

## Lesson Plan

This lesson plan is designed to help you teach using a Common Craft video. Use the information below to introduce the video and then follow the video with discussion questions and other resources.



[commoncraft.com/video/web-search-strategies](https://commoncraft.com/video/web-search-strategies)

### ISTE Standard:

**Knowledge Constructor,  
Indicator 3a**

### ACRL Info Literacy Frame:

**Searching as Strategic  
Exploration**

# Web Search Strategies

Explained by Common Craft

Search engines can help us sift through mountains of information if we understand the best ways to ask. This video introduces search strategies to efficiently find information on the Web.

## Learning Outcomes

- Explain how a search engine works
- List problems that may occur when using a search engine to find information
- Describe two strategies to use when using a search engine that will reduce the number of results you find and allow you to find more on-topic results

## Discussion Questions

### Q #1

What challenges have you encountered when using a search engine to find information on the Web?

### Q #2

What strategies have you used to find information with a search engine?

## Knowledge Check Q&A

### Q

How does a search engine work?

### A

A search engine finds all pages where the search terms appear and displays the pages in the search results. Usually the pages that appear highest in the search results have lots of other web pages linking to them.

### Q

What are two strategies that make finding information through a search engine easier?

### A

1) Be specific. 2) Use words and symbols that remove useless information.

**Q**

When you search for a phrase, what symbol should you put around it to limit the web search to the exact phrase?

**A**

Quotes.

**Q**

When you search for a word that has multiple meanings, what symbol can you place before a word to remove results relating to one of the meanings?

**A**

Hyphen or minus sign.

## Resources for Learning More

### The Guardian

Samuel Gibbs

“How to use search like a pro”

1/15/2016

<https://www.theguardian.com/technology/2016/jan/15/how-to-use-search-like-a-pro-10-tips-and-tricks-for-google-and-beyond>

### Lifewire

Paul Gil

“The best search engines of 2017”

1/23/2017

<https://www.lifewire.com>

### Google

“How search works”

<https://www.youtube.com/watch?v=BNHR6IQJZs>

### NPR

“How to use tags effectively”

12/10/2013

<http://digitalservices.npr.org/post/how-use-tags-effectively>