Mission Critical

The Quest to Depersonalize Google

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The Dumbest Generation: How the Digital Age Stupefies Young American and Jeopardizes Our Future (Or, Don't Trust Anyone Under 30

-Mark Bauerlein, Author

May, 2008

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"In the 21st Century, the century our children will live in, the century they will in fact shape, media literacy will not be a luxury; it will be a necessity."

Linda Ellerbee, Journalist

"Bauerline guzzles the "Digital Native" metaphor and leverages it to the extreme, expressing genuine surprise that our kids aren't able to figure this all out on their own and *then, worse, blaming them for the failure when the failure is ours."*

-Will Richardson

"We have forgotten to teach kids how to think, reason, judge…we are raising the dumbest generation of kids ever."

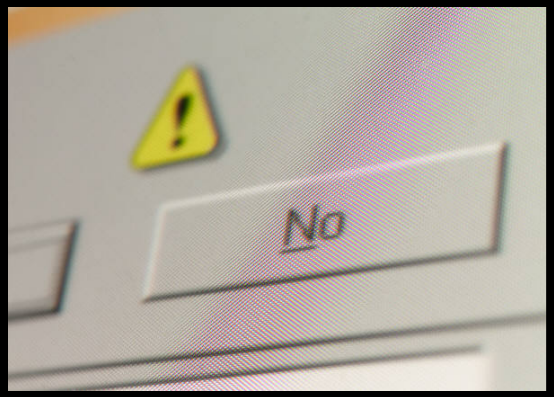
-Alan November
Educational Theorist
TxDLA Conference Keynote Address
April, 2012

The 21st Century Learner

So why……

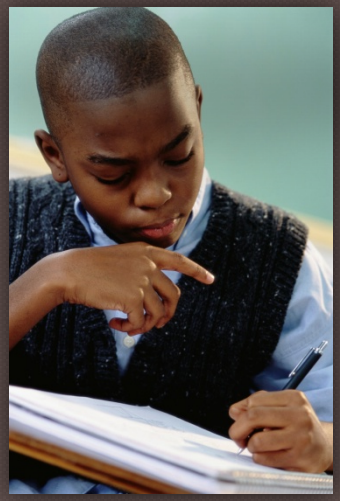
WWW

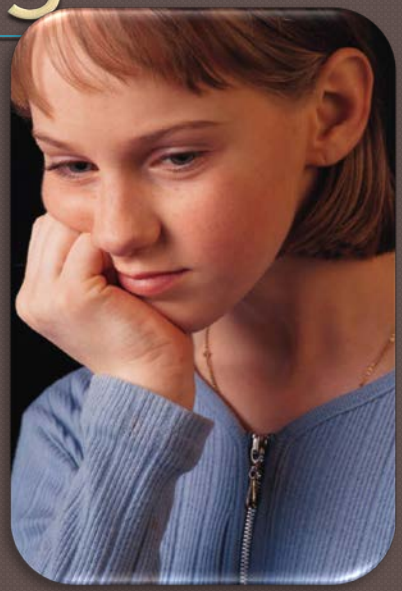
are we saying this…



instead of doing this…

and teaching this?





Discussion Time

- What do we assume is being taught?
- What do we assume they know?
- Who do we assume is doing the teaching?

What Should Be Taught?

- Speaking
- Reading
  - Fiction
  - Non-fiction
  - Different types of research
- Writing
- Math
- Science
- History
- Job Skills

Critical Literacy

- Critical literacy is the ability to read texts in an active, reflective manner in order to better understand power, inequality, and injustice in human relationships.
- But today students are
  - Overwhelmed with information
  - Inability or lack of time to think and examine issues deeply
  - Don't know how to evaluate and use information

Barriers to Critical Literacy

- Traditional
  - Cultural Bias and Egocentric Thinking
  - Reliance on Authority
  - Black and White Thinking
  - Resistance to Change
- Additional Challenges for the 21st Century
  - Overwhelming amount of information
  - Inability or lack of time to think and examine deeply
  - Lack of knowledge on how to evaluate and use information

Social Literacy

Successful students are socially and emotionally intelligent.

- How do you read relationships?
- How do you connect to people?
- Emotional Health – overload of information

Critical Thinking

Get REAL

- **R**ead the URL
- **E**xamine the Content
- **A**sk about the Author and Owner
- **L**ook at the Links

Read the URL

Teach students

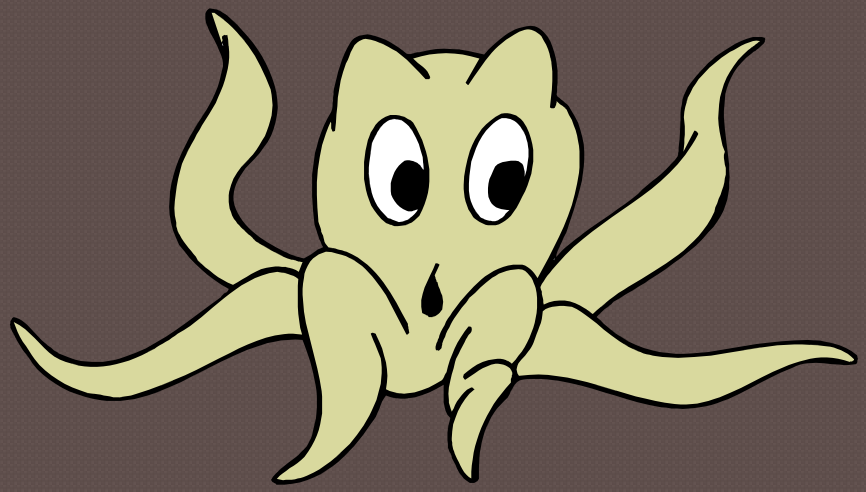
- How to read a URL
- Discriminate between domain names
- Watch for URL validation
- Truncate URL's to look for validity

http://www.coe.uh.edu/~smcneil/design

Protocol	Domain*	Folder	Path or File

* Domains can have sub-domains such as "coe". This is the physical location of the server.

Examine the Content

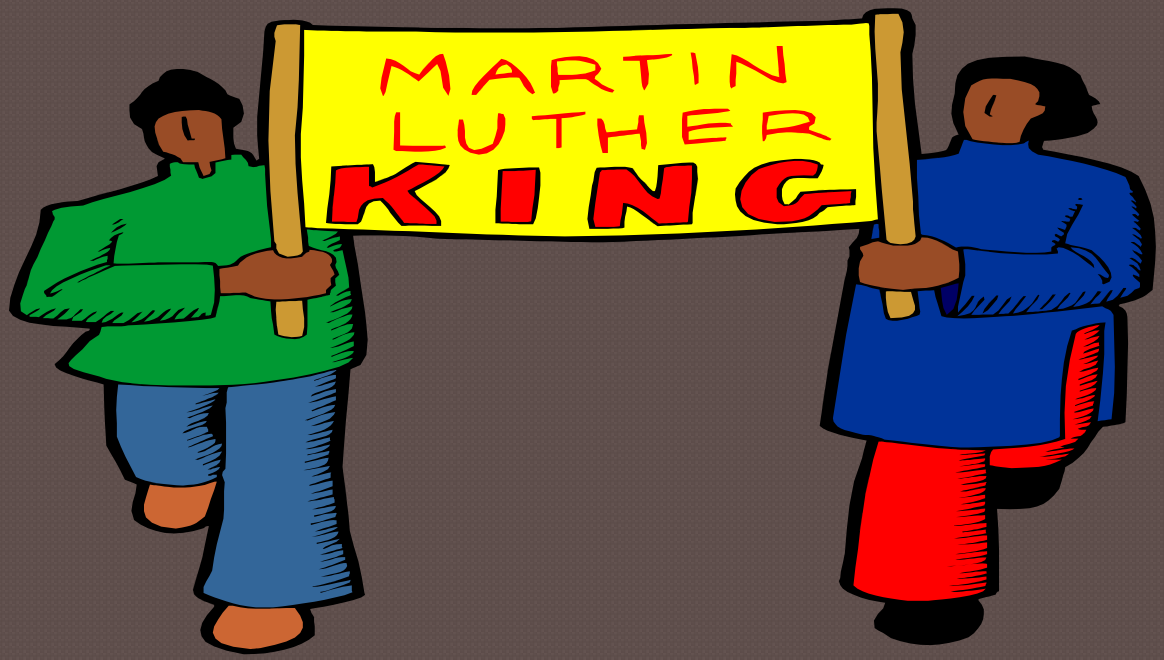


QUESTIONS FOR STUDENTS

1. Is the information useful to your topic?
2. Are additional resources and links provided? Do the links work?
3. Is the site current? Do you know when it was last updated?
4. Do you think the information is accurate?
5. Does the information contradict information you have found elsewhere?
6. Can you find another site that has similar information?

Ask About the Author and Owner

- Martin Luther King



Look at the Links

- Think Forward and Backward
  - Forward links…take you to pages that the web site author thinks validate or add to the knowledge presented on their page
  - Backward links… links that lead to the page you are on. These are sites that have found a use for the information on the page.

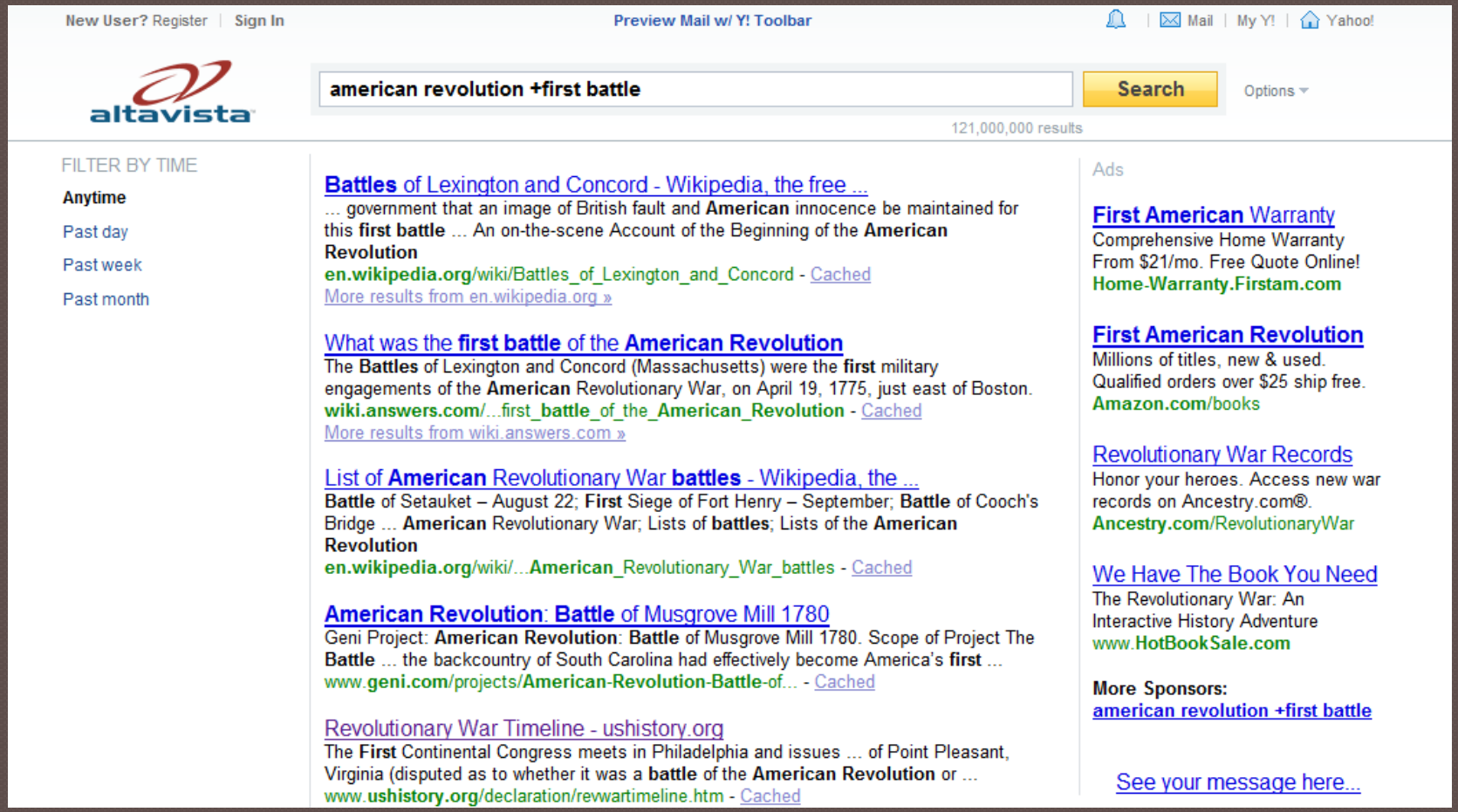
- WARNING! Some Educational institutions link to pages as an example of what NOT to do!

Practice with Back Links

- Go to www.dhmo.org
- Go to http://www.altavista.com
- Type in link:http://www.dhmo.org
- Click Find
  - Who is linked?
  - Why are they linked?
  - What do the other sites say about the material on the site?
- Now try your school website… what did you find?

Think Outside the "Box"

US Search


New User? Register | Sign In
Preview Mail w/ Y! Toolbar
Mail | My Y! | Yahoo!
altavista
american revolution +first battle
Search
Options
121,000,000 results
FILTER BY TIME
Anytime
Past day
Past week
Past month
Battles of Lexington and Concord - Wikipedia, the free ...
... government that an image of British fault and American innocence be maintained for this first battle ... An on-the-scene Account of the Beginning of the American Revolution
en.wikipedia.org/wiki/Battles_of_Lexington_and_Concord - Cached
More results from en.wikipedia.org »
What was the first battle of the American Revolution
The Battles of Lexington and Concord (Massachusetts) were the first military engagements of the American Revolutionary War, on April 19, 1775, just east of Boston.
wiki.answers.com/...first_battle_of_the_American_Revolution - Cached
More results from wiki.answers.com »
List of American Revolutionary War battles - Wikipedia, the ...
Battle of Setauket – August 22; First Siege of Fort Henry – September; Battle of Cooch's Bridge ... American Revolutionary War; Lists of battles; Lists of the American Revolution
en.wikipedia.org/wiki/...American_Revolutionary_War_battles - Cached
American Revolution: Battle of Musgrove Mill 1780
Geni Project: American Revolution: Battle of Musgrove Mill 1780. Scope of Project The Battle ... the backcountry of South Carolina had effectively become America's first ...
www.geni.com/projects/American-Revolution-Battle-of... - Cached
Revolutionary War Timeline - ushistory.org
The First Continental Congress meets in Philadelphia and issues ... of Point Pleasant, Virginia (disputed as to whether it was a battle of the American Revolution or ...
www.ushistory.org/declaration/revwartimeline.htm - Cached
Ads
First American Warranty
Comprehensive Home Warranty
From $21/mo. Free Quote Online!
Home-Warranty.Firstam.com
First American Revolution
Millions of titles, new & used.
Qualified orders over $25 ship free.
Amazon.com/books
Revolutionary War Records
Honor your heroes. Access new war records on Ancestry.com®.
Ancestry.com/RevolutionaryWar
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The Revolutionary War: An Interactive History Adventure
www.HotBookSale.com
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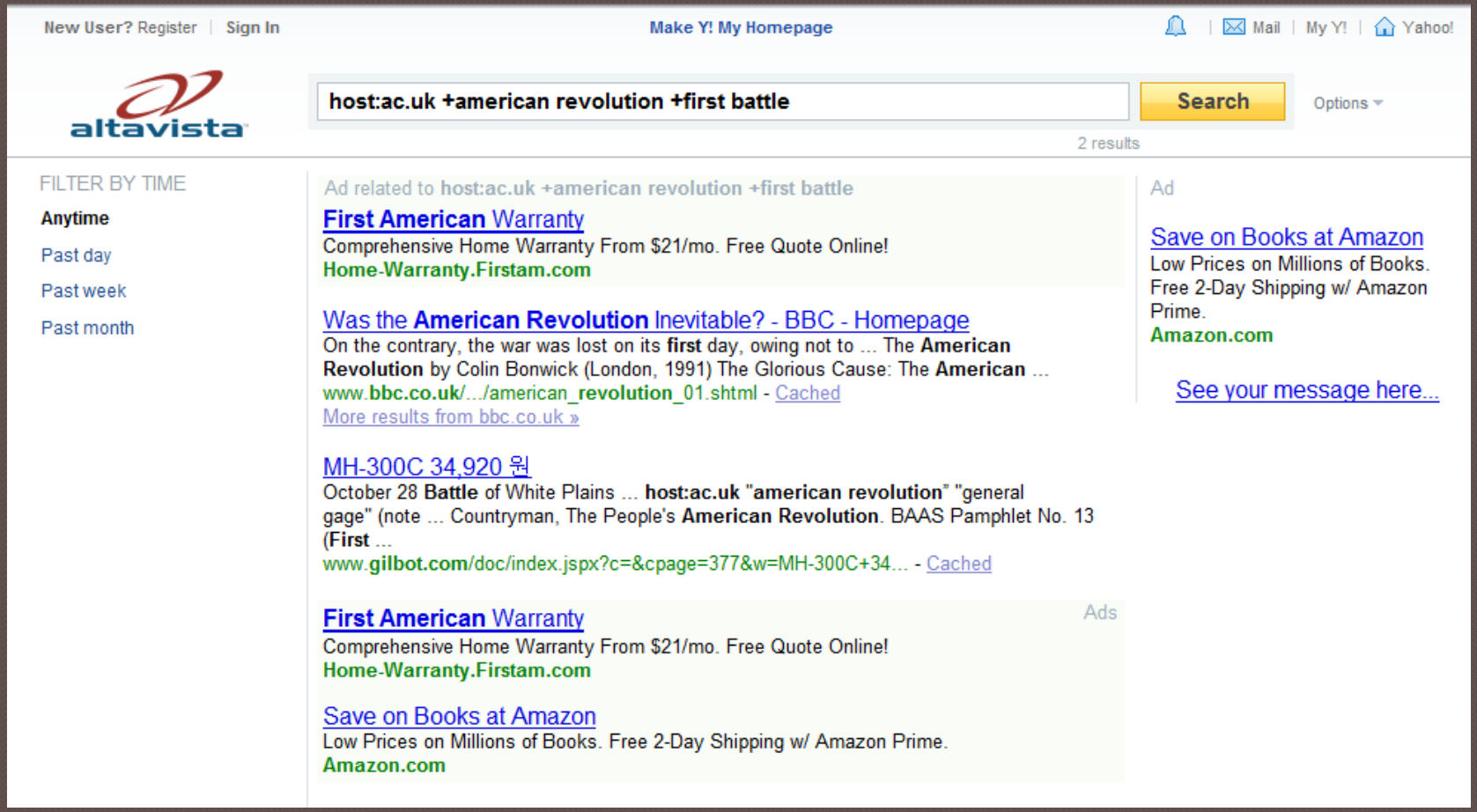
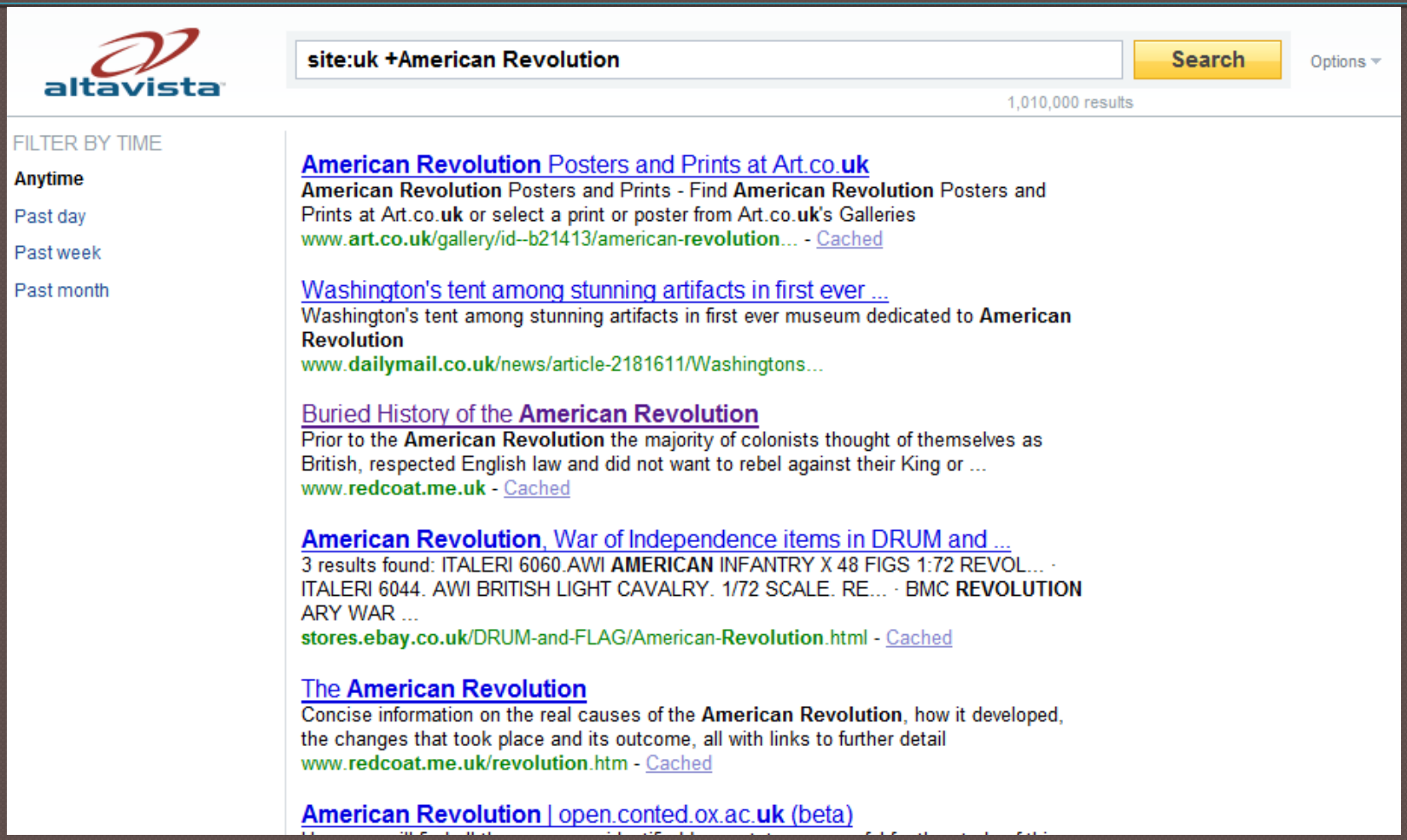
UK Host Search

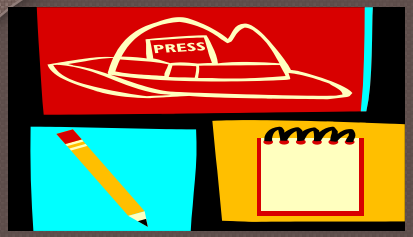


UK Site Search



American Revolution Timelines

- http://www.bl.uk/onlinegallery/features/americanrevolution/timeline.html
- http://www.ushistory.org/declaration/revwartimeline.htm



Your Turn

- http://www.britishbattles.com/battle-yorktown.htm
- http://militaryhistory.about.com/od/americanrevolutio1/p/yorktown.htm

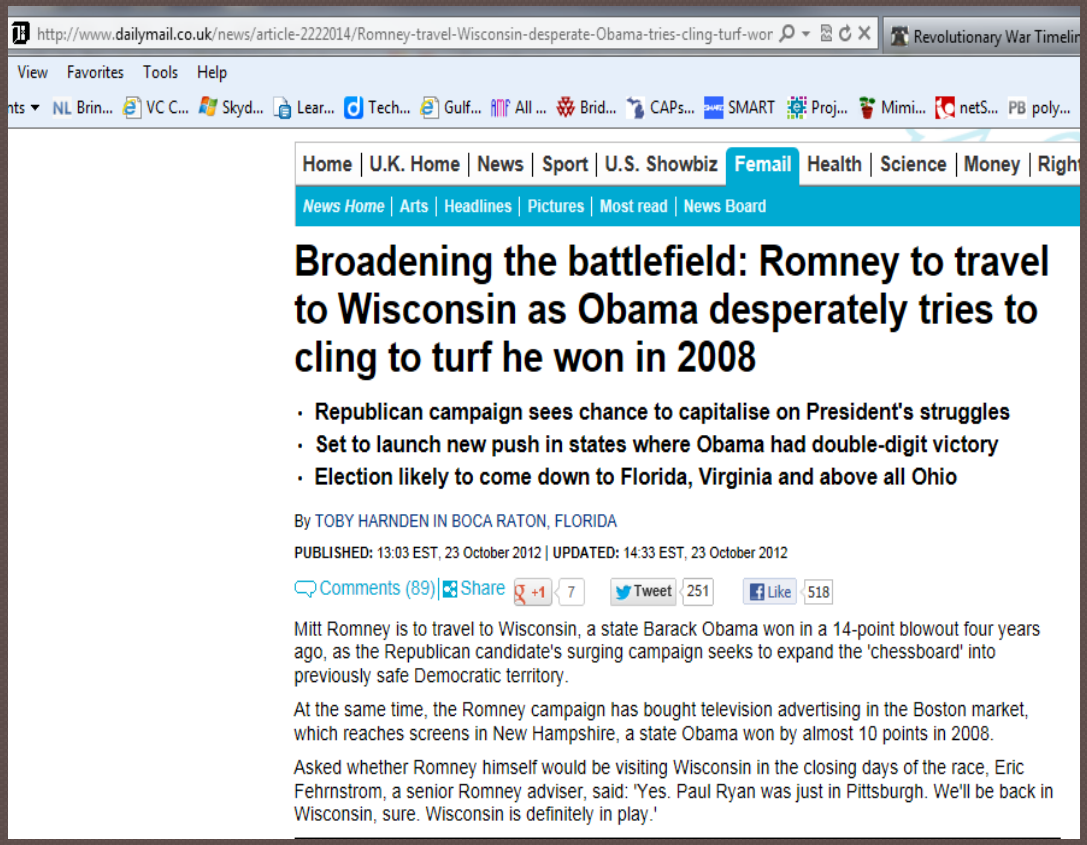
Challenge

How does this information differ from what US students are traditionally taught? Is the site valid? How do you know?

- http://www.redcoat.me.uk/

What does it matter?

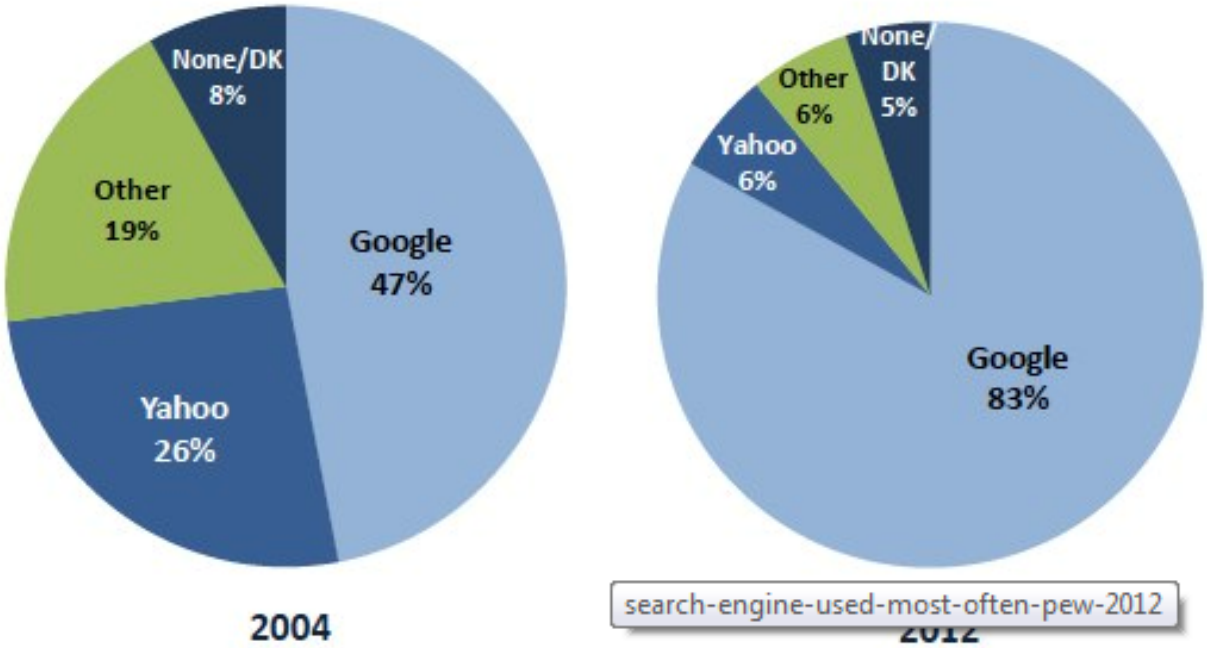
- Alta Vista
  - UK
- Google
  - UK
- Yahoo
  - UK
- Dogpile
  - UK
- Bing
  - UK



Search Engine Selection

Google is far and away the search engine of choice, preferred by 83% of search users

% of search users who answered the question: Which search engine do you use MOST OFTEN?



Source: The Pew Research Center's Internet & American Life Project Winter 2012 Tracking Survey, January 20-February 19, 2012. N=2,253 adults, age 18 and older, including 901 cell phone interviews. Interviews conducted in English and Spanish.

Google Bombing

The terms **Google bomb** and **Googlewashing** refer to practices, such as creating large numbers of links, that cause a web page to have a high ranking for searches on unrelated or off topic keyword phrases, often for comical or satirical purposes. In contrast, search engine optimization is the practice of improving the search engine listings of web pages for relevant search terms.

It is done for either business, political, or comedic purposes (or a combination of the latter two).[1] Google's search-rank algorithm ranks pages higher for a particular search phrase if enough other pages linked to it use similar anchor text (linking text such as "miserable failure"). However, by January 2007 Google had made changes to search results to counter popular Google bombs, such as "miserable failure", which formerly gave results for George W. Bush but now lists pages about the Google bomb itself.[2] As of August 30th, 2012, the 3rd ranked page in a Google search for "miserable failure" is this Wikipedia article, defining *Google bomb*. *Google bomb* is used both as a verb and a noun. The phrase "Google bombing" was introduced to the *New Oxford American Dictionary* in May 2005.[3] Google bombing is closely related to spamdexing, the practice of deliberately modifying HTML pages to increase the chance of their website being placed

Google Personalization

- Google's Personalized Search Revolution – Google has long maintained that personalized search results are the holy grail, offering a unique view of the web to everyone based on their interests, search behavior and other personal criteria. Recently, Google decided to turn this vision into reality by effectively customizing results for each searcher, in real time.

Top clicks

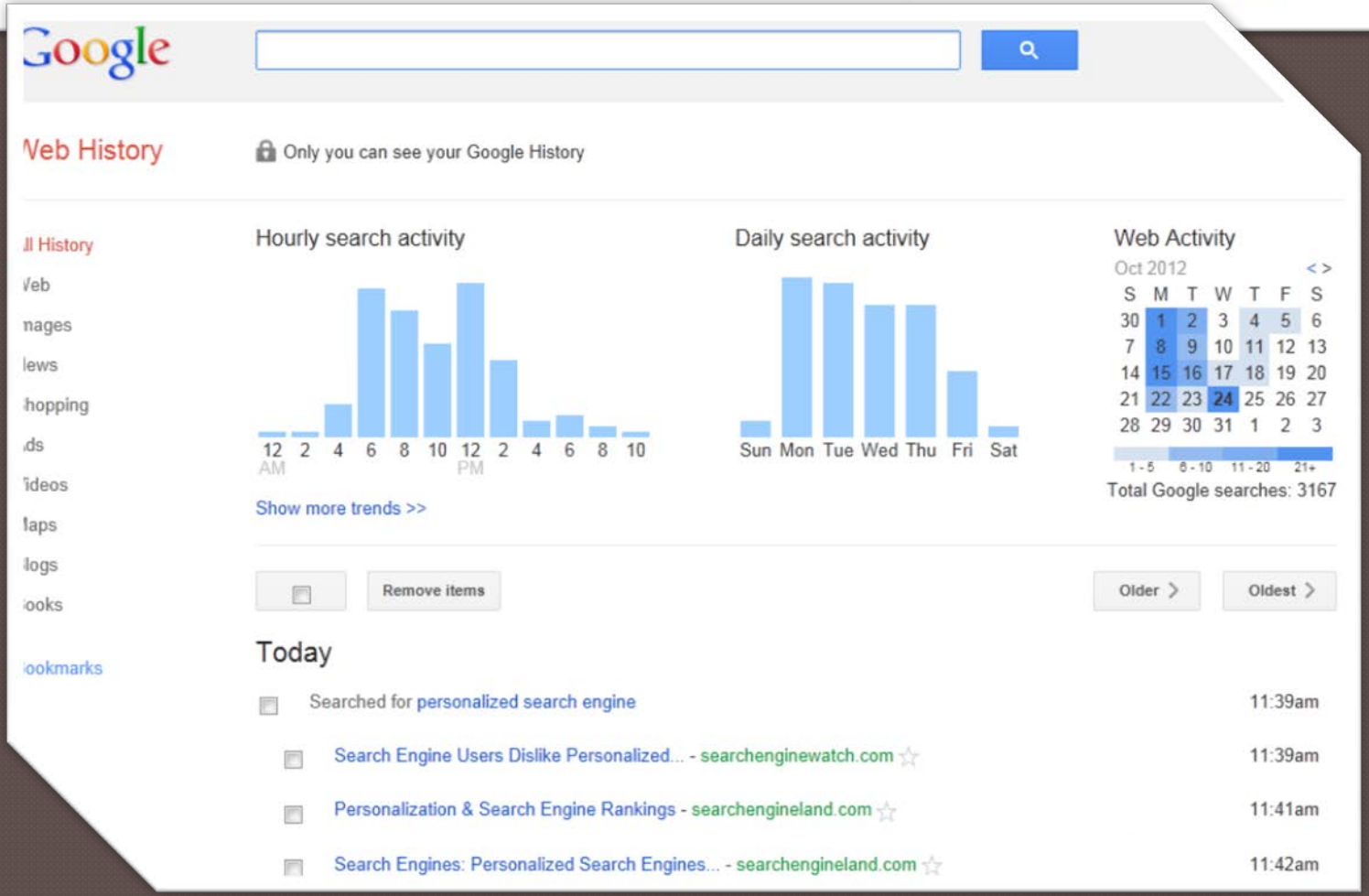
1. Texas Education Agency - Welcome
2. http://www.orlandosentinel.com/news/local/cayl...
3. Project Share
4. Travel Reimbursement Rates
5. Connect2Texas

Top queries

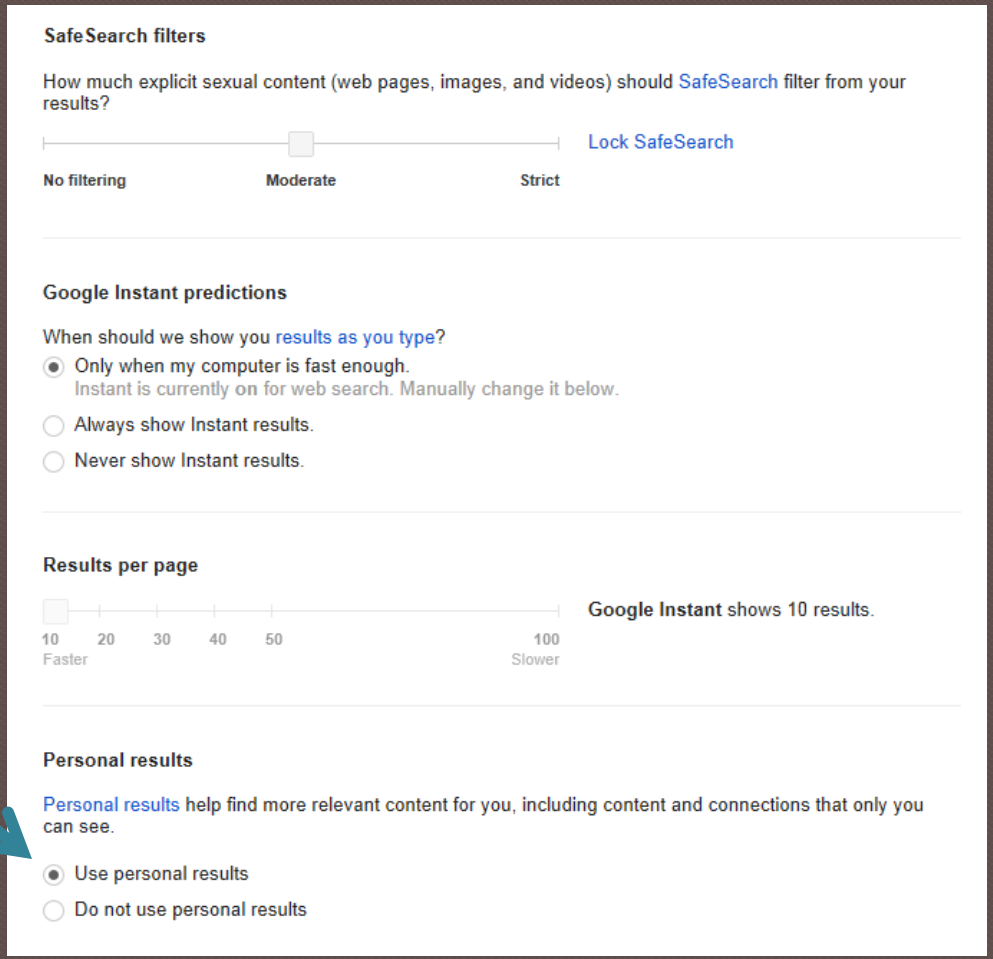
1. tea.state.tx.us
2. casey anthony trial live
3. project share
4. laramie county school district
5. www.connect2texas.org

Top sites

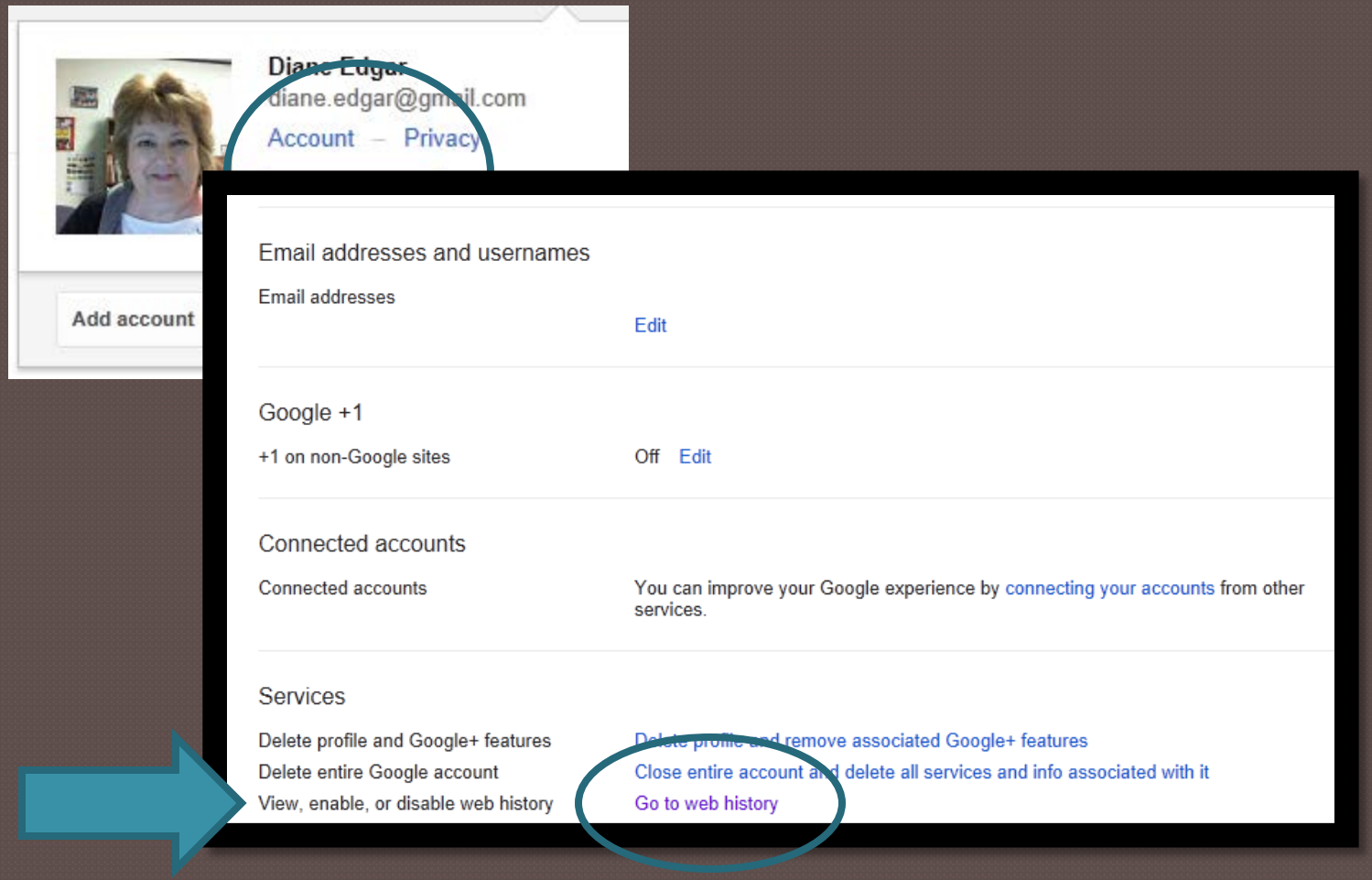
1. en.wikipedia.org
2. www.tea.state.tx.us
3. www.amazon.com
4. office.microsoft.com
5. www.google.com



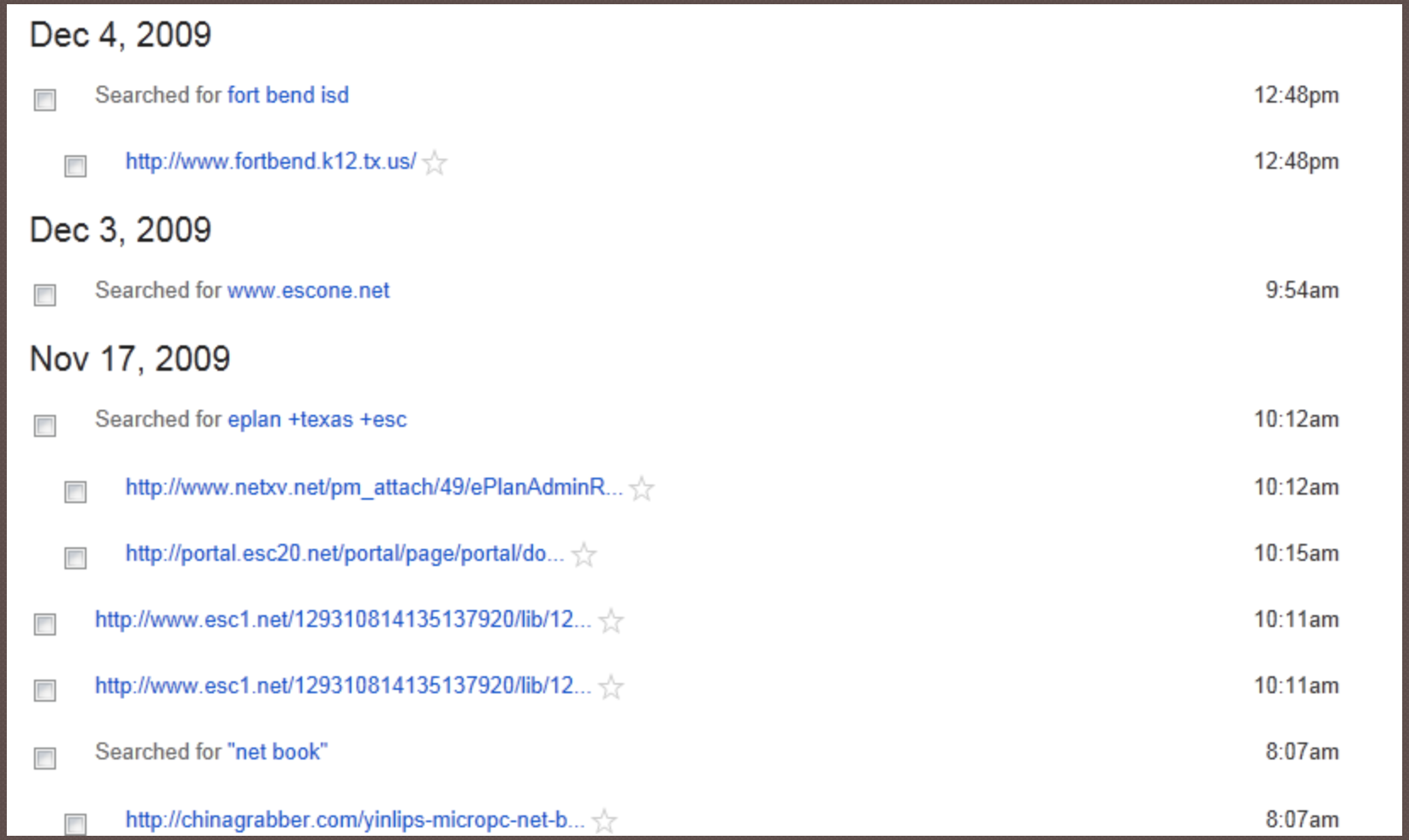
Tip #1:
Do Not Use Personal Results



Tip #2: Turn Off Your History



Your History on Google Can Go WAAAAAY Back!



Dec 4, 2009

Searched for fort bend isd 12:48pm

http://www.fortbend.k12.tx.us/ 12:48pm

Dec 3, 2009

Searched for www.escone.net 9:54am

Nov 17, 2009

Searched for eplan +texas +esc 10:12am

http://www.netxv.net/pm_attach/49/ePlanAdminR... 10:12am

http://portal.esc20.net/portal/page/portal/do... 10:15am

http://www.esc1.net/129310814135137920/lib/12... 10:11am

http://www.esc1.net/129310814135137920/lib/12... 10:11am

Searched for "net book" 8:07am

http://chinagrabber.com/yinlips-micropc-net-b... 8:07am

What does it mean to be literate today?

Bibliography

1. Save the Pacific Northwest Tree Ocotpus (zapatopi.net)
2. Anatomy of a URL (http://www.doepud.co.uk)
3. Football Exam http://cmgm.stanford.edu/~lkozar/FootballExam.html
4. 21st Century Education http://www.youtube.com/watch?feature=player_embedded&v=Ax5cNlutAys
5. Nineteenth Century Robots http://www.bigredhair.com/robots/
6. Lobster Liberation www.lobsterlib.com/index.html
7. Martin Luther King www.martinlutherking.org
8. http://techcrunch.com/2012/10/15/are-googles-personalized-results-making-us-politically-partisan/
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14. All graphics were accessed at http://office.microsoft.com/en-us/images/??Origin=EC790014051033&CTT=6&ver=12&app=powerpnt.exe

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