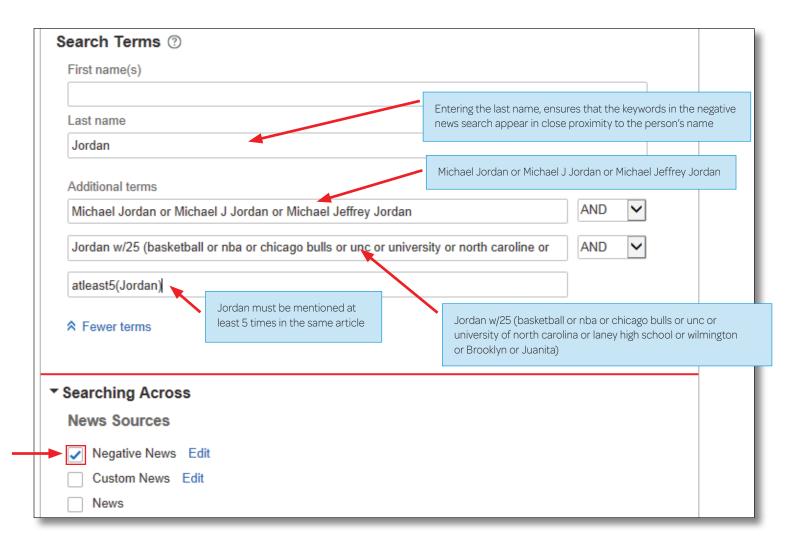
Additional terms	
atleast5(murdoch)	AND 🗸
	AND 🗸
Fewer terms	Q Search Clear
▼ Searching Across	
News Sources	
▶ 🔽 Negative News Edit	
Custom News Edit	



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.



Contact LexisNexis Canada Training for more information training@lexisnexis.ca | 1-800-668-6481

