

Super Searchers



twinkl

Aim

- I can use a search engine accurately.

Success Criteria

- I can access a trusted search engine.
- I can use strategies which improve my results when searching online.
- I can choose an appropriate number of words to include in my searches.

Search Engines

What is a **search engine**?

How do search engines work?



How Do Search Engines Work?

A search engine searches the internet for you, using the words you type in and the order you type them in too.

They give you results in a ranked order, which means that the results at the top of the page are the ones that the search engine thinks will be the most useful to you.



How Do Search Engines Work?

Search engines use amazing algorithms to help give you the most useful results first; they look at the order of the words you've written and which words are together.



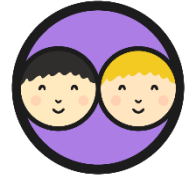
How Do Search Engines Work?

They also find webpages which include **synonyms** of the words you've written; for example, if you search for 'cakes', the search engine may show you pages including buns, muffins or cupcakes too.



It is important to remember that some companies will pay the search engine to make sure that their results show at the top of the screen.

Search Engine Hunters



You are going to be given questions to find out the answers to.

Follow the steps on the **Search Engine Hunters Activity Sheet**.

Search Engine Hunters

1. Write down the first question on your card:

Write down the **one** keyword that you are going to type into your search engine to try and find the answer: _____

2. Write down how many sites are included in your search results: _____
3. Look at the top three sites on your results page. Can you find the answer to your question?

Now pick **two** keywords to try: _____

How many results are included in your search now? _____

What do you notice about the number of results included in each search?

4. How many words did you need to type to find the answer to your question?

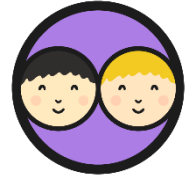
Now try:

Putting your search words in "inverted commas" - what happens to the number of results?

Using **synonyms** in place of some of your keywords.

Changing the order of your search words. Do you get the same results on your first page?

Search Engine Hunters



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Now, repeat these steps using two keywords. If you can't find the answers to your question, try three words, etc.

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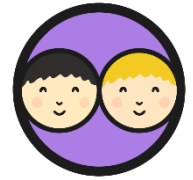
Write how many words you had to type in before you got the answer you needed.

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View the top three sites on your results page to see if you can find the answers to your question.



Search Engine Hunters



Use our chosen search engine and avoid clicking on adverts... and don't cheat!

Remember, we are trying to find out the minimum number of words we need to type in to get accurate results.

Search Engine Hunters

1. Write down the first question on your card:

Write down the **one** keyword that you think will find the answer:

2. Write down how many sites are returned by your search engine.
3. Look at the top three sites on your screen.

Now pick **two** keywords to try:

How many results are included in your search now?

What do you notice about the results?

4. How many words did you need to type in to get accurate results?

Now try:

Putting your search engine to work

happens to the

Using **synonyms**

Changing the order of words

same results on

Who are the top two male and female tennis players in the world?

What are the four most popular breeds of dog in the UK?

What are the top two baby names in the UK for boys and girls?



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