

# 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*

*© Tarcher*

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“In the 21<sup>st</sup> 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

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“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

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“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 21<sup>st</sup> Century Learner

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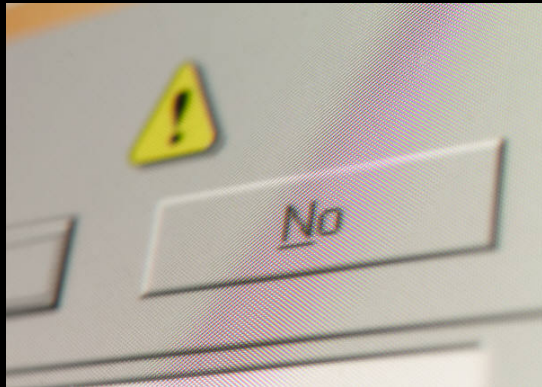
So why.....







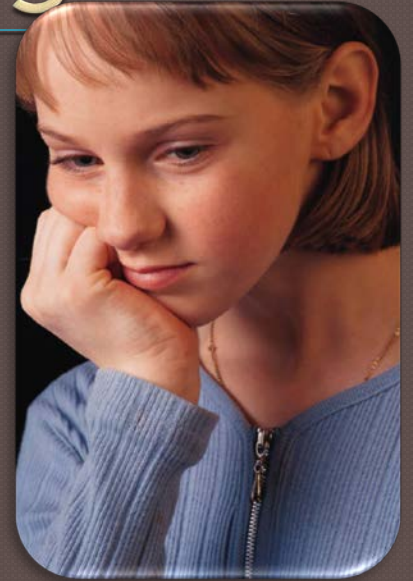
are we saying this...



instead of doing this...



and teaching this?



# Discussion Time

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- 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?

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

# Critical Literacy

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- 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

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## ● Traditional

- Cultural Bias and Egocentric Thinking
- Reliance on Authority
- Black and White Thinking
- Resistance to Change

## ● Additional Challenges for the 21<sup>st</sup> 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



likes a photo.

 **Timothy Mubiru** ▸ **Whitney Heichel Memorial**  
Love all the way 4rm Uganda ♥

**To the family of Whitney Heichel**

*It won't be easy for us to forget her, as she will always be in our hearts.*

*We pray for Jehovah to give you the courage, support and strength to overcome the situation as we wait on his sure promise*

*Love from Uganda*

Like · Comment · Share ·  1,903  48  85 · Sunday at 12:44am near Kampala, Uganda



# Critical Thinking



# Get REAL

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- ◎ **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\*

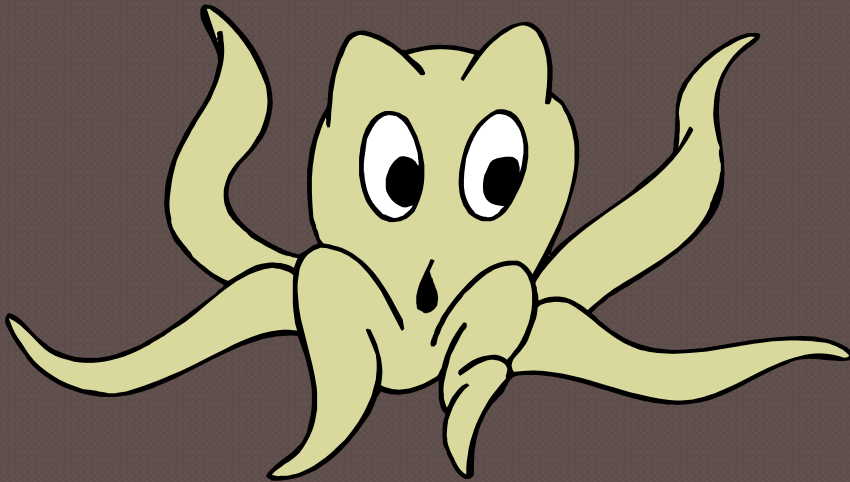
Folder

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

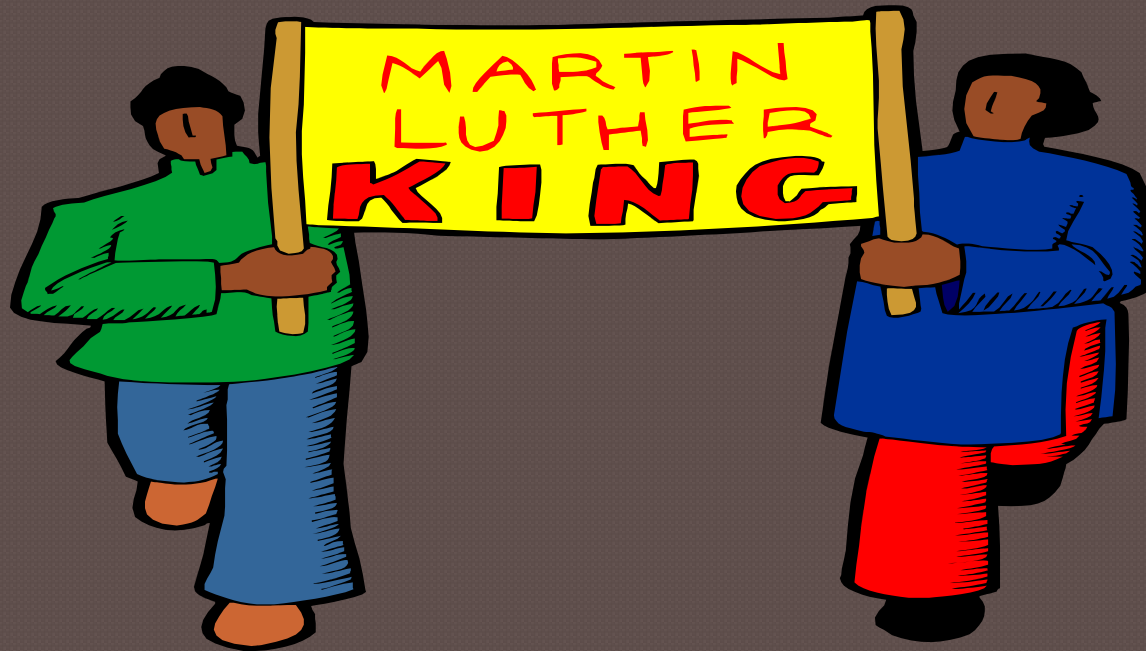


1. Is the information useful to your topic?
2. Are additional resources and links provided? Do the links work?
3. Is the site current? Do you know when it was last updated?
4. Do you think the information is accurate?
5. Does the information contradict information you have found elsewhere?
6. Can you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

# Ask About the Author and Owner

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- Martin Luther King



# Look at the Links

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## ○ 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

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- Go to [www.dhmo.org](http://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”

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# US Search

New User? Register | Sign In

Preview Mail w/ Y! Toolbar

 |  Mail | My Y! |  Yahoo!



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](http://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](http://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](http://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-...](http://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/rewartimeline.htm](http://www.ushistory.org/declaration/rewartimeline.htm) - [Cached](#)

## Ads

### [First American Warranty](#)

Comprehensive Home Warranty  
From \$21/mo. Free Quote Online!  
[Home-Warranty.Firstam.com](#)

### [First American Revolution](#)

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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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[www.HotBookSale.com](#)

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Make Y! My Homepage

 |  Mail | My Y! |  Yahoo!



host:ac.uk +american revolution +first battle

Search

Options ▾

2 results

## FILTER BY TIME

Anytime

Past day

Past week

Past month

Ad related to host:ac.uk +american revolution +first battle

### [First American Warranty](#)

Comprehensive Home Warranty From \$21/mo. Free Quote Online!

[Home-Warranty.Firstam.com](#)

### [Was the American Revolution Inevitable? - BBC - Homepage](#)

On the contrary, the war was lost on its **first** day, owing not to ... The **American Revolution** by Colin Bonwick (London, 1991) The Glorious Cause: The **American** ...

[www.bbc.co.uk/.../american\\_revolution\\_01.shtml](#) - [Cached](#)

[More results from bbc.co.uk »](#)

### [MH-300C 34,920 원](#)

October 28 **Battle** of White Plains ... **host:ac.uk** "american revolution" "general gage" (note ... Countryman, The People's **American Revolution**. BAAS Pamphlet No. 13 (**First** ...

[www.gilbot.com/doc/index.jsp?c=&cpage=377&w=MH-300C+34...](#) - [Cached](#)

### [First American Warranty](#)

Comprehensive Home Warranty From \$21/mo. Free Quote Online!

[Home-Warranty.Firstam.com](#)

### [Save on Books at Amazon](#)

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[Amazon.com](#)

Ad

### [Save on Books at Amazon](#)

Low Prices on Millions of Books. Free 2-Day Shipping w/ Amazon Prime.

[Amazon.com](#)

[See your message here...](#)

Ads

# UK Site Search



site:uk +American Revolution

Search

Options ▾

1,010,000 results

## FILTER BY TIME

Anytime

Past day

Past week

Past month

### [American Revolution Posters and Prints at Art.co.uk](#)

**American Revolution** Posters and Prints - Find **American Revolution** Posters and Prints at Art.co.uk or select a print or poster from Art.co.uk's Galleries

[www.art.co.uk/gallery/id--b21413/american-revolution...](http://www.art.co.uk/gallery/id--b21413/american-revolution...) - [Cached](#)

### [Washington's tent among stunning artifacts in first ever ...](#)

Washington's tent among stunning artifacts in first ever museum dedicated to **American Revolution**

[www.dailymail.co.uk/news/article-2181611/Washingtons...](http://www.dailymail.co.uk/news/article-2181611/Washingtons...)

### [Buried History of the American Revolution](#)

Prior to the **American Revolution** the majority of colonists thought of themselves as British, respected English law and did not want to rebel against their King or ...

[www.redcoat.me.uk](http://www.redcoat.me.uk) - [Cached](#)

### [American Revolution, War of Independence items in DRUM and ...](#)

3 results found: ITALERI 6060.AWI **AMERICAN** INFANTRY X 48 FIGS 1:72 REVOL... · ITALERI 6044. AWI BRITISH LIGHT CAVALRY. 1/72 SCALE. RE... · BMC **REVOLUTION** ARY WAR ...

[stores.ebay.co.uk/DRUM-and-FLAG/American-Revolution.html](http://stores.ebay.co.uk/DRUM-and-FLAG/American-Revolution.html) - [Cached](#)

### [The American Revolution](#)

Concise information on the real causes of the **American Revolution**, how it developed, the changes that took place and its outcome, all with links to further detail

[www.redcoat.me.uk/revolution.htm](http://www.redcoat.me.uk/revolution.htm) - [Cached](#)

### [American Revolution | open.conted.ox.ac.uk \(beta\)](#)

# American Revolution Timelines

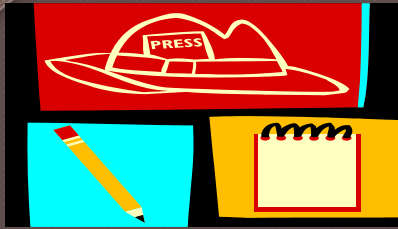
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- ◉ <http://www.bl.uk/onlinegallery/features/americanrevolution/timeline.html>



- ◉ <http://www.ushistory.org/declaration/revwartimeline.htm>





# Your Turn

- <http://www.britishbattles.com/battle-yorktown.htm>
- <http://militaryhistory.about.com/od/americanrevolution1/p/yorktown.htm>

# Challenge

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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

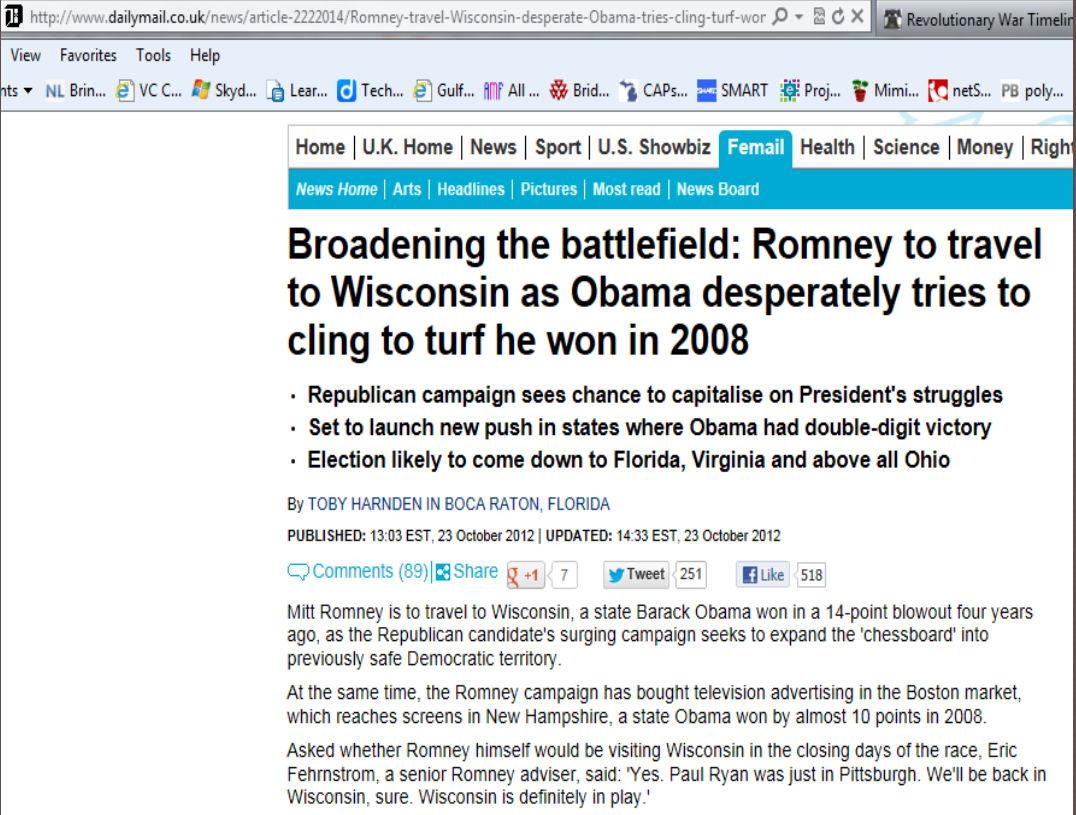
- UK

## ○ Dogpile

- UK

## ○ Bing

- UK



The screenshot shows a web browser window displaying a news article from the Daily Mail. The URL in the address bar is <http://www.dailymail.co.uk/news/article-2222014/Romney-travel-Wisconsin-desperate-Obama-tries-cling-turf-wor>. The browser's address bar also shows a search engine icon and a 'Revolutionary War Timelin' tab. The page's navigation menu includes links for Home, U.K. Home, News, Sport, U.S. Showbiz, Femal, Health, Science, Money, and Right. Below the navigation menu, the article title is 'Broadening the battlefield: Romney to travel to Wisconsin as Obama desperately tries to cling to turf he won in 2008'. The article is by Toby Harnden in Boca Raton, Florida, and was published on October 23, 2012. The article text discusses Mitt Romney's travel plans to Wisconsin, a state Barack Obama won in a 14-point blowout four years ago, and mentions that the Romney campaign has bought television advertising in the Boston market, which reaches screens in New Hampshire, a state Obama won by almost 10 points in 2008. The article also quotes Eric Fehrnstrom, a senior Romney adviser, saying that Paul Ryan was just in Pittsburgh and that Romney will be back in Wisconsin.

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### Broadening the battlefield: Romney to travel to Wisconsin as Obama desperately tries to cling to turf he won in 2008

- Republican campaign sees chance to capitalise on President's struggles
- Set to launch new push in states where Obama had double-digit victory
- Election likely to come down to Florida, Virginia and above all Ohio

By TOBY HARNDEN IN BOCA RATON, FLORIDA

PUBLISHED: 13:03 EST, 23 October 2012 | UPDATED: 14:33 EST, 23 October 2012

Comments (89) | Share | Tweet | Like

Mitt Romney is to travel to Wisconsin, a state Barack Obama won in a 14-point blowout four years ago, as the Republican candidate's surging campaign seeks to expand the 'chessboard' into previously safe Democratic territory.

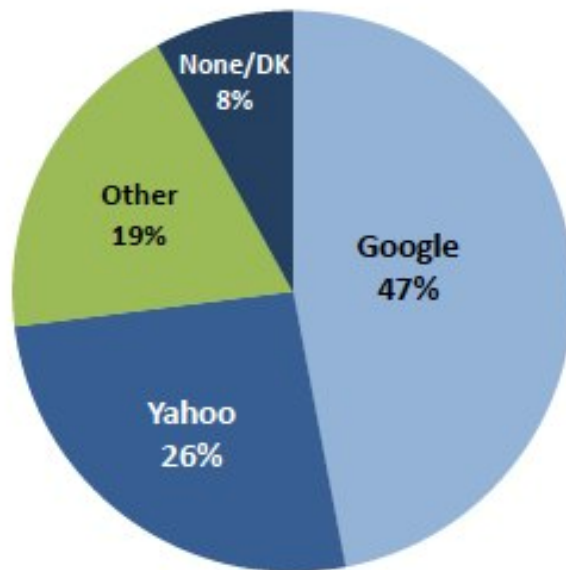
At the same time, the Romney campaign has bought television advertising in the Boston market, which reaches screens in New Hampshire, a state Obama won by almost 10 points in 2008.

Asked whether Romney himself would be visiting Wisconsin in the closing days of the race, Eric Fehrnstrom, a senior Romney adviser, said: 'Yes. Paul Ryan was just in Pittsburgh. We'll be back in Wisconsin, sure. Wisconsin is definitely in play.'

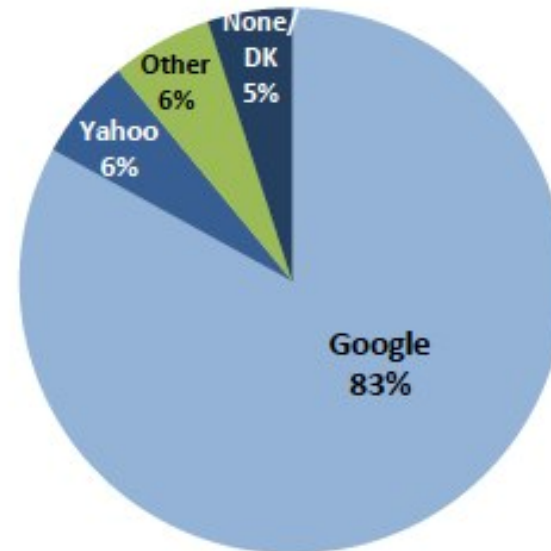
# Search Engine Selection

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?



2004



search-engine-used-most-often-pew-2012

2012

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).<sup>[1]</sup> 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.<sup>[2]</sup> 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.<sup>[3]</sup> 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 users are getting increasingly more personalized results in Google searches.



get highly-personalized  
search results



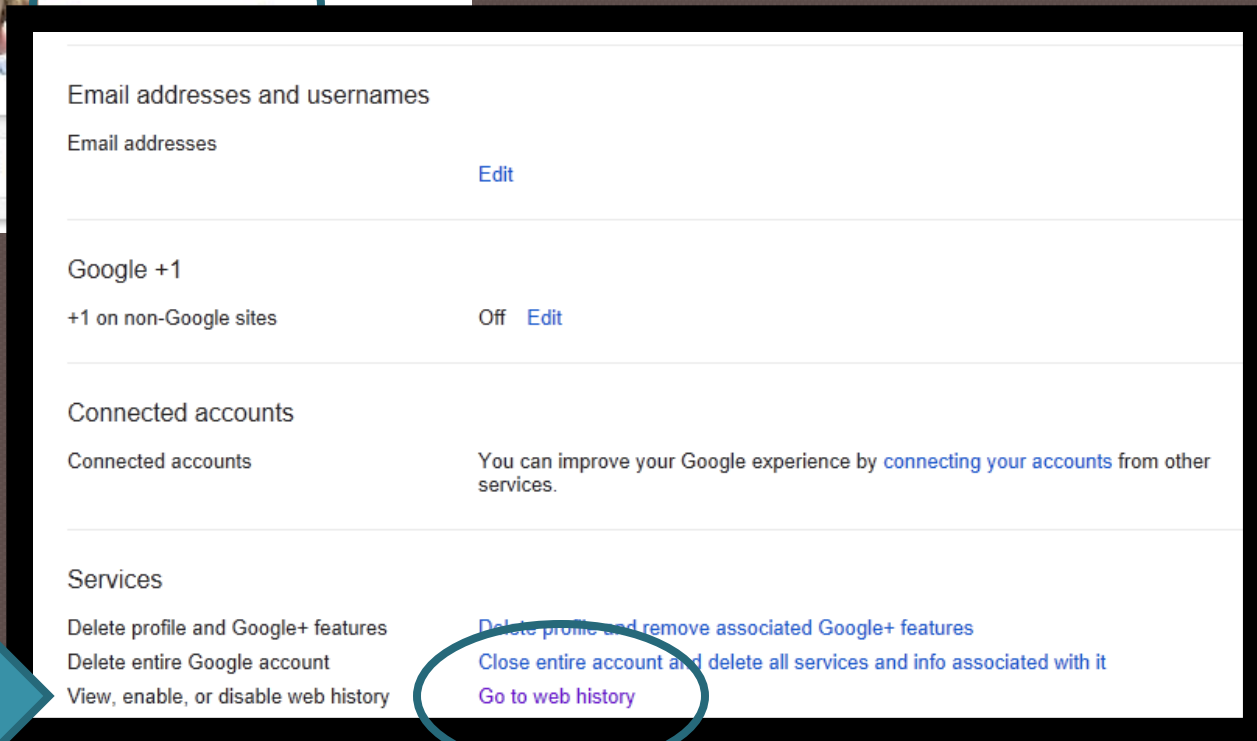
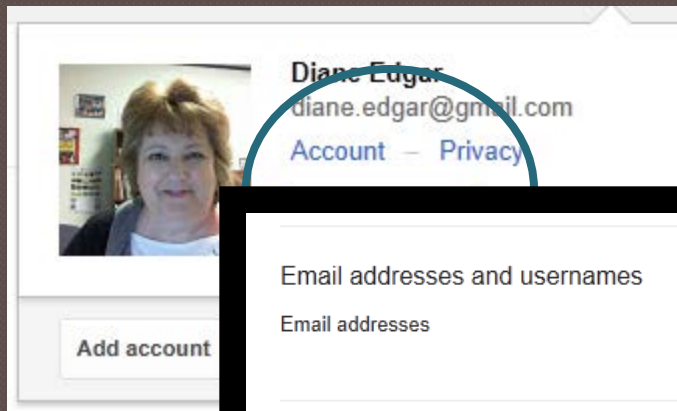
don't get  
highly-personalized  
search results

- 
- **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.





# 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...](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?

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# Bibliography

1. Save the Pacific Northwest Tree Ocotpus ([zapatopi.net](http://zapatopi.net))
2. Anatomy of a URL (<http://www.doepud.co.uk> )
3. [Football Exam http://cmgm.stanford.edu/~lkozar/FootballExam.html](http://cmgm.stanford.edu/~lkozar/FootballExam.html)
4. 21<sup>st</sup> Century Education  
[http://www.youtube.com/watch?feature=player\\_embedded&v=Ax5cNlutAys](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](http://www.lobsterlib.com/index.html)
7. Martin Luther King [www.martinlutherking.org](http://www.martinlutherking.org)
8. <http://techcrunch.com/2012/10/15/are-googles-personalized-results-making-us-politically-partisan/>
9. <http://www.searchenginepeople.com/blog/howto-depersonalize-google.html>
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11. Roadmap to Surviving Google Personalization  
<http://www.graphs.net/201207/google-personalization-search-results.html>
12. *Critical Literacy*, Heather Coffee, [www-tep.ucsd.edu/about/courses/eds361b\\_allen/critical\\_literacy.pdf](http://www-tep.ucsd.edu/about/courses/eds361b_allen/critical_literacy.pdf), © 11/21/10, accessed 10/24/12.
13. *Web Literacy for Educators*, Alan C. November, © Corwin Press, 2008.
14. All graphics were accessed at <http://office.microsoft.com/en-us/images/??Origin=EC790014051033&CTT=6&ver=12&app=powerpnt.exe>