**Homework #2**

**Chapter 3: Searching the Web**

**(P134)**

**True or False**

**Mark T for True and F for False. (Answers are found on page numbers in parentheses.)**

\_\_\_\_\_ 1. Using multiple keywords in a search query narrows the scope of the query. (95)

\_\_\_\_\_ 2. All search engines clearly mark paid or sponsored links in search results. (105)

\_\_\_\_\_ 3. If you misspell a keyword, the search results return an error. (96)

\_\_\_\_\_ 4. How often do whales come to the surface? is an example of a natural language search. (93)

\_\_\_\_\_ 5. Spiders are a type of search engine. (105)

\_\_\_\_\_ 6. A metasearch engine uses human editors to compile an index of webpages. (109)

\_\_\_\_\_ 7. The Boolean operators AND, NOT, or OR are used in advanced search techniques to include or exclude keywords. (112)

\_\_\_\_\_ 8. Search engines publish their search engine algorithms in order to improve the search results. (93)

\_\_\_\_\_ 9. Search engine optimization refers to the creation of search indexes. (93)

\_\_\_\_\_ 10. Unlinked webpages, password-protected webpages, and product catalogs are all part of the Invisible Web. (132)

**(P135 –136)**

**Multiple Choice**

**Select the best answer. (Answers are found on page numbers in parentheses.)**

1. For the most effective search results, choose keywords that are \_\_\_\_. (94)

a. Boolean

b. specific

c. general

d. stop words

2. To search for a webpage that contains a specific phrase, \_\_\_ . (95)

a. no special action is required

b. surround the phrase with brackets

c. insert the word, AND, between every word

d. surround the phrase with quotation marks

3. A list of hits typically contains \_\_\_\_ . (95)

a. a link to each website

b. a description of the webpage or a sample of text from the page

c. websites that are sponsored or that have paid to have their pages placed at the top of the list

d. all of the above

4. The most popular search engine in the United States is \_\_\_\_ . (108)

a. Google

b. Bing

c. Yahoo!

d. Internet Explorer

5. A social media \_\_\_\_\_ searches online tools that allow users to communicate ideas, share links, contribute personal commentary, and interact online with other web users. (128) (Should be p126)

a. consolidator

b. search engine

c. aggregator

d. crawler

6. \_\_\_\_\_\_\_\_keywords appear in a webpage’s HTML code and are readable by the web crawler but invisible to the user. (105)

a. Meta tag

b. Boolean

c. Naturallanguage

d. Hashtag

7. \_\_\_\_\_\_ is an example of a website you can use to search for, manage, and track hashtags. (126)

a. Dogpile

b. Twubs

c. StumbleUpon

d. Shopzilla

8. You can use the \_\_\_\_\_\_\_ bar to locate information on the current webpage. (125) (Should be p121)

a. Toolbar

b. Keyword

c. Address

d. Find

9. A(n) \_\_\_\_ is a webpage listed in search results. (95)

a. stop word

b. bot

c. hit

d. operator

10. Which of the following should you do to exclude a word from search results? (112)

a. type NOT before the word

b. include the word in brackets

c. do not include the word in the search terms

d. Any of the above will work.