Using Search Technologies Effectively

Go to the Google homepage **www.google.co.uk** Type the word **car** and then press the enter key. Now select **images** in order to show different pictures of cars.

By clicking on **Search Tools** we can now filter the images by **type**, **colour** and **size**. **Type** lets you select photographs, clipart images, animations and line drawings *(excellent for colouring pictures)*.
Colour (color) lets you select colour, black and white or transparent images *(great for PowerPoints and other presentations . . . .no longer get that white square around your picture!)*

The **size** of an image relates to the number of pixels *(dots per inch).* An HD television version works on 1080 dots per inch. The iPad retina display is 3200 dots per inch, the Sony 4K television is 4000 dots per inch and most cinemas now have projectors/screens that operate at 8000 dots per inch. When searching for an image, the bigger the numbers, the bigger the image can be stretched without losing its clarity. Images of less than 300 x 300 are classed as 'icon' images and are not designed to be stretched to anywhere near full screen. Generally you will want at least 500 on the longest side if you are going to use as a full screen image. Selecting large will give you HD quality images.

Change from the images to the **web** tab and now type **Gateshead Angel** into Google. You may think that the top result would be from a Gateshead Tourist Information site etc. It is NOT! It is for the Angel View Hotel, a bar/hotel opposite the Gateshead Angel. Why is this? Look closely, there is a small orange **'Ad'** symbol next to the website, they have paid Google to be at the top of that web search.

Go to **Yahoo** and type in **Gateshead Angel**. You will see this time that there are 6 adverts before any official sites about the Gateshead Angel. It is a useful activity to get children to put the same search into different search engines and to see what is returned. Ranking is not just based on the post popular or most relevant sites!

Type **Gateshead Angel** into **Google** again. You will see that there are 619,000 websites returned. These are not all to do with The Gateshead Angel. The search engine is looking through the World Wide Web and is looking for any websites that contain the words Gateshead and Angel *(A large **angel** was the shining glory on top of the Christmas tree in **Gateshead** town centre)*. Now try typing **"Gateshead Angel"** into Google within speech marks. You will see that this time only 8,560 results are returned. This is because the search engine is now looking for the total phrase "Gateshead Angel" and will only return results where the two words appear next to each other.

Try typing the word **Jaguar** into Google. 176,000,000 results are returned. The majority of which relate to Jaguar cars. Not easy therefore if you want information about a Jaguar of the cat variety!

Imagine you wanted to know the speed of a Jaguar (not the car!). Try typing **jaguar speed** into Google. 43,900,000 results are returned, lots of which on the first page are to do with cars. We can use the **minus and plus symbols** to help narrow down our search. Now try typing **jaguar speed -car**. Only 9,400,000 results are returned this time and a much bigger percentage relate to the animal. Please note that you **do not** leave a space between the minus symbol and the word you want excluded. Put **"jaguar speed" - car** and you will see that it is now reduced to 20,500 results. Put **"jaguar speed" -car +animal** and suddenly you are down to just 92 results!!!

Using the **Search Tools** we are also going to select only **UK websites**. This is one of the best features to know and will make searches must more relevant to what children are searching for.

Internet Shortcuts
- **F11** - Fullscreen (Great when using websites with EYFS and KS1)
- **Ctrl and +** (Zoom in)
- **Ctrl and -** (Zoom out)
- **Prt Sc** (Take a screen shot of any webpage. This can then be copied and pasted into Word, PowerPoint etc)