

Strategic Searching

*** DID YOU KNOW ...**

Google provides search results in under a second, but its algorithm takes more than 200 factors into consideration in that time.

Word Search

t	h	g	i	r	y	p	o	c
r	s	e	a	l	a	t	s	r
e	e	l	s	i	i	r	t	r
e	e	c	a	c	d	y	r	i
e	a	e	a	e	e	r	a	i
m	e	g	a	n	m	y	t	g
i	i	e	a	s	a	e	e	i
c	i	e	g	e	d	c	g	i
d	i	g	i	t	a	l	y	i

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*** WHAT DO YOU THINK?**

Why is it important to have a search plan?

*** DO YOU REMEMBER ...**

What steps can help you conduct efficient and effective searches when you're looking for information online?

1. Family Activity

Make a poster that outlines a five-step search plan using the SEARCH anagram (see the "Use Common Sense!" tip box for a reminder). As a bonus, pick an example and use it to clarify each step. For example, if someone were trying to do a project on the building of the Egyptian pyramids, what would his or her research question be? What keywords and terms should he or she use?

2. Tech It Up!

Challenge a friend or family member to "A Google a Day," an online search game in which you try to find the answer to a complex search question from a myriad of topics. See who can rack up the most points! Then, learn more about how to conduct savvy searches under Google's "Tips and Tricks" link (<http://www.google.com/insidesearch/tipstricks/basics.html>). After you review the tips, see if you can improve your score on the "A Google a Day" game. Points go down the longer it takes you to find the correct answer!

3. Common Sense Says ...

Use the SEARCH anagram to remember five tips for strategic searching:

- Select research questions: Make sure you have one or more questions that get to the core of what you want to find out in your search.
- Extract keywords and terms: You can find effective keywords by highlighting the key terms in your search question.
- Apply search strategies: Use quotations marks or the minus sign to specify exactly what you're searching for.
- Run your search: Remember to check out multiple sources.
- Chart your search: Keep track of which search terms you use on which search platforms so you don't end up duplicating your efforts.