

Computing

Lesson 4: How are searches influenced?

Computing systems and networks - Communication

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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 data-bbox="203 855 686 1065">The choice of search engine</div>	<div data-bbox="769 855 1252 1065">The rules that their web crawlers follow</div>	<div data-bbox="1339 855 1822 1065">The terms, text, and headings used on the pages</div>

The links in and out of a page

The rules that their page rank uses

The links that they click on

The words used in the search phrase/term

Other rules that the search engine uses



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.

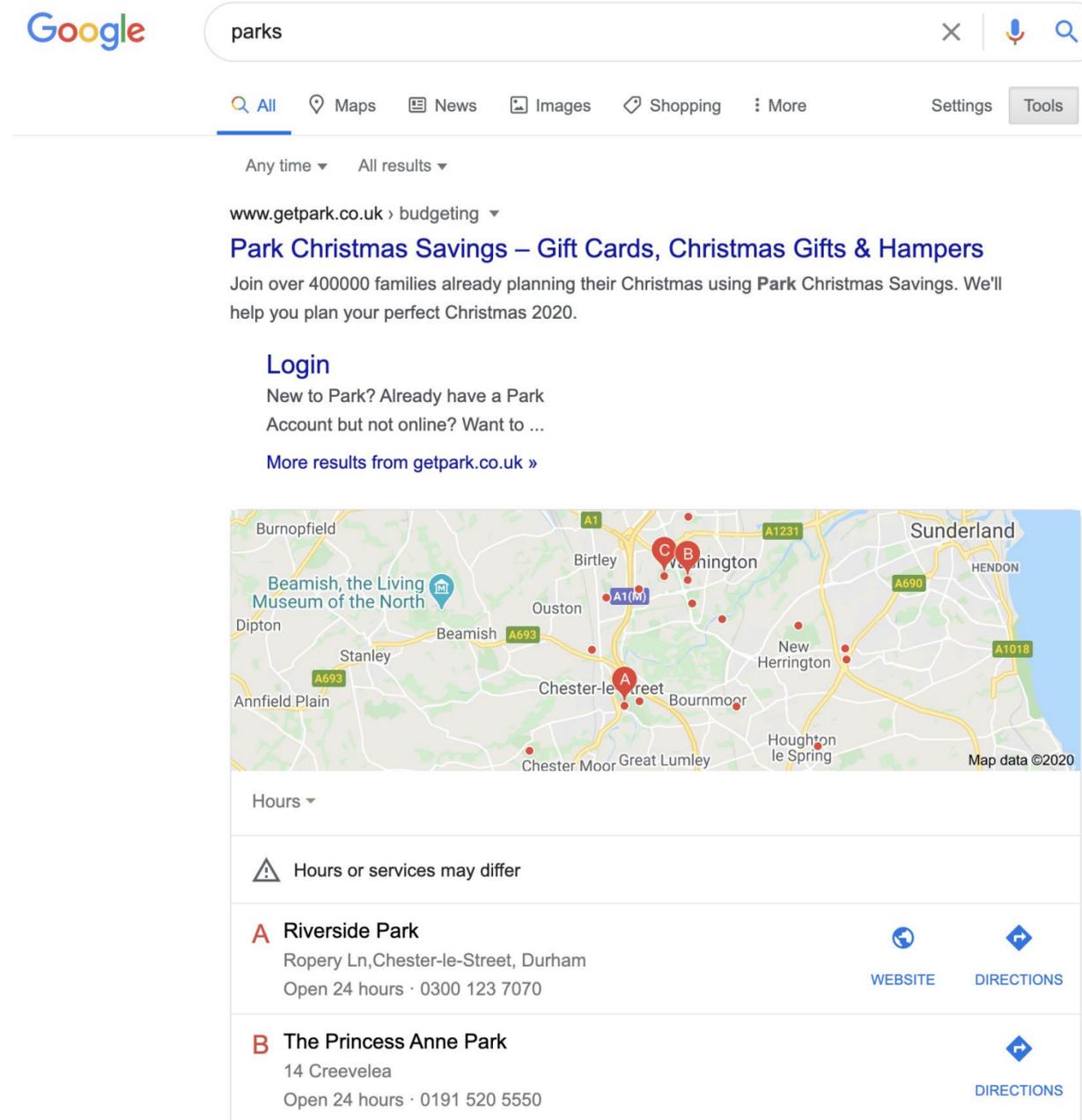
Question	Priya	Marcus
1. How helpful was the first search term?	This was not helpful because it gave results about the firefox search engine	
2. Why did the second search term return different results?	Better use of appropriate keywords	
3. Which search term was most effective and why?	The second search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

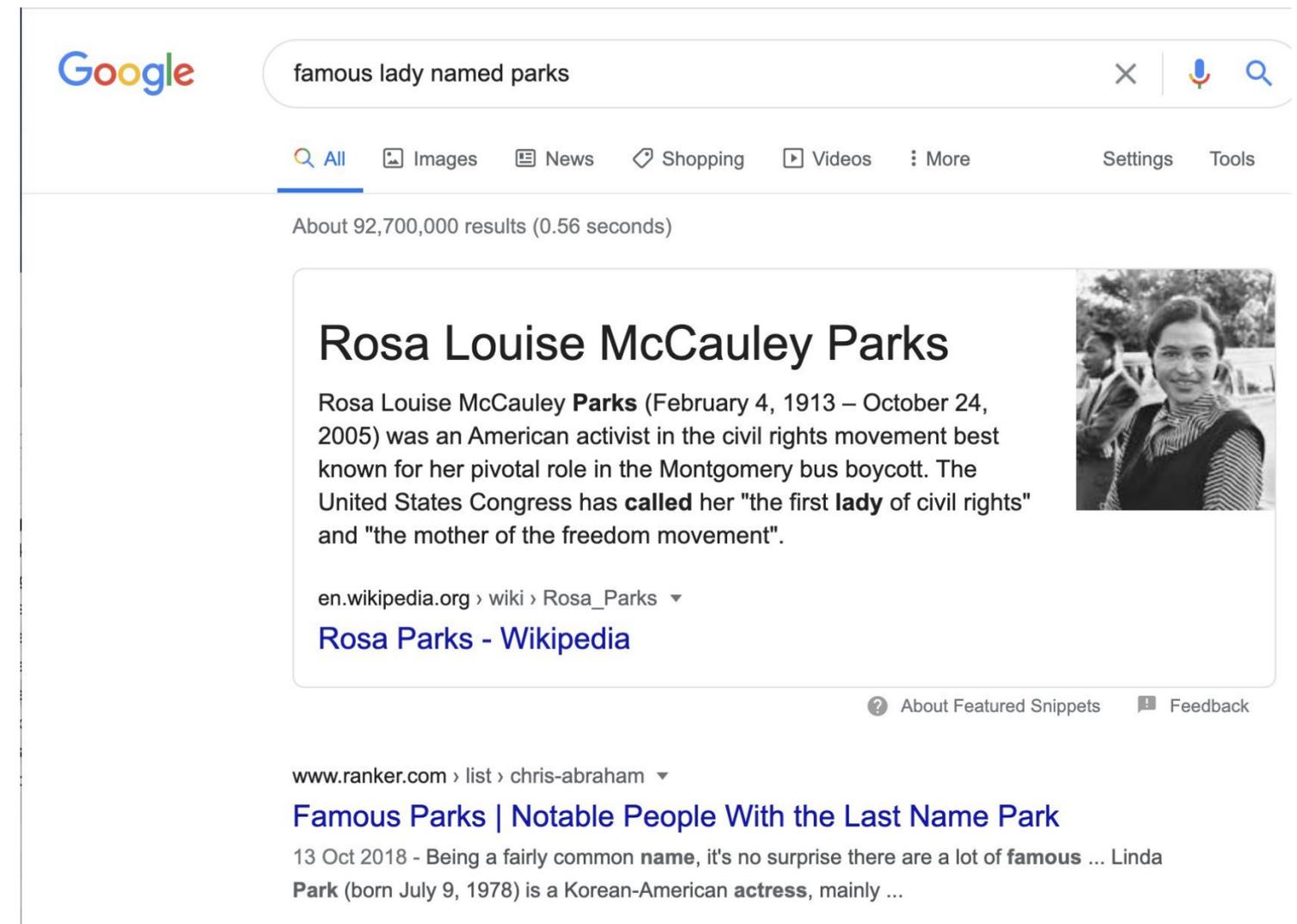


Task 2 (cont): The web searcher

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?	



The screenshot shows a Google search interface. The search bar contains the text "famous lady named parks". Below the search bar, there are navigation options: "All", "Images", "News", "Shopping", "Videos", and "More". The search results show "About 92,700,000 results (0.56 seconds)". The first result is a featured snippet for "Rosa Louise McCauley Parks" with a small image of her. The snippet text reads: "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". Below the snippet is a link to "Rosa Parks - Wikipedia". The second result is from "www.ranker.com" titled "Famous Parks | Notable People With the Last Name Park" with a date of "13 Oct 2018" and a snippet: "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

