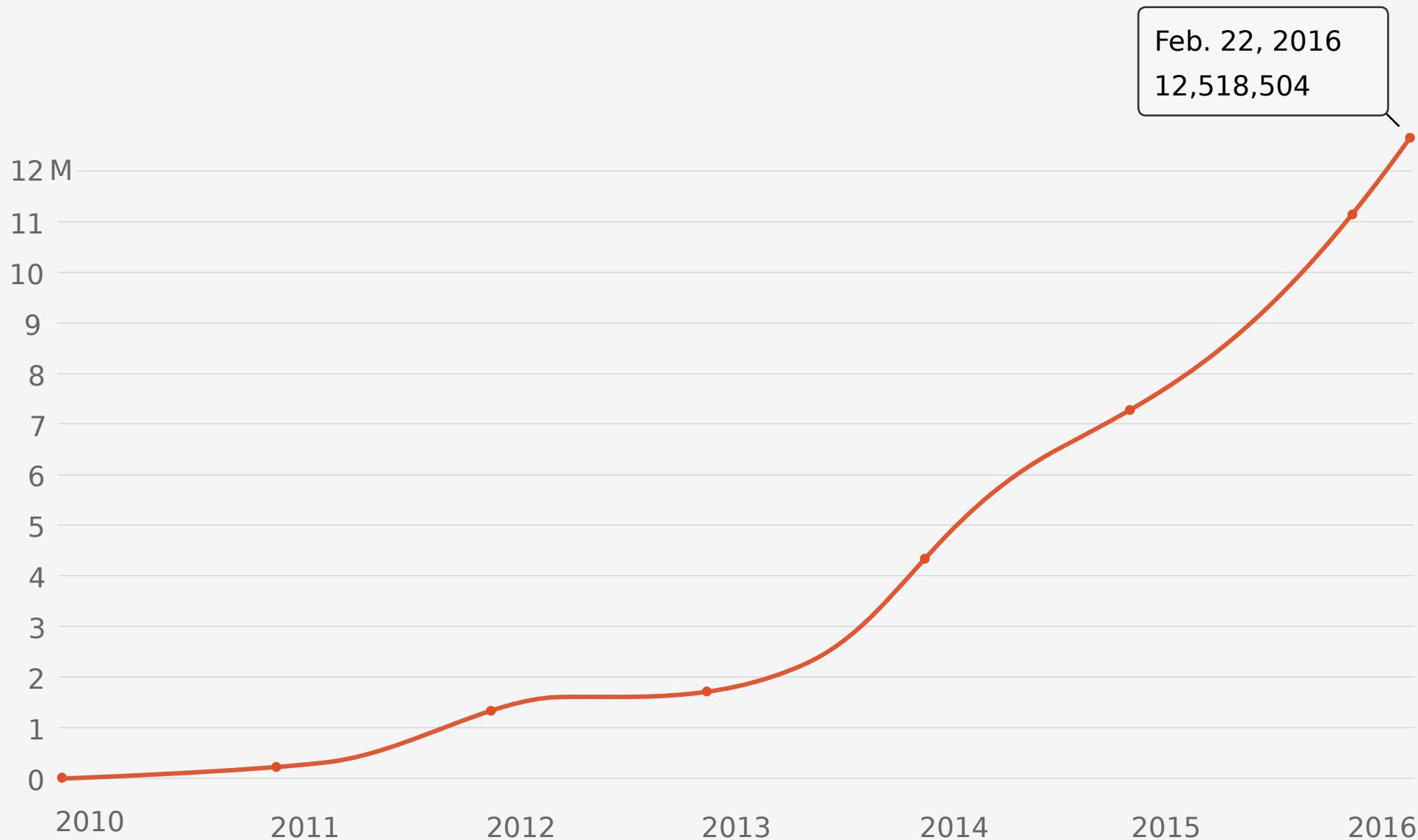




DuckDuckGo

# 3 Billion

Over 3 Billion searches on DuckDuckGo in 2015



# Retargeting

The Pants That Stalked Me ...

adage.com/article/digitalnext/pants-stalked-web/145204/

AD AGE CREATIVITY LOOKBOOK DATACENTER RESOURCES EVENTS JOBS ON CAMPUS Follow us | Login Become a Member

AdvertisingAge Marketing Advertising Digital Media Agency Data BtoB Video

DigitalNext



## The Pants That Stalked Me on the Web

Imagine Persistent, Pester Ads That Just Won't Quit -- They're Here, and a Federal 'Do Not Track' List Could Be Next

By Michael Learmonth. Published on August 02, 2010.



There's a lonely section on old Route 66 between Seligman and Kingman, Ariz.,

# Price Discrimination

The screenshot shows the homepage of The Wall Street Journal. At the top, there's a navigation bar with links for Home, World, U.S., Politics, Economy, Business, Tech, Markets, Opinion, Arts, Life, and Real Estate. Below the navigation is a section titled "WHAT THEY KNOW" featuring a news article with the headline "Websites Vary Prices, Deals Based on Users' Information". The article is by Jennifer Valentino-DeVries, Jeremy Singer-Vine, and Ashkan Soltani, published on December 24, 2012. To the right of the article, there's a "Most Popular Videos" section with a video thumbnail of Donald Trump.

WHAT THEY KNOW

f  
329

t  
1,120

e-mail

star

comment

more

## Websites Vary Prices, Deals Based on Users' Information

By JENNIFER VALENTINO-DEVRIES,  
JEREMY SINGER-VINE and ASHKAN SOLTANI

December 24, 2012

It was the same Swingline stapler, on the same [Staples.com](#) website. But for Kim Wamble, the price was \$15.79, while the price on Trude

### Most Popular Videos

1. [Trump's Foreign Policy Strays From GOP Field](#)



# The Filter Bubble

Same search, different results



The workaholic



Loves to drink



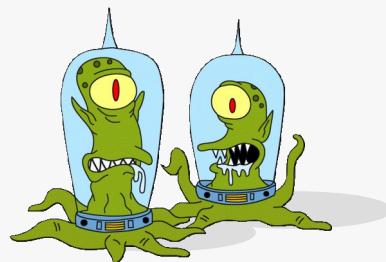
The trouble maker



The friendly one



The old one



The weird ones



Best Friends



The musician

# The Filter Bubble

Same search, different results



Ann gets MSNBC:

[Obama To Give Address On US-Middle East Policy](#)

24 minutes ago

WASHINGTON – President **Barack Obama** will give a major address on US policy on the Middle East in the relatively near future, White House Press Secretary...

[Huffington Post](#) – 158 related articles – Shared by 10+

[Senate Dems re-introduce Dream Act](#)

[Msnbc.com](#) – 318 related articles – Shared by 20+

[Barack Obama approval ratio hits two-year high](#)

[The Guardian](#) – 821 related articles – Shared by 20+

[Obama for America | barackobama.com](#)

Building on the movement that elected President **Obama** by empowering communities across the country to bring about an agenda of change.

[Contact us - Get Involved - Visit the store - Events](#)

[www.barackobama.com/](#) – Cached – Similar

[Barack Obama – Wikipedia, the free encyclopedia](#)

**Barack** Hussein **Obama** is the 44th and current President of the United States. He is the first African American to hold the office. **Obama** previously served....

Elaine gets Fox News:

[Obama to lay out new Mideast strategy](#)

26 minutes ago

President **Barack Obama** walks across the tarmac after stepping off Air Force... By Ma Spetalnick, WASHINGTON (Reuters) – President **Barack Obama** will give ...

[Reuters](#) – 236 related articles – Shared by 50+

[White House Defends Invite of Political Rapper to Poetry Event](#)

[Fox News](#) – 285 related articles

[Obama's Approval Bump Hasn't Transferred to 2012 Prospects](#)

[Gallopp.com](#) – 685 related articles – Shared by 5+

[Obama for America | barackobama.com](#)

Building on the movement that elected President **Obama** by empowering communities across the country to bring about an agenda of change.

[Contact us - Get Involved - Visit the store - Events](#)

[www.barackobama.com/](#) – Cached – Similar

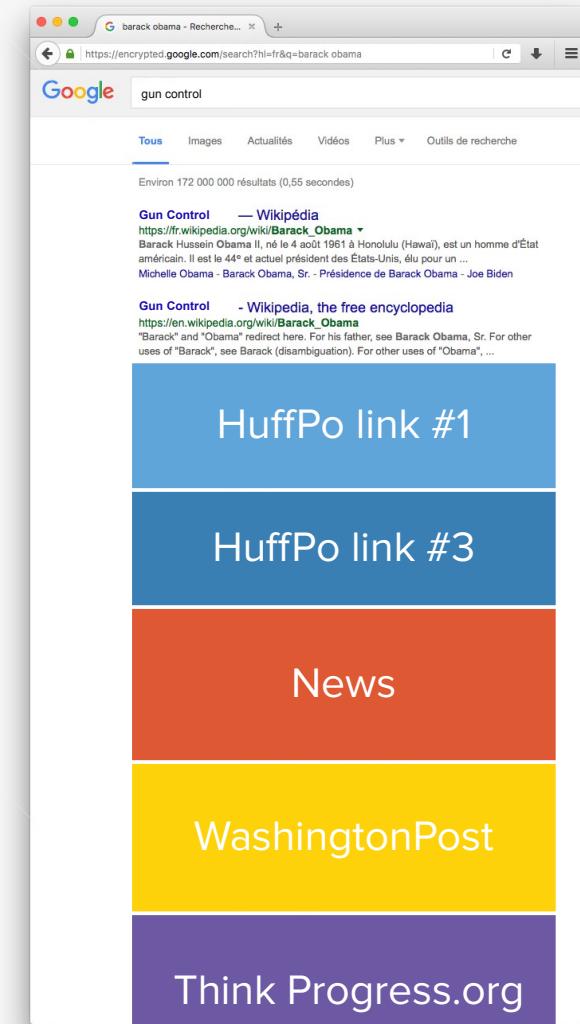
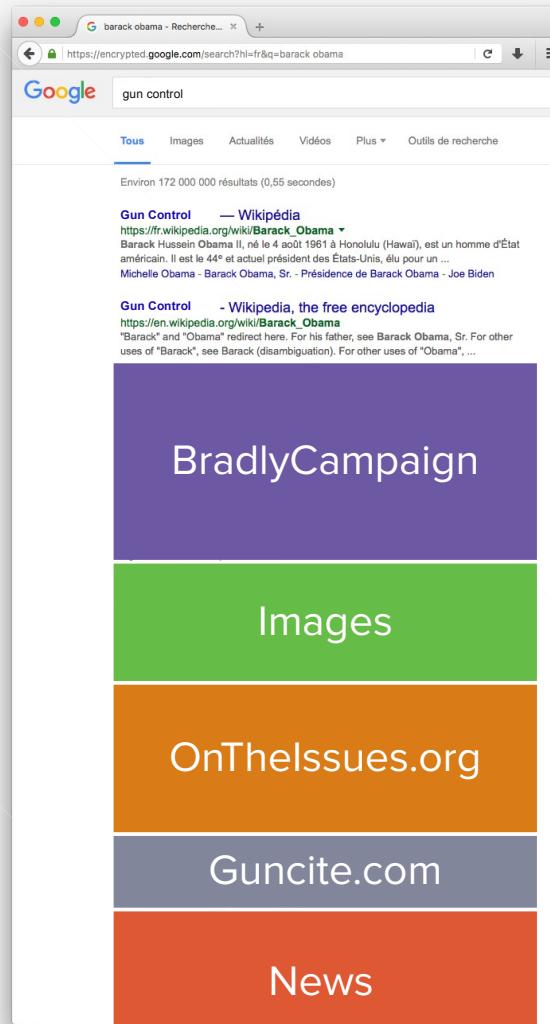
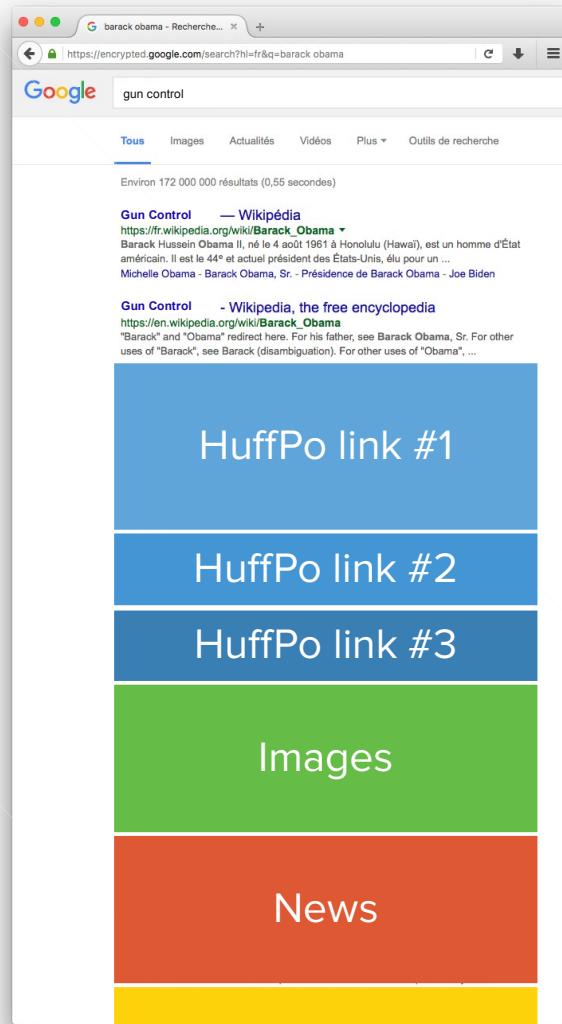
[Learn – Obama for America | barackobama.com](#)

2011 **Obama** for America. All Right Reserved. Privacy Policy, Terms of...

[Contact us - Get Involved - Visit the store - Events](#)

# The Filter Bubble

Same search, different results



# Chilling Effects

“25% of those who are aware of the surveillance programs (22% of all adults) say they have changed the patterns of their own use of various technological platforms ‘a great deal’ or ‘somewhat’ since the Snowden revelations.

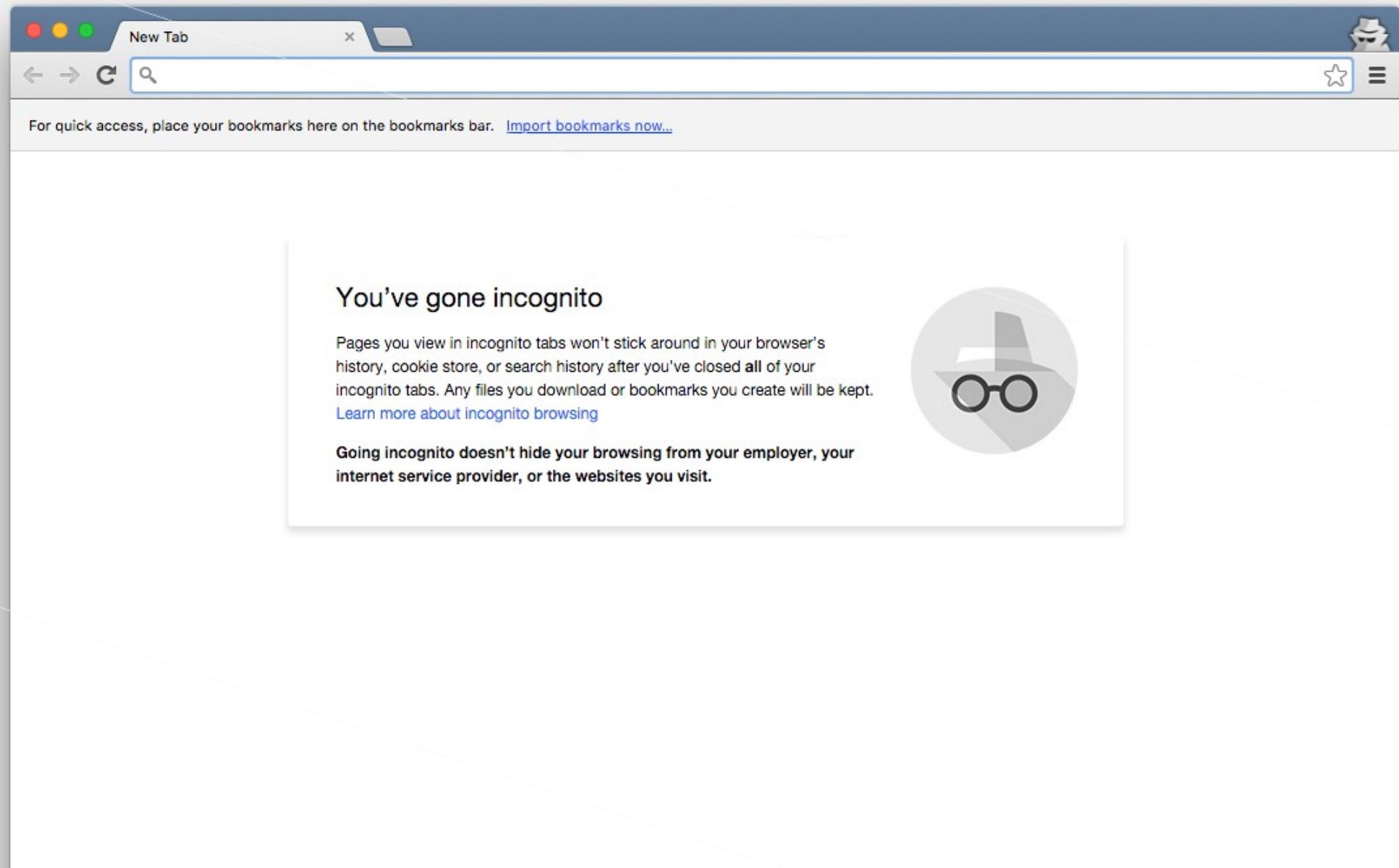
**“40% [of Americans] think that their search engine provider shouldn’t retain information about their activity.”**

“Some 86% [of American] internet users have taken steps online to remove or mask their digital footprints ...

... but many say they would like to do more or are unaware of tools they could use”

“ 91% of [adult Americans] agree or strongly agree that consumers have lost control of how personal information is collected and used by companies.”

# Incognito Mode



**That Should do the Trick**





DuckDuckGo

 Q

The search engine that doesn't track you. [Learn More.](#)

• • • •

# Quick Information

stephen fry at DuckDuckGo

https://duckduckgo.com/?q=stephen+fry&ia=about

Stephen Fry

Stephen John Fry is an English comedian, actor, writer, presenter and activist. After a troubled childhood and adolescence, during which he was expelled from two schools and spent three months in prison for credit card fraud, Fry secured a place at Queens' College, Cambridge.

Show More | More at Wikipedia | stephenfry.uk

Born Stephen John Fry, August 24, 1957, Hampstead, London, England

Nationality British

Education The College of West Anglia

Alma mater Queens' College, Cambridge

Occupation Actor, comedian, author, journalist,

AD Stephen Fry - Amazon.com

Visit Amazon.com's **Stephen Fry** Page and shop for all ...

amazon.com/Stephen-Fry/e/B000APA...

Official site of Stephen Fry

When **Stephen Fry** met Jony Ive: the self-confessed tech geek talks to Apple's newly promoted chief design officer.

stephenfry.com

Stephen Fry - IMDb

Stephen Fry, Self: QI. Writer, actor, comedian, doer of good works, excellent good friend to the famous and not, Fry lives in his London SW1 flat and his Norfolk ...

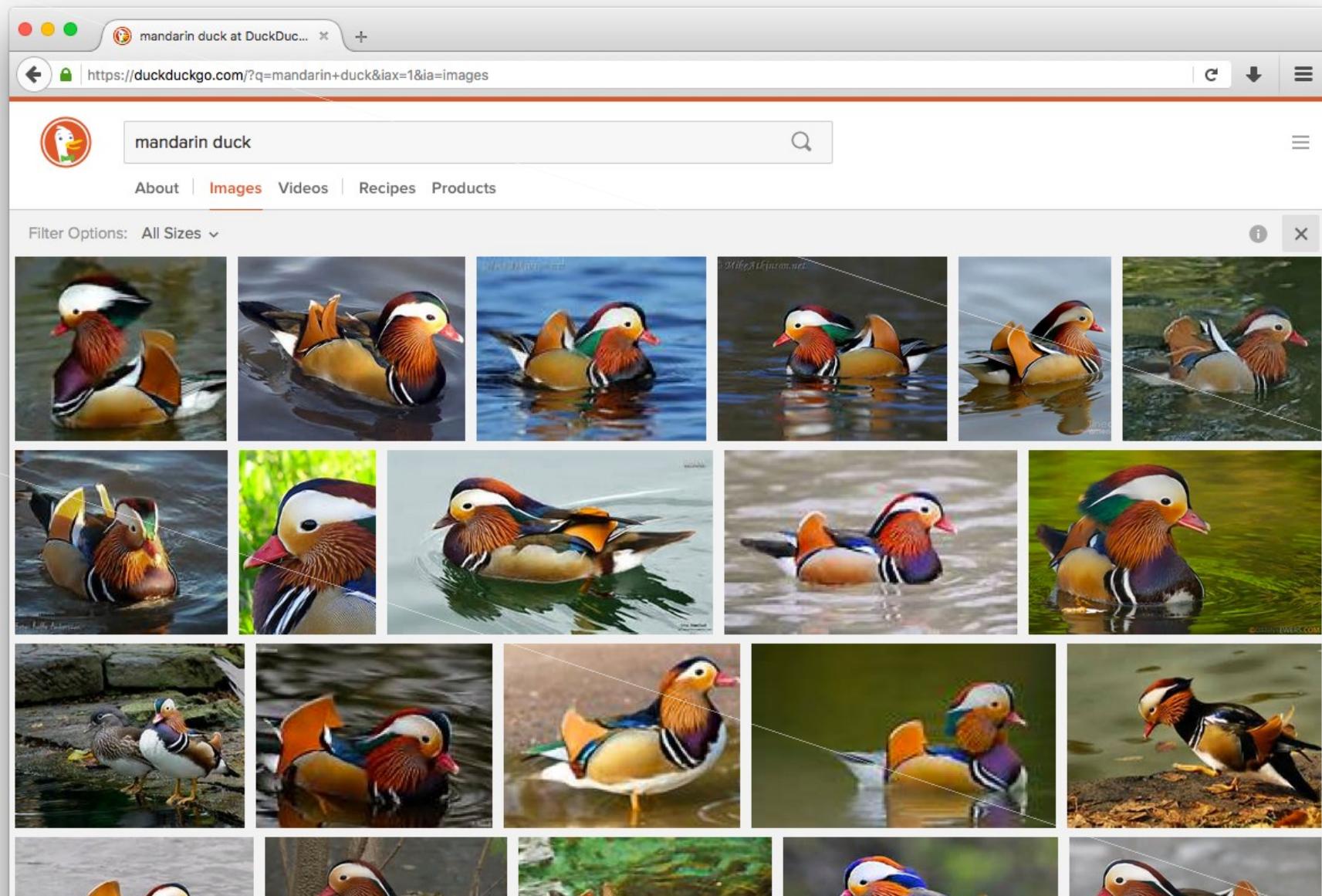
imdb.com/name/nm0000410/

Stephen Fry - Wikipedia, the free encyclopedia

Stephen John Fry (born 24 August 1957) [1] is an English comedian, actor, writer, presenter and activist. After a troubled childhood and adolescence, during which he ...

en.wikipedia.org/wiki/Stephen\_Fry

# Images



# News

bernie sanders news at DuckDuckGo

https://duckduckgo.com/?q=bernie+sanders+news&ia=news

bernie sanders news

Images Videos News

Recent News for bernie sanders

**Bernie Sanders to cast Super Tuesday vote in Burlington**  
Vermont U.S. Sen. Bernie Sanders is going to be casting his Super Tuesday ballot in his home town of Burlington.

**Bernie Sanders Is Wrong. Pope Francis Isn't a Socialist. He's a Radical Christian.**  
The Huffington Post | 3 hours ago

**During Milton rally, Bernie Sanders calls on Mass. residents to lead a 'political revolution'**  
Boston.com | 4 hours ago

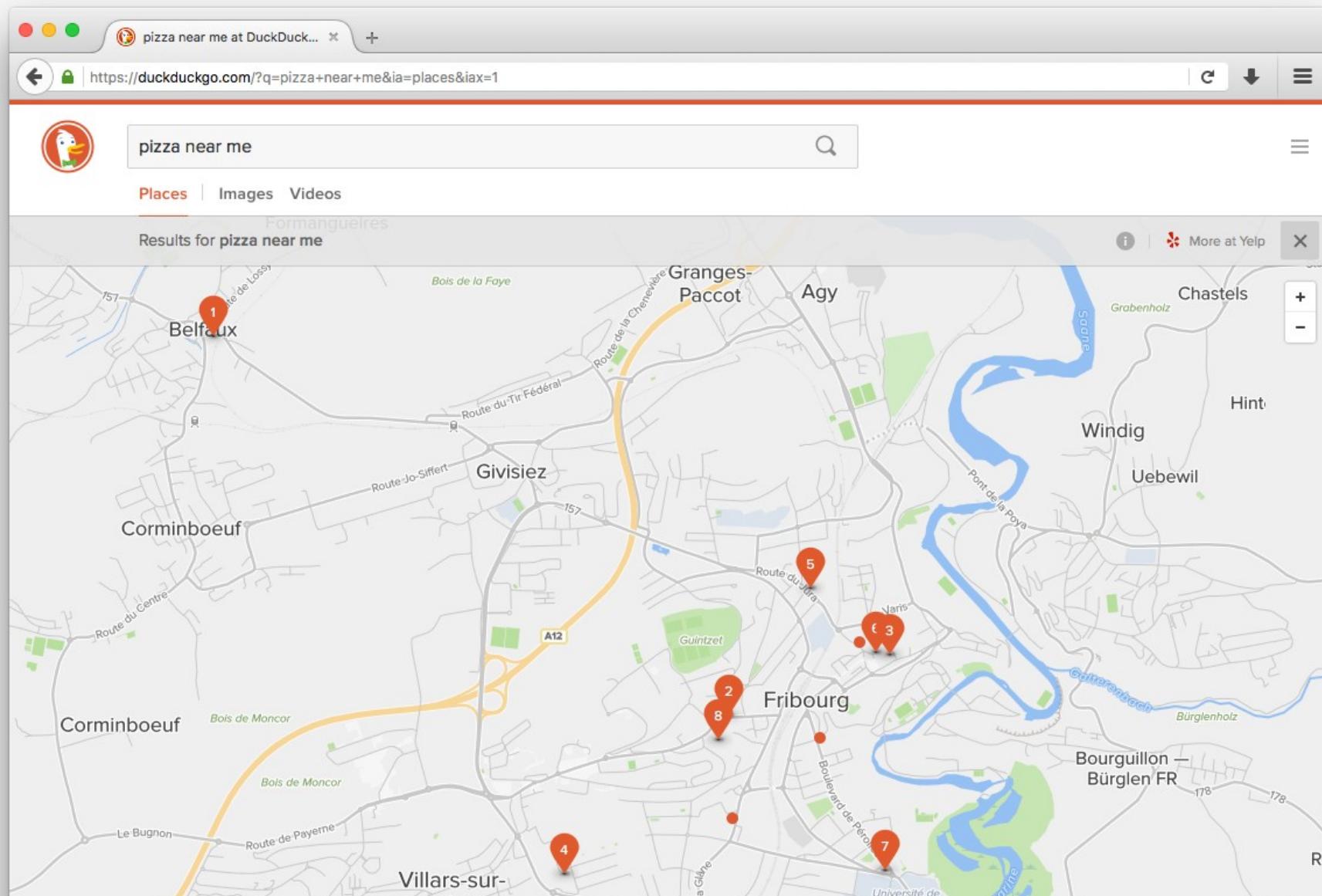
**Bernie Sanders Lookalike 'Bernie Baby' Oliver Jack Carter Lomas Has Passed**  
The Inquisitr | 6 hours ago

**Bernie Sanders: Latest News, Top Stories & Analysis - POLITICO**  
Latest news, headlines, analysis, photos and videos on Bernie Sanders  
politico.com/news/bernie-sanders

**News - Bernie Sanders**  
CHICAGO - U.S. Sen. Bernie Sanders - who has called for tuition-free public colleges and universities - spoke on Thursday at Chicago State University on a ...  
berniesanders.com/news/

**Bernie Post - Bernie Sanders News**  
Get the latest news, event information, polling and updates from the Bernie Sanders presidential campaign. We're the leading Bernie Sanders news website.

# Maps and Local

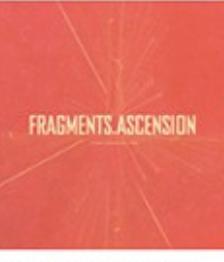
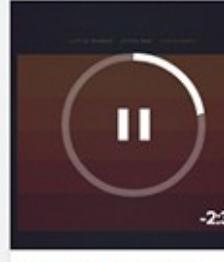


# Welcome to **DuckDuckHack**, an open source community changing the future of search.

[Get Started](#)

Featured IA: Audio Contributor: jdan

The screenshot shows a search results page for 'tycho music'. At the top, there's a navigation bar with a duck logo, a search bar containing 'tycho music', and a magnifying glass icon. Below the search bar, a menu bar includes 'Audio' (which is highlighted in orange), 'Images', 'Videos', 'Meanings', 'About', and 'Products'. The main content area displays 'Showing 34 Tracks'. There are eight visible tracks, each with a thumbnail image, the track name, artist, and duration. An advertisement for 'Download Tycho' is present at the bottom left, followed by a snippet of text about Tycho - Coastal Brake and a link to last.fm.

Thumbnail	Track Name	Artist	Duration
	Kendrick Lamar vs Tycho - "Vibe Walk"...		5:05
	Tycho - The Daydream		4:36
	Thievery Corporation - Fragments (Tycho...)		4:11
	Little Dragon - Little Man (Tycho Remix)		6:22
	See		3:19
	Tycho - Coastal Brake		5:35
	Hours (Teen Remix)		1:57

**AD Download Tycho**  
Instant Free Download Zip App. Free & Safe Download!  
[www.downloadzipnow.com](http://www.downloadzipnow.com)

**Tycho - Coastal Brake - Listen and discover music at Last.fm**  
Watch the video or listen to Tycho - Coastal Brake for free. Coastal Brake appears on the album Coastal Brake. Scott Hansen (born 1976/1977), professionally known as Tycho, is an American ambient music artist and producer, who is known as ISO50 for his photographic and design works. Tycho is ...

[last.fm/music/Tycho/\\_/Coastal+Brake](http://last.fm/music/Tycho/_/Coastal+Brake)

# Mario

goomboss (MarioWiki) at D... +

https://duckduckgo.com/?q=goomboss&ia=about

goomboss

About | Images Videos



**Goomboss**  
MarioWiki

Goomboss, also known as the Goomba King, is a recurring boss in the Mario series. He is a giant, king-like Goomba who was first seen in Paper Mario as one of the first bosses Mario and his Goomba counterpart, Goo...

Show More | More at MarioWiki

Related Topics

- Characters in Mario Kart DS
- Characters in Super Mario 64
- Bosses in Mario Kart DS
- Bosses in Super Mario 64

Region  United States

**Goomboss - Super Mario Wiki, the Mario encyclopedia**  
He also appeared as a boss in Super Mario 64 DS, now called **Goomboss**. The battle arena can be reached after eight Power Stars are collected. The way to ...  
[mariowiki.com/Goomboss](#)

**Goomboss - Fantendo - Nintendo Fanon Wiki - Wikia**  
—**Goomboss**, Kenny Koopa: The Original Saga. **Goomboss**, also called King Goomba or Goomba King, is a recurring boss in the Super Mario series. He is a giant Goomba ...  
[fantendo.wikia.com/wiki/Goomboss](#)

**Goomboss Battle - Super Mario Wiki, the Mario encyclopedia**  
**Goomboss** Battle is a level in Super Mario 64 DS. It is entered through the Mario painting in Peach's Bedroom. Upon completing it, Yoshi will earn the key ...  
[mariowiki.com/Goomboss\\_Battle](#)

**Goomboss | Hypixel - Minecraft Server and Maps**

# Math

A screenshot of a web browser window titled "compute integral of x^2 dx ...". The URL in the address bar is <https://duckduckgo.com/?q=compute+integral+of+x^2+dx&ia=calculator>. The search query "compute integral of x^2 dx" is entered in the search bar. Below the search bar, there are links for "Calculator", "Images", and "Videos". The main content area displays the result:  $\frac{x^3}{3} + C$ . Below the result, it says "Solution for:  $\int x^2 dx$ ". There are links to "More at Symbolab.com" and "Step by step solution".

**calculus - Compute Integral of:  $\int x^2 \sqrt{a^2-x^2} dx$  ...**

Tour Start here for a quick overview of the site Help Center Detailed answers to any ...  
[math.stackexchange.com/questions/563173/compute-integral-of-int-...](https://math.stackexchange.com/questions/563173/compute-integral-of-int-...)

**How to Integrate  $[1/(x^2 + 1)] dx$ ? | Physics Forums - The ...**

Other than the fact that, **integral of  $1/(1+x^2)$**  ... How to Integrate $[1/(x^2 + 1)] dx$ ? there is a direct formula for these kind of questins i.e integrate $[1/ ...$   
[physicsforums.com/threads/how-to-integrate-1-x-2-1-dx.329317/](https://physicsforums.com/threads/how-to-integrate-1-x-2-1-dx.329317/)

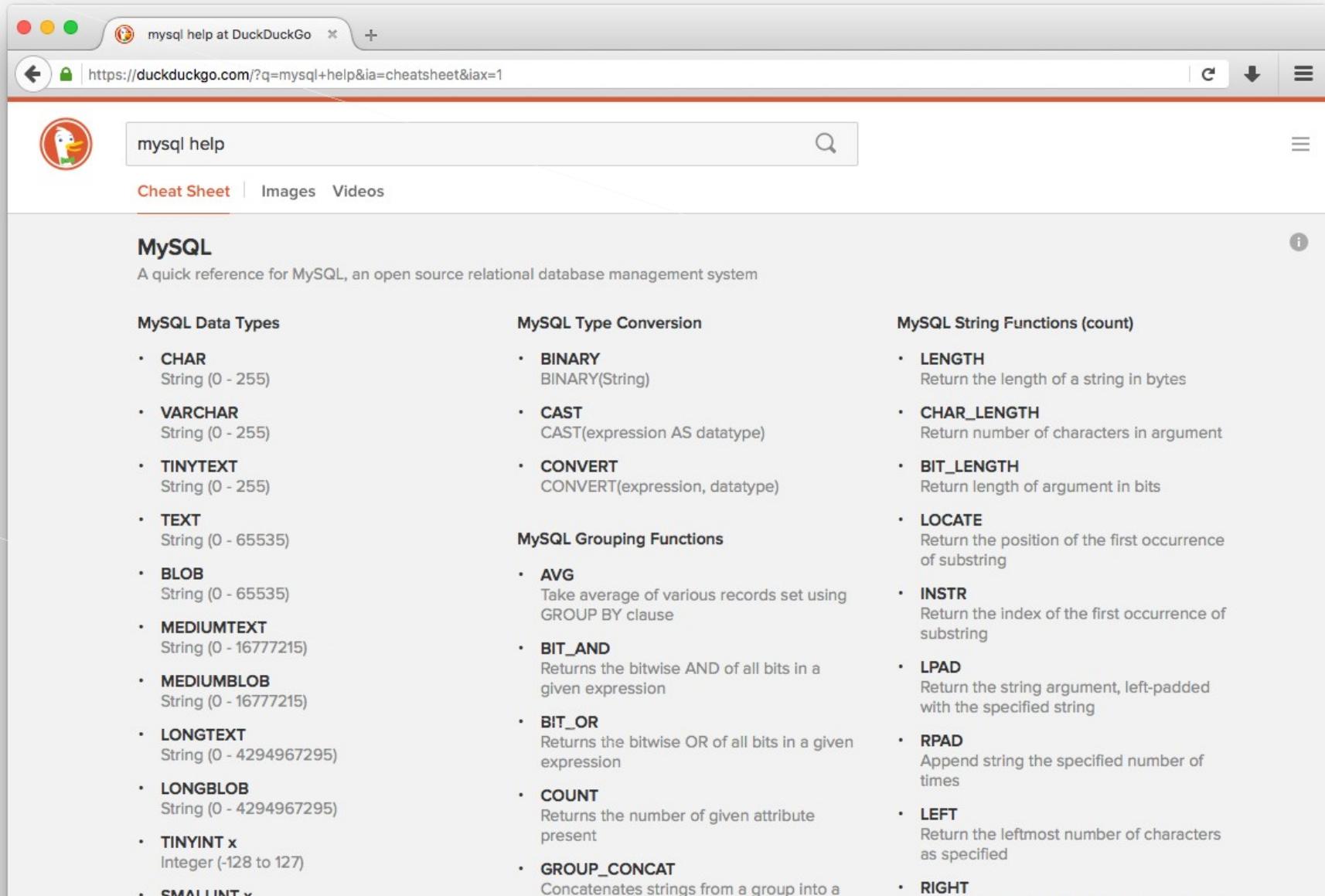
**Definite Integrals - mathsfun.com**

At  $x=2$ :  $\int 2x dx = 2(2) + C$ ; Subtract:  $(2(2) + C) - (2(0) + C)$  ... The Definite **Integral**, from 0 to 1, of  $\sin(x) dx$ : ... Since we are going from 0, can we just calculate the area ...  
[mathsisfun.com/calculus/integration-definite.html](https://mathsisfun.com/calculus/integration-definite.html)

**Compute the indefinite integral:  $\int [\sec(1/x)]/(x^2) dx$  ...**

I attempted using u substitution by  $u = 1/x$ . I'm unsure as to how to proceed from there or how to find the  $\int \sec(u) du$  & how to **compute** the  $\int \sec(u) du$  ...  
[answers.yahoo.com/question/index?qid=20100823051405AApMmZb](https://answers.yahoo.com/question/index?qid=20100823051405AApMmZb)

# MySQL



A screenshot of a web browser window showing a MySQL cheat sheet from DuckDuckGo. The title bar says "mysql help at DuckDuckGo". The search bar contains "mysql help". Below the search bar, there are links for "Cheat Sheet", "Images", and "Videos". The main content area has a section titled "MySQL" with a sub-section "MySQL Data Types" listing various string types like CHAR, VARCHAR, etc., with their respective byte ranges. It also lists MySQL Type Conversion functions like BINARY, CAST, and CONVERT. Another section covers MySQL String Functions (count) such as LENGTH, CHAR\_LENGTH, and LOCATE. A "MySQL Grouping Functions" section includes AVG, BIT\_AND, BIT\_OR, COUNT, GROUP\_CONCAT, and RIGHT.

## MySQL

A quick reference for MySQL, an open source relational database management system

### MySQL Data Types

- **CHAR**  
String (0 - 255)
- **VARCHAR**  
String (0 - 255)
- **TINYTEXT**  
String (0 - 255)
- **TEXT**  
String (0 - 65535)
- **BLOB**  
String (0 - 65535)
- **MEDIUMTEXT**  
String (0 - 16777215)
- **MEDIUMBLOB**  
String (0 - 16777215)
- **LONGTEXT**  
String (0 - 4294967295)
- **LONGBLOB**  
String (0 - 4294967295)
- **TINYINT x**  
Integer (-128 to 127)
- **SMALLINT x**

### MySQL Type Conversion

- **BINARY**  
BINARY(String)
- **CAST**  
CAST(expression AS datatype)
- **CONVERT**  
CONVERT(expression, datatype)

### MySQL String Functions (count)

- **LENGTH**  
Return the length of a string in bytes
- **CHAR\_LENGTH**  
Return number of characters in argument
- **BIT\_LENGTH**  
Return length of argument in bits
- **LOCATE**  
Return the position of the first occurrence of substring
- **INSTR**  
Return the index of the first occurrence of substring
- **LPAD**  
Return the string argument, left-padded with the specified string
- **RPAD**  
Append string the specified number of times
- **LEFT**  
Return the leftmost number of characters as specified
- **RIGHT**

### MySQL Grouping Functions

- **AVG**  
Take average of various records set using GROUP BY clause
- **BIT\_AND**  
Returns the bitwise AND of all bits in a given expression
- **BIT\_OR**  
Returns the bitwise OR of all bits in a given expression
- **COUNT**  
Returns the number of given attribute present
- **GROUP\_CONCAT**  
Concatenates strings from a group into a

# MySQL

A screenshot of a web browser window showing search results for "mysql warn no master info" on DuckDuckGo. The browser has a red title bar with the text "mysql warn no master info ...". The address bar shows the URL "https://duckduckgo.com/?q=mysql+warn+no+master+info&ia=about". The search results page has a header with the DuckDuckGo logo, a search bar, and navigation links for "About", "Images", and "Videos". The first result is titled "WARN\_NO\_MASTER\_INFO" and is attributed to MySQL. It contains the message "Message: The master info structure does not exist" and a link "More at MySQL". Below this is a result titled "MySQL 5.6 master info repository: documentation, behavior ...", which discusses a note/warning issued when executing a CHANGE MASTER TO statement. The third result is titled "MySQL Bugs: #68599: Warning issued about master.info when ..." and discusses a bug where the CHANGE MASTER TO statement issues a warning about master.info even when the server is not using it. The fourth result is titled "MySQL :: mysql utilities mysqlrplcheck = WARN check master ..." and discusses the mysqlrplcheck utility. The fifth result is titled "MySQL Lists: commits: bzr commit into mysql-5.1 branch (marc ..." and discusses a bzr commit into the mysql-5.1 branch.

mysql warn no master info

About Images Videos

**WARN\_NO\_MASTER\_INFO**

MySQL

Message: The master info structure does not exist

More at MySQL

**MySQL 5.6 master info repository: documentation, behavior ...**

The whole premise of this post was based around that weird Note/Warning Issued when executing CHANGE **MASTER** TO, but it seems pretty clear to me now that this Note is ...

mariadb.com/blog/mysql-56-master-info-repository-docu...

**MySQL Bugs: #68599: Warning issued about master.info when ...**

... The CHANGE **MASTER** TO statement issues a warning about **master.info** even when the server ... Storing **MySQL** user name or password information in the **master.info** ...

bugs.mysql.com/?id=68599

**MySQL :: mysql utilities mysqlrplcheck = **WARN** check master ...**

... **master.info** Files /var/lib/mysql/mysql/user.MYI and /var/lib/mysql2/mysql/user.MYI differ ... **mysql** utilities mysqlrplcheck = **WARN** check **master info** file: 776:

forums.mysql.com/read.php?144,612550,612550

**MySQL Lists: commits: bzr commit into mysql-5.1 branch (marc ...**

... mysql\_error::warn\_level\_warn, + warn\_option\_ignored, er (warn\_option\_ignored), ... warn\_level\_warn, + **warn\_no\_master\_info**, er (**warn\_no** ...

lists.mysql.com/commits/55489

# MySQL

A screenshot of a web browser window displaying search results for "Can MySQL reasonably perform queries on billions of rows?". The results include links from DuckDuckGo, StackExchange, and StackOverflow, all discussing MySQL's performance capabilities.

**Can MySQL reasonably perform queries on billions of rows?**

I am not very familiar with your needs, but perhaps storing each data point in the database is a bit of overkill. It sounds almost like taking the approach of storing an image library by storing each pixel as a separate record in a relational database.

Show More | More at Database Administrators StackExchange

**Can MySQL reasonably perform queries on billions of rows?**

I am planning on storing scans from a mass spectrometer in a MySQL database and would like to know whether storing and analyzing this amount of data is remotely feasible.

[dba.stackexchange.com/questions/20335/can-mysql-reasonably-perf...](http://dba.stackexchange.com/questions/20335/can-mysql-reasonably-perf...)

**Can MySQL handle a table with a million rows? - Tesora**

Can MySQL handle a table with a million rows ... or delete queries; On a regular basis, I run MySQL servers with ... consideres to have many billion rows.

[tesora.com/can-mysql-handle-table-million-rows/](http://tesora.com/can-mysql-handle-table-million-rows/)

**sql server - Best data store for billions of rows - Stack ...**

Best data store for billions of rows. ... (maybe 20 rows) and be reasonably sure I ... Best data store for dealing with real time queries against billions of rows of ...

[stackoverflow.com/questions/2794736/best-data-store-for-bil...](http://stackoverflow.com/questions/2794736/best-data-store-for-bil...)

### 8.3.5 Multiple-Column Indexes - MySQL

MySQL can use multiple-column indexes for queries that test all ... the appropriate rows can be ... MySQL supports the index to perform lookups if the columns

# People in Space

people in space at DuckDuckGo

https://duckduckgo.com/?q=people+in+space&ia=answer

people in space

Answer | Images | Videos | Products

6 People in Space

More at People in Space

 Scott Kelly 340 days	 Mikhail Kornienko 340 days	 Sergey Volkov 181 days	 Tim Kopra 77 days	 Tim Peake 77 days	 Yuri Malenchenko 77 days
--	--	---	---	---	--

AD People in Space: John Heinerman: 978094...

Region  

People in Space [John Heinerman] on Amazon.com. \*FREE\*...

[amazon.com/People-Space-John-Hei...](http://amazon.com/People-Space-John-Hei...)

How Many People Are In Space Right Now?

Download the New iOS App. Notifications, photos and videos from space, astronaut profiles and more.

[howmanypeopleareinspacerightnow.com](http://howmanypeopleareinspacerightnow.com)

People In Space

People in Space Architects, Interior Designers, Concept Generators + 3D, Basil Smith, Malcolm Schooling

[peopleinspace.co.uk](http://peopleinspace.co.uk)

10 of the Most Influential People in Space

# Color Picker

The screenshot shows a web browser window titled "color picker at DuckDuckGo". The URL in the address bar is <https://duckduckgo.com/?q=color+picker&ia=colopicker>. The page content is from ColorPicker.com, featuring a large color palette on the left and various color selection tools on the right.

**Color Selection Tools:**

- Analogous color palette: A vertical color bar with a small square indicating the current color.
- Color swatches: Three color swatches with their corresponding hex codes:
  - # 379cd3 (top)
  - # 374ed3 (middle)
  - # 37d3bc (bottom)
- Color breakdown: Hex, RGB, CMYK values for the selected color:
  - Hex: # 379cd3
  - RGB: R: 55, G: 156, B: 211
  - CMYK: C: 74, M: 26, Y: 0, K: 17

**Page Footer:**

Color Picker - ColorPicker.com

Color Picker - Tip: View hex color codes, rgb values, css examples at <http://www.colorpicker.com> Tip: See color combinations by clicking a link beside "Generate Color ..."

[colorpicker.com](http://colorpicker.com)

HTML Color Picker - W3Schools Online Web Tutorials

Well organized and easy to understand Web building tutorials with lots of examples of how to use HTML, CSS, JavaScript, SQL, PHP, and XML.

[w3schools.com/colors/colors\\_picker.asp](http://w3schools.com/colors/colors_picker.asp)

Get Colors from Image - Html Color Codes

Get Colors from Image (BETA) With the magic of HTML5 you can get colors from any image with this simple online tool. To use this new color tool it's recommended that

# QR Codes

qr http://code4lib.org at DuckDuckGo

https://duckduckgo.com/?q=qr+http%3A%2F%2Fcode4lib.org&ia=answer

qr http://code4lib.org

Answer | Images Videos

A QR code that means 'http://code4lib.org'.



code4lib | code for libraries

Region  United States

Code4Lib seeks to provide a welcoming, fun, and safe community and conference experience as well as an ongoing community for everyone. We do not

[4] [code4lib.org](http://code4lib.org)

The Code4Lib Journal - ISBN and QR Barcode Scanning Mobile ...

Code4Lib; For Authors ... QR Codes (Ryerson Library) - <http://www.ryerson.ca/library/qr/> ... ISBN and QR Barcode Scanning Mobile App for Libraries ...

[4] [journal.code4lib.org/articles/5014](http://journal.code4lib.org/articles/5014)

Code4Lib 2011 schedule | code4lib

The schedule for the 2011 Code4Lib Conference in Bloomington, IN. If you would like this schedule in your calendaring app convert the hCalendar in this page to iCal.

[4] [code4lib.org/conference/2011/schedule](http://code4lib.org/conference/2011/schedule)

QR code - Wikipedia, the free encyclopedia

QR code (abbreviated from Quick Response Code) is the trademark for a type of matrix barcode (or two-dimensional barcode) first designed for the automotive industry ...

W [en.wikipedia.org/wiki/QR\\_code](http://en.wikipedia.org/wiki/QR_code)

Raising the standard  
of trust online.

DuckDuckGo Vision

Building the world's  
most trusted search engine.

DuckDuckGo Mission

# Get Involved

DuckDuckGo.com & DuckDuckHack.com

Thank you!