
CONCENTRIC
Your World, Secured
Basics of Query Building

Today's Topics

✔ Keep it Simple

✔ Test Often

✔ Layer Filters

Keep it Simple

```
"Henry Ford" OR
@henryford
```

- Better to cast a wide net and filter as needed
- Good starting point: Name (with basic variations or nicknames) and social media handle

Keep it Simple

```
("10 Downing Street" OR
"10 Downing St" OR
"Number 10 Downing") AND
London
```



```
"10 Downing" AND London
```

- "Least Common Denominator" Rule
  - Avoid using too many variations and focus on the simplest form
  - More likely to capture everything you need and less likely to have errors in your query

Test Often

```
"Henry Ford" OR
@henryford
```

- Test Line by Line
  - Helps to capture errors and ensures you are actually searching for what you want
- Reevaluate your Query
  - Are the results too much? Are there false positives that can be removed?
  - Are the results very few? What other terms might enhance the search?

Build Out Your Query

```
"George Washington"

NOT Carver
```

- Adjusting for False Positives
  - If the false positives stem only from one or two sources, it may be better to filter them out with "NOT" to preserve your wide net

Build Out Your Query

```
("john smith") AND
(Jamestown OR Colony OR
Colonist OR Pocahontas
OR Powhatan)
```

- Adjusting for False Positives
  - For entities with a common name, it may be better to use inclusionary terms to focus on a single entity using "AND," compared to trying to filter out every wrong entity
  - Tip: Start with key terms listed in their biography

Build Out Your Query

```
("Eleanor Roosevelt") OR
((Eleanor OR Wife) AND
"Franklin D Roosevelt")
```

- Adjusting for alternate identifiers
  - Some entities may be referred to by their prominent associations rather than their full name.
  - Test searches that focus on their main identifiers and associations.

Build Out Your Query

Have you tested your query recently?

Layering Filters

Some tools allow you to create premade filters and search strings to apply to your query.

Why should you layer search terms?

It allows you to add complexity without messing up your base query.
It also allows you to add search terms across multiple queries at once.

Layering Filters

Example: Threatening Language

(blood* OR bleed OR pain OR Danger OR "will suffer" OR "going to suffer" OR karma OR retribution OR punish* OR died OR dead OR death OR dying OR 💀 OR ☠️ OR perish OR ⚰️ OR coffin OR 🪦 OR gravestone OR headstone OR funeral OR "your grave" OR "six feet under" OR "six ft under" OR "6 ft under" OR "6 feet under" OR Hurt OR (kill* NOT ("killed it" OR "killing it")) OR murder* OR lynch* OR choking OR choke OR choked OR suicid* OR mutilat* OR maime* OR assassinat* OR behead* …

* = Wildcard Operator. Looks for mentions with the root word. For example, punish* will also capture "punishment" and "punished"

Layering Filters

Example: General Travel

Travel* OR Trip OR Tour* OR Vacation* OR Voyage OR "private plane" OR "private jet" OR "road trip" OR Cruise* OR Getaway OR Journey OR Adventure OR Staycation* OR Pilgrimage OR Trekking OR Hiking OR Sightseeing OR Exploring OR Sunbathing OR "checked in" OR Boarding OR Disembarking OR "passport" OR Itinerary OR "packed bags" OR "layover" OR "flight" OR Departed OR Landed OR booked OR Hotel OR "airport"

Layering Filters

Example: General PII Terms

(address* OR (house* NOT ("White house" OR "House of Representatives") OR hotel* OR place* OR cabin OR villa OR suite OR penthouse OR apartment OR condo OR estate* OR residence* OR home OR street)

OR (boat* OR dock* OR car* OR garage* OR plane* OR jet* OR runway* OR heli* OR chopper*)

OR "phone number" OR email* OR "credit card" OR "debit card" OR "bank account" OR "routing number" OR SSN OR "social security" OR "tax ID" OR "passport number" OR "identity number" …

Layering Filters

Other use cases:

- Concerned about your entity being connected to their plane tail numbers? Make a layer with just the tail numbers
- Concerned about someone's travel being exposed? Make a layer with their itinerary
  - This is extra useful if you need to change the itinerary often

Layering Filters

Have you tested your layers?

Practice

Practice writing queries for the following:

- Orville Wright
- John Adams
- 350 Fifth Avenue/Empire State Building
- Johann Sebastian Bach