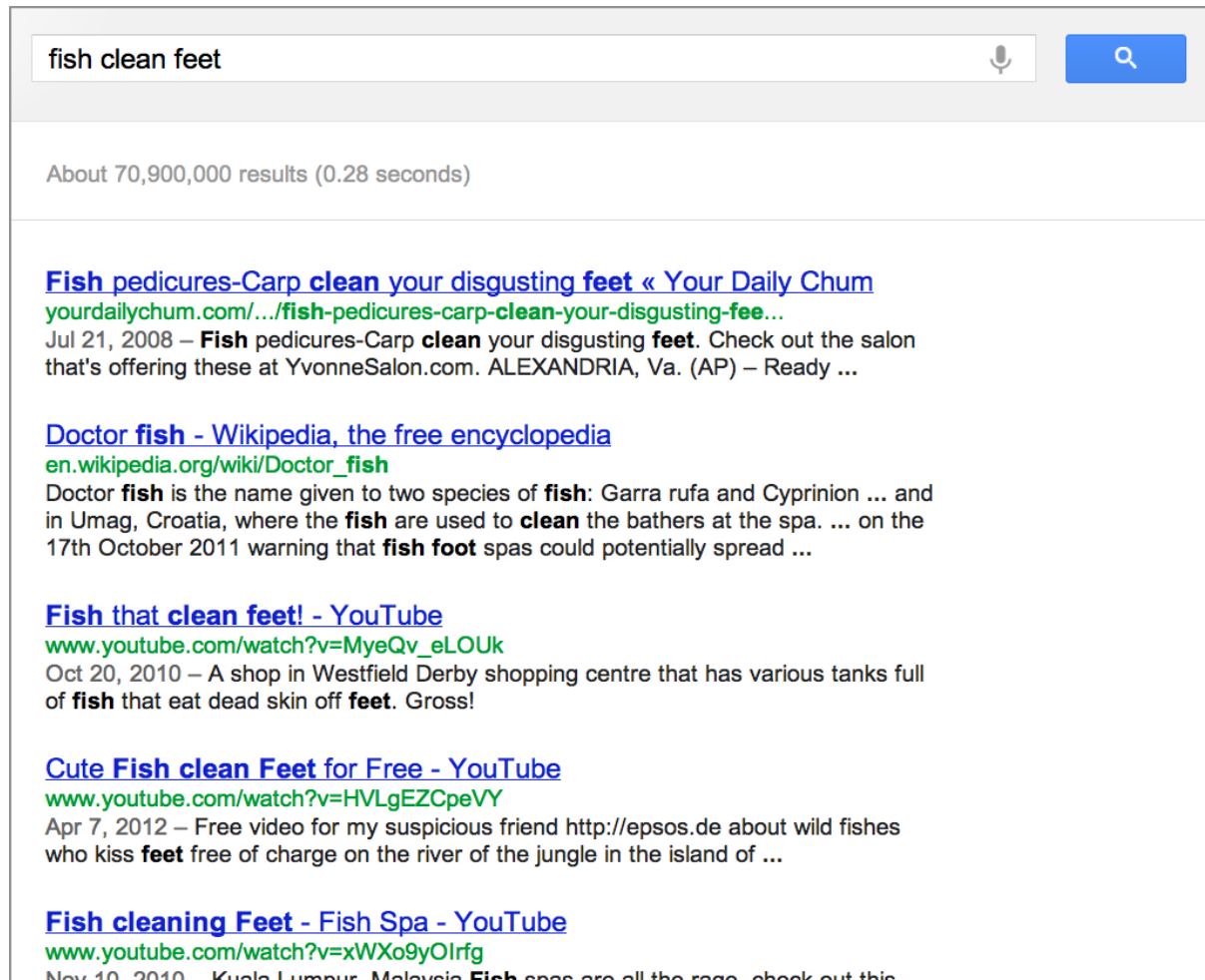


Module 2: Interpreting Results Activities

Question 1: You are a cosmetologist and business owner, and have been asked by a few clients if you are going to offer those fish that clean people's feet. To learn more, you search for [fish clean feet].



Do these results look helpful for making business decisions? Yes or No

Answer: No - These results appear to be casual information--the kind that is shared friend-to-friend. For business decisions, you probably should consider more professional or formal sources of information about this trend.

Question 2: You modify your search to give you more precise information. What are some more business-oriented terms suggested by these results?

Answer: Possible search terms based on the results above could be [fish pedicure], [doctor fish], or [fish spa].

Question 3: While you are researching more about fish pedicures and doctor fish (which go by the scientific name of *Garra rufa*), you discover that the Centers for Disease Control says "Garra rufa are native to the Middle East, where they have been used as a medical treatment for individuals with skin diseases, like psoriasis. You want to know what psoriasis is. What would your search look like?"

Answer: Any of the following would work: [define psoriasis], [define:psoriasis], [define: psoriasis].

Question 4: Your friend was telling you about this new term for a kind of urban protest graffiti called "Yarnbombing". Despite the name, the friend said it is a completely light-hearted, non-violent art form, but you do not understand what it is.

What is the most efficient way to find recent News articles about yarnbombing?

- 1) [yarnbombing news article]
- 2) [yarnbombing] then click News in the left menu
- 3) [i would like to find news articles about yarnbombing]
- 4) [what are some recent publications about yarnbombing]

Answer: 2 - Using a collection of a specific type of media, like News, can help you get to the best pages faster.