



Search Is Improving

Review Questions

Answer Key

Students can use the same or different examples for questions (1)-(3).

1. Give an example of something you can't find using a search engine now, and explain how *a change in search technology* might make it possible to find that information in the future.

Answers might refer to being able to search new types of data, or to improvements in methods for searching existing types of data. (Answers do not need to give technical specifics.)

2. Give an example of something you can't find using a search engine now, and explain how *a change in a law* might make it possible to find that information in the future.

Answers might refer to governments changing laws/regulations about specific types of information (e.g., medical records) or information about specific types of people (e.g., children), or changing how data originating in other countries is treated. (Answers referring to changes in how/whether laws are enforced may also be counted.)

3. Give an example of something you can't find using a search engine now, and explain how *a change in an online service's policies* might make it possible to find that information in the future.

Answers might refer to services changing default settings, changing which settings are covered by which parts of their policy, changing what you can and can't specify, merging with a different company that has different policies, etc.

4. Provide two examples of offline data that can be digitized and put online.

Possible examples might include photos, academic records, public/legal records, birth certificates, (old) census documents....



5. If you use your privacy settings to say your LinkBook+ profile shouldn't be indexed by search engines, could someone who isn't in your friends/followers/contacts list still see it? Why or why not?

Target answer: Yes.

Explanations might include:

That setting might be disabled later.

It might have been indexed before you set it to 'do not index'.

If the site has a security hole, search engines might bypass the site's privacy protections and index the content anyway.

LinkBook+ could ignore your preferences.

Someone might repost information from your profile on a searchable account/site.

6. Name two (other) ways you can minimize the availability of your online data (who can see it and/or how easily they can find it).

Possible answers might include:

Only give apps/sites/services the minimum amount of information they say is "required".

If an app/site/service is "requiring" more information about you than they need to provide that service, find another way of getting that service or don't use it at all. (Students may also suggest giving false information.)

Update your privacy settings on websites to restrict who can see your information.

Keep track of whether a company changes its privacy policy and opt out/adjust your settings if they change the defaults.

