

COMPUTING: COMPUTING SYSTEMS AND NETWORKS- Communication

KNOWLEDGE ORGANISEI

	Overview	Selecting and Ranking Se		
	Searching and Communicating	Selecting Search Results	Rankin	
	-You should already know that <u>the internet is a</u> <u>network of networks.</u>	-Search engines use programs known as crawlers to index the World Wide Web.	-Search highest	
	-You should also know that the <u>World Wide Web</u> is the part of the internet where we can visit <u>websites</u> and <u>webpages.</u>	-They 'crawl' websites for searchable information – they then store where it is found in a huge index.	-Search algorith factors c	
	-The World Wide Web can be used to find information, using <u>search engines.</u>	-Search engines select information from this index when we type in key words.	-The we the high	
C B	-The internet is also a useful <u>communication tool</u> – with a number of different communication mediums for a range of different purposes.	-Searching for some search terms can bring many millions of results.	-Some f	
		-We need to make sure that our search terms are as <u>refined</u> as possible, in order	appears page (lo	

Search Engines - Introduction

-We can find information on the World Wide Web by using search engines.

-A search engine is a program that finds websites & webpages based on key words entered by the user.

-When the World Wide Web was invented by Tim Berners-Lee in 1989, there was only 1 website. By 2018, there were 1,630, 322, 579! The World Wide Web is a big place, and we need search engines to be able to find what we need.

-Some examples of search engines are Bing, Google, Yahoo, DuckDuckGo and Kiddle.

-You can also type searches into the address bar of the browser (e.g. Google Chrome or Microsoft Internet Explorer).



YAHOO!



Ask

Online Communication

-Communication is when we share information with one another. We can communicate in lots of different ways on the internet, e.g. messaging services, emails, social media, video calling, blogging/vlogging and gaming platforms.

to allow the search engine to select the

information that is most relevant.

-Public communication is visible to all, whilst private communication is restricted to only some people.

-Some communications are one-way (e.g. Youtube) whilst others are two-way (e.g. Skype).

-Some communications are to one person, whilst others are to many.

-We should consider which type of communication is most appropriate to our needs, safety and privacy.

	Important Vocabulary							
Search Engine	Refine	Index	Web Crawler	Rank	ing Links	Searching	S	
	Public		Private	SMS	Blog	World Wide We	b	

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Search Results

ng Search Results

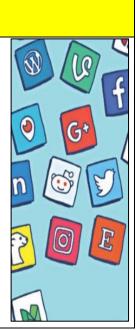
h engines 'rank' the web pages (the ranked page is at the top).

h engines use algorithms to do this – hms look at a number of different and give web pages a score for each.

veb page with the highest score ranks ihest.

factors include if the search term is in e of the page (high points) or if it rs in the paragraphs of the text on the lower points).

-Web designers consider algorithms when making when pages.



Selection

Communication