

Why Traditional Search Engines Fail

or

Why You Need Quetzal[®] Search and Communication

- Brainlessly find keywords without considering context or position
- Example from Google Scholar

Query: apoptosis and carcinoma

Result: [Relevance of target cell-induced apoptosis as mechanism of resistance against natural killer cells](#)

J Hasenkamp, A Borgerding, G Wulf, N Schmitz... - *Annals of ...*, 2010 - Springer
Abstract Natural killer (NK) cells contribute to the graft-versus-leukemia effect after allogeneic stem cell transplantation. However, the efficacy of NK cell-mediated tumor cell lysis is limited due to target cell resistance, and target cell-induced apoptosis (TiA) was ...

where the term “carcinoma” appears
only in the references!

What's
relevant?



- Find irrelevant results from not “knowing” biology and chemistry
- Examples from PubMed:

Query: Bark-1 (beta-adrenergic receptor kinase 1)

Result: [New long-chain hydroxyalkyl ferulates from the root bark of Lycium](#)

Pan S, Hou AJ.

J Asian Nat Prod Res. 2009 Jul;11(7):681-5.

PMID: 20183307 [PubMed - in process]

[Related articles](#)

Query: MAID (a cyclin-D interacting protein)

Result: [Harry. Paul and the Filipino maid: racial and sexual abuse](#)

McVittie C, Goodall K.

J Health Psychol. 2009 Jul;14(5):651-4.

PMID: 19515678 [PubMed - indexed for MEDLINE]

[Related articles](#)

That's not
what I
expected!



- Find irrelevant results from not “knowing” biology and chemistry
- Examples from PubMed:

Query: NO (nitric oxide)

Result: ⓘ No items found.

Query: ALL (acute lymphocytic leukemia)

Result: ⓘ No items found.

You have to know what the search engine can and cannot recognize!

Where are
the
results?



- Unexpectedly search ancillary fields
- Examples from PubMed:

Query: Benedict syndrome (a human disease)

Result: [The cost effectiveness of rufinamide in the treatment of Lennox-Gastaut syndrome](#)
[Benedict](#) A, Verdian L, Maclaine G.
 Pharmacoeconomics. 2010 Mar 1;28(3):185-99. doi: 10.2165/11313640-000000000-00000.
 PMID: 20151724 [PubMed - in process]
[Related articles](#)

Query: bunt

Result: [One SNARE complex is sufficient for membrane fusion](#).
 van den Bogaart G, Holt MG, [Bunt](#) G, Riedel D, Wouters FS, Jahn R.
 Nat Struct Mol Biol. 2010 Feb 7. [Epub ahead of print]
 PMID: 20139985 [PubMed - as supplied by publisher]
[Related articles](#)

Not what I
wanted!



- Are unable to search for categories of concepts

Desired Query:

arsenic affects what diseases?

What you really have to do:

arsenic affects cancer

arsenic affects diabetes

arsenic affects long QT

arsenic affects fibrosis

I'll be at
this all
week!



- Do not make it clear why the results are relevant

caffeine causes what? Search

Results: 1 to 20 of 5500 << First < Prev Page 1 Next > Last >>

[Increased hydrostatic pressure causes release of stored calcium by cultured rat optic nerve head astrocytes.](#)
 1. Mandal A, Shahidullah M, Delamere NA.
 Invest Ophthalmol Vis Sci. 2010 Jan 13. [Epub ahead of print]
 PMID: 20071675 [PubMed - as supplied by publisher]
[Related articles](#)

[Sudden infant death syndrome in mice with an inherited mutation in RyR2.](#)
 2. Mathur N, Sood S, Wang S, van Oort RJ, Sarma S, Li N, Skapura DG, Bayle JH, Valderrábano M, Wehrens XH.
 Circ Arrhythm Electrophysiol. 2009 Dec;2(6):677-85. Epub .
 PMID: 20009080 [PubMed - indexed for MEDLINE]
[Related articles](#)

[Control of cognition and adaptive behavior by the GLP/G9a epigenetic suppressor complex.](#)
 3. Schaefer A, Sampath SC, Intrator A, Min A, Gertler TS, Surmeier DJ, Tarakhovskiy A, Greengard P.
 Neuron. 2009 Dec 10;64(5):678-91.
 PMID: 20005824 [PubMed - indexed for MEDLINE]
[Related articles](#)

Why these results?



- Do not have an easy way to navigate the results and find what you need

Query: drug adverse effects

Result: 1 to 20 of 899315



A search engine that is:

- **Easy**
- **Powerful**
 - Provides quality, meaningful results
 - Allows searching for all members of a category in one query
 - Identifies key concepts automatically for ease in exploring results
- **Inclusive**
 - Covers PubMed, full-text, news, and more

Quertle



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 **Quetzal**

Save You from
Drowning in Your
Search Results!

www.Quetzal-Search.info