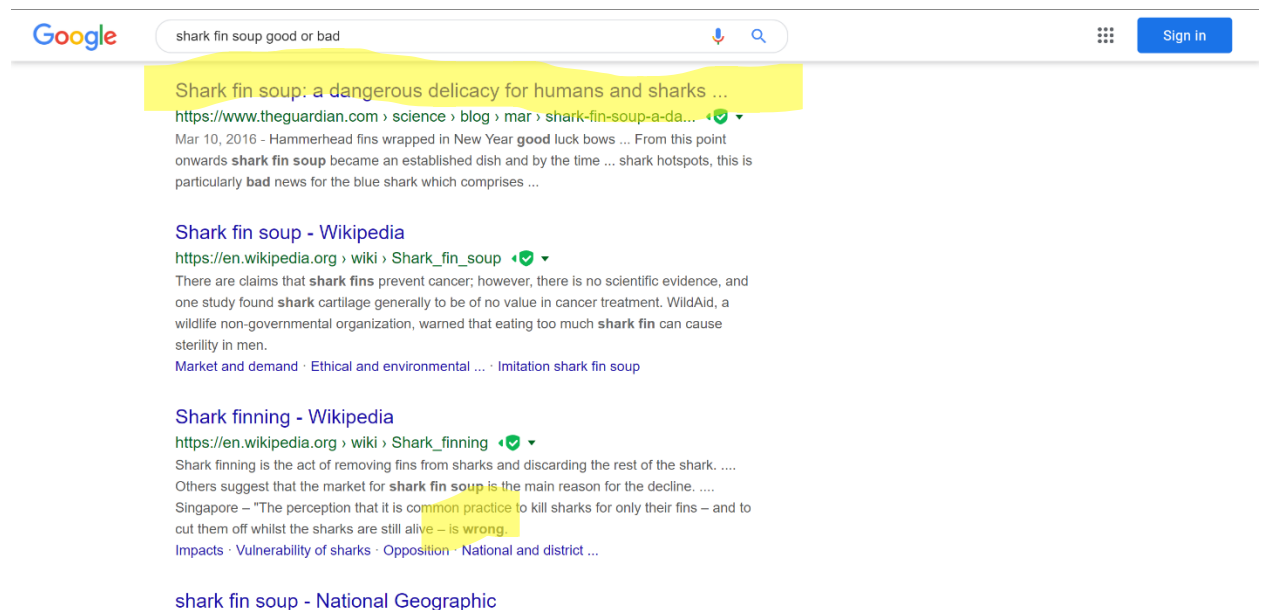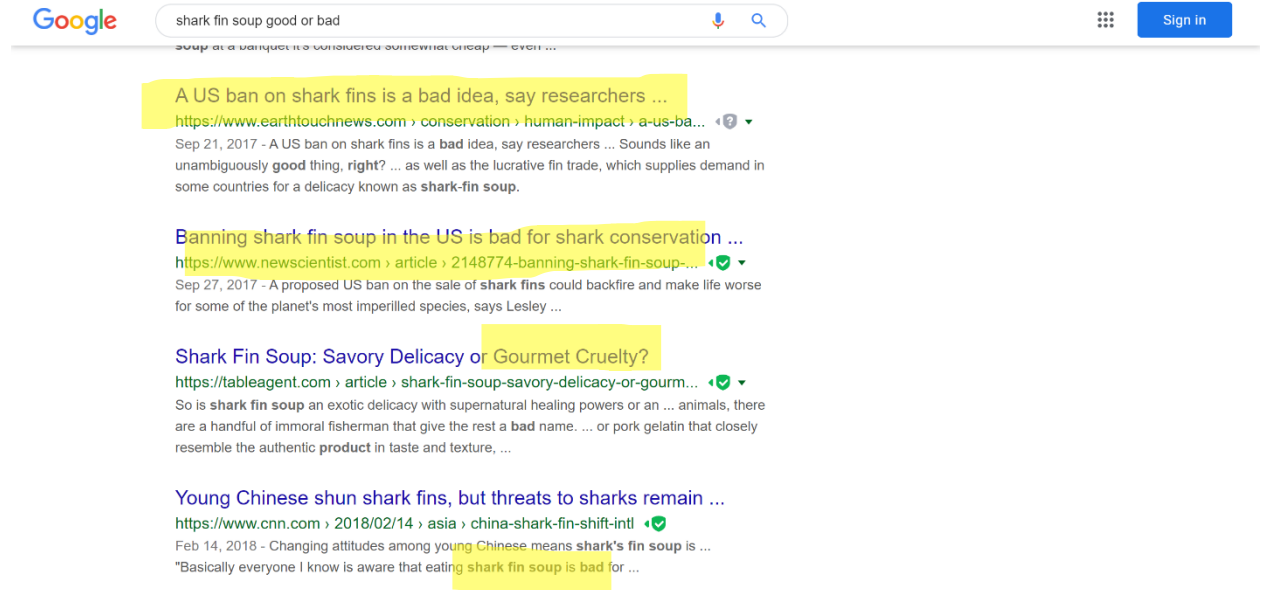Q1:

1. The information that I want to gain is whether shark fin soup is a good or bad thing.
2. The keywords I used are: shark fin soup good or bad
3.

Looking at the screenshots above, it is clear that some results are contradicting other results. For example, if we look at the first screenshot, at the top, highlighted in yellow, is a result that mentions that researchers are saying that imposing a ban on shark fin is a bad idea. The result directly underneath that result says something similar; however, in another result within the same page (the second screenshot), it says that shark fin soup is a dangerous delicacy for humans and sharks, which implies that shark fin soup is bad. So, looking at the results, it isn't

clear whether shark fin soup is a good or bad thing; some results say it is good while others say it is bad.

4. What you can learn from doing this experiment is that not all questions or search queries when searching the question on Google, have clear answers; in other words, not all questions that are searched on Google or any other search engine, can produce a uniform set of results, in the case of my experiment, with all results pointing to yes or all results pointing to no.

    An example of this is controversial topics like shark fin soup. Due to the debatable nature of controversial topics, there are no clear answers as to whether something is correct or incorrect, as there are arguments that support both sides of the topic. Together with the two sides of the argument published separately, when a search engine, Google, fetches these results, both sides of the argument are fetched, resulting in contradicting results.

Q2:

1. Results for **Pika**

ITEM	CATEGORY
Pika Plush Toys 6 Stuffed Pika, Kids Stuffed Animals	Toys
Pikas (Wild Animals Series Book 5)	Books
Indica Plateau Mens Pika T-Shirt	Clothes and accessories
Pika Karambit Black	Hunting knives
Pika Pika Fantajin (Vinyl)	CD and Vinyl records
Pika-Don	CD and Vinyl records
Pika Men Women Adjustable Dad Hat Baseball Caps Sandwich Hat Trucker Hats	Clothes and accessories
3D Lamps Decorative LED Optical Illusions 7 Colors Change Touch Neon Switch Night Light for Lamp Children Table	Night lights
Indica Plateau Youth Pika Kids T-Shirt	Clothes and accessories
Indica Plateau Pika Unisex Adult Hoodie	Clothes and accessories
UCO Pika 150 Lumen Rechargeable LED Lantern with Flashlight USB Charger	Flashlights
Sailor Moon Eternal Edition T01 : Pretty Guardian (Pika Shôjo) (French Edition)	Books
Pikas Metamorphosis	CD and Vinyl records
Pika 1 Piece Luggage Bag Travel Tags 2.2inch×3.7inch	Travel Accessories
Yocaher Punked Complete Skateboards 7.75" or Mini Cruiser or Micro Cruiser Shapes - Pika, Candy, and Chimp Series	Skateboards
Pokemon Leaping Pikachu 16" Backpack	Bags and backpacks
Indica Plateau Youth Pika Kids Hoodie	Clothes and accessories
Small Titles of Great Masters	CD and Vinyl records
MSR Pika Camping Teapot	Camping Equipment

Dutch Oven Cookout, Step-by-Step	Books
Buckle Down unisex-adult Buckle-Down Web Belt Pokemon 1.5" Belt	Clothes and accessories
LQT Ltd Poke-mon Foil Balloons Inflatable Toys Pika-chu Helium Balloon Kids Toys Happy Birthday Balloons Party Supplies 10pcs/lot	Party Supplies
Pika Pika Luxury 3D Plush Fronted Pikachu Backpack School Bag	Bags and backpacks
Pika with Grass in The Mouth Travel Umbrella, Automatic Folding Umbrella, Compact 42.5 Inch Rain Umbrella for Men Women, Auto Open Close	Umbrellas
The Pika and the Pink Mountain	Books
Buckle Down mens standard Buckle-down Web Belt Pokemon 1.25"	Clothes and Accessories
Pika - Waltz [Japan CD] TOPD-186	CD and Vinyl records
Pokémon, Choose Pika 16-Inch Applique Big Face Character Pillow and 40" x 50" Fleece Throw in Pocket Set, Multi Color	Bed accessories and supplies
Dreamland T19 : Anus (French Edition)	Books
Pika Laptop Bag School Travel Backpack	Bags and backpacks
CARD CAPTOR SAKURA T11	Books
Pokemon Pika! Front Flap Jrs. Wallet	Wallets
Pokemon Big Pika Twin/Full Comforter with 2 Pillow Shams by The Northwest Company	Bed accessories and supplies
Lagomorphs: Pikas, Rabbits, and Hares of the World	Books
Lynn (Vinyl)	CD and Vinyl records
Night Light 3D,Night Light Game Action Figure 3D Led Lamp Baby Table Lamp 7 Color Kid Toy Home Decor Xmas Birthday Gift	Night lights
Pika Vintage Starry Sky Backpacks Casual Daypack Bags	Bags and backpacks
Buckle Down Men's Web Belt Pokemon 1.25"	Clothes and accessories
Twisty Petz Series 3 3-Pack, Pika Panda, Bracelet Set	Toys
Sister and Vampire T04 (French Edition)	Books
LOVE HINA T01	Books
Pika Pika Fantajin by Kyary Pamyu Pamyu (2014-08-19)	CD and Vinyl records
22" Foldable Large Travel Duffel Duffle Bag Overnight Carryon Weekend Bag Shoulder Bag Water Rresistant 8 Color Choices (Pika)	Bags and backpacks
Indica Plateau Womens Pika Blank V-Neck T-Shirt	Clothes and accessories

leegoal Poke Ball Protective Case, Portable Carrying Case Accessory Bag for Pokémon Lets Go Pika-chu Eevee (Not Included Poke Ball)	Nintendo Switch cases
HHenry Cute Poke-mon Pika-chu Cotton Pillow Throw Cushion Cover Case 18 * 18 Inch Home Decoration	Bed accessories and supplies
Winterial Pika Kids Snowshoes, Youth Flat Terrain Snow-Shoe, Blue	Snowshoes
Ah! My Goddess T41 (French Edition)	Books

17 categories were created based on the expected use case of the item and keywords that users may search when looking for these items.

CATEGORY	INFORMATION NEED
Books	I would like to read a book on pika.
Flashlights	I would like to find the pika flashlight.
Snowshoes	I would like to find pika snowshoes.
Bed accessories and supplies	I would like to find bed accessories that have pika on it.
Nintendo Switch cases	I would like to find a case for my pika game on Nintendo Switch.
Clothes and accessories	I would like to find clothes and accessories with pika on it.
Bags and backpacks	I would like to find bags and backpacks with pika branding.
CD and vinyl records	I would like to listen to CDs and vinyl records with pika in the name.
Toys	I would like to find pika toys.
Night lights	I would like to find a pika night light.
Wallets	I would like to find a pika wallet.
Umbrella	I would like to find an umbrella with pika on it.
Party Supplies	I want to find pika related party supplies.
Camping equipment	I would like to find a pika camping accessory.
Skateboards	I want to find a skateboard with pika on it.
Travel Accessories	I want to find a travel accessory that has a pika branding on it.
Hunting knives	I would like to find a pika hunting knife.

2. Results for **Ditto**

ITEM	CATEGORY
Donner Dp-1 Guitar Pedal Power Supply 10 Isolated DC Output for 9V/12V/18V Effect Pedal	Guitar Loopers and samplers

TC Electronic Guitar Ditto Looper Effects Pedal	Guitar Loopers and samplers
2 in 1 Poketoy Exclusives Snorlax 13" Plush Doll	Toys and games
TC Electronics Ditto X2 Looper	Guitar Loopers and samplers
TC Electronic Ditto Stereo Looper, Gray	Guitar Loopers and samplers
Ditto Wearable Tech for Smartphones - Clear	Guitar Loopers and samplers
TC Electronic Ditto X4 Looper	Guitar Loopers and samplers
TC Electronics Ditto Mic Looper Pedal	Guitar Loopers and samplers
TC Electronic Guitar Looper Effects Pedal (960841001)	Guitar Loopers and samplers
Ditto Earphone Case, Portable Earbud Storage Pouch Carrying Case with Carabiner for Earpods MP3 Wired/Wireless Headset Headphone SD TF Card and USB Cables -2 Pack, Black	Headphone cases
Skechers Womens Parallel - Ditto - Asymmetrical Collar Suede Bootie Ankle Boot	Shoes
Donner Tiny Looper Guitar Effect Pedal 10 minutes of Looping 3 Modes	Guitar Loopers and samplers
Ditto Electronics Organizer Travel Bag, Small Electronics Accessories Cable Carrying Case Roll Up Pouch for Hard Drives Cables Charger SD Memory Cards Earphone Pen -Black	Bags
Pokémon Ditto Plush Stuffed Animal Toy - Large 8" - Ages 2+	Toys and games
Pokémon Ditto Pikachu Plush Stuffed Animal Toy - 8"	Toys and games
Pokemon Card Detective Pikachu Ditto 17/18 Holo Rare	Collectables
Pokemon Center Original Pokemon Fit Ditto Métamorph Ditto Plush Peluche Plüschtier	Toys and games
DIAL A NOTE • DIAL HARMONY • DIAL MUSIC THEORY	Guitar Accessories
Sonicake Multi Guitar Effect Strip Pedal Sonicbar Rockstage Combining 4 Classic Arena Rock Guitar Effects in 1 Unit of Chorus	Guitar Loopers and samplers
JOYO JF-17 Guitar Extreme Metal Amplifier Effect Pedal True Bypass	Guitar Loopers and samplers
Sonicake Multi Guitar Effect Pedal Strip Sonicbar Twiggy Blues Combined Stage 4 in 1 Effect Compressor, Overdrive, Delay and reverb effect Pedal	Guitar Loopers and samplers
B-RAY 20 Styles Plush Toy 12-18cm Peluche Pikachu Snorlax Charmander Mewtwo Dragonite Cute Soft Stuffed Dolls for Kids (Q Ditto)	Toys and games
Beth Ditto vinyl record wall clock, Beth Ditto Gift For Every Occasion	Clocks

Ditto Leather Wallet Case for iPhone XR, Genuine Leather Flip Case for Apple iPhone XR 6.1 Inch 2018 with Magnetic Closure Card Holders Kickstand (Black)	Phone cases
Planet Waves 9V Power Adapter - PW-CT-9V	Power supplies
TOMY T19117 Pokémon Thow N Pop Poké Ball, Ditto Action Figure	Toys and games
Nux Loop Core Guitar Effect Pedal Looper 6 Hours Recording Time, 99 User Memories, Drum Patterns with Tap Tempo	Guitar Loopers
Metier Life Watch Roll for Travel Storage - Canvas and Soft Vegan Suede with 4 Organizer Pockets (Grey/Blue)	Bags
9V AC/DC Power Adapter for BOSS,Dunlop,DanElectro,DigiTech,Ditto,Electro Harmonix,TC Electronic,Zoom Guitar Multi Effects pedal, Casio Piano Keyboard by LotFancy, Center Negative Connector,UL Listed	Power supplies
Talking Robots for Kids Ditto Mini Robot Travel Toy with Posable Body, Smart Educational Stem Toys, Voice Changer and Robotics Educational Gift Robotics for Kids	Toys and games
Juras SMART Claris Espresso Machine Filter - Box of 3	Coffee Filters
LQT Ltd Stuffed Animals Pikachu with Ditto Plush Toy Dolls Kawaii Pikachu Stuffed Dolls 11" 27 cm Children Gift	Toys and games
3D Rose"Blackbellied Whistling Duck South Texas UsaUs44 Ldi0755Larry Ditto" Matte Finish Mouse Pad - 8 x 8" - mp_146880_1	Mouse Pads
Boss RC-1 Loop Station	Guitar Loopers and samplers
Takaratomy Pokemon Sun & Moon-ESP-19-Ditto & Pikachu (Ditto Face) Figure	Toys and games
Loungefly x Pokemon Ditto Crossbody Bag	Bags
Double Ditto Family Party Board Game (New for 2015)	Toys and games
Tinkerine Ditto Pro 3D Printer, 50-300microns Layer Resolution	3D Printers
TC Electronic Ditto Jam X2 Looper Effects Pedal w/Polish Cloth and 4 Cables	Guitar Loopers and samplers
Toy Robots for Boys or Girls - Ditto Mini Talking Robots for Kids w/ Posable Body, Bright LED Toys Interactive Voice Changer Robot Travel Toys (Green)	Toys and games
MyVolts 9V Power Supply Adaptor Compatible with TC Electronic Ditto Looper Effect Pedal - US Plug	Guitar Loopers and samplers

Pokemon TCG Lost Thunder Ditto Prism Star 154/214	Collectables
TC Electronic Ditto Looper X4 Looper Pedal with 1 Year Free Extended Warranty	Guitar Loopers and samplers
RED SHIELD 3-in-1 Mini Precision Screwdriver Set for Eyeglasses, Sunglasses, Jewelry, and Watch Repair	Tools
12CM-16CM Ppeluche DDITTO Lapras Ddragonite Ppikachu Ssquirtle Bbulbasaur Charmander Plush Doll Toys	Toys and games
Stuffed & Plush Animals - Pocket Plush Jirachi Jigglypuff Torchic Togepi Poliwhirl Cubone Totodile Ditto Treecko Snivy Stuffed Animal Dolls Toys - by ZANAN - 1 PCs	Toys and games
Mmurong Plush Toy, Animal Filled, Soft, Cloud-Like Soft, Child Comfort, Sleep hug30CM Ditto Metamon Snorlax Inside-Out Cushion Japan Plush Doll Figure Toys	Toys and games
APC 6-Outlet Wall Surge Protector 1080 Joules, SurgeArrest Essential (P6W)	Surge Protectors
CiaraQ DIY Colored Clay, 24 Colors DIY Creative Street Model Clay, Soft Molded Oven Baking Clay and Tutorial. Best gift for Children	Craft Supplies
Pokemon Center original mascot replying! Ditto gnolomo	Toys and games
ammoon Twin Looper Aluminum Alloy Guitar Effect Pedal Mono Stereo Input/Output Sound Recording USB Cable	Guitar Loopers and samplers
Ditto Wearable Tech for Smartphones - White	Smart Accessories

16 categories were created again, based on the expected use case of the item and keywords that users may search when looking for these items.

CATEGORY	INFORMATION NEED
Power supplies	I would like to find power supplies for my ditto branded guitar looper.
Guitar Loopers and samplers	I would like to find ditto branded guitar loopers and samplers.
Toys and games	I would like to find ditto toys and games.
Smart accessories	I would like to find ditto branded smart accessories.
Collectables	I would like to find collectable ditto trading cards.
Headphone cases	I would like to find ditto branded headphone cases for my headphones.

Shoes	I would like to find a pair of shoes called ditto.
Clocks	I would like to find a ditto wall clock.
Phone cases	I would like to find a ditto branded phone case.
Bags	I would like to find ditto branded bags.
Coffee filters	I would like to find coffee filters sold by a seller called ditto.
Mouse pads	I want to find mouse pads with dittos on it.
Tools	I would like to find tools to fix my ditto guitar loopers.
Surge protectors	I want to find a surge protector to protect my ditto guitar loopers.
3D printers	I want to find the ditto 3D printer.
Craft supplies	I want to find craft supplies that have colours of ditto.

3. If we know that within a 5-minute period, 10% of the customers are querying "pika" and "ditto", then we can predict that in the near future, a good percentage of the customers will be issuing these queries as well.

   As a result, to improve the customer experience, Amazon could use the data recorded on previous customers issuing these queries, particularly the data on the products that these customers purchased or viewed, to create suggestions for future potential customers.

   By using this data, one thing Amazon can do is whenever a user queries "pika" and "ditto", to put the corresponding most viewed and/or purchased items at the top of the results. This will improve user experience because what others have looked at and/or purchased, is more likely to be what another user wants, at least when compared to products that has not been looked at or purchased; as a result, if a potential customer is looking for the same products that others have looked at or purchased, then this potential customer can easily find the product they want at the top of the page, reducing the time it takes for them to find the item they want, improving customer experience.

   This can also be extended onto the main page, where Amazon could put the most purchased "pika" and "ditto" items on the main page under "Trending" products. By doing so, this will further reduce the time a user needs to spend searching because items will already be in front of their eyes.

Q3:

1. The first page of the results is as shown below

☰

games for undergrad   🎤

ALL | VIDEOS | IMAGES | SHOPPING | NEWS | MAPS | BOOKS | FLIGHTS | SEARCH TOOLS

Did you mean: games for *undergraduate*

What college has video game design?

1. **University** of Southern California. Boasting four **video gaming** degree programs, two at the undergraduate level and two at the graduate level, it's no surprise that the **University** of Southern California **has** placed #1 in countless rankings when it comes to **game** development schools.

🎮 https://www.gamedesigning.org › vi..

75 Best Video Game Development Schools (World Rankings)

MORE RESULTS

❓ About Featured Snippets   ❗ Feedback

PEOPLE ALSO ASK

What should I major in for game design?   ⌄

Where can I study game development?   ⌄

Where do video game designers go to college?   ⌄

Is DigiPen a good college?   ⌄

Feedback

P https://www.princetonreview.com › ..

2019 Top Game Design Schools | The Princeton Review

We surveyed 150 institutions and ranked the best undergraduate and grad schools for game design majors in 2019.

🛡 https://admissions.carleton.ca › com..

Computer Game Development - Undergraduate Admissions ..

Computer game development has become a sophisticated subject, drawing on advanced knowledge in a number of ...

https://brocku.ca › undergrad › game

2019-2020 Undergraduate Calendar - Game - Brock University

Jun. 18, 2019 · 2019-2020 Undergraduate Calendar ... Computer and video games can be complex expressive, ...

https://www.gamedesigning.org › vi..

75 Best Video Game Development Schools (World Rankings)

This includes both graduate and undergraduate degrees. (Recommended Washington game development programs) ...

https://www.wlu.ca › undergraduate

Game Design and Development (BFAA) | Wilfrid Laurier University

Want to change the world through games? Our Game Design and Development program will help you develop the tools ...

https://www.cs.usc.edu › undergrad

Computer Science (Games) - USC Viterbi | Department of Computer ..

The undergraduate program in computer science is an interdisciplinary program leading to the Bachelor of Science in ...

https://www.mun.ca › programs › vi..

Computer Science (Visual Computing and Gaming) | Undergraduate ..

Mar. 15, 2019 · The visual computing and games major studies how to use computers to both mimic human visual ...

calendar.athabascau.ca › program

Bachelor of Science Game Programming Minor : Undergraduate ..

Sep. 1, 2017 · Undergraduate Programs. Undergraduate .... Game Programming Minor – Specific Requirements.

https://csgames.org › corpo › overvi..

The Event - CS Games | Social Computing Competition | Overview

In fact, the first ten pages of retrieved results are all related to schools and undergraduate programs teaching game design. For example, the first result is the top game design schools in 2019 by Princeton Review, the second result is the Computer Game Development program at Carleton University, and the rest of the results being similar.

2. When a user searches "games for undergrad" they are most likely looking for games that undergraduates would play; and within games, the searcher could mean video games, mind twisting games, or sporting games like basketball games, baseball games, etc.

   However, regardless of the type of game, all Google returns are pages and pages of school programs that teach game design. As a result, Google does not address the information needs of the searcher.