***A picture containing text, clock

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**Chapter Case**

Chapter 4 Researching and Using the Web

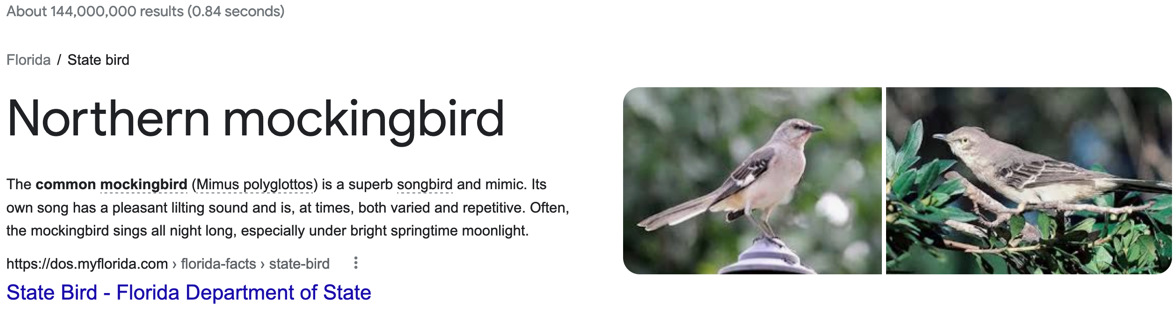
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# Chapter 4 Researching and Using the Web

## Christopher’s Google Search

Christopher stepped off the school bus and started to walk home as he thought about the homework assignment his teacher had assigned him earlier that day. His teacher asked him to use a search engine to research information about the Florida state bird. He was to research the topic and think about how the search engine works.

Christopher sat down at his home computer, opened an internet browser, and navigated to google.com. While on the Google search engine page, he typed the search terms, “Florida state bird.” The top result displayed the following:[[1]](#footnote-1)



“Wow!” Christopher yelled. “144,000,000 results in .84 seconds! It looks like the Northern mockingbird is the Florida state bird.” Christopher thought, “How did Google know to put this reference to the Florida state bird in front of 144,000,000 other results?”

To understand how the Google search engine worked to display the results, Christopher looked over the Google Documentation website:

<https://developers.google.com/search/docs/fundamentals/how-search-works>

After he reviewed the information on the website, he realized that the Google search engine works in three stages, and not all pages make it through each stage. The stages include Crawling, Indexing, and finally serving the search results.

## Case Questions

1. Research the terms “Crawling” and “Indexing” as they relate to the topic “Search engine.” Based on the results of your research, how do these terms help search engines work?
2. The results of a search using Google can vary depending on how relevant the information is to the search engine user. According to Google, relevancy can be determined by many factors to include information such as the user’s location, language, and device (desktop or cell phone). Why do you think Google considers this type of relevant information when displaying the results of a search?

1. Images in Google search for “Florida state bird” are referenced from: npr wusf Public Media, https://www.npr.org/2021/11/05/1052850560/florida-state-bird-mockingbird-flamingo and Florida Department of State, https://dos.myflorida.com/florida-facts/florida-state-symbols/state-bird/. Accessed on 10/13/2022. [↑](#footnote-ref-1)