


## Project 1A—Bogus Web site

Misinformation abounds on the Web


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Applied to Web publishing

## WWW AND INTERNET KNOWLEDGE


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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 Web site -- [www.irs.gov](http://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](http://dictionary.cambridge.org)
- Go to the library -- [www.lib.washington.edu](http://www.lib.washington.edu)
- Go for the kind of information you want -- [www.npr.org](http://www.npr.org)


Ask, "What site provides this information?"

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## Clicker questions....

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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 (stored in a database)
  - *Query processor* checks user requests against the index, reports on known pages

10/14/2009 Only a fraction of the Web's content is crawled 6

## Google Advanced

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## Boolean Queries

Search Engine words are independent

Search for ►

- Words don't have to occur together
- 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

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## Demonstrations

- Google Images
  - monet AND water AND lilies
  - "van gogh" OR gauguin
  - vermeer AND girl AND pearl
  - vermeer AND girl AND NOT pearl

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## 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 "-"

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## Queries

- Once found, ask if site is best source
  - How authoritative is it?
  - Can you believe it?
  - How crucial is it that the information be true?
    - Cancer cure for Gramma
    - Hikes around Seattle

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## 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

Best: Locate independent verification

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**A Bogus Site**

### The Burmese Mountain Dog



**Burmese Mountain Dog Guarding**  
Gandaspalin Temple

The **Burmese Mountain Dog** is a medium sized, muscular dog originally bred in Burma (Myanmar) to guard Buddhist temples. It was bred to guard the temples, and keep the temples free of rodents and lizards. It is also known as the Burmese Temple Dog. In 1954, a group of **Burmese Queen Lizards** set up a standard for the **Burmese Mountain Dog** which has remained virtually unchanged ever since. The Burmese Mountain Dog Club of America was established in 1985 to foster the breed in the United States and the world.

So you want to own a **Burmese Mountain Dog**?

- The **Burmese Mountain Dog** is a breed of dog able to guard, ferret small game, and protect property.
- The **Burmese Mountain Dogs** are remarkably clean dogs. They are easy to keep as they are rarely noisy or


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

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**A Bogus Site**

Attention Students: Try our MLK Pop Quiz

Martin Luther King, Jr.  
**A True Historical Examination**



That night King retired to his room at the Willard Hotel. There FBI bugs reportedly picked up 14 hours of party chatter, the clinking of glasses and the sounds of illicit sex - including King's cries of "I'm f---ing for God" and "I'm not a Negro tonight!"

Newsweek Magazine  
January 12, 1969  
Page 87

**Historical Writings**  
Poetry, Caricatures, Speeches & More

**Truth About King**  
Who He Fought and Fought For

**Death of the Dream**  
The Day King Was Shot

**The King Holiday**  
Bring the Dream to Life

**Civil Rights Library**  
History of People and Events


**Jews & Civil Rights**  
Who Led The Civil Rights Movement

**Suggested Books**  
The Life and Work of King

<http://www.MartinLutherKing.org>

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**True Site, Bogus Implication**



**DHMO.org**  
Dihydrogen Monoxide Research Division

**WELCOME**

Welcome to the web site for the Dihydrogen Monoxide Research Division (DHMO), currently located in Newark, Delaware. The **controversy** surrounding dhydrogen monoxide has never been more widely debated, and the goal of this site is to provide an unbiased data clearinghouse and a forum for public discussion.

Explore our many **Special Reports**, including the **DHMO FAQ**, a definitive primer on the subject, plus reports on the **environment**, **cancer**, **current research**, and **an insider**

**DHMO Special Reports**

- Dihydrogen Monoxide
- Environmental Impact of DHMO
- Dihydrogen Monoxide and Cancer
- DHMO Science & Research
- DHMO in the Dairy Industry
- DHMO Conspiracy
- Editorial Truth About DHMO
- Fake Email SPAM Alert
- Linking to DHMO.org

<http://www.dhmo.org>

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**April Fool's Prank Site**

"The US National Institutes of Health is to crack down on scientists 'brain doping' with performance-enhancing drugs such as Provigil and Ritalin, a press release declared last week. The release, brainchild of evolutionary biologist Jonathan Eisen of the University of California, Davis, turned out to be an April Fools' prank. And the World Anti-Brain Doping Authority website that it linked to was likewise fake."

—Nature magazine

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**April Fool's Prank site**



**World Anti-Brain Doping Authority (WABDA)**

Welcome

WABDA is an independent foundation created through a collaboration between the National Institutes of Health (NIH) in the United States of America, the European Commission and the World Anti-Doping Authority (WADA). It was set up on January 10, 2003 to coordinate the fight against brain doping in Academia. Its current chairman is Richard Pound, the current head of WADA.

The agency works to help individual academic institutions implement testing procedures in the fields of academic research. It also produces a list of prohibited substances that academics are not allowed to take and maintains the World Anti-Brain-Doping Code.

[http://wabda.org/Home\\_Page.html](http://wabda.org/Home_Page.html)

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**Project 1**

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 ...

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## Project 1

- Your page should look as legitimate as possible, but contain false information
- A site visitor should start out believing your site, but by the time they finish reading, they should realize that it's a hoax
- Forget subtlety!

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## Project 1—People as topic

- Celebrities are okay
- Private people are not
  - David asked me for written permission before he started work
  - No, I'm not giving anyone else permission
    - Unless your idea is really, really good!

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## Project 1—Details on Web

Topics can range from science fiction to the *National Inquirer!*

- Another sphinx found amidst Lunar ruins of old civilization
- New human gene discovered
- Eiffel Tower moved to Seattle
- Dolphin dictionary developed and tested: first press conference with the Dolphin Queen
- 12-year-old quarterback leads Huskies to third national title!

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## Project 1—Details on Web

- Subtlety? No!
  - Content should move from serious to absurd, ridiculous, or hilarious
    - First glance: serious
    - Anyone who reads it thoroughly should realize that the site is a hoax
- Label the site as a hoax or bogus
  - Logo
  - Disclaimer

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## Project 1--Disclaimer

About the UW iSchool Miss Information Pageant 2009: The pageant was held on the University of Washington Seattle campus in Masary Hall on April 1, 2009 with record breaking attendance. All proceeds were contributed to [iSchool](#), a Massachusetts based Non-Profit Organization that eliminates the barriers disabled people face when accessing information technology. Unlike most other pageants, this one has more judges than contestants with most votes tallied online as people log in from all over the world to weigh in. All judges are former iSchool Alumni.

(Personal info about D.A. Clements from [LinkedIn.com](#))

[Click here for Disclaimer](#)

W.C. Sullivan

## Project 1

- Include copyright information for all photos and other content
  - See instructions for more details

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## Project 1A—Planning

- For this first part, you plan
  - What is the topic of your site?
  - What images are you going to use?
  - How will you manipulate them?
  - Show your rights to use the image
    - Copyright statement from source

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## Turn In Steps

- Publish your page by uploading to the Web server
- Submit your Word or .txt with project URL in Catalyst Collect It
- Do not touch anything in your 1A folder after the deadline
  - Until grading is complete
  - To work on Project 1B
    - Copy your Project1A files into a Project1B folder

We will check  
timestamps

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