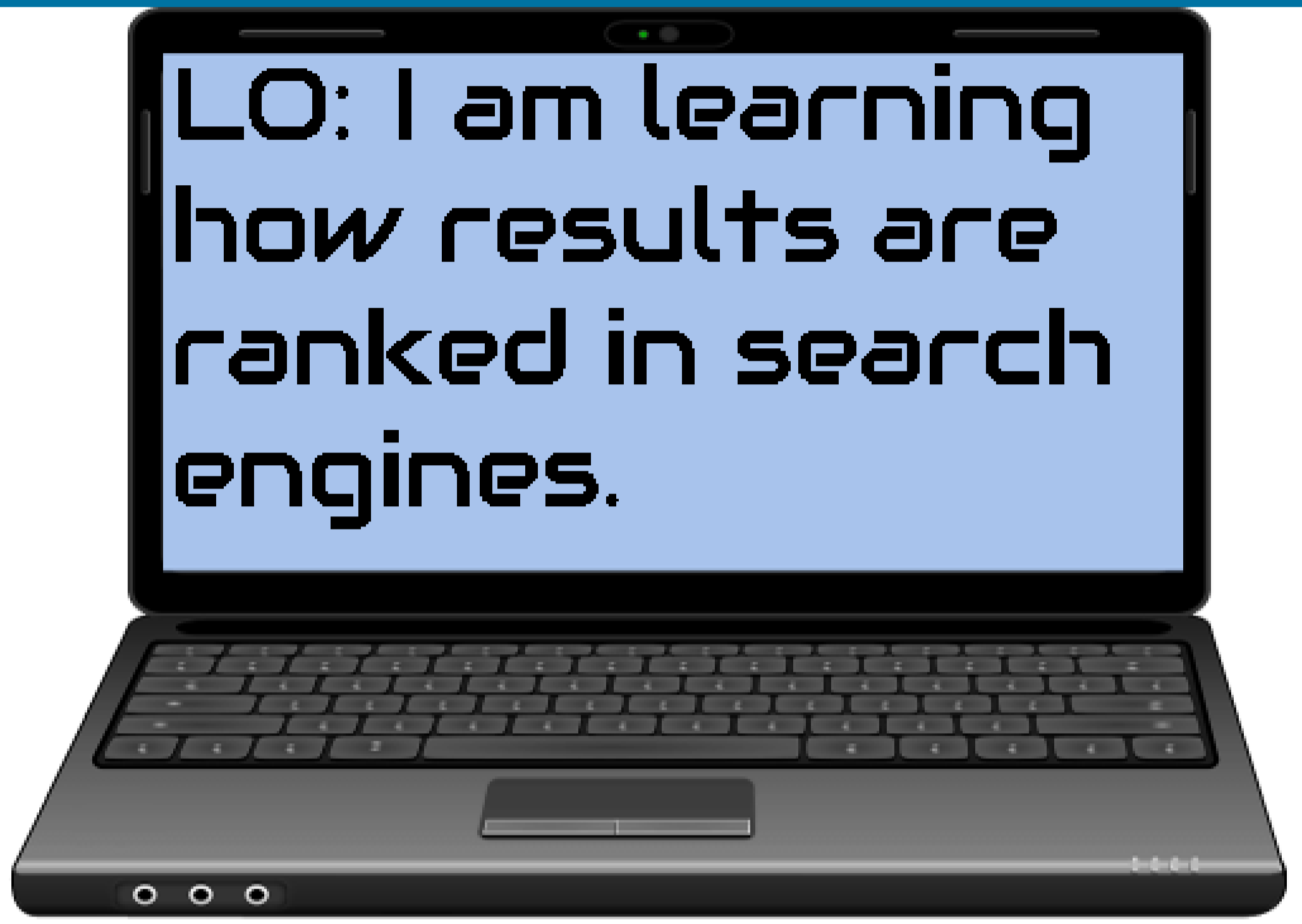


# Digital Literacy

**LO: I am learning how results are ranked in search engines.**



# Digital Literacy

How do you think search engines, like Google, work?



<https://www.bbc.co.uk/bitesize/topics/z7wtb9q/articles/ztbjq6f>

<https://create.kahoot.it/share/search-engines/29bea051-adca-4ec1-b3d8-7f8ac0af3d54>

# Kahoot!

**8336356**

**Enter**

# Digital Literacy

## Keyword searches

The Google logo is displayed in its standard multi-colored font.

do dogs like to run around with their owners |

Google Search

I'm Feeling Lucky

By adding more words to a search fetches fewer sites that are closer to what you need.

The Google logo is displayed in its standard multi-colored font.

dogs run

Google Search

I'm Feeling Lucky

It is important to choose accurate and precise words.

# Digital Literacy

Type in to your search engine:  
'Best mobile phone 2020'



How many results appeared?

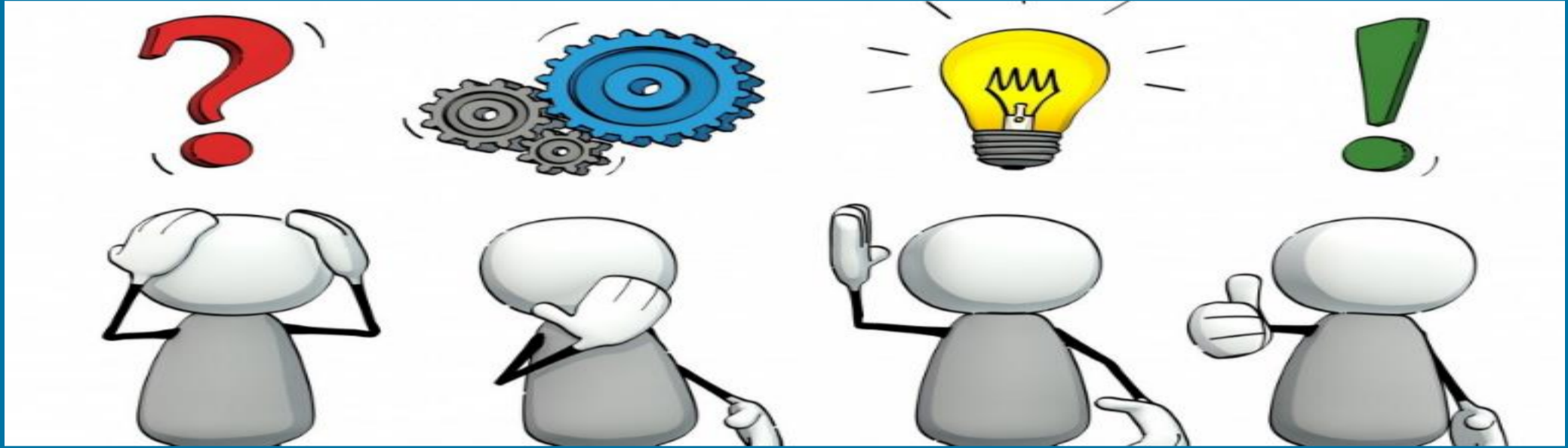
How long did it take your search to gather those results?

Mine found about 6,550,000,000 results  
in about 0.78 seconds

# Tinkering

Try things out

How could we improve our results?

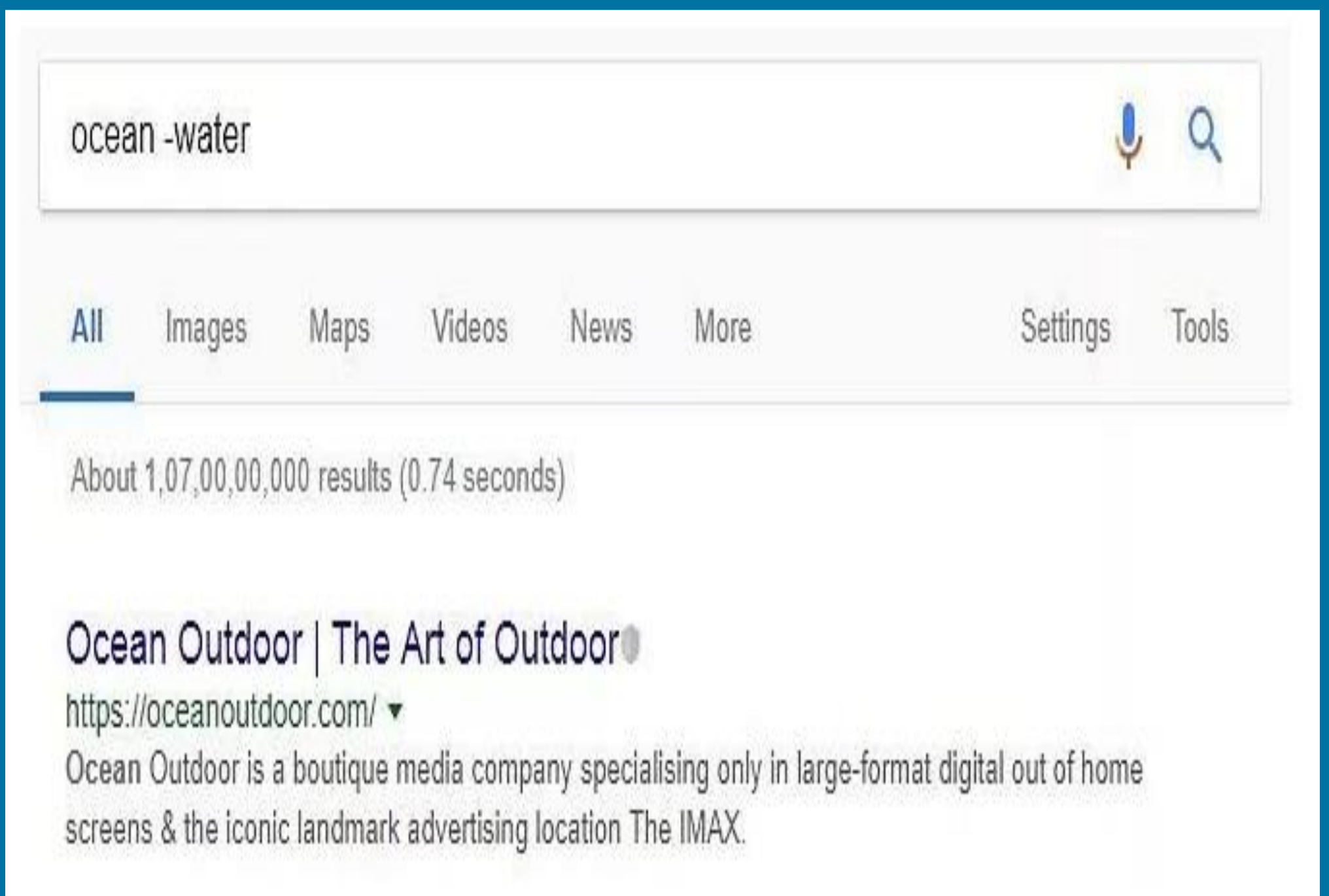


# Tinkering

## Try things out

How could we improve our results?

Using the hyphen followed by the word that you want to eliminate from the results.



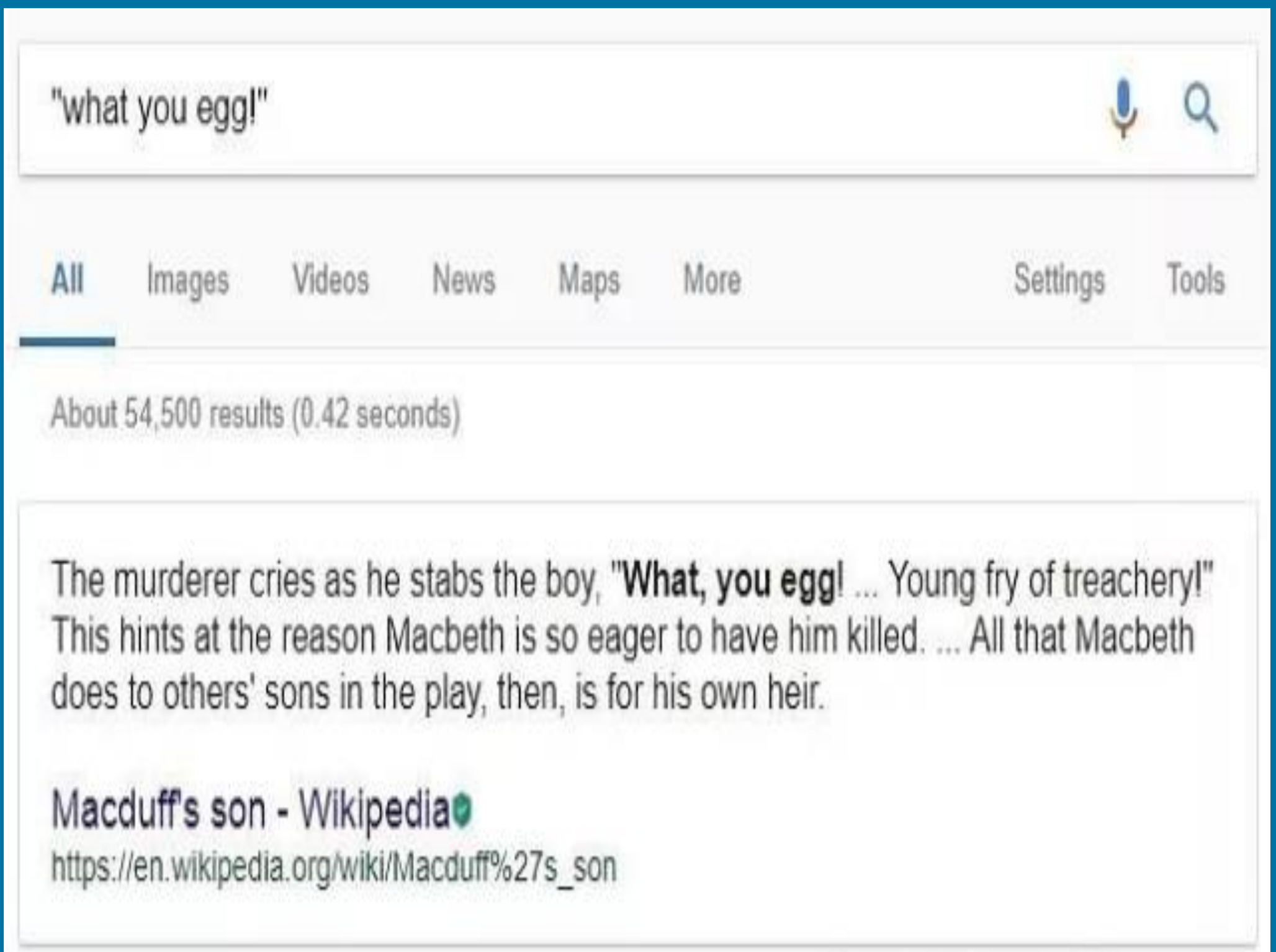
What word do you not want in this search?

# Tinkering

## Try things out

How could we improve our results?

Using quotation marks to look for the exact phrase.



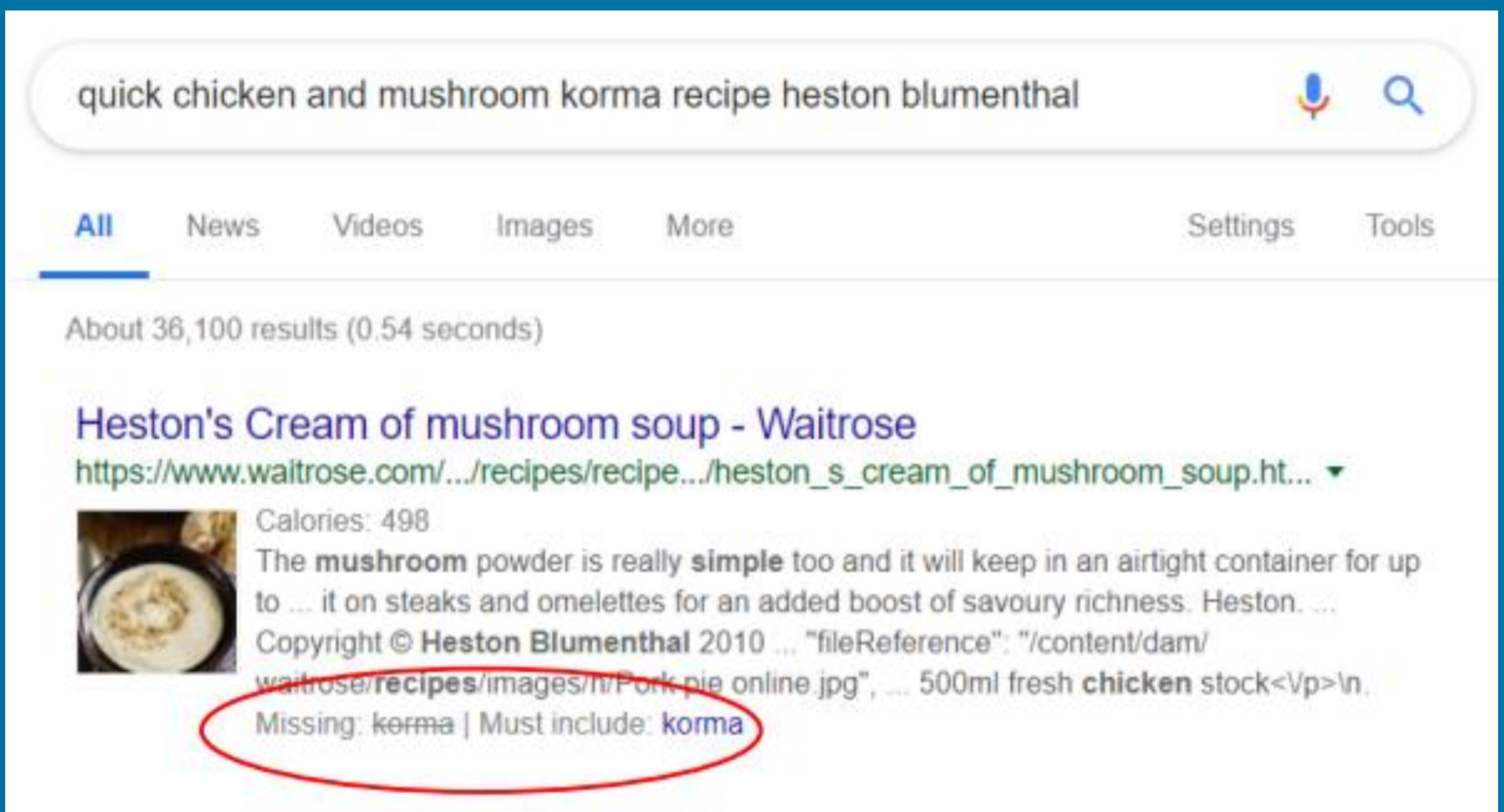
This will make your search more organised and show results in which the words appear in the exact order as you typed.

# Tinkering

## Try things out

How could we improve our results?

Missing 'Korma' | 'Must Include Korma'. Here the search engine is telling the user that the word 'Korma' is missing.



On the other side, it asks the user if they want to include 'Korma' in their search.

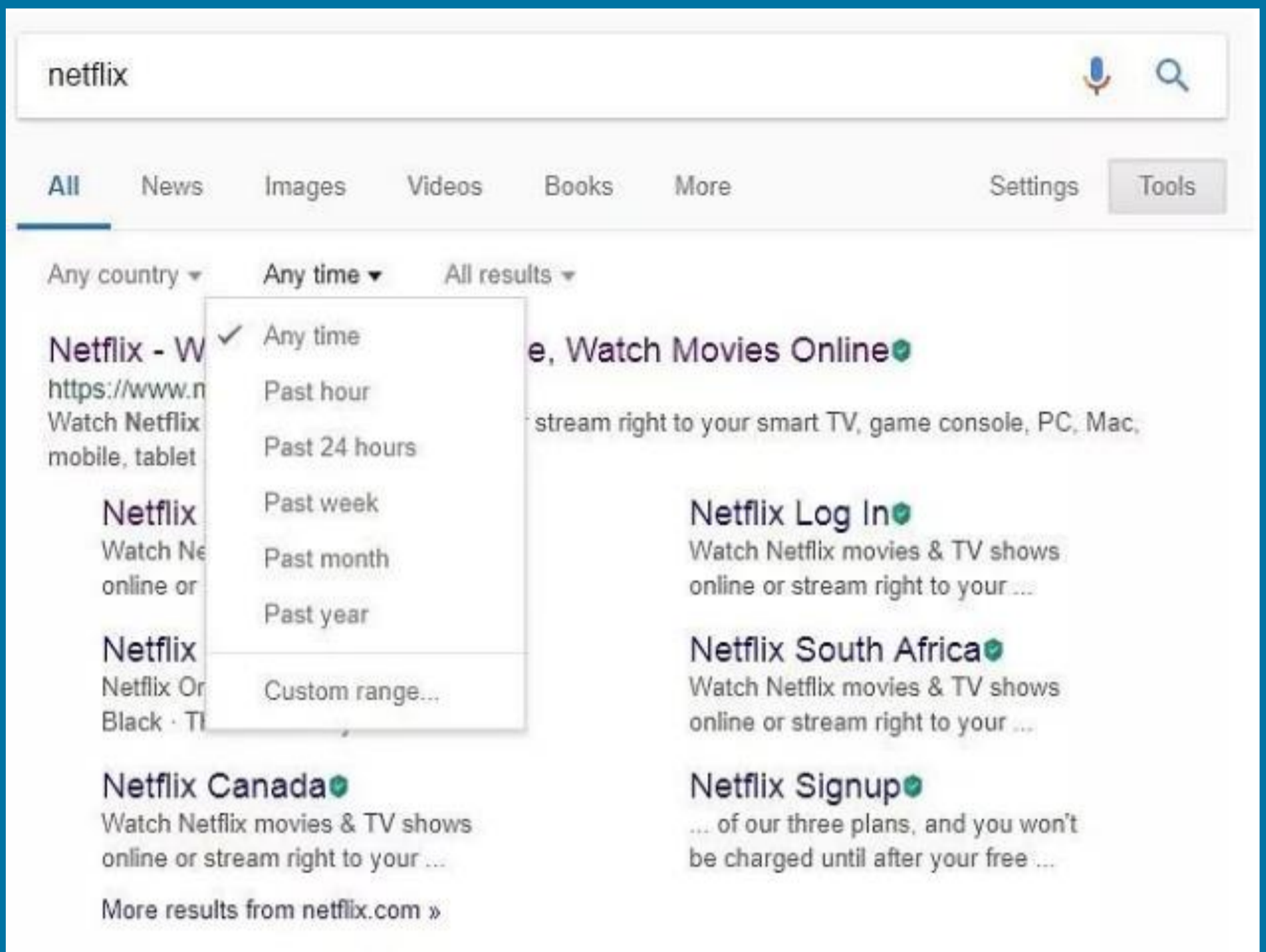


# Tinkering

## Try things out

How could we improve our results?

Fine tune your results, by using location and time, from the 'Tools' tab.



Just click on 'Tools' once you've made a search and selected your time or place.

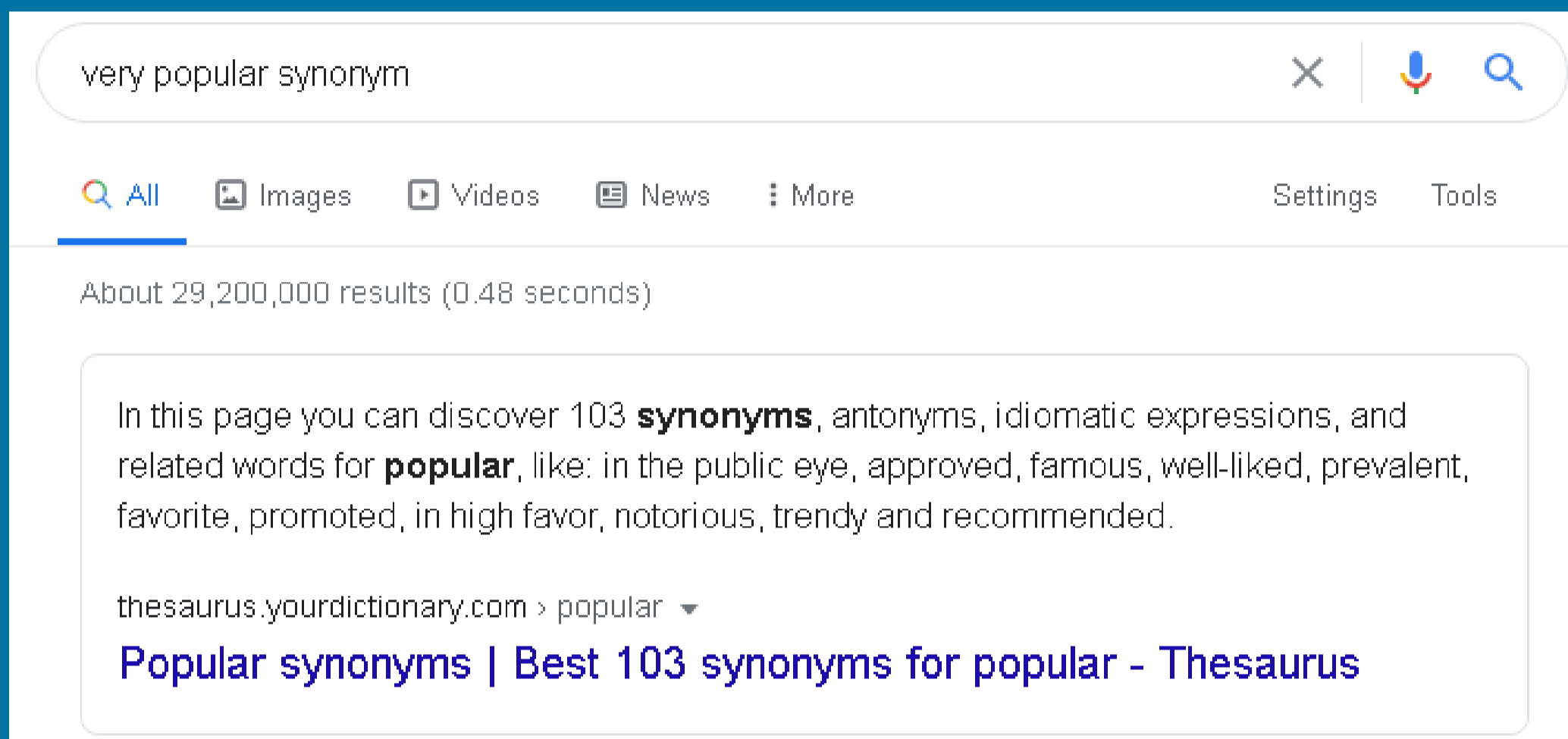
Why might people want to use this in their searches?

# Tinkering

## Try things out

How could we improve our results?

When searching your search engine will ask a series of questions, such as how many synonyms are in this website.



A screenshot of a Google search interface. The search bar contains the text "very popular synonym". Below the search bar, there are navigation options: "All", "Images", "Videos", "News", and "More". To the right, there are "Settings" and "Tools" links. The search results show "About 29,200,000 results (0.48 seconds)". A snippet from thesaurus.yourdictionary.com is displayed, stating: "In this page you can discover 103 **synonyms**, antonyms, idiomatic expressions, and related words for **popular**, like: in the public eye, approved, famous, well-liked, prevalent, favorite, promoted, in high favor, notorious, trendy and recommended." Below this snippet is a link: "Popular synonyms | Best 103 synonyms for popular - Thesaurus".

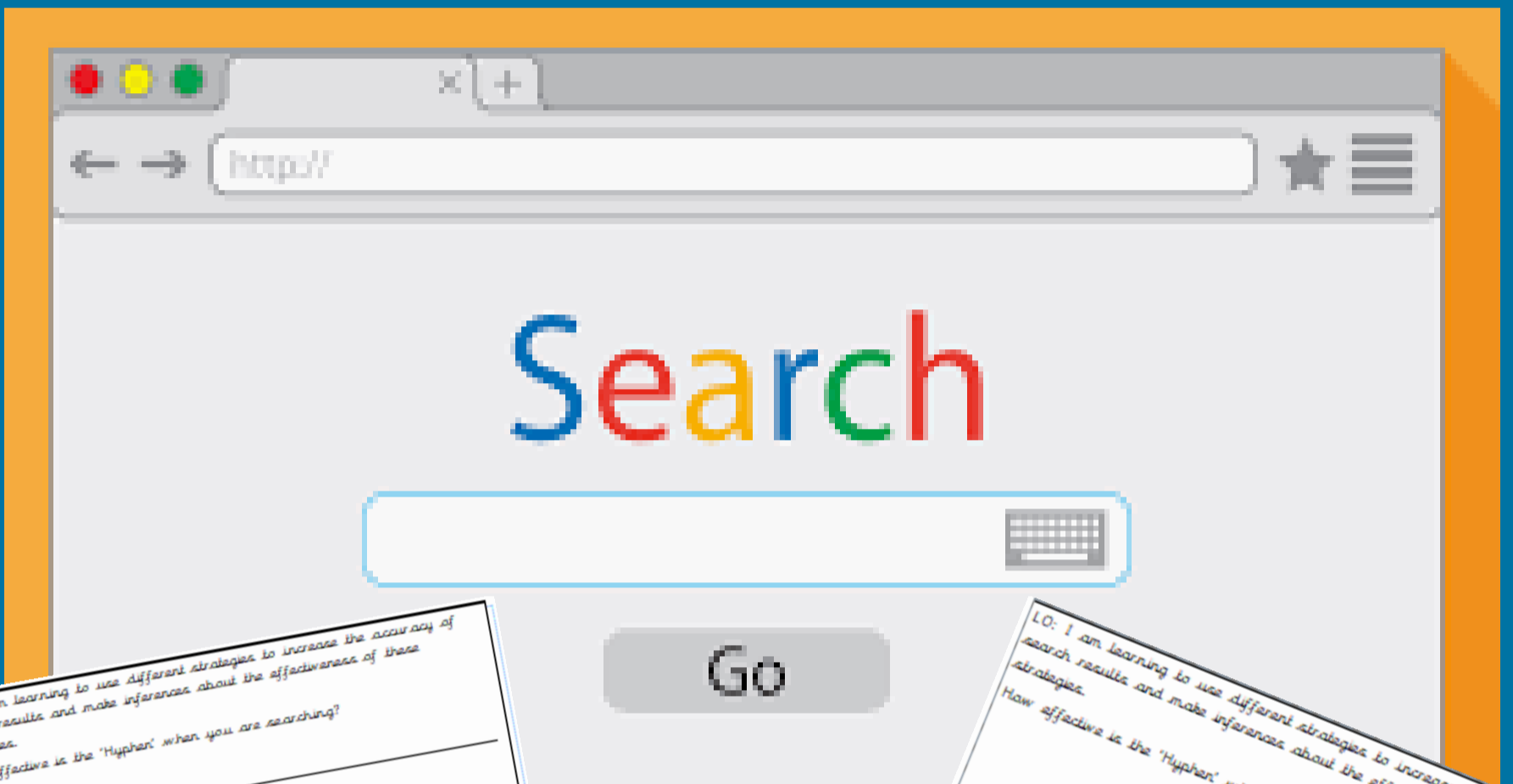
The more synonyms the higher the website will be ranked.

# Creating

## Plan, make, assess

### Task 1

Now you have a go. Investigate the search strategies we have just gone through using Google and complete task 1 saved on the website.



LO: I am learning to use different strategies to increase the accuracy of search results and make inferences about the effectiveness of these strategies.

How effective is the 'Hyphen' when you are searching?

---

How effective is the 'Quotation Marks' when you are searching?

---

How effective is the 'Must include' when you are searching?

---

How effective is the 'Location and time' when you are searching?

---

How effective are synonyms when you are searching?

---

MAIN GROUP TASK

LO: I am learning to use different strategies to increase the accuracy of search results and make inferences about the effectiveness of these strategies.

How effective is the 'Hyphen' when you are searching?

☆☆☆☆☆

How effective is the 'Quotation Marks' when you are searching?

☆☆☆☆☆

How effective is the 'Must include' when you are searching?

☆☆☆☆☆

How effective is the 'Location and time' when you are searching?

☆☆☆☆☆

How effective are synonyms when you are searching?

☆☆☆☆☆

PINK GROUP TASK

# Creating

## Plan, make, assess

### Task 2

You are going to create a guide to good searching on Google. Create this in Google Slides.

