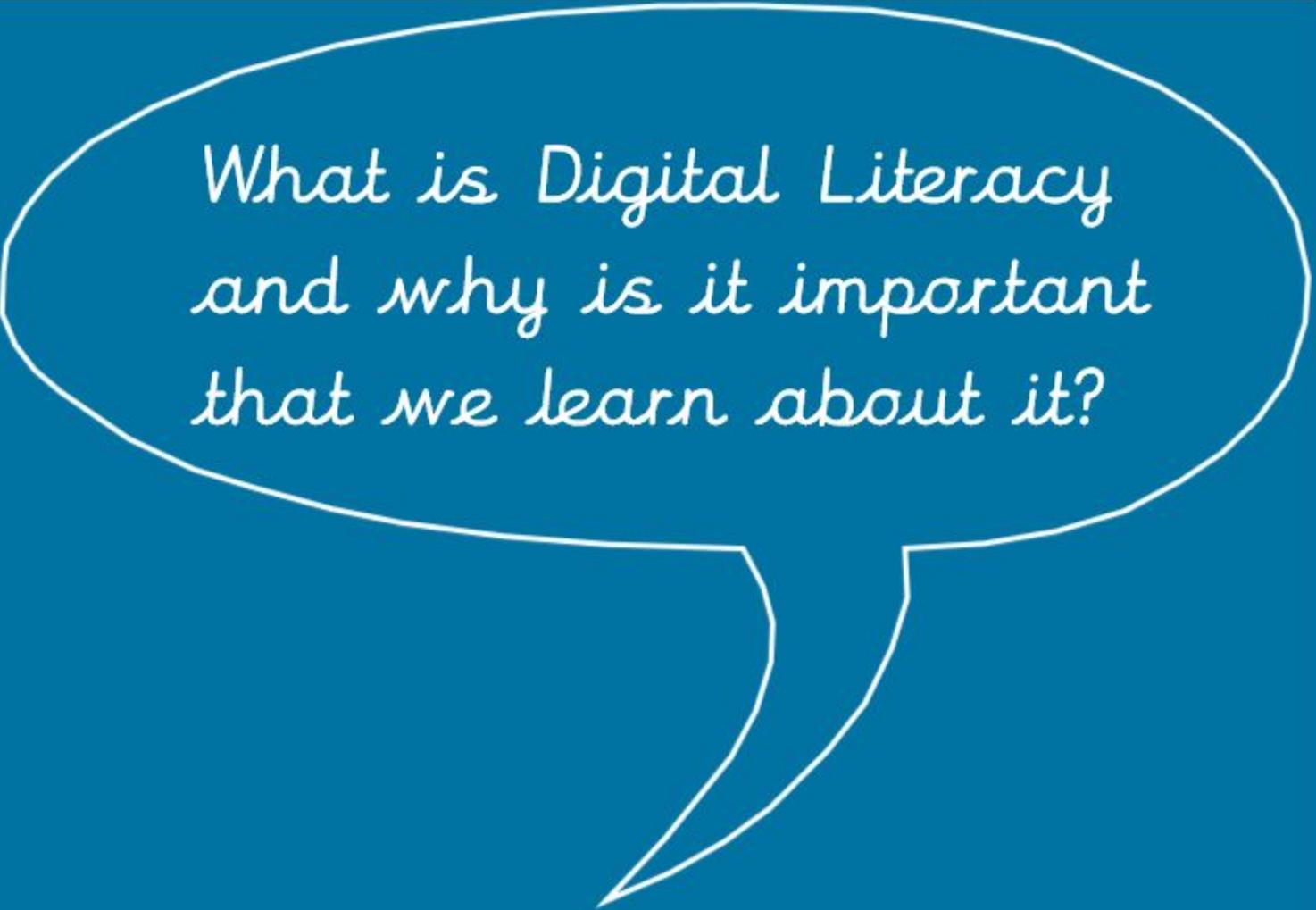




# Digital Literacy



*What is Digital Literacy  
and why is it important  
that we learn about it?*

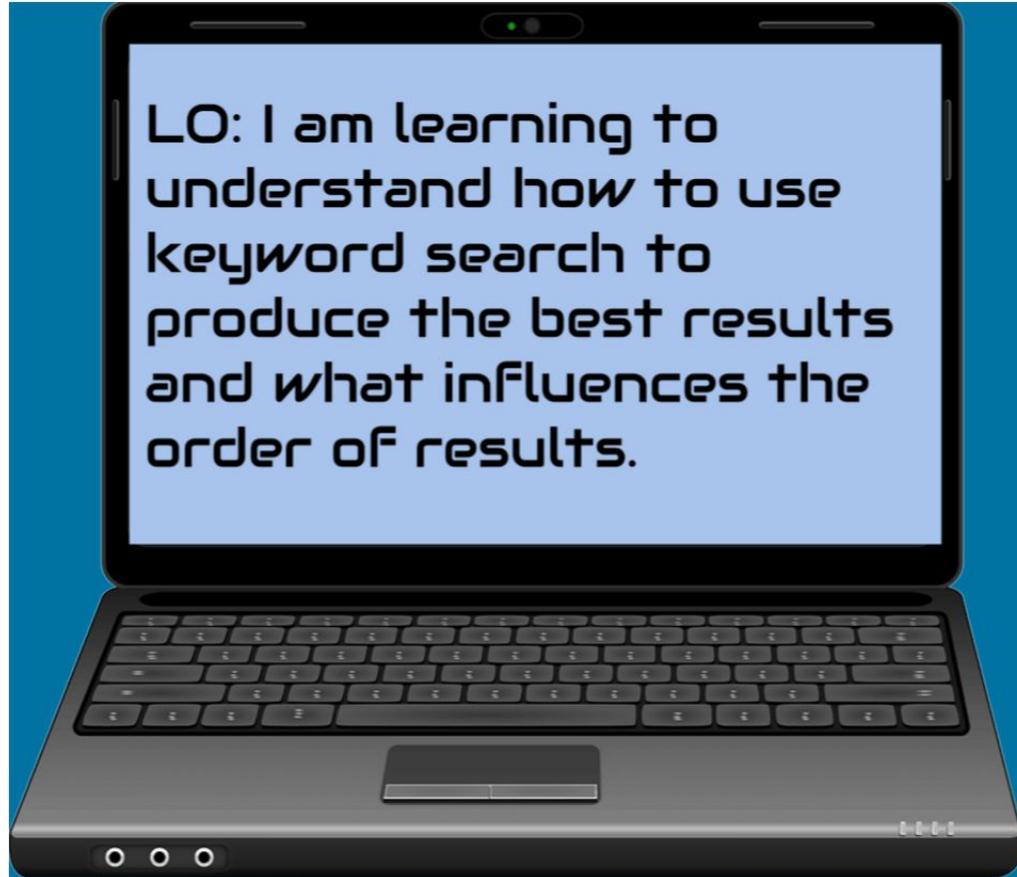
Use technology respectfully and responsibly.

Know how to report concerns to a trusted adult.

Use technology safely.

Recognise what is acceptable and unacceptable behaviour.

Write the L.O. and underline the keywords and circle any words you're unsure of.



LO: I am learning to  
understand how to use  
keyword search to  
produce the best results  
and what influences the  
order of results.

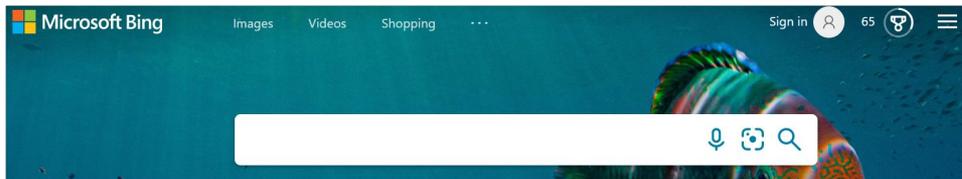
I am learning to understand how to use keyword search to produce the best results and what influences the order of the results.

If you wanted to find out something, what would you do?

Discuss with someone at school or home all the things that you could use to find out something you didn't know.

The world wide web uses **search engines** to allow people to search for things on the web.

Which of these search engines do you recognise?

The Google logo, consisting of the word "Google" in its signature multi-colored font.The Yahoo! logo, with the word "yahoo!" in a purple, lowercase, sans-serif font.

# **Search engines** help you find websites on the world wide web.

The world wide web is a big place. If you know the web address of a site you can find it by typing it into the address bar along the top of your browser.

But what if you don't know the URL?

You can find pages by following links from other pages but usually it is easier to search for things using **a search engine**.

These are programs that search an index of the world wide web for keywords and display the results in order.

Watch the video and write down something you knew already, something that you learn and something that you're still unsure about.

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



# How do search engines order results?

Search engines sort results to show you the ones they think are the most useful.

**PageRank** is the best known algorithm which is used to improve web search results. In simple terms, PageRank is a popularity contest. The more links that point to a webpage, the more useful it will seem. This means it will appear higher up in the results.

The webpages on the first page of results are those that PageRank thinks are the best.

Search engines also pay attention to lots of other **'signals'** when working out the order to show you results. For example how often the page is updated and if it is from a trustworthy domain.

There are many search engines to choose from. Different search engines use different **algorithms**. This means that some sites will give their results in a different order, or they may even show completely different results altogether.

# Why does it matter that the search engine orders results?

Discuss with someone at school or home why the order of the search engine results matters.

# Why does it matter that the search engine orders results?

Usually the top links are the most relevant to your search most people only look at the first few results and rarely click on the second page of results.

Sometimes the top links are **adverts** for companies who have paid to be listed at the top so it is often worth scrolling down the page because you might find something better further down.

Watch the video and write down something you knew already, something that you learn and something that you're still unsure about.

<https://www.bbc.co.uk/bitesize/topics/zd92fg8/articles/zt9thyc>



Top tips for evaluating online content and being critical about what you read.

We are going to use the child-friendly search engine called swiggle.  
Go to [swiggle.org.uk/](https://swiggle.org.uk/)

<https://swiggle.org.uk/>



# Finding things online

It is useful to think about the words that you use in your search. Too few and you will get too many results, too many and you may get no results at all.

When you want to find the answer to a question, such as, 'What was life like in the Stone Age?' You need to think about the important **keywords**.

You could just type the whole sentence into the search engine but it will probably ignore some words, like joining words and punctuation. Instead it might save time to search for keywords like 'life', 'Stone Age'.

# Let's research our history topic using swiggle.

I want to find out “what was life like in the Stone Age?”.



Type an appropriate phrase into the search engine to find out what life was like in the Stone Age.



What are  
keywords?

When  
searching,  
pick out  
important words  
(keywords) that  
describe what you are  
looking for.



For example if you want  
to make something,  
you could search for  
**arts and craft ideas**



Go Back

# What happens when you use keywords rather than a sentence

What keywords could you use to find out about life in the Stone Age?

Here's an example:



A search bar with a blue border and rounded corners. Inside the bar, the text "Stone Age life" is entered. To the right of the text is a grey "X" icon for clearing the search. Further right is a yellow button with the word "Go" written on it.

What differences do you notice about the results?

Are they more useful or less useful?

Discuss this with someone at home or school

Did you notice that the results put my keywords in **bold**?

## How did Stone Age hunter-gatherers live? - BBC Bitesize

BBC Bitesize › bitesize › topics › articles



What was **life** like as a hunter-gatherer? Learn about how these prehistoric people used **stone** tools to hunt in this BBC Bitesize KS2 History guide.

# You can make your search more specific so that the results are more relevant

Add + between keywords

Stone Age life+neolithic



Go

Add inverted commas " " to your search phrase

"stone age hunter gatherer"



Go

Add - between keywords

stone age-iron age



Go

Discuss what happens to your results?

# Your task is to find out about the Stone Age using the Swiggle search engine.

Here's some suggestions but you might have your own questions:

- What was life like as a hunter gatherers?
- How did Stone Age people's lives improve when they became farmers?
- What were Stone Age homes like?
- Why did did Stone Age people create cave art?

Think about the keywords that you will use and try using + - "" to make your results more specific.

Discuss your results with someone at home or school.

I want to find out “what was life like in the Stone Age?”.

How well did the results answer your questions?

Were the results at the top of the results page more accurate than the ones further down?

Were there any results that surprised you?

What else did you notice about your results?

# Choose an exit pass that's suitable for you.

## Mild

**EXIT** *Using keywords*

What does it mean to search? Put circles around the pictures that shows searching.



What do birds eat? Find two keywords that might help you search online.

A) Bird, eat  
B) Eat, eat  
C) Cat, bird

Write down a question you used today. Then write a keyword you might use to search online.

Question: What do ..... eat?

Keyword: ..... and eat.

## Hot

**EXIT** *Can you match the questions to the answers?*

What are keywords? *To look through very carefully in order to find something.*

What is a search? *Effective keywords produce good search results.*

Why is it important choose the right keywords? *I need to recall how to think of a question, and then choose the most important words from their question to use as a key word.*

What steps can help you choose the best keywords for your searches? *Very important words you use to search for information about a topic.*

## Very Hot

**EXIT** *Searching using keywords*

What are key words?  
.....  
.....

What is a search?  
.....  
.....

Why is it important to choose the right key words?  
.....  
.....

What steps can help you choose the best keywords for your searches?  
.....  
.....