Keep these questions in mind as you read chapter 4. For each question, write a short answer and post your answers on a paged called Blown to Bits, Chapter 4 on your portfolio. Don't worry if you think you don't know the right answer. Just give it your best shot:

1. How do web search tools make it more efficient to find information?

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| Web search tools allow you to search thousands of websites in seconds instead of having to know the exact URL that is associated with the website you want to access |

2. When you type a word or phrase into the Google search engine, what is the search algorithm that is being used? Explain in your own words the process used by Google's search engine.

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| They use their own algorithm called page rank. The algorithm works by assigning a rank to every website. This rank is determined by how many times this page is linked to across the web. The higher the rank the more relevant the search probably is which means google places it at the top of the search results. |

3. What is a captcha? How have the collective efforts of Internet users contributed to analyzing images through captchas?

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| Captchas are a test used on most websites before someone logs in or does something with sensitive information. These captchas help Google and others train neural networks to better recognize photos by having humans click on the photos that have the certain object in them. When the human clicks on the image or puts in the text that they think are right the AI will check the answer by analyzing the image and learning what things look like. |

4. "The architecture of human knowledge has changed as a result of the search." Do you agree? Explain your reasoning.

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| I agree because as a person now you can obtain mass amounts of information extremely quickly. This has never been possible until the last few decades where a search has really been a staple of our society. |

5. What are the differences between Figures 4.10 and Figure 4.11 in the book? Why are there differences even though they are both a Google search results page?

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| Figure 4.10 shows the results of a google search outside of chine, inside the United States. Figure 4.11 shows the results from the same search inside of China. These results are different because of chinas' restrictions on certain searches. |

6. How do you think mobile computing might have influenced web searches?

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| Mobile computing helped the rise of web searches. This is because now that we have a web browser on our phones or laptops you can search anything anywhere at any time. This fact makes it so that it is more common for someone to search something they do not know the answer to. Without mobile computing, search would have still been very popular but not to the extent it is now. |

7. Would you retain your search history or delete it? Why?

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| I would retain my search history because it helps if I forget what I searched to find a certain website I can just look back into my history and find the page I am looking for. |

8. Should a researcher place absolute trust in a search engine? Why or why not?

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| No, this is because a search engine shows results based on an algorithm. This algorithm can bring wrong or misleading information making it more useful for a researcher to find their own research. |

9. The authors claim "a search is a new form of control over information" (p. 111) and "search is power" (p. 145). Why might it be important to talk about the social implications of searching on the Internet?

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| It would be important because the influx of information has caused some governments to not be able to control all the information that its citizens have access to. If someone searches for something that seems to them to be a harmless search but is actually illegal the government can take action on them and bring legal trouble. There is also a a lot of unsafe content on the web that people should know to stay away from, |

10. How have search trends been used to predict information? What are the positive and negative impacts of using trends to make predictions?

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| Trends are used to allow search engines to predict information a user may want. The positive impacts of this are that if the answer to the question is guessed correctly then the that can be extremely useful to the user. If the information is wrong then wrong steps to something can be taken or something can be wrong for the user. |

11. Find and read an article about web searches or algorithms. Write a 3-4 paragraph summary of the article. Include the author's name, the title of the article, the date it was published, and a link to the article.

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| In the article “How Search Engine Algorithms Work: Everything You Need to Know”  (https://www.searchenginejournal.com/how-search-algorithms-work/252301/) by Dave Davies on May 10th 2018. He discusses how algorithms work and what they exactly are. He starts off by defining algorithm as defined by google. The given definition is “a process or set of rules to be followed in calculations or other problem-solving operations, especially by a computer.”(Google Search).    Davies then continues on by explaining that you can see algorithms and formulas as cooking meals. He starts off by explaining how cooking a meal is considered a formula. 2 formulas are used per part of the meal, one for measurements and one for cooking time. Davies then states that after doing all of these formulas we have created an algorithm fir what we need to make this meal for everyone we are making it for.  After this short analogy Davies states the core characteristics of a website. These as are listed; URLS, Content, Internal links, External links, Images, Speed. Davies then states that each of these is then broken up into even more formulas and different dub algorithms. Davies then states that google does not use one single algorithm they use many algorithms to search the web for what people are looking for.  Davies continues to discuss Google’s algorithm by saying that when we say Google’s algorithm we are referring to an enormous collection of algorithms and formulas that each perform and collect specific things. These smaller algorithms are gathered together by a much larger algorithm Google’s ‘Master Algorithm’. |