

Computing

Lesson 4: How are searches influenced?

Computing systems and networks - Communication

Jane Adamson

¹ Materials from the Teach Computing Curriculum created by the National Centre for Computing Education



Task 1 - Searching the web

Complete the table using the text boxes to the right of the table. Think about each viewpoint: the searcher (you), the search engine e.g. Google and the web content creator. Which things affect the pages that are viewed?

Searcher	Search engine	Web content creator
<div>The choice of search engine</div>	<div>The rules that their web crawlers follow</div>	<div>The terms, text, and headings used on the pages</div>
		<div>The links in and out of a page</div>
		<div>The rules that their page rank uses</div>
		<div>The words used in the search phrase/term</div>
		<div>The links that they click on</div>
		<div>Other rules that the search engine uses</div>



Task 2: The web searcher

Marcus has seen a picture of someone that he recognises, but can't remember why. He can remember that her last name was Parks.
Complete the gaps in the table by answering questions 1 - 3 relating to Marcus. You will use the information on the following slides.

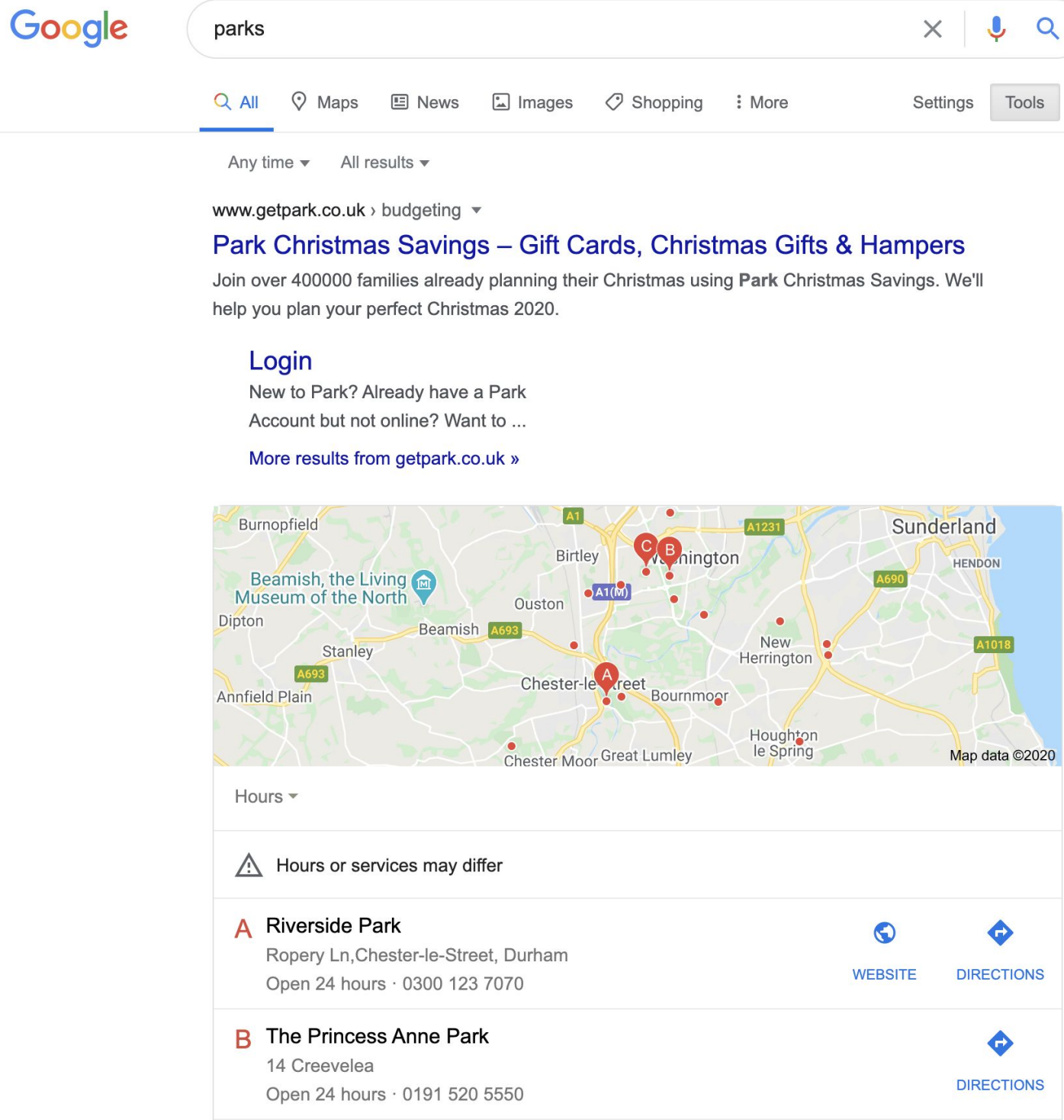
Question	Priya	Marcus
1. How helpful was the first search term?	This was not helpful because it gave results about the firefox search engine	
2. Why did the second search term return different results?	Better use of appropriate keywords	
3. Which search term was most effective and why?	The second search term was more effective because there was more keywords specific to what Priya wanted to find out about.	



Task 2 (cont): The web searcher

The first search that Markus typed was ‘parks.’ Look at the image and then answer question 1 (Remember Marcus was looking for information on a lady he recognises called Parks).

Question	Marcus
1. How helpful was the first search term?	
2. Why did the second search term return different results?	
3. Which search term was most effective and why?	



Credit: Google



Task 2 (cont): The web searcher

The second search that Markus typed was ‘famous lady named parks.’ Look at the image and then answer question 2 (Remember Marcus was looking for information on a lady he recognises called Parks).

Answer question 3 to complete the table

Question	Marcus
1. How helpful was the first search term?	
2. Why did the second search term return different results?	
3. Which search term was most effective and why?	

Google

famous lady named parks

All

Images

News

Shopping

Videos

More

Settings

Tools

About 92,700,000 results (0.56 seconds)

Rosa Louise McCauley Parks

Rosa Louise McCauley **Parks** (February 4, 1913 – October 24, 2005) was an American activist in the civil rights movement best known for her pivotal role in the Montgomery bus boycott. The United States Congress has **called** her "the first **lady** of civil rights" and "the mother of the freedom movement".

en.wikipedia.org › wiki › Rosa_Parks

Rosa Parks - Wikipedia

About Featured Snippets

Feedback

www.ranker.com › list › chris-abraham

Famous Parks | Notable People With the Last Name Park

13 Oct 2018 - Being a fairly common **name**, it's no surprise there are a lot of **famous** ... Linda **Park** (born July 9, 1978) is a Korean-American **actress**, mainly ...

Credit: Google

5