Picking the Right Search Terms

Directions: <mark>MAKE SURE YOU ARE LOGGED IN TO GOOGLE.</mark> Go to the top of this document, click on "file", then "make a copy", and type your name in the first part of the title. Then go to the upper right corner, click on "share" and type my email address, and follow the steps below.

Engage

Let's say you want to know what the favorite food of the character, Tyson, from Percy Jackson's book, *The Sea of Monsters*. Would the following be good to type into a Google search?

> **What food does Tyson like best?**

- Go to Google search engine, and copy and paste the words in the box.
  [Click here for Google Search](#)
- What types of things pulled up when you typed those exact words? Type answer in box:

  [ ]

- What do you think went wrong with the search? Type answer in the box:

  [ ]

- How do you think you could have had better results? Type answer in the box:

  [ ]

Think

Essential question to think about during this lesson:

- How can appropriate search terms guide targeted searches?
- How are my search terms interpreted to gather

	information for me?

Explore:
Identifying the Right Terms for Better Results.

1. **Do a Google Search for the Following Vocabulary. How will you search the terms? Will you simply type the words, or will you add more terms to your query?:**

    [Click here for Google Search](#)

Vocabulary	Definition	Any Examples?
Search Terms:		
Queries:		
Autocomplete:		
Google Instant:		
Spam:		
Synonyms:		

Explain

- **If in class, we will watch the EdPuzzle video,"How Search Works", together. If at home, click on link below, sign in as a student, login with your Google account, and use the code "kuljotn" to join**
- **[Click Here For EdPuzzle Link](#)**

- Go the the "How Search Works" link and answer the questions that follow. **[Click Here for How Search Works Link](#)**

How many individual pages is the web made up of?	
How does Google navigate the webs?	
What is meant by the	

term, "crawling"?	
How are pages sorted?	
Where does Google keep track of all those pages?	
These give you clues to better understand what you mean:	
Relevant documents are then pulled from this:	
Results are then ranked using this many factors:	
How does Google keep your results relevant?	
The majority of spam removal is:	

Apply

*Instead of searching for <mark>questions</mark> that pop in your head, you need to search for a query that matches the words in your <mark>answer.</mark>

1. Now that you have a better understanding of how Google searches work, go back to the original search about Tyson (What food does Tyson like best?), and try to come up with terms you think would have been more helpful in your search. In other words, **choose the key terms in the question that you think will give you your desired answer**. Type terms in box:

2. Now copy and paste your key words back into a Google search.
   Click here for Google Search

3. What results did you get this time?Type terms in box:

4. Can you think of specific terms to add to your search to get you more accurate results?Type terms in box:

5. Now copy and paste the new terms into a Google

search.
[Click here for Google Search](#)
6. Were your results more successful?

Share What You Know

Look at the question below and determine which terms will give you the best search results. Do a Google search on each combination of terms, and put an "X" next to each answer that gave you successful results.

- **"My three-year-old cow has blisters on its tongue. What's wrong with it?"**

Cow blister tongue sick	
Cattle blister tongue sick	
What's wrong with my three year old cow?	

- **"Can people earn money for tossing pizza dough?"**

People earn money tossing pizza	
Can people earn money tossing pizza dough?	
Professional people earn money toss pizza	

- Try one yourself. What terms would you use to search the following:
  "I heard there is an abandoned city in San Francisco Bay. What is it called?"

Class Activity

- As a class, we will create a mindmap on the overhead to help us identify keywords for doing google searches.
- Start thinking about the question, "What are the characteristics of the planets in the universe?"
- Think about the planet you researched the other day, and identify key terms for searching each planet.

- After the activity, I will share the link to our mindmap to help you search your planet through a Google search, instead of simply using one website.
- After we think of some planet characteristics to search, type the characteristics in the column on the left, choose a planet to research (you can use the same planet that you used last week or choose a different one) using a Google search this time, and fill in the column on the right on the chart below with your Google search results.

Your Planet Name:

Characteristic	Google Search Result

Explore: One Last Activity!

- Go to one of the three links below. And try the tips suggested on the site. You can search anything you want, but make sure you try at least 3-5 tips to see how they work.
- [Google Tricks That Will Change the Way Your Search](#)

[Getting Started with Google search](#)

[20 Tips to Use Google Search](#)

- After you have tried some of the tips, go to the attached Padlet and share the new Google tip you tried, how it worked, and if you will use it again for future searches.

[Click Here for Padlet](#)

Reflect

List at least two or three things you learned in today's activity:

Extend: Tips & Tricks to Help You With Your Google Search

1.) **For best results:**
- Identify unique words
- Do not use too many words
- Use mostly nouns

2.) **Methods for creating queries:**
- Parsing a question
- Creating a word web or mind map of key words
- List words based on prior knowledge about the topic

3.) **Additional Tip:**
- **Imagine the source** you might expect to find the information from (medical website, education website, community center, etc.) and figuring out how to look for it

4.) **Websites for Further Exploration:**

[Google Tricks That Will Change the Way Your Search](#)

	[Getting Started with Google search](#) [20 Tips to Use Google Search](#)