



8. Anatomy of a Results Page

In this lesson students discover that **effective online searching includes being able to “read” the page that a search query yields** (the “search engine results page” or SERP). This lesson shows them what they can expect to find there—advertisements, “organic” results, knowledge panels, and more. Knowing how to critically evaluate the information on this page, and understanding what is useful and what is not, will help students become efficient researchers.

Key Standards—Common Core ELA, 7th: RI.7, RI.7.1, RI.7.2, RI.7.3, RI.7.4, SL.7, SL.7.1, SL.7.1.a, SL.7.1.b, SL.7.1.c, SL.7.1.d, SL.7.4, SL.7.4.a, SL.7.4.d, L.7.6. ISTE: 3a, 3b, 3c. CASEL: 5d, 5e.

Learning Objectives

Students will...

- ✓ Learn that effective searching doesn't end at crafting a good query.
- ✓ Become familiar with the different elements that appear on a search engine results page.
- ✓ Be more critical about the information they find and use.



Introducing The Lesson

Review and/or complete the previous lesson. Try out the search queries students thought were the best. Look at their results together and ask: *Was this query effective? Did you find the information you were searching for? Can you readily locate it on the results page?* This should demonstrate that a search query often yields information **not** useful for research (i.e., ads). This lesson will further illustrate this point.

The Lesson

1. Tell students that when a search engine matches **keywords** to words that occur on various webpages across the Internet, what it delivers to us is called a “search engine results page” (or a SERP). But sometimes the information one actually needs is hard to find amidst everything that appears on this page. Plus, no two SERP's are the same. Results are often personalized to the user (tell students they will soon learn how this happens). In this lesson they'll be learning how to read a search engine results page.

Activity

2. Use the Slides or print and share the following pages (or use the Student Packet). Together with your students, review these common elements of a search engine results page (Note: Since most students will use Google, that is where these examples come from. Tell students that other search engines will have similar elements, and that on all search engines, these elements change, appear on different parts of the page, and sometimes don't appear at all. Plus there might be other elements too. That's why good researchers need to use critical thinking skills to carefully analyze their search results!)

Discuss the following:

- **Image 1: Search Bar.** This appears at the top of the results page. It is where you can also see your search query and modify it or enter a new one.
- **Image 2: Filters.** These links in the top navigational menu, just below the search bar on the results page, allow users to look specifically at results in one kind of media or another, or otherwise narrow their results. Filters include: images, shopping, video, news, maps, books, and more. The default filter is "all."
- **Image 3: Ads.** Results appearing with the words "Ad" or "Sponsored" are commercial advertisements. These appear because someone has paid for them, but they only appear if they are relevant to your search. Search engines make money by running search related ads alongside "organic" results, they get paid every time someone clicks on one of these ads.
- **Image 4: Organic Search Results.** These are the results you were actually searching for, they are not paid for by anyone and cannot be bought, and they are sometimes tricky to find! Google determines how your query matches different pages it finds on the web when deciding which pages to deliver to you and in what order to list them (note how many seconds it takes to find these results). Tell students that often people using the exact same query will receive different results. They will learn why this happens in the next unit!
- **Image 5: People Also Ask (PAA).** These are questions that are related to a search query. They are connected to answers users can click on.
- **Image 6: Top Stories.** These provide more information about a significant event or breaking news.
- **Image 7: Videos.** These videos are related to the search and link to a video hosting platform like YouTube, Vimeo, or a webpage with embedded video.

Activity, continued

- **Image 8: Knowledge Panel.** This provides a quick overview of people, places, or things and often includes significant dates, a brief overview of the topic, and some images.

Homework

Since it can be tricky to spot all of these elements on a search results page (and there are even some elements not covered here), let students try their hand at identifying elements themselves. Ask them to search any topic (this is an opportunity to test a good query!). When they get their search engine results page, have them identify the elements on it. They can do this one of two ways:

- Take a screen shot of the page, print it, and then circle and label the elements they can identify.
- Copy the page in their books (by drawing it), circle and label the elements they can identify.

Finally, remember that many students today do research on mobile devices. If students want to use a mobile device for this activity, great! But challenge them to conduct the same search on a computer and compare their results. They might be surprised!

Goal

Students will be able to identify elements of a web search results page and know what information to use for schoolwork and research.

ANATOMY OF A RESULTS PAGE

The image shows a Google search results page for the query "skeleton". A red rectangular box highlights the search bar at the top, which contains the text "skeleton" and a magnifying glass icon. Below the search bar, the page displays "About 545,000,000 results (0.76 seconds)".

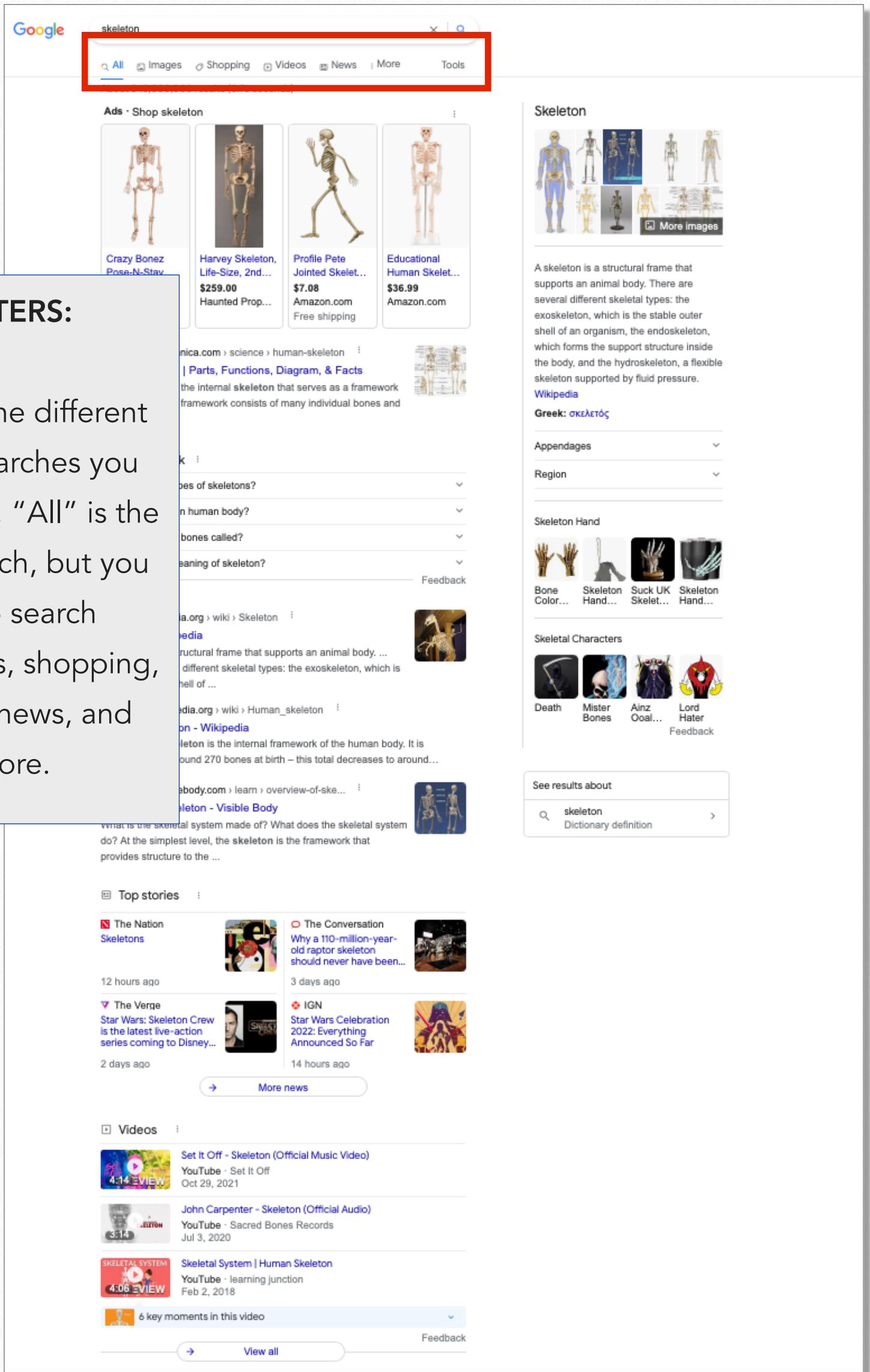
The results are organized into several sections:

- Ads · Shop skeleton:** A row of four product listings from Amazon.com, each featuring a skeleton image and a price. The items are: "Crazy Bonez Pose-N-Stay..." for \$64.99, "Harvey Skeleton, Life-Size, 2nd..." for \$259.00, "Profile Pete Jointed Skelet..." for \$7.08, and "Educational Human Skelet..." for \$36.99.
- Wikipedia:** A snippet from the Wikipedia article on "Skeleton", including a small image of a human skeleton and a "Wikipedia" logo.
- Appendages:** A dropdown menu with "Appendages" selected.
- Region:** A dropdown menu with "Region" selected.
- Skeleton Hand:** A section with four small images of hands, each labeled with a different color or theme: "Bone Color...", "Skeleton Hand...", "Suck UK Skelet...", and "Skeleton Hand...".
- Skeletal Characters:** A section with four small images of characters: "Death", "Mister Bones", "Ainz...", and "Lord Hater".
- See results about:** A section with a search bar containing "skeleton" and a "Dictionary definition" link.
- Overview of Skeleton - Visible Body:** A snippet from the Visible Body website, including a small image of a skeleton.
- Top stories:** A section with four news stories from "The Nation", "The Conversation", "The Verge", and "IGN", each with a small image and a title.
- Videos:** A section with three video thumbnails from YouTube, including "Set It Off - Skeleton (Official Music Video)", "John Carpenter - Skeleton (Official Audio)", and "Skeletal System | Human Skeleton".

1. SEARCH BOX:

Appears at the top of the results page.

This is where you enter or modify your search query (note that search can be conducted by voice too!)



2. FILTERS:

These are the different kinds of searches you can perform. "All" is the default search, but you can also search for images, shopping, videos, news, and more.

Google search results for "skeleton". The top section is labeled "Ads · Shop skeleton" and contains four sponsored product listings:

- Crazy Bonez Pose-N-Stay...** - \$64.99 - Amazon.com
- Harvey Skeleton, Life-Size, 2nd...** - \$259.00 - Haunted Prop...
- Profile Pete Jointed Skelet...** - \$7.08 - Amazon.com (Free shipping)
- Educational Human Skelet...** - \$36.99 - Amazon.com

The right sidebar features a "Skeleton" knowledge panel with an image gallery, a definition: "A skeleton is a structural frame that supports an animal body. There are several different skeletal types: the exoskeleton, which is the stable outer shell of an organism, the endoskeleton, which forms the support structure inside the body, and the hydroskeleton, a flexible skeleton supported by fluid pressure.", and a list of related images including "Skeleton Hand", "Skeletal Characters", and "Death".

The main content area shows organic search results including a Wikipedia entry for "Skeleton" and a news article from The Conversation: "Why a 110-million-year-old raptor skeleton should never have been...". Below the news is a "Videos" section with results like "Set It Off - Skeleton (Official Music Video)" and "John Carpenter - Skeleton (Official Audio)".

3. ADS:

These are paid-for advertisements. They appear only if they are relevant to the search (they match the keywords). Usually identifiable by the words "Ads" or "Sponsored."

4. ORGANIC SEARCH RESULTS:

This is the information actually being searched for, it has not been paid for by anyone (sometimes also called “natural” search results). Note how far down they appear!

The screenshot shows a Google search for "skeleton". At the top, there are navigation tabs for Images, Shopping, Videos, News, and More. The search results are divided into several sections:

- Shopping:** Three items are listed: "Harvey Skeleton, Life-Size, 2nd..." for \$259.00, "Profile Pete Jointed Skelet..." for \$7.08, and "Educational Human Skelet..." for \$36.99.
- Knowledge Panel:** A panel on the right provides a definition: "A skeleton is a structural frame that supports an animal body. There are several different skeletal types: the exoskeleton, which is the stable outer shell of an organism, the endoskeleton, which forms the support structure inside the body, and the hydroskeleton, a flexible skeleton supported by fluid pressure." It also includes a Greek translation: "Greek: σκελετός".
- Search Results:** The first organic result is "Skeleton - Wikipedia" with a snippet: "A skeleton is a structural frame that supports an animal body. ... There are several different skeletal types: the exoskeleton, which is the stable outer shell of ...". The second result is "Human skeleton - Wikipedia" with a snippet: "The human skeleton is the internal framework of the human body. It is composed of around 270 bones at birth – this total decreases to around...". The third result is "Overview of Skeleton - Visible Body" with a snippet: "What is the skeletal system made of? What does the skeletal system do? At the simplest level, the skeleton is the framework that provides structure to the ...".
- Top stories:** A section of news articles, including "The Nation: Skeletons" (12 hours ago), "The Conversation: Why a 110-million-year-old raptor skeleton should never have been..." (3 days ago), "The Verge: Star Wars: Skeleton Crew is the latest live-action series coming to Disney..." (2 days ago), and "IGN: Star Wars Celebration 2022: Everything Announced So Far" (14 hours ago).
- Videos:** A section of video results, including "Set It Off - Skeleton (Official Music Video)" (4:14), "John Carpenter - Skeleton (Official Audio)" (3:14), and "Skeletal System | Human Skeleton" (4:06).

Google search results for "skeleton".

Search filters: All, Images, Shopping, Videos, News, More, Tools. Results: About 545,000,000 results (0.76 seconds).

Ads - Shop skeleton

- Crazy Bonez Pose-N-Stay... \$64.99 Amazon.com
- Harvey Skeleton, Life-Size, 2nd... \$259.00 Haunted Prop...
- Profile Pete Jointed Skelet... \$7.08 Amazon.com Free shipping
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People also ask

- What are the 3 types of skeletons?
- What is skeleton in human body?
- What are the 206 bones called?
- What is the full meaning of skeleton?

Skeleton

A skeleton is a structural frame that supports an animal body. There are several different skeletal types: the exoskeleton, which is the stable outer shell of an organism, the endoskeleton, which forms the support structure inside the body, and the hydroskeleton, a flexible skeleton supported by fluid pressure.

Wikipedia

Greek: σκελετός

Skeletal Characters

- Death
- Mister Bones
- Alinz Coal...
- Lord Hater

See results about

- skeleton
- Dictionary definition

Videos

- Set It Off - Skeleton (Official Music Video) YouTube · Set It Off Oct 29, 2021
- John Carpenter - Skeleton (Official Audio) YouTube · Sacred Bones Records Jul 3, 2020
- Skeletal System | Human Skeleton YouTube · learning junction Feb 2, 2018

5. PEOPLE ALSO ASK (PAA):

These are questions that are related to a search query. They are connected to answers users can click on.

Google × 🔍

[All](#) [Images](#) [Shopping](#) [Videos](#) [News](#) [More](#) [Tools](#)

About 545,000,000 results (0.76 seconds)

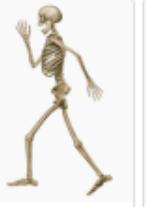
Ads · Shop skeleton



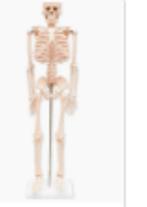
Crazy Bonez
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Amazon.com

<https://www.britannica.com/science/human-skeleton>

human skeleton | Parts, Functions, Diagram, & Facts

human skeleton, the internal skeleton that serves as a framework for the body. This framework consists of many individual bones and cartilages.

People also ask

- types of skeletons?
- in human body?
- 06 bones called?
- meaning of skeleton?

[Feedback](#)

[Wikipedia](#)

structural frame that supports an animal body. ...

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[Wikipedia](#)

Human skeleton - Wikipedia

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[Visible Body](#)

Skeleton - Visible Body

What is the skeletal system made of? What does the skeletal system do? At the simplest level, the skeleton is the framework that provides structure to the ...

Skeleton



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[Wikipedia](#)

Greek: σκελετός

Appendages

Region

Skeleton Hand



Bone Color... **Skeleton Hand...** **Suck UK Skelet...** **Skeleton Hand...**

Skeletal Characters



Death **Mister Bones** **Alinz Coal...** **Lord Hater**

[Feedback](#)

See results about

➔

Dictionary definition

Top stories

The Nation
Skeletons



12 hours ago

The Conversation
Why a 110-million-year-old raptor skeleton should never have been...



3 days ago

The Verge
Star Wars: Skeleton Crew is the latest live-action series coming to Disney...



2 days ago

IGN
Star Wars Celebration 2022: Everything Announced So Far



14 hours ago

[More news](#)

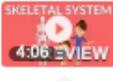
Videos



Set It Off - Skeleton (Official Music Video)
YouTube · Set It Off
Oct 29, 2021



John Carpenter - Skeleton (Official Audio)
YouTube · Sacred Bones Records
Jul 3, 2020



Skeletal System | Human Skeleton
YouTube · learning junction
Feb 2, 2018

6 key moments in this video

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6. TOP STORIES:

These provide more information about a significant event or breaking news.

Google search results for "skeleton".

Navigation: All, Images, Shopping, Videos, News, More, Tools

About 545,000,000 results (0.76 seconds)

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Skeletal Characters

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See results about skeleton Dictionary definition

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blebody.com learn > overview-of-ske...
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More news

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Jul 3, 2020
- Skeletal System | Human Skeleton**
YouTube · learning junction
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6 key moments in this video

View all

7. VIDEOS:

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Google skeleton

All Images Shopping Videos News More Tools

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annica.com › science › human-skeleton

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Feedback

edia.org › wiki › Skeleton

ikipedia

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edia.org › wiki › Human_skeleton

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blebody.com › learn › overview-of-ske...

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Jul 3, 2020

SKELETAL SYSTEM
Skeletal System | Human Skeleton
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Feedback

View all

Skeleton



More Images

A skeleton is a structural frame that supports an animal body. There are several different skeletal types: the exoskeleton, which is the stable outer shell of an organism, the endoskeleton, which forms the support structure inside the body, and the hydroskeleton, a flexible skeleton supported by fluid pressure.

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Bone Color... Skeleton Hand... Suck UK Skelet... Skeleton Hand...

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Dictionary definition

8. KNOWLEDGE PANEL:

This provides a quick overview of people, places, or things and often includes significant dates, a brief overview of the topic, and some images.