Eliminating Self-Citations in Google Scholar:

Go to Google Scholar – http://scholar.google.com/

Do a search for a particular name and topic and then add to the end of the search “-author:”

Example searches:
   Gschneidner rare earths -author:Gschneidner
   Karen Markey digital -author:Markey
   Bushman -author:Bushman

This will search for any mention of Gschneidner and rare earths but will then eliminate entries where the author name is Gschneidner....thus leaving only those where his work is mentioned by individuals other than himself.

Be sure to use a minus sign or hyphen in front of author and not a dash.