Announcements

Project 1 is assigned today
Assignment 2 assigned today
* Monday is a holiday, so next week’s ‘first lab’ (M/Tu) is canceled

Quiz #1

Answer all of the following questions.
1. What is the name of Google’s system that decides how important a page is?
2. Which has more hits:
   sailboards AND oregon
   sailboards AND oregon AND rental
3. Give a query to find pages about Agatha Christie’s mystery Three Blind Mice

Placing Relative Links

A link in file page.html refers to a referenced file ref.html by relative link: 

```html
<a href="ref.html">link</a>
```

```
page.html

"folder/ref.html"

"ref.html"
```

ref.html is higher than page

ref.html is lower than page

Tables Control Position

Tables keep information in a specific relationships to other content

<table>
<thead>
<tr>
<th>American Writer</th>
<th>American Writer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thoreau</td>
<td>Twain</td>
</tr>
<tr>
<td>Thoreau</td>
<td>Thoreau</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>American Writer</th>
<th>American Writer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dickinson</td>
<td>Longfellow</td>
</tr>
<tr>
<td>Dickinson</td>
<td>Dickinson</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>American Writer</th>
<th>American Writer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hawthorne</td>
<td>Hawthorne</td>
</tr>
<tr>
<td>Hawthorne</td>
<td>Hawthorne</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>American Writer</th>
<th>American Writer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whittier</td>
<td>Longfellow</td>
</tr>
<tr>
<td>Whittier</td>
<td>Whittier</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>American Writer</th>
<th>American Writer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yeats</td>
<td>Yeats</td>
</tr>
<tr>
<td>Yeats</td>
<td>Yeats</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>American Writer</th>
<th>American Writer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whitman</td>
<td>Whitman</td>
</tr>
<tr>
<td>Whitman</td>
<td>Whitman</td>
</tr>
</tbody>
</table>

Tables

```
<table>
  <tr>
    <td><a href="hd.html">Thoreau</a></td>
    <td><a href="ed.html">Dickinson</a></td>
    <td><a href="lw.html">Longfellow</a></td>
  </tr>
  <tr>
    <td><a href="sc.html">Thoreau</a></td>
    <td><a href="rf.html">Hawthorne</a></td>
    <td><a href="eh.html">Whittier</a></td>
  </tr>
  <tr>
    <td><a href="ja.html">Yeats</a></td>
    <td><a href="lr.html">Whitman</a></td>
  </tr>
</table>
```
Searching the WWW

Locating the right information on the WWW requires effort

Looking In the Right Place

The WWW is not the first place to look

- Go directly to a site — www.irs.gov
- Search a site’s URL is often very easy, being a fast way to find information
- Go to right site — dictionary.cambridge.org
- Go to the library — www.lib.washington.edu
- Go for the kind of information you want — www.npr.org
- Ask, “What site provides this information?”

Hierarchical Organization

Information is organized in hierarchies

Search Engines

No one controls what’s published on the WWW ... it is totally decentralized
To find out, search engines crawl Web

- Two parts
  - Crawler visits Web pages building an index of the content
  - Query processor checks user requests against the index, reports on known pages

Less than 10% of the Web’s content is crawled

Google Advanced

Search strategies ...

- Limit by top level domains or format
- Find terms maximally specific to topic
- Look elsewhere for key words, e.g. bio
- Use exact phrase only when universal
- If too many hits, requery
- “Search within results” using “-“
- Once found, ask if site is best source

Queries
Assignment 2
The question of color arose in class:
Why is yellow “full red, full green, no blue” rather than a “primary” color?
Assignment 2
Using Google Advanced Search find the answer.
Send email to your TA with the query you used to find the page with the answer, the page’s URL
and a short 1 paragraph explanation in your words of why a monitor mixes colors to get yellow
Due: Before class on Wednesday 1/22

Truth on the Web
• Much Web information is wrong
• Using the Web effectively means recognizing quality information
  • Information from reliable organizations is usually preferred – check out ownership
  • Look for accuracy, currency, ...
  • Follow links to verify that the content supports the original page
  • Use independent verification

A Bogus Site
The Burmese Mountain Dog
www.ohmo.org

True Site, Bogus Implication
www.ohmo.org

Project 1
Create a bogus (fictional) Web page
To appreciate how easy it is fake quality info you will build a bogus Web page
• Modify photograph, changing its meaning
• Write misleading text
• Add “authenticity” links, fake credentials ...
• Your page should look as legitimate as possible, but contain false information

Project 1 Details on Web
You will ...
• Write your Web page in HTML
• Find a photo (or use one of your own)
• Modify the photo using Photoshop
• Find links to serve as “authenticity”
• Milestones
  • Turn In January 24th: Web page
  • Turn In February 3rd: Web page + photo
Here’s How It Works

Follow these steps:
- Create your page locally
- When finished, publish it on the server
- Do not touch after the deadline (2:00AM)
- Print off a copy and turn it in in class
- Leave your page unchanged until grading is complete. We will check the timestamps