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.

Test Your Tech

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

Looking In the Right Place
Google is not the first place to look
• Go directly to a site – www.irs.gov
• 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?”

Searching the WWW
Locating the right information on the WWW requires effort

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

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Google Advanced

Boolean Queries

Search Engine words are independent

- Words don’t have to occur together
- To be explicit about occurrences use Boolean queries and quotes
  - Logical Operators: AND, OR, NOT
    - "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

- http://www.bumesemountaindog.org/

A Bogus Site

- http://www.MartinLutherKing.org
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

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