


Exercise #1

How Does Google "Think" about Your Searches?

In this exercise you will try some Google searches, explore, and then discuss what Google does and does not do with your search terms in its default search mode.

Instructions: Use basic Google (google.com) for all searches in this exercise. Write down your answer for as many of the questions as you can answer. When you reach a stop sign symbol , please pause and wait for group discussion before continuing.

1. Search on the terms: *google page rank*
 - a. Does Google seem to automatically insert *and* or *or* between search terms?
 - b. Is there a Cached link for all of the pages in the first two screens (top 20 results)? If there is no Cached link, why is it missing?
 - c. Click on the word Cached in the last line of a result to see your search terms highlighted. Are all of your search terms in all of the results?
 - d. In one of the pages that does not have all of your search terms, click on Cached. What is the explanation given for retrieving the page?



2. Search on the terms: *california librarian*
 - . The words your search terms matched on are in **bold** in the titles, excerpt, and/or URL of each page. What words did your search terms match on?
 - . What is the technical term for this automatic matching on more forms of words than you typed in?
 - . What are ways you can keep Google from doing it?
3. Search on the terms: *which versus that*
 - . Which words did Google use in its search?
 - . What are ways to keep Google from doing this?



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