

Ok, Google...

🔦 B2 Level

🔦 Duration: 1 h

🔦 Group lesson

🔦 Age: adults/teens

🔦 Lesson goals

Students can use a variety of strategies to achieve comprehension, including listening for main points and checking comprehension by using contextual clues.

1

Warm-up

Exercise 1: What do you see in the pictures? What do they represent?



Complete each description with the name of the right company.

_____ owned by Microsoft and is known for its visually appealing interface. It offers a rewards program where users can earn points for searching, which can be redeemed for gift cards and other prizes.

_____ dominates the search engine market with over 90% of the global market share. Its algorithm uses various factors to rank websites, such as relevance, quality, and popularity. It also offers additional features like maps, translation, and image-based searching, making it an all-in-one platform for users.

_____ has been around since the early days of the internet. It was once a dominant player but has lost ground to another search engine in recent years. Its algorithm places more emphasis on news and entertainment-related content.

_____ prioritizes user privacy. It does not track or store any personal information about its users, making it a popular choice for those who value their privacy. However, its search results may not be as comprehensive as some of the other search engines due to its privacy-focused approach.

Listening



Exercise 2. Watch the video and pick the right summary.

1

In the video, the focus is on the impact of search engines, especially Google, on society. It explores how search engines have changed the way we access information and learn. The video also discusses the role of search engines in promoting digital literacy. However, it concludes with a hopeful note, suggesting that through community-based initiatives promoting digital education and accessibility, we can combat digital inequality.

2

The video discusses the history of search engines and how they have changed over time. It highlights the importance of Larry Page and Sergey Brin's creation of Google and how it revolutionized the search engine industry. The video explains how Google's algorithm ranks pages based on importance, making it the most popular search engine in the world. It concludes by discussing why people continue to use Google as their preferred search engine.

3

In the video, the focus is on the future of search engines. It explores how artificial intelligence and machine learning are transforming the way we search for information. The video also discusses the rise of voice search and how it's changing the way we interact with search engines. However, it concludes with a hopeful note, suggesting that despite these changes, search engines will continue to be an essential tool for finding information on the internet.

Answer the questions:

1. What was the internet like in the 90s?
2. What are search engines and how do they work?

Exercise 3. In which context are these phrases used in the video?

Discuss in pairs.

brand new shiny thing

about 100,000 websites

BackRub

about 100,000 websites

to look for specific keywords

Larry Page and Sergey Brin

























entered into dictionaries

Googol



Speaking

Exercise 4. Here are some funny and weird Google requests. Guess their endings and share with the group.

 What happens to... 	 Why is your face... 
 Do cockerels crow when... 	 Why don't ducks feet... 
 Why does cucumber... 	 How do I get my husband... 
 Can helicopters... 	 Who let... 
 What is the average... 	 What % of people... 
 How many toes does... 	 How can I make... 

Now, match the beginnings of these requests with their real endings. What was your most unusual question on Google? Why and when did it happen?

stick to ice?	a rhinoceros have?	have seen a ghost?	old false leg?
a time machine?	they feel like it?	weight of a panda?	a brain transplant?
the dogs out?	taste like shampoo?	fly upside down?	on your head?

Exercise 5. Discuss the following questions with your partner:

1. What do you usually use search engines for in your daily life?
2. Do you think search engines will continue to be the primary way people access information in the future?
3. In your opinion, what are the advantages and disadvantages of relying on search engines for information?
4. How have search engines impacted the way we search for, memorize, and remember information?



Exercise 6. Express your opinion about this quote.

“

We want Google to be the third half of your brain.

- Sergey Brin,
co-founder of Google

”



Correct answers

Exercise 1.

Made in the “Create a text” tool.

Correct answers: Bing, Google, Yahoo, DuckDuckGo

Exercise 2.

Created in the “3 Summaries” tool.

Correct summary: 2

Correct answers:

1. In the 90s, the internet was still new and there were only about 100,000 websites, compared to around 162 million now.
2. Search engines are programs that look for specific keywords in documents or files and come back with the results of where those keywords were found.

Exercise 3.

Created in the “Extract collocations” tool.

1. It's hard to imagine now, but in the 90s, the internet was still **a brand-new shiny thing**.
2. In the 90s, there were only **about 100,000 websites** on the whole World Wide Web. That's compared to around 162 million now.
3. At their most basic, search engines are programs that can **look for specific keywords** in documents or files and then come back with the results of where those keywords were found.
4. **Larry Page and Sergey Brin** were the guys who created Google. They met at this uni in the US and decided they could make a better search engine. They found a way to tell the program how to measure the importance of a page, not just by how many times a keyword was mentioned in it, but by how many other relevant pages linked to it.
5. **BackRub** was the original name of the search engine developed by Larry Page and Sergey Brin, which later became known as Google.
6. **Googol** is a mathematical term for the number one followed by 100 zeros. Google's name is inspired by the word Googol.
7. And in 2006, the word “google” was officially **entered into dictionaries as a verb**.

Exercise 4.

Created in the “Matching Halves” tool.

1. What happens to old false legs?
2. Do cockerels crow when they feel like it?
3. Why does cucumber taste like shampoo?
4. Can helicopters fly upside down?
5. What is the average weight of a panda?
6. How many toes does a rhinoceros have?
7. Why is your face on your head?
8. Why don't ducks feet stick to ice?
9. How do I get my husband a brain transplant?
10. Who let the dogs out?
11. What percentage of people have seen a ghost?
12. How can I make a time machine?

Exercise 5.

Created in the “Discussion questions” tool.

Exercise 6.

Created in the “Famous Quotes” tool.