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Test Your Tech

Navigation is:

- A. Following a series of links to locate specific information on the Web.
- B. Finding your uncle's mountain cabin in dense fog.
- C. Avoiding rush-hour traffic during the World Series.

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Up to Date

- By today, you should have
 - * Read Chapters 1-6 of *Fluency*
 - * Completed HW1 & 2
 - * Completed Labs 1-3



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Searching the WWW

*Locating the right information
on the WWW requires effort*

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Looking In the Right Place

Google is not the first place to look

- Go directly to a site -- www.irs.gov
- Guessing a site's URL is often very easy, making it 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?"




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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


Only a fraction of the Web's content is crawled



Google Advanced



The screenshot shows the Google Advanced Search page with various filters like Language, File Format, Date, Occurrences, and Domains. The search bar contains the text "Mona Lisa".




Boolean Queries

Search Engine words are independent

Search for


- * Words don't have to occur together
- To be explicit about occurrences use Boolean queries and quotes
 - * Logical Operators: AND, OR, NOT
 - monet AND water AND lilies
 - "van gogh" OR gauguin
 - vermeer AND girl AND NOT pearl



Queries

Searching strategies ...


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




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

Locate independent verification




A Bogus Site

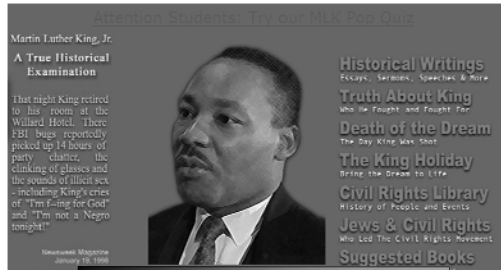


The screenshot shows a website with a title "The Burmese Mountain Dog" and a sub-header "Burmese Mountain Dog Guarding Caves in a Temple". The text below is nonsensical and appears to be a parody or a scam site.

<http://www.burmesemountaindog.org/>




A Bogus Site




The screenshot shows a website with a title "Martin Luther King, Jr. A True Historical Examination". The text is a mix of historical facts and fabricated information, including a quote about King's death that is not accurate.


<http://www.MartinLutherKing.org>



True Site, Bogus Implication



The screenshot shows the DHMO.org website with a 'WELCOME' message and various navigation links. The URL <http://www.dhmo.org> is visible at the bottom.




Unit I Project

Create a bogus (fictitious) Web page
To appreciate how easy it is to 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 page in HTML
- * Find/take a photo
- * Modify w/ Photoshop
- * Find "authenticity" links
- * Milestones
 - Turn In by 10am Monday October 15: Web page plans
 - Turn In by 10am Monday October 22: Web page + photo

Topics
 Mars Rover
 Iraq Reconstruction
 UW Athletics Woes
 Democratic Race
 California Recall
 Recent Int'l Story
 Google Research




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 (10:00 AM)
- * Submit your files in Catalyst Collect It
- * Leave your page unchanged until grading is complete

We will check the timestamps



Reflection Paper

- Write for five minutes on this topic:
 - * Describe the World Wide Web and how it differs from the Internet



Upcoming

- Calendar updated!
- Wednesday:
 - * Read Chapter 7 of *Fluency*
 - * The Unit I Project will be linked
- Any lab this week:
 - * Pop quiz