Blown to Bits Chapter 4 Questions

This chapter describes web searches and how searching is done. It focuses on Google and how the Google phenomenon has evolved and changed our lives.

# **Reading Questions:**

Keep these questions in mind as you read [chapter 4](http://www.bitsbook.com/wp-content/uploads/2008/12/B2B_3.pdf). For each question, write a short answer. Don't worry if you think you don't know the right answer. Just give it your best shot. Create a page called *Blown to Bits Chapter 4* under the *Homework* category on your ***Portfolio*** and post your answers to these questions on that page. You can revise your answers after we discuss this reading in class.

***Questions for pages 109-160***

***Short answer:***

1. Is Wikipedia considered Web 1.0 or Web 2.0? Explain.
2. Should a researcher place absolute trust in a search engine? Why or why not?
3. "The architecture of human knowledge has changed as a result of search." What does this claim mean?
4. When you type a word or phrase into the Google search engine, what is the search algorithm that is being used? Does Google’s search engine search the web? Explain.
5. What does it mean to “empty the cache”?
6. Think of a number between 1 and 100. If you tell me "too high" or "too low", I can guess the number in 7 guesses. How come? What algorithm makes this possible?
7. What is the PageRank algorithm? How does it work?
8. What is a captcha and why are captchas important?

***Free Response*:**

1. "The architecture of human knowledge has changed as a result of search." Do you agree?
2. "Google emerged -- from this dilemma at least -- with its pocketbooks overflowing and its principles intact." Do you agree?
3. What do you think about the differences between Figure 4.10 and Figure 4.11?
4. Would you retain your search history or delete it? Why?

***Bonus Questions (may require additional reading or research)***

1. Different algorithms can be developed to solve the same problem. For web searches, Google has its patented PageRank algorithm as part of its search algorithm. What does Yahoo! use? What does Bing use?