Our Computing topic for this half term is:

Digital Literacy: School networks

Key Vocabulary:

- Internet
- Networks
- technical
- wires
- connection
- IP number

Find definitions for each of these words.

LO: to understand what happens when we google search.



What do you search for?

How do people's Google searches differ?

LO: to understand what happens when we google search.

https://www.youtube.com/watch?v=BNHR6IQJGZs&feature=youtu.be

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Search engines work in three stages

1. CRAWLING

Content is discovered through "bots" that scan websites for text, links, images, ads etc.

Crawling is an almost continuous process.



2. INDEXING

Crawled content is sorted and filed in huge databases.

The index is regularly updated thanks to crawling.

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3. RANKING & RETRIEVAL

The distinguishing feature of search engines.

The stafe where content is retrieved in response to a query, using algorithms.

Every search engine has a different algorithm to rank and retrieve data.

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1. Crawling

The stage where content is discovered.
In the crawling stage, what basically happens is, bots (called spiders), visit (or crawl) websites at incredibly fast speeds, and analyse all the content on the website, including but not limited to its layout, ads, the words, numbers, images, keywords and links. Any new links found are also added to a list to links to be crawled. Crawling is a continuous process. Spiders crawl websites all the time to constantly update the database.

2. Indexing

The stage where content is analysed and stored in databases.
In the indexing stage, all of the data collected by the bots is sorted and filed in huge databases. The database is constantly updated by re-crawling websites.

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3. Ranking and Retrieval

The stage where data is fetched in response to a query.
This is the most relevant part of the equation for you and I. Whenever a query is made, the search engine displays results that are most relevant to us. This is done by using various algorithms to "rank" the data retrieved. This is also where search results may vary from engine to engine. Different algorithms rank data differently. Some may rank those results higher that contain greater instances of the words searched for. Some may also consider the proximity of the different words in case of multiple words. Still others may consider the page ranks of the source websites to rank the search results.

A search engine does all that to ensure that the results it displays is the one most relevant to you.

Who would've thought that so much work goes in behind a simple Google Search? Amazing isn't it?

Let's have a look at some examples of Google searches together.

1	Every word matters. *Try searching for [who], [the who], and [a who]*
2	Order matters. *Try searching for [blue sky] and [sky blue]*
3	Capitalization does not matter. *Try searching for [barack obama] and [Barack Obama]*
4	Punctuation does not matter. *Try searching for [red, delicious% apple?] and [red delicious apple]*
*	There are some exceptions! *$ C# C++ Google+* but not: ¶ £ € © ® ÷ § % () or @ ? !

I do

In Art, we are learning about Portraits.

I want to find out about Frida Kahlo.

What do I want to know? What will I type?

Frida Kahlo

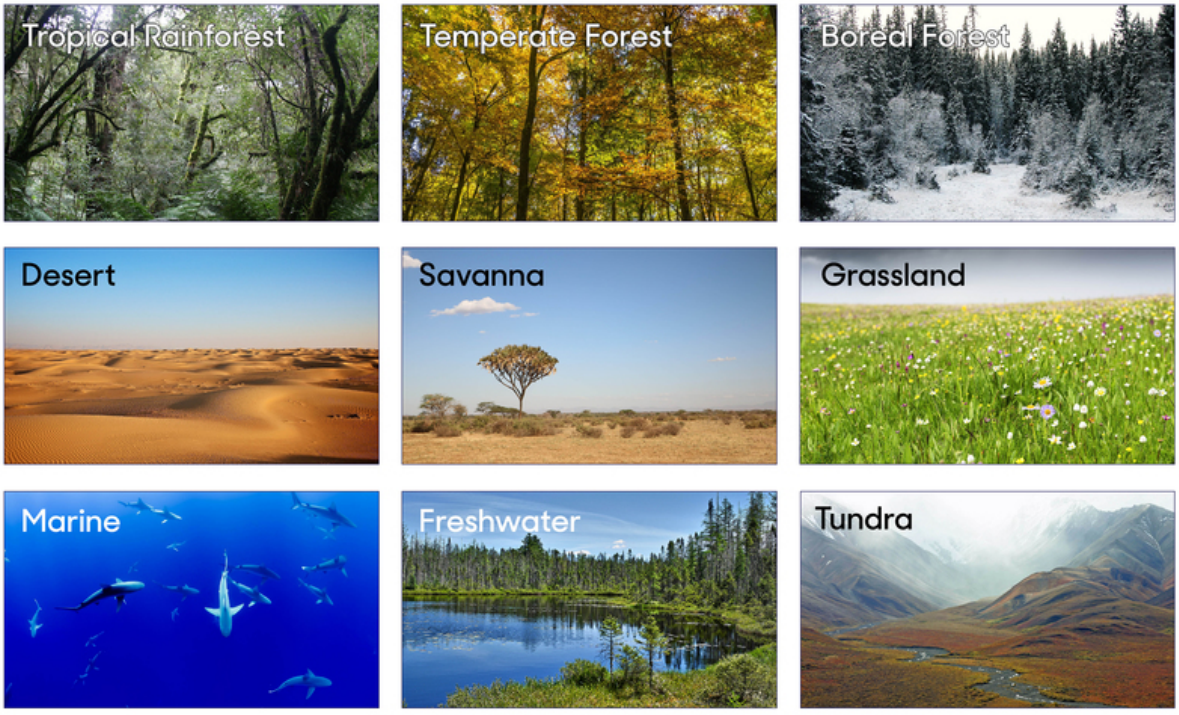
Famous Frida Kahlo

Famous Frida Kahlo painting

Which was Frida Kahlo's most famous painting?

you do

Use google search to find out about 'biomes'.



we do

Use the picture and Google Search. What do you want to find out?

