

MICHAEL J. TONSING

## Interesting Alternatives to a Plain Vanilla Search Engine

With Google™ being just about everyone's go-to search engine, perhaps we forget too easily that there are still many useful alternatives out there. As even the folks at Google would readily admit, the Internet is just a whole lot of stuff without a search engine or two to use to find it. While the staying power of search engines has never been in question, it's been interesting to see how they've evolved to the point of replacing the address bar. Here are a few unique search engines that have the potential to sometimes alter the way we search.

### Viewzi

Viewzi™ ([www.viewzi.com](http://www.viewzi.com)) is a search engine that is fun—in part because it uses a host of visual features. In fact, Viewzi might be called a visual search engine. What makes it unique is the variety of viewing options it offers. It seems there is something for everyone with Viewzi. The search engine talks to you; it shows you images of what you are about to choose; and it narrows your search into categories.

The “Simple Text” view (one of 16 planned ways of viewing and choosing results) provides combined search results from Google and Yahoo™ search engines in typical search engine fashion, but Viewzi adds a quite noticeable twist. A small screenshot is provided to the left of each Google-like result. To enlarge the screenshot, you can just let your mouse hover over the image for a better view.

Viewzi's stated aim is not only to provide intuitive methods to look for information but also to reduce the amount of hunting you have to do before you find something that's worth looking at. By providing different views and search types, you can go directly to the type of information you're looking for and reduce the amount of irrelevant information you have to sort through.

As a writer at *PC Magazine* put it late last July,

Viewzi looks overwhelming, but after a few searches I was impressed with how easy it was to find relevant information when you started to think a little about what it was you were looking for before you went looking for it. For example, with traditional search engines, you type in your search term, and separate out the wheat from the chaff as you sort through pages of results. At Viewzi, having an idea of what you want to see before you perform the search will lead you to much better results, and save you a ton of time. ... [T]here are views that search multiple sites for

Web video, news and current events, shopping, celebrity photos, and more.

Though not on company time of course, one can use the view category of “recipes” and quickly turn up mouth-watering images of pecan-fig pie with brandied whipped cream from the November 2001 issue of *Bon Appétit*™ magazine (and the recipe is just one click away) or brownies with chipotle-cherry whipped cream from a later issue of the same magazine. With Viewzi, you see the whipped cream brownies before you click and get the full recipe. In other words, Viewzi is a whole new way to experience a search. Instead of one big plain vanilla list, the searcher gets visuals tailored to the content they are looking for.

Viewzi's “view picker” determines what your search term means and then shows a list of possible views. The approach separates the data sources from the presentation and allows for an unlimited number of “search templates” that bring together results in unique ways that can include, for example, YouTube™ movies on your topic.

Viewzi gives you a “guided search,” which can be good, fun, or frustrating. Viewzi's interactive search is a logical step up from link-based searches (like Google's “page rank” searches) and simple content-based searches, which have a tendency to just spit out everything all at once, without any ranking or sorting. Guided interactive searches like the one Viewzi provides allow the user and the engine to have a dialogue. The user fires a short query to the engine, and the engine retrieves documents that are (in its estimation) relevant (ranking from highest to lowest). The user then narrows down the search from the retrieved search, leading the engine toward finding the most relevant hits. Voilà! Viewzi rocks!

In keeping with its highly visual nature, you can find a 3½ minute demo of Viewzi on the Internet at [www.spike.com/video/viewzi-demo-with/2905622](http://www.spike.com/video/viewzi-demo-with/2905622).

### SearchMe

Listed as one of *Time* magazine's best Web sites of 2008, SearchMe™ is a relatively new search engine with an advanced and very intuitive interface. Search results are displayed as a gallery of images that allow the user to see the page without having to click through. Do a search for “McCain,” and SearchMe will infer that you're probably looking for information about Sen. John McCain, Republican presidential candidate.

However, in doing so, in order to focus your search, SearchMe will suggest several related categories—such



as, politicians, Republican Party, U.S. government, and political news. SearchMe also provides users with the option to create "stacks," that is, bundles of web pages saved for later. This is a unique, high quality search engine of the future.

## Rollyo

Rollyo™ is a search service that allows users to create their own custom search engine. Rollyo—short for "roll your own"—is a Yahoo-powered search engine that allows users to create search engines that retrieve results only from the Web sites and blogs they want to include in their search results. A reviewer at *USA Today* gushed, "Rollyo owns me." A BBC World broadcast, stiff upper lip and all, said that "Rollyo offers the ability to search the content of a list of specified Web sites, allowing you to narrow down the results to pages from Web sites that you already know and trust."

It is true that Google has a similar "build your own" option, but Rollyo is a little more user-friendly. Users can enter up to 25 individual sites and then "roll them up" into a custom search engine. If you sign up for the Rollyo service, you can make your custom search engines either public or private and add them to your Firefox™ browser. For example, you could build a custom search engine using just your own browser

bookmarks. In essence, with Rollyo you can provide do-it-yourself filters for your very own personalized search engine, which will then only search the sites whose results you'd like to see.

## Conclusion

If none of the above choices quite knocks your socks off, there is still hope. A site exists for new and alternative search engines to congregate and show off their uniqueness: Alternative Search Engines™ ([www.altsearchengines.com](http://www.altsearchengines.com)), which comes equipped with the lovable catchphrase, "The most wonderful search engines you've never seen!" The site also has some wonderful niche search engines to explore.

Although Google still has nothing to fear, there are some new and interesting search engine alternatives that Cyberians can explore. **TFL**

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## Federal Bar Association Membership Application

TFL 10-08

### 1. PLEASE TELL US ABOUT YOURSELF (Please Print)

First Name \_\_\_\_\_ M.I. \_\_\_\_\_ Last Name \_\_\_\_\_  
Title \_\_\_\_\_

☐ Male ☐ Female Date of Birth \_\_\_\_/\_\_\_\_/\_\_\_\_

**First Admission to Bar in U.S. (required, unless applying for law student or foreign associate status)**

Court \_\_\_\_\_ State \_\_\_\_\_ Bar Date \_\_\_\_\_

**Please supply both your business and home addresses below.**

**My preferred mailing address is ☐ Business ☐ Home**

#### Business Address

Firm/Agency \_\_\_\_\_

Address \_\_\_\_\_

Suite/Floor \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

( ) ( )

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

#### Home Address

Address \_\_\_\_\_ Apt. # \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

( ) ( )

Phone \_\_\_\_\_ Fax \_\_\_\_\_

### Practice Type (based on primary employment)

#### Private Sector

- ☐ Private Practice  
☐ Corporate/In-House

#### Public Sector

- ☐ Government ☐ Judiciary  
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☐ Association Counsel  
☐ University/College

### 2. FBA ANNUAL DUES

#### 2A. ACTIVE MEMBERSHIP Please choose one.

	Private Sector	Public Sector
<input type="radio"/> <b>Member</b> Admitted to practice <b>0-5 years</b>	\$80	\$60
<input type="radio"/> <b>Member</b> Admitted to practice <b>6-10 years</b>	\$130	\$105
<input type="radio"/> <b>Member</b> Admitted to practice <b>11 years or more</b>	\$155	\$120
<input type="radio"/> <b>Retired</b> (fully retired from the practice of law)	\$75	\$75

#### 2B. SUSTAINING MEMBERSHIP

- ☐ **Become a sustaining member today!** \$60 \$60  
This optional category is **in addition to regular dues**. It is used to support CLE programs & publications.

#### 2C. ASSOCIATE MEMBERSHIP

<input type="radio"/> <b>Foreign Associate</b> Admitted to practice law outside the U.S.	\$150	\$150
<input type="radio"/> <b>Law Student Associate</b> Currently enrolled in law school	\$25	\$25

**Dues Total** .....\$ \_\_\_\_\_

Please enter amount in line 4A of the Dues Worksheet.

### 3. LOCAL CHAPTER AFFILIATION, SECTIONS & DIVISIONS

For a complete listing of chapters, sections and divisions, visit [www.fedbar.org](http://www.fedbar.org). Write in chapter, section(s) or division(s), and dues if applicable.

**Dues Total** .....\$ \_\_\_\_\_

Please enter amount in line 4B of the Dues Worksheet.

### 4. DUES WORKSHEET

FBA Dues .....4A \$ \_\_\_\_\_

Local Chapter, Section or Division Dues...4B \$ \_\_\_\_\_

**Total Amount Enclosed (Add 4A, 4B)** .....\$ \_\_\_\_\_

### 5. PAYMENT INFORMATION

#### Payment Options

- ☐ Check payable to Federal Bar Association  
Please charge my dues to  
☐ American Express ☐ Diners Club  
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Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

X \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

The undersigned hereby applies for membership in the Federal Bar Association and agrees to conform to its Constitution and Bylaws and to the rules and regulations prescribed by its National Council.

X \_\_\_\_\_

Signature of Applicant \_\_\_\_\_ Date \_\_\_\_\_

**\*Note** Contributions and dues to the FBA may be deductible by members under provisions of the IRS Code, such as an ordinary and necessary business expense, except 2.3% which is used for congressional lobbying and is not deductible. Your FBA dues include \$14 for a yearly subscription to the FBA's professional magazine.

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