

Essential Question:

Why is it important to choose the right keywords when you search online?

Recommended time: 45 minutes

Key Vocabulary

• **Keyword:**

A word you use to search for information about a topic

Objectives:

Students will...

- learn how keywords can help them find information online
- evaluate keywords for their relevance and helpfulness
- practice identifying the most effective keywords for different search scenarios

Ice Breaker

Estimated time: 5 minutes

Students work together to think of five keywords that best describe Harry Potter or another book.

EXPLAIN to students that they are going to explore why using keywords when searching is an effective way to find information on the Internet.

DEFINE the Key Vocabulary term **keyword**.

EXPLAIN that you are going to write a collection of keywords on the board. As soon as students think they know what you are “searching” for, invite them to raise their hands to guess.

WRITE the following words anywhere on the board, in the following order:

(1) *the* (2) *and* (3) *by* (3) *book* (4) *wizard* (5) *Hogwarts* (6) *scar*

(By the time you write “wizard” or “Hogwarts,” students will likely guess that you are describing *Harry Potter*, the book series. Alternatively, you may choose keywords for another book that your students know and like.)

POINT OUT that when searching for information online, there are certain words that are better than others to type into a search engine. Explain that words like “and” or “the” are not as helpful as descriptive words, because they do not give a search engine any hints for what you are looking for. (For example, you could type “Winnie Pooh” in a search engine and get the same results as if you typed “Winnie **the** Pooh.”)



Digital Interactive

Estimated time: 15 minutes

Students operate a “Search Shark” who has an appetite for only the best keywords that swim around him.

INVITE students to log into the Digital Passport and play *Search Shark* independently.

SKIP to the Wrap-up questions if students do not complete the Search Mission (next).



Search Mission

Estimated time: 15 minutes

Students practice identifying multiple, descriptive keywords to help narrow their online searches.

EXPLAIN to students that the Search Mission will unlock on their homepage once they have completed all three rounds of *Search Shark*. They should complete the Mission with a partner or by themselves.

Wrap-Up

Estimated time: 5 minutes

Students reflect on how using the right keywords will help them find the information they are looking for online.

ASK:

Why is it important to choose the right keywords?

Some words have multiple meanings. To find the information you want, you need to choose your keywords carefully.

What are some things to remember when you choose keywords?

Avoid using words like “in” or “and.” The best keywords are often found in your questions. Put quotation marks around words if you want to search for them together.

What is one tip about online searching that you will share with your family?

Answers will vary.