Jackalope Search Engine

Team Members

Aaron Arnold

Jessica Brisbois

Sarah Dominy

Anton Rakos

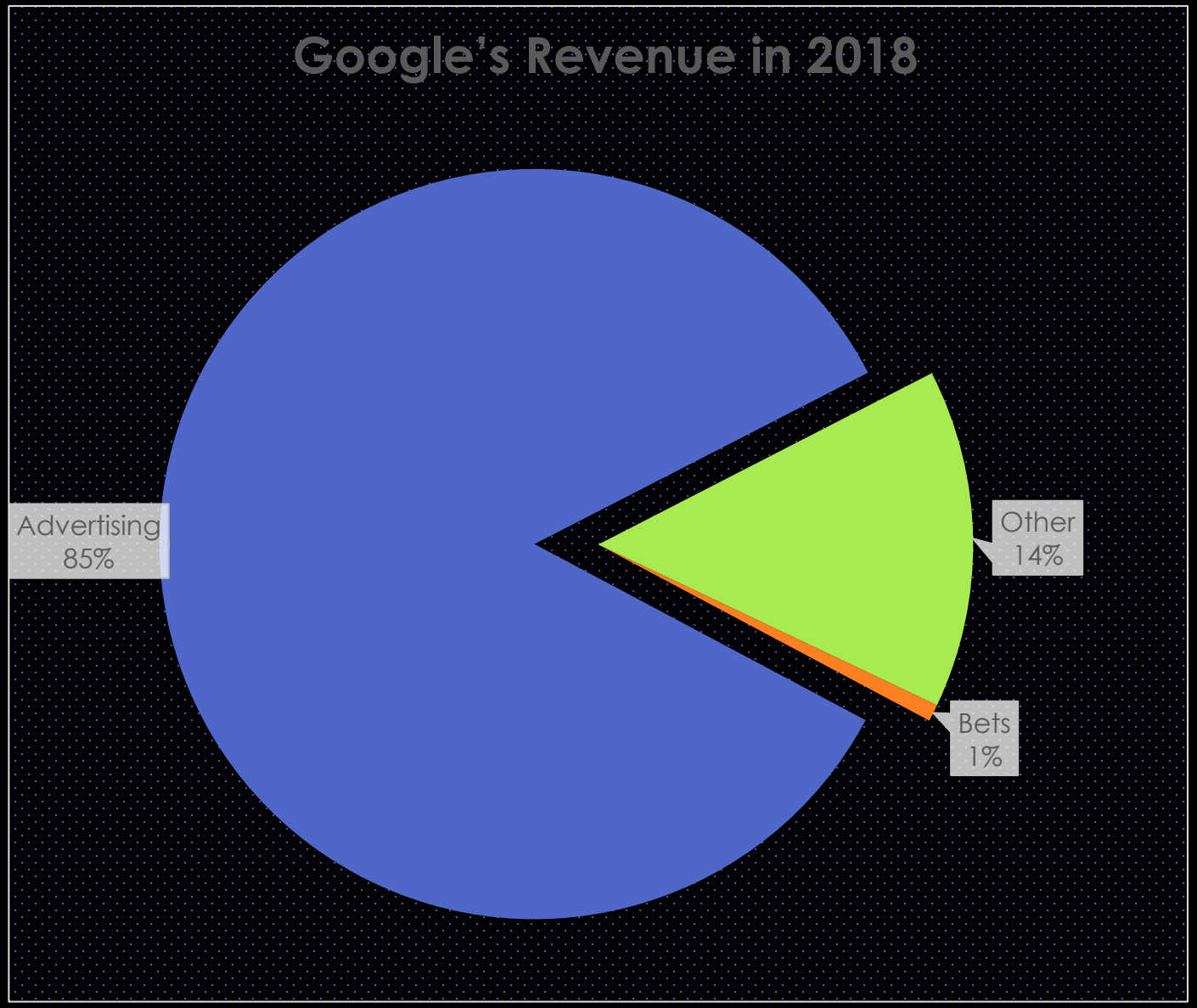
Jeremy Wenzel

Project Motivation (Reasons to Jackalope)

Searches are done from the privacy of your own home

Unlike competitors who use your search results to show you ads, your data is just that. Yours.

Highly recommended for educational use as sources are continuously moderated at Wikipedia



See final slide for references

On Targeted Advertising

- Your searches are worth a lot of money
- That's because companies use those queries to target advertisements!

The Spread of Misinformation

Everyone is familiar with the term "fake news."

Sometimes it is impossible to tell what's factual

Wikipedia is a powerful encyclopedia of unbiased information

An Overview of Jackalope

1 .The user enters search queries in the JSE GUI

2. The JSE Client Program sends queries to the JSE Server Program

3. The JSE Server Program processes the queries and searches Wikipedia

4. Wikipedia article sources are process by the JSE Server Program

5. URLs are returned to the JSE Client Program

6. Web URLs are presented to the user in the JSE GUI

Jackalope Application Overview

Jackalope Graphical User Interface

- Clean search bar
- List of URLs based on search query
- Sorted by strength of relation

Jackalope Client Program

- Links JGUI and JSP
- Hosted on machine with
  - Standard OS
  - Hardware requirements
  - Libraries

Jackalope Server Program

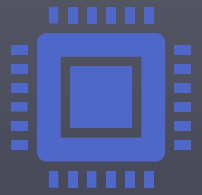
- Performs all collations and URL evaluations
- Prevents hardware resources on user's machine

An Overview of Jackalope

Application

Non-web browser search tool

Private host on user's server



Sub Systems

Jackalope Graphical User Interface

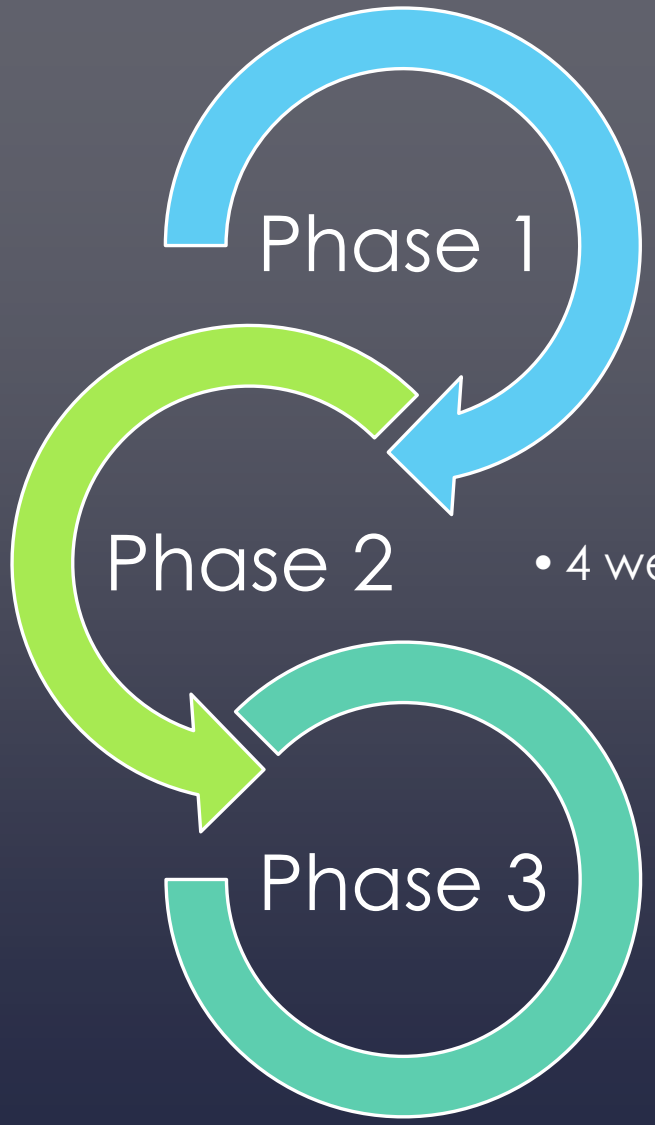
Jackalope Client Program

Jackalope Server Program

Returned Results

Only moderated and fact-checked information from trusted source(s).

Project Timeline



- 3 weeks
- 4 weeks
- Optional – completed if time permits

Phase 1 Development Focuses:

01

Creating a front-end that will take user input

02

Making sure the front-end can successfully send the user input to the server

Phase 2 Development Focuses:

- Making sure the server finds URLs relevant to the keywords
- Finding a way to neatly send the URLs back to the client machine
- Format the URLs in a way that is readable and user-friendly

Phase 3 Development Focuses:

- Refine the search algorithm for accuracy
- Adding an image search
- Including an automatic installation feature

Expected Outcomes/Improvements

Outcomes:

Take user input

Find and format relevant URLs

Return it to the user

Future Improvements:

Wide variety of URLs

Image search engine

Questions / Thank you!

References

- Forbes.com. (2020). *Brisk Revenue Growth, Improving Margins Helped Google's Stock Double In 5 Years*. [online] Available at: https://www.forbes.com/sites/greatspeculations/2019/08/09/brisk-revenue-growth-improving-margins-helped-googles-stock-double-in-5-years/#1fe9bb3b6404 [Accessed 25 Jan. 2020].