

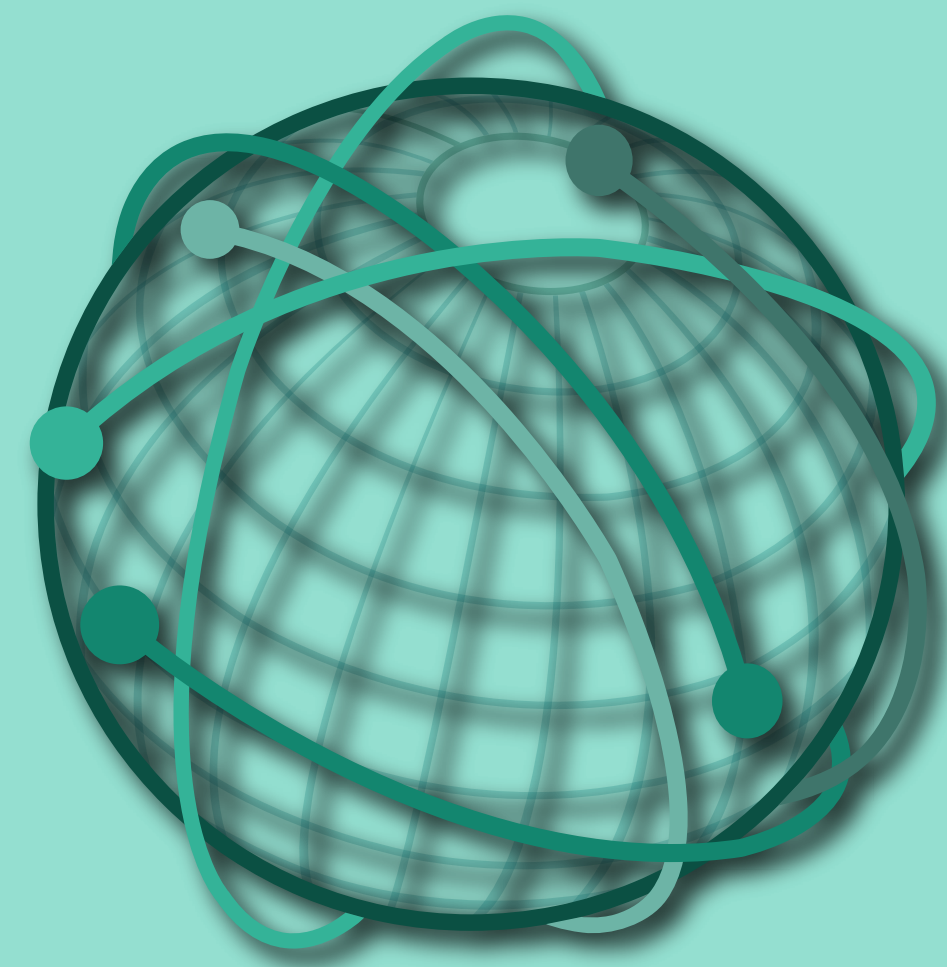
# Year 4: Effective Searching

## Themes

- Searching the Internet
- Ranking results
- Advanced searching and filtering
- Reliability of results

## The Internet

A global network of connected devices.



## Search results - Reliability

- Check the sense - Does it sound believable? Do the images look real?
- Check the source - Who wrote it? Are they a trusted organisation or expert?
- Check the date - Is the information current?
- Check other sources - Can you find the same information elsewhere?



## Search Engines



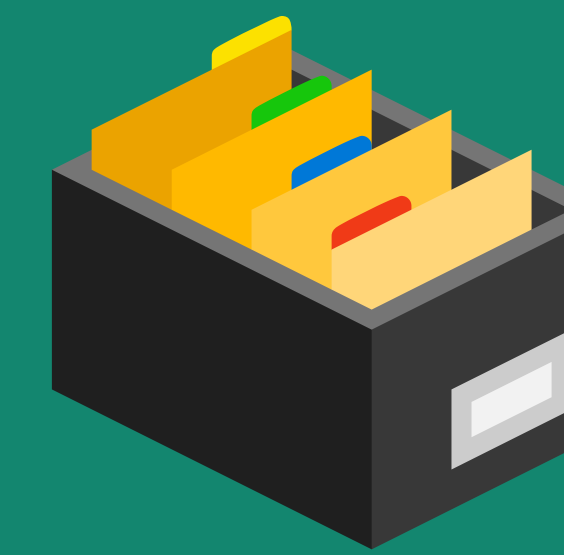
Search engines follow a three-step process.

### Crawl



Web crawlers follow links and gather information from webpages.

### Index



Key information is stored in a database.

### Rank



Choose the best results to present for the search made.



## Ranking

- Relevance - Do the words match the search terms?
- Popularity - Do lots of people visit the page?
- Freshness - Is it up-to-date?

## Refining Searches

- Quotes - To search for an exact match.



- Minus sign



will exclude Jaguar cars.

- Filters



- Snippets - Read the preview text before clicking on a link.

