

Objective 8

Selecting the Best Internet Search Engine

GETTING STARTED — WITH — TECHNOLOGY



WHAT YOU NEED TO KNOW

Most search engines have some similar aesthetics but often provide information differently.

One type of search engine uses algorithms and artificial intelligence to track online data and predict sites based on that information.

Other search engines use anonymity in searches to treat each search as independent and not based on previous browsing or shopping history. They will not store your personal information.

Different web browsers might have a slightly different viewing experience but should still provide access to all the same results and resources.

HOW THIS HELPS YOU

The same reason one person appreciates the search engine using algorithms to provide the search results might cause another person to have concerns. Tracking online data can be a privacy concern for some and can also provide results based on previous websites that were visited.

The other side of this is a search engine that does not store personal information of its users. This results in a search that is anonymous. This is important to understand because each time you search, it is essentially unaware of previous searches or sites that have been visited.

THINGS TO KEEP IN MIND

Web browser differences can cause slight variations in the look or feel of the internet, but most of the key features are the same.

There are several web browsers that can help someone access the internet. Depending on the device being used, some browsers might not be compatible.

For example, Safari is a browser that is the default on most Apple products (iPhone, iPad,

MacBook) but is not available for most traditional PCs and laptops.

Google Chrome, Mozilla Firefox, Safari and Microsoft Edge are the major web browsers that provide access to the internet and are available on most devices.