

## Computing Lesson

Date: 22<sup>nd</sup> February

Lesson 1	Lesson 2	Lesson 3	Lesson 4	Lesson 5
How are searches influenced?	How do we communicate?	How do we communicate responsibly?		

**Link to website / lesson video:**

<https://classroom.thenational.academy/lessons/how-are-searches-influenced-6gv62d>

### **NEW LEARNING: HOW TO**

Complete the table using the text boxes below. Think about each viewpoint: the searcher (you), the search engine e.g. Google and the web content creator. Which things affects the pages that are viewed?

The links in and out of a page

The rules that their page rank uses

The links that they click on

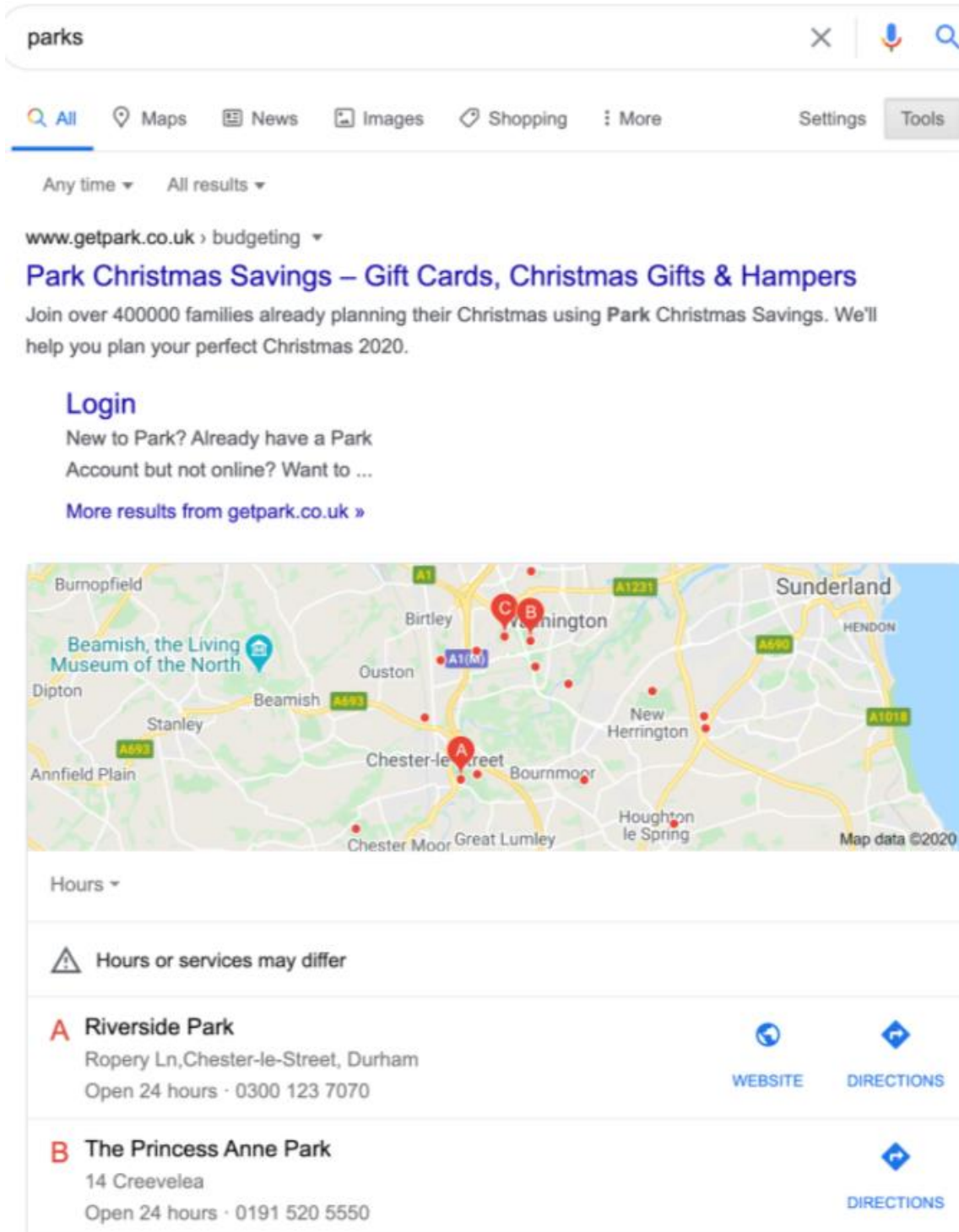
The words used in the search phrase/term

Other rules that the search engine uses

Searcher	Search engine	Web content creator
The choice of search engine	The rules that their web crawlers follow	The terms, text, and headings used on the pages

## INDEPENDENT TASK

Markus has seen a picture of someone that he recognises, but can't remember why. He can remember that her last name was Parks. This first search that Markus typed was 'parks.' Look at the image and then answer question 1.



The image shows a Google search for 'parks'. The search bar contains the word 'parks'. Below the search bar, there are navigation options: All, Maps, News, Images, Shopping, and More. The search results show a link to 'www.getpark.co.uk > budgeting > Park Christmas Savings – Gift Cards, Christmas Gifts & Hampers'. The page content includes a login section and a link to 'More results from getpark.co.uk >'. Below the text, there is a map of the Durham area with several red location pins labeled A, B, and C. Pin A is located at Riverside Park, Pin B is at The Princess Anne Park, and Pin C is at another location. Below the map, there is a section for 'Hours' and a warning 'Hours or services may differ'. The results list 'A Riverside Park' and 'B The Princess Anne Park' with their addresses and phone numbers. There are also buttons for 'WEBSITE' and 'DIRECTIONS' for each park.

Search results for 'parks':

- www.getpark.co.uk > budgeting > **Park Christmas Savings – Gift Cards, Christmas Gifts & Hampers**
- Join over 400000 families already planning their Christmas using Park Christmas Savings. We'll help you plan your perfect Christmas 2020.
- Login**
- New to Park? Already have a Park Account but not online? Want to ...
- [More results from getpark.co.uk >](#)

Map showing locations in the Durham area:

- A Riverside Park**  
Ropery Ln, Chester-le-Street, Durham  
Open 24 hours · 0300 123 7070  
WEBSITE DIRECTIONS
- B The Princess Anne Park**  
14 Creevelea  
Open 24 hours · 0191 520 5550  
DIRECTIONS
- C** (Location marked on map near Widdington)

1. How helpful was the first search term?

The second search that Markus typed was 'famous lady named parks.' Look at the image and then answer question 2. (Remember Markus was looking for information on a lady he recognises called Parks)


famous lady named parks

All Images News Shopping Videos More Settings Tools

About 92,700,000 results (0.56 seconds)

## Rosa Louise McCauley Parks

Rosa Louise McCauley **Parks** (February 4, 1913 – October 24, 2005) was an American activist in the civil rights movement best known for her pivotal role in the Montgomery bus boycott. The United States Congress has **called** her "the first **lady** of civil rights" and "the mother of the freedom movement".



en.wikipedia.org › wiki › Rosa\_Parks ▾

[Rosa Parks - Wikipedia](#)

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### Famous Parks | Notable People With the Last Name Park

13 Oct 2018 - Being a fairly common name, it's no surprise there are a lot of famous ... Linda Park (born July 9, 1978) is a Korean-American actress, mainly ...

2. Why did the second term return different results?

3. Which search term was most effective and why?