SEARCH ENGINE BASICS

Introduce Yourselves!

- Name
- Pronouns
- Computer familiarity/interests

Objectives:

Check out the Community Workshop Series Workshop website to learn more about the program and find out about upcoming classes!
http://cws.web.unc.edu/

Last updated:
29 March 2019

WHAT IS A SEARCH ENGINE?

Search Engines

specialized websites that can help you find what you're looking for. They work by using algorithms (complex math equations) to comb through the internet and offer results based on keywords you've entered.

Examples of Popular Search Engines

Even though they all have access to the internet, different search engines can yield different search results because they have different algorithms. Google is the most popular, because it's the most effective at finding what you're looking for.

DuckDuckGo   Google   Yahoo

See the homepage for two of these sites on the next page.
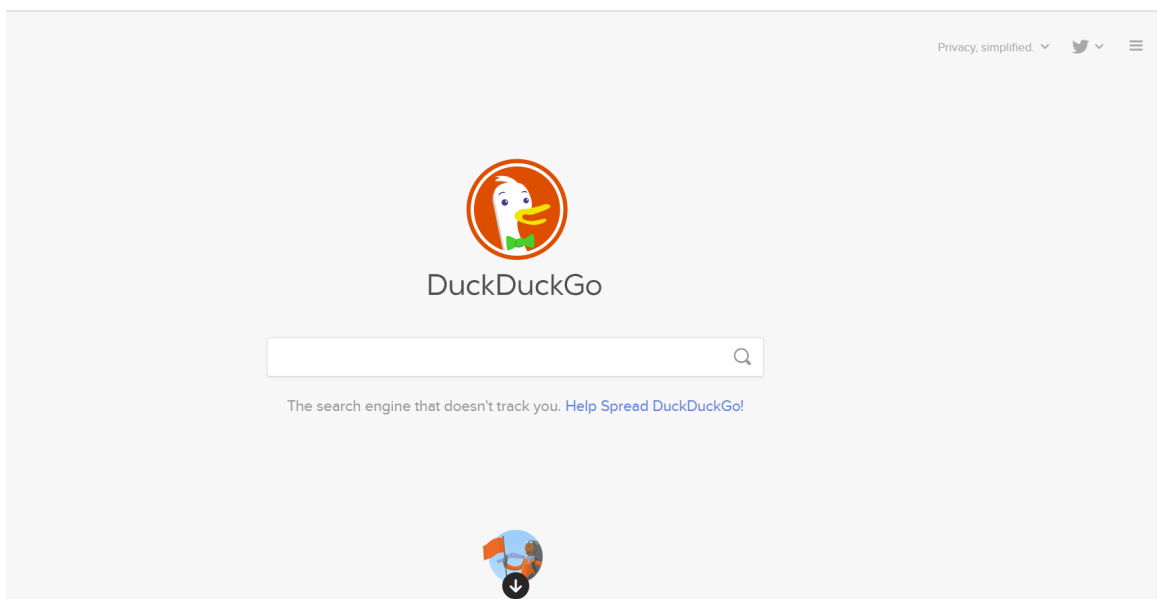
SEARCH ENGINE EXAMPLES

Google

Most popular because of speed and tailoring of results, but your data isn't private.
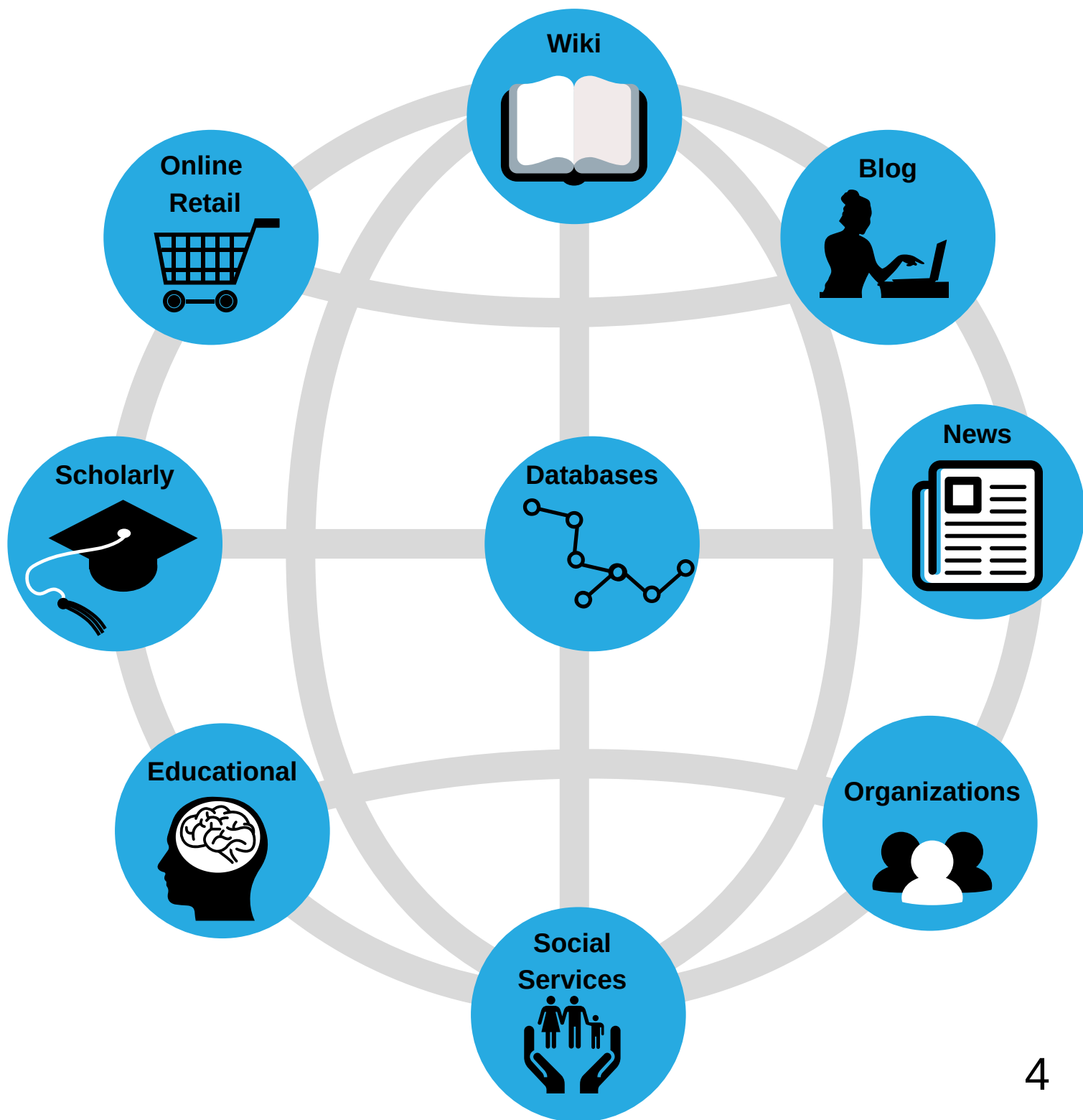

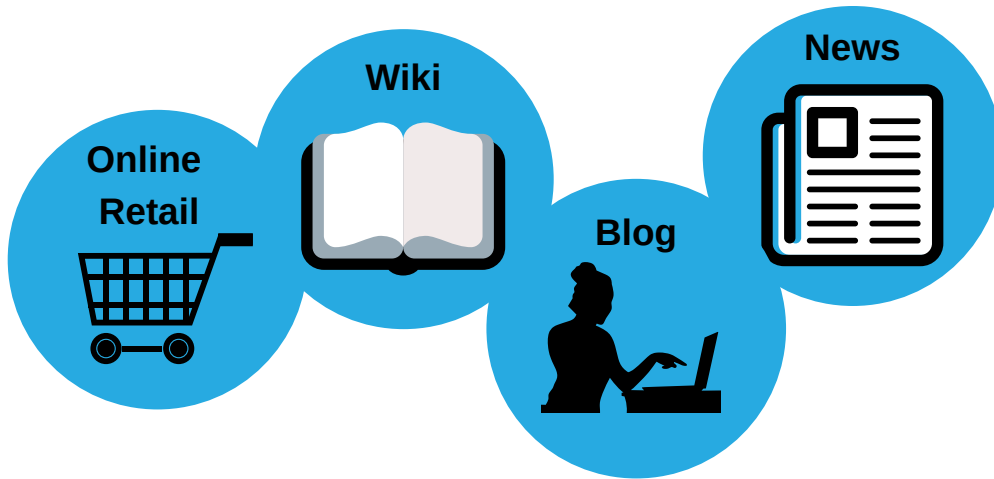## DuckDuckGo

Gaining popularity because it prioritizes privacy

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WHAT INFORMATION IS OUT THERE?

Wiki
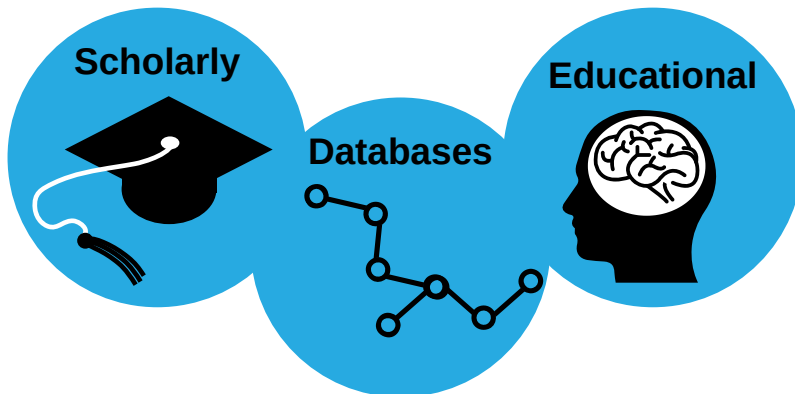
Online Retail

Blog

Scholarly

Databases

News

Educational

Organizations

Social Services

WHATS THE DIFFERENCE?

.com

Online Retail

Wiki

Blog

News

.edu

Scholarly

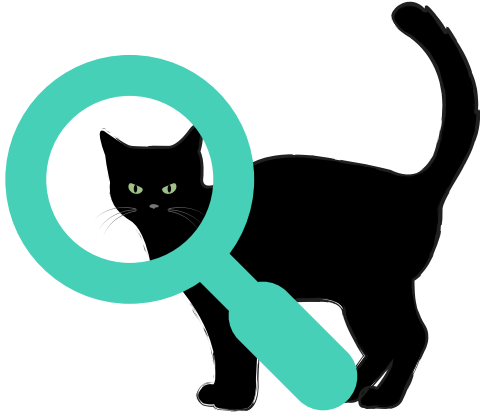Databases

Educational

.org

Social Services

Organizations

DEVELOPING SEARCH TERMS

Search terms are words typed into a search engine to find results that are related to what you are looking for. For example, if you would like to adopt a cat, "cat" might become one of your search terms because this is the kind of pet you are looking for.

Search terms need to be specific to find good results. Search engines will have too many "options" with long questions, and not enough information with too few words. **Which do you think is better?**

"pet cat"   "cat adoption"   "tabby cat near me"

I searched for "jaguar" and got both of these images.

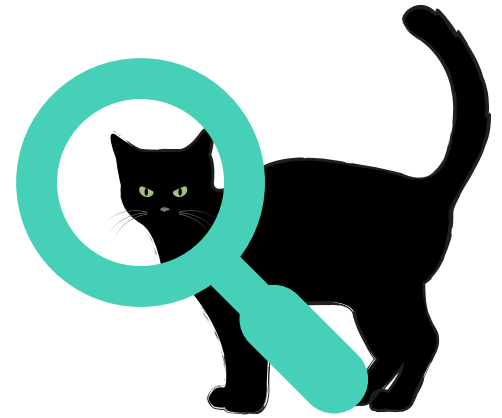What terms can help me narrow my search to find more pictures like this?

What terms can help me narrow my search to find more pictures like that?

EVALUATING SEARCH RESULTS

Let's use our cat adoption query to discuss evaluating search results.

Use your knowledge of search terms to search to help you locate some cats available for adoption nearby.

How might we decide which of these search results are useful? In other words, from the choices you've found, where would you find your cat and why?

Possible examples:

- The number reviews or lack of reviews demonstrates credibility
- The location of the shelter to your home
- Whether or not the shelter has cats
- Are you interested in a taking a pet from a shelter where animals might be killed, or will you only go to a no kill shelter?
- Is the website up to date?
- Are these non-profits or do these organizations hope to make money from selling animals?

Let's try a second search just for practice.
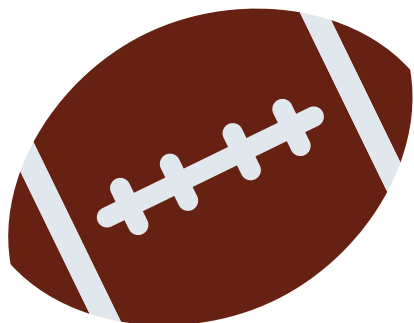
Let's image that you are out with your family at barbeque for the 4th of July and the sports fanatics start to talk. They can't remember the details of a football sports club. Here's the question that Uncle Ahmed asked:

The club that was established in 1935 to promote safety in the game of American football was named after a player with what nickname?"

Document your search process here.
What queries did you use to help find the answer?

Note: This question was taken from Google as a practice question for learning how to use the site.
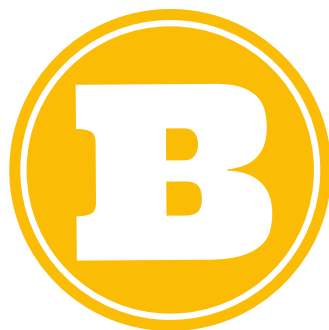
ABCS OF RESEARCH

Authority/Accuracy

- Who wrote this information?
- Is an author listed on the website?
- Is the author part of an established education institution or other credible organization?
- Is the information free of spelling and grammatical errors?

Bias/Benefit

- Why would the author compose this material?
- Who does this information benefit?
- Is the writer giving the reader specific facts or offering only their personal opinion?
- Is the purpose of this information to sell a product?

Currency

- When was this information published on the web?
- Does the organization or author update the information?
- Is there potentially newer information on this subject?
- Do all the links on the website work?

More Resources for Computer Instruction

Community Workshop Series Classes

Chapel Hill Public Library
Wednesdays at 6-7:30pm
To register for class, contact the CHPL at (919) 968-2777.

Durham SW Public Library
Thursdays at 6-7:30pm
To register for class, contact the Durham Branch at (919)560-8590.

Cybrary at Carrboro
Saturday at 10-11:30pm
To register for class, contact the Cybrary at (919) 918-7387.

More Local Resources

Kramden Institute
https://kramden.org/classes/
Phone: 919-293-1133
Email: info@kramden.org
Hours: Mon - Fri 9am – 5pm
Wed 9am – 9pm

Orange County Literacy Council
http://orangeliteracy.org/
Phone: (919) 914-6153
oclc@orangeliteracy.org

Last updated:
10 April 2019