

Web Searches

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The Internet

What is the Internet? Does that sound like a stupid question? Everyone knows what the Internet is right? So if I ask you right now to write down an answer, do you have one? I don't blame you. Defining the Internet is *not* easy. I will tell you this...the Internet is **not** the World Wide Web. The Internet and the World Wide Web as *terms* do get used interchangeably with many people using the term *Internet* when they really mean World Wide Web.



The Internet is a global system of interconnected computer networks that use the standard Internet protocol suite (TCP/IP) to link several billion devices worldwide. The World Wide Web is not the Internet and the Internet is not the World Wide Web although the terms do get used and accepted interchangeably. According to the Internet Society, "unlike any other technology, the Internet can be whatever we make it. We can shape it. We can mold it. But most importantly, we can use it to connect people, communities, and countries around the world." In its early days, most people just used the Internet to search for information.

I can remember the first time we got Internet in our apartment. It was 1991 and Mr. Rush told me that I was going to love the Internet. Anything I wanted to find would be available at my fingertips (Keep in mind that this was before graphical browsers. Everything was text based including the way you found information.) I did *not* love the Internet! I couldn't find anything! Ah, how the times have changed.



Have you ever wondered what people search for on Google? "Zeitgeist" means "the spirit of the times," and this spirit can be seen through the aggregation of millions of search queries Google receives every day. The annual Zeitgeist report reveals what

captured the world's attention in the past year—our passions, interests and defining moments as seen through search.

Explore the most recent [Year-End Zeitgeist](#), or take a trip back in time by looking through the archives. It is very interesting. What do you think the most popular searches for 2014 will be?

As the Internet has grown, it has developed into a multi-faceted tool with a vast range of uses. It's now easy to keep in touch with friends, publish your own articles, or even watch your favorite TV shows using the Internet. The Internet is always changing, and the ways in which we access it will also continue to change. Current trends will become more common and integrated into our everyday lives. In addition, we'll see many technologies and devices in the future that will allow us to use the Internet in new and exciting ways.



The screenshot shows the GCF LearnFree.org website. The header includes the GCF LearnFree.org logo with the tagline "Creating Opportunities For A Better Life" and a testimonial: "GCF LearnFree has given me the opportunity to improve on my work skills." The navigation menu has "Home", "All Topics", "Internet 101", and "How is the Internet Used?". The main heading is "Internet 101" with the subtitle "How is the Internet Used?". There are social media share buttons for Facebook (42), Twitter (2), Google+ (4), and Pinterest. There are also icons for a document and a printer.

Introduction

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As the Internet has grown, it has developed into a multi-faceted tool with a vast range of uses. It's now easy to **keep in touch with friends**, publish your own **articles**, or even watch your favorite **TV shows** using the Internet.

In this lesson, we'll talk about some of the ways the Internet is used today, including **blogs**, **social networking**, **instant messaging**, **VoIP**, and **media**.

[Click on the picture to read the website. Be sure you also watch the embedded videos on the webpages.](#)

Today's Internet is a constantly evolving tool that not only contains an amazing variety of information but that also provides new ways of accessing, interacting, and connecting with people and content. With all the information that is available, how do you find what you are looking for? Read the website below:

Internet 101

Search Engines and Strategies



Introduction

Page 1



With **billions** of webpages on the World Wide Web, how can you find exactly what you're looking for? By using a **search engine**.

Search engines are specialized websites that help you find what you're looking for on the Web. All you have to do is **type in one or more keywords**, and the search engine will look for **matching websites** from all over the Web.

In this lesson, you'll learn the basics of using a **search engine**, as well as some techniques you can use to get better **search results**.

[Click on the picture to read the website. Be sure you also watch the embedded videos on the webpages.](#)

Some of the strategies to help you maximize your search techniques include using phrases. Search phrases are more than a single keyword. The search engine will return phrases first, and then the individual keywords. Use Boolean operators such as **And**, **Or**, and **Not**. Don't be afraid to use other search sites. Although Google is the most popular search engine, it is **not** the only search engine. Different search engines give different results so use more than one search engine. Use appropriate keywords. Avoid using "the", "a", and "in" unless they are part of a phrase. Try using synonyms for your keywords. Wildcards may also be helpful. A wildcard is a special symbol, usually an asterisks (*) used in conjunction with a part of a word. For example, if you search for key*, you would get keyboard, keyword, etc.

Assignment: Regulating the Internet discussion board

Directions: Who owns the Internet? That is a good question. Actually the Internet is owned by no and everyone. It is owned by no one meaning that no single person, government, or entity owns or has control over the Internet. It is owned by no one meaning that anyone who has a web server, webpage (think Facebook or other social media), or even email owns a piece of the Internet. Since no single entity owns the Internet it is currently not regulated. Anyone can put anything on the Internet. Should

the Internet be regulated? Should there be some organization that controls the content that is placed on the Internet?

Reflect on the questions posed above. Participate in the *Regulating the Internet* discussion board. Be sure to read other posts as well for more insight.

Google Data

You have a question and want to find the answer or are looking for some information like where is the closest Starbucks. For many of us, we head right to the Internet's top search engine, Google, to find the information. But how does Google find all of the different things that billions of users are interested in know? The life span of a Google query is less than 1/2 second, and involves quite a few steps before you see the most relevant results. Here's how it all works.

Tour one of Google's huge data centers located near Lenoir, North Carolina. Google has several data centers in Georgia including Douglasville and Alpharetta.



[Click on the picture to read the presentation](#)

How big is the Internet? Good question. What was your answer? When I ask that question in class, I usually get responses like "Big!" "Huge!" "Tremendous!" "Infinite!" "I don't know!"

I went to a teacher conference about 7 years ago, and the presenter asked all of the computer science teachers, "How big is the Internet?" We gave the same answers as students do. The presenter said, "Let me define it this way... If you were on the Internet from birth to death... and say you live to the ripe old age of 85... 24/7 and you visited a different website every 3 seconds, by the time you die, you will have seen 1% of the data that is on the Internet." That was 7 years ago! Imagine how much more data has been added in 7 years...



Why is the Google Algorithm so Important?

Assignment: Search Engine Scavenger Hunt

Directions: As you search the Internet using different search engines, you will discover that the results of your search will vary. For this assignment, utilize the search engines below to search for a baseball cards, the history of Haiti, and acne. Download the assignment sheet from itsLearning.

Private vs. Public Information

What is private information? Am I being asked to give out information that reveals who I am or where I can be found? Remember, that when you are online you are dealing with

strangers. You need to protect your family, friends, and yourself. Do not give out information with permission. Examples of private information include:

- Full name
- Name of your school
- Passwords
- Credit card numbers
- Parent's place of work
- Photos

It is okay to share personal information if it does not identify you in any way. For example:

- Age
- Pets
- Number of siblings
- Opinion
- Favorite band or celebrity
- Favorite food
- Favorite sport

Assignment: Google Yourself!

Directions: Google yourself! Read the article <http://blog.gcflearnfree.org/2010/06/23/google-yourself/> and complete the 7 Google searches following the bulleted point search suggestions in the article using your personal information. Prepare a paragraph summarizing what you found and how public your information is. Place your paragraph in the itsLearning textbox. Do not attach a separate document and be sure you proofread.

Resources

If you are having problems viewing this page, opening videos, or accessing the URLs, the direct links are posted below. All assignments are submitted in itsLearning. If you have having problems, contact Mrs. Rush through the itsLearning email client.

GCF Internet 101 #1: <http://www.gcflearnfree.org/internet101/2/full>

GCF Internet 101 #2: <http://www.gcflearnfree.org/internet101/5/full>

How Stuff Works video: <http://www.youtube.com/watch?v=BNHR6IQJGZs>

Google Data Center video: <http://www.youtube.com/watch?v=L-NJupECSJQ>

Searching Techniques presentation:
http://www.mrsrush.net/idt/search/search_techniques.pdf

Google Algorithm video: <http://videos.howstuffworks.com/techstuff/35479-why-is-the-google-algorithm-so-important-video.htm>

Google Zeitgeist: <http://www.google.com/intl/en/zeitgeist/>

Transcript: <http://mrsrush.net/search/index.pdf>

Credits

[Transcript of this lesson](#)