

Search Engines and Reliable Information

Not everything online is true.

Think before you trust.

- ✓ Check the source
- ✓ Look for evidence
- ✓ Compare information
- ✓ Consider the date
- ✓ Use your best judgment



*Be curious.
Be critical.
Be informed.*



Search anything...



RELIABLE ARTICLE



Explains the topic clearly
with facts and evidence.

Source: National Science Institute



FAKE NEWS

SHOCKING! You won't
believe what happened!

No evidence • Clickbait headline
Unknown source.



OUTDATED PAGE

This information may
be old or no longer
accurate.

Last updated: 2012



AD

ADVERTISEMENT

Amazing product!
Buy now and save big!

SHOP NOW



SOCIAL MEDIA POST



Just my opinion, but
I think this is true.

128

36



Which Result Would You Trust?

Search results are not all equally reliable.



- Which result would you click first?
- Why?



Are energy drinks healthy for students?



1



EnergyDrinkSuperPower.com

Energy drinks make students smarter!

Unlock 100% brain power! Our drinks boost focus, memory, and grades instantly. Thousands agree! Drink more. Study less. Be the best!

**#1
BOOST
YOUR BRAIN!**

2



Health Organization Article

Caffeine and teenagers: health advice

Evidence-based guidance on caffeine intake, risks, and safer choices for teens.

Reviewed by health professionals. Updated: May 2024

**EVIDENCE
BASED**

3



My Daily Energy Drink Story

I drank 5 energy drinks every day

Here's what happened to me in high school. Just sharing my personal experience and opinions.

Personal blog • Opinion

4



Sponsored • Ad

Buy Energy Drink Now!

Big energy. Great taste. Special student discount! Limited time offer. Order today!



SHOP NOW



What Is a Search Engine?

A tool that helps users find information on the internet.



Google

The most popular search engine.



Bing

Microsoft's search engine.



Yahoo

A classic search engine.



Search engines do not know everything.

They organize and rank results.



DuckDuckGo

Focuses on privacy and less tracking.



YouTube Search

Find videos, channels, and more.



TikTok Search

Discover short videos, trends, and sounds.



How Search Engines Work

Search engines help us find the right information in **three main steps**.

1 Crawling

Search engines find web pages.



2 Indexing

They store information about pages.



3 Ranking

They choose which results appear first.



A search engine is like a **huge library helper**. It finds pages, **organizes** them, and **suggests** the **most relevant** ones.



Better Keywords = Better Results

More specific keywords help you find more accurate, relevant, and helpful information.



Weak Search



computer problem

- Too broad
- Too many unrelated results
- Hard to find what you need



Better Search



laptop screen flickering Windows 11 fix

- Specific and clear
- More accurate results
- Faster solutions



Weak Search



Thailand history

- Too general
- Lots of mixed information
- Missing important details



Better Search



causes of Sukhothai kingdom growth

- Focused and relevant
- Deeper, more useful results
- Better understanding



The **better** your keywords, the **better** your results.





Search Tips



EXAMPLES



1 Use specific keywords



2 Remove unnecessary words



3 Try different keywords



4 Use quotation marks for exact phrases



5 Add the topic, place, or year



6 Compare more than one result



"digital footprint"



cyberbullying effects teenagers



safe password tips 2026



Thailand internet users 2025



Smarter searching
helps you find better information.



- ✓ Think
- ✓ Check
- ✓ Choose
- ✓ Share

แหล่งไหน
น่าเชื่อถือที่สุดนะ?

มาดูตารางนี้
กันเลย!

Not All Results Are Equal

Evaluate what you find. Choose what you trust.

GOOD

1 Reliable Educational Websites



- Accurate information
- Written by experts
- Cited sources
- .edu / .gov / .org

2 Videos



- Visual explanations
- Often from experts
- Check the source and date

QUESTIONABLE

3 News Websites



- Timely information
- May show bias
- Compare multiple sources
- Check the date

4 Blogs



- Personal opinions
- Varies in quality
- Check the author and sources

5 AI-Generated Answers



- Quick and convenient
- May sound confident but be wrong
- Always double-check

WEAK

7 Advertisements



- Made to sell
- May be misleading
- Not always fact-based

8 Outdated Pages



- Information may be old or wrong
- Check the date
- Look for updates



The first result is **not** always the **best** result.



Sponsored Results and Ads

Not everything at the top of a search page is there because it's the best answer.

THINK
CHECK
CHOOSE
WISELY



REMEMBER:

Sponsored
results are
paid
advertisements.

Sponsored
(Ads)



best wireless headphones



All

Shopping

Images

Videos

News

Books

More



Ad SoundMax Pulse Pro Wireless Headphones

Premium sound. All day comfort. Noise canceling.
Shop now and get free shipping!
www.soundmax.com/pulse-pro
★★★★★ 4.6 (1,256 reviews)



Ad BeatWave Freedom 2 Headphones

Powerful bass. Long battery life. Built for you.
Order today and save 20%!
www.beatwave.com/freedom2
★★★★★ 4.6 (982 reviews)



Best Wireless Headphones of 2024 – The Ultimate Guide

www.techguide.com/best-wireless-headphones-2024

We tested and compared the top wireless headphones for sound quality, comfort, battery life, and value.



10 Best Wireless Headphones You Can Buy Right Now

www.trustedreviews.com/best-wireless-headphones

Expert reviews and real-world testing to help you find the best pair for your needs.



Best Wireless Headphones Ratings – Consumer Reports

www.consumerreports.org/electronics/headphones

See our ratings, comparisons, and buying advice from tested products and member reviews.

Organic
(Regular
Results)



Ask These Questions

1

Is this an ad?



Look for labels like **Sponsored** or **Ad**.

2

Who paid for it?



A company or business paid to appear here.

3

Is it trying to inform me or sell something?



Ads are usually trying to sell a product or service.



Ads can look like regular results, but they're there because **someone paid to be seen**.

How to Check if Information Is Reliable

The 5 Checks



1 Author

Who wrote it?

2 Date

Is it recent?



3 Evidence

Does it show facts or sources?

4 Purpose

Is it to inform, sell, persuade, or entertain?



5 Compare

Do other reliable sources agree?



Good readers check before they trust.





Red Flags of Unreliable Information



Spot the signs. **Think critically.** Stay informed.

1



No author

There's no name or contact for the person who wrote it.

2



No date

It doesn't say when it was published or updated.

3



Shocking title

It uses extreme or sensational words to get your attention.

4



Too many ads

Lots of ads can mean profits come before facts.

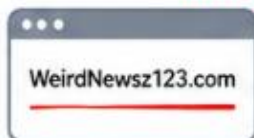
5



No evidence

It makes claims but doesn't show facts, sources, or proof.

6



Strange website name

Odd or exaggerated names can be a sign of unreliability.

7



Emotional language

It tries to make you angry, scared, or excited instead of being fair.

8



Only one source says it

If no other reliable sources report it, be skeptical.



If it looks shocking, **check before sharing.**





Fake News vs Reliable News

Learn the difference before you trust or share.



UNRELIABLE / FAKE NEWS

AmazingTruthNow.net



- ❗ **NO AUTHOR**
Who wrote this?
- ❗ **NO EVIDENCE**
No studies or sources.
- ❗ **SENSATIONAL HEADLINE**
Designed to shock you.
- ❗ **STRANGE WEBSITE**
.net site you've never heard of.
- ❗ **TOO MANY ADS**
Pop-ups and clickbait everywhere.
- ❗ **SHARE NOW!**
Pressured to share quickly.

😱 😡 100 SHARE THIS NOW!!! ➡

- ❌ Makes big claims with no proof
- ❌ Tries to get your strong emotions
- ❌ Hides who wrote it and where info comes from
- ❌ Puts ads and clicks before the truth
- ❌ **Goal:** Get your attention and shares

RELIABLE NEWS

www.HealthScienceNews.org

Study: Moderate Caffeine Intake May Improve Focus in Teenagers

By Dr. Maya Charoen | May 20, 2024



- ✅ **CLEAR AUTHOR**
Dr. Maya Charoen, PhD
- ✅ **DATE AND CONTEXT**
Published on May 20, 2024
- ✅ **EVIDENCE AND SOURCES**
Links to the full study and data
- ✅ **BALANCED TONE**
Explains both benefits and limits
- ✅ **TRUSTED ORGANIZATION**
.org site from a known institution
- ✅ **LINKS TO SOURCES**
You can read and check for yourself

Read the full study:
www.healthsciencenews.org/studies/2024/caffeine-focus

- ✅ Shares facts with evidence and sources
- ✅ Uses clear, balanced, and respectful language
- ✅ Shows who wrote it and when
- ✅ Focuses on informing, not manipulating
- ✅ **Goal:** Help you understand the truth

Check details
before you believe
or share!



Think First. Check Facts. Trust Wisely. Share Responsibly.





Reliable or Not?

Check clues. Think carefully. Choose A, B, or C!

A A = Reliable

B B = Maybe reliable, check more

C C = Not reliable



This one has clear info and real evidence. Looks reliable!

A

How Much Screen Time is Healthy for Teens?



 Healthy Kids Journal | May 15, 2024

By Dr. Maya Thompson
Pediatrician and Digital Wellness Researcher



Research shows that **1-2 hours** of recreational screen time per day is linked to **better sleep, mood, and school performance** for most teens.

“

Balance is key. Screens can be helpful for learning and connecting, but too much time can lead to poor sleep and less physical activity.”

Sources:

- American Academy of Pediatrics – Screen Time Guidelines (May 2023)
- World Health Organization – Physical Activity and Sedentary Behavior (2023)



What would you choose? Why?

Great job!
Look for clear info, real evidence, and recent dates.





Reliable or Not?

Look at the source. Is it trustworthy?

Don't just believe
what sounds amazing.
Check the source!

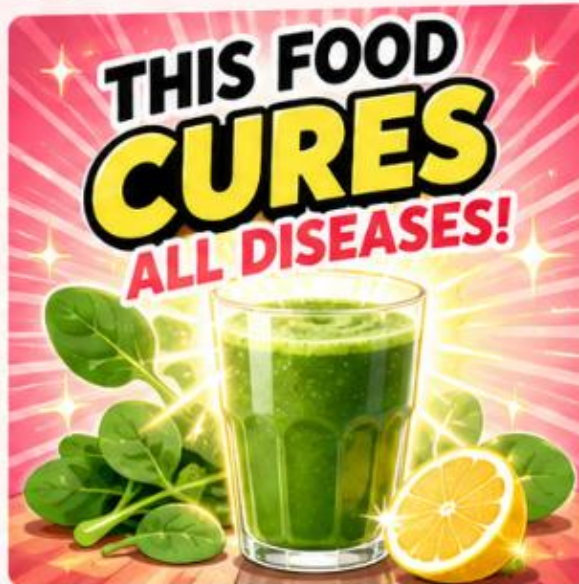
Ask these questions:

- ✓ Who created this?
- ✓ What is the purpose?
- ✓ Is there evidence?
- ✓ When was it posted?
- ✓ Do experts agree?



@HealthyLifeNow
2d ago

Follow



128K

9,856

32.1K

Drink this once a day and say goodbye to
diabetes, cancer, heart disease, and more!
100% natural. No side effects! 🔥💚

#MiracleFood #HealthHack #CureAll #Secret

! NO DOCTOR. NO STUDIES. JUST THE TRUTH!



Emotional language, big claims, but no evidence
or expert information. Be careful!



A = Reliable

Trustworthy source
with good evidence



**B = Maybe reliable,
check more**

Some useful info,
but needs more proof
or details



C = Not reliable

Untrustworthy source,
weak or no evidence



What would you choose? Why?

A

B

C



Reliable or Not?

Check the source. Is it reliable?

A

= Reliable

B

= Maybe reliable, check more

C

= Not reliable

StudySmart Blog

Tips and ideas for students

Blog

10 Study Habits That Guarantee Good Grades



June 15, 2012

By StudySmartAdmin



Want better grades? Try these 10 simple habits that many students use to succeed. They really work!

1. Study for hours every night.
2. Highlight everything.
3. Reread your notes again and again.
... (and 7 more tips)

[Read more »](#)

About this source

- Personal blog
- Author: StudySmartAdmin (not a verified expert)
- No references or data provided
- Last updated: 2012



It looks helpful, but... I'm not sure.

Check the date. Is it up-to-date?



What would you choose? Why?

A

B

C



Reliable or Not?

Choose A, B, or C

A

A = Reliable

B

B = Maybe reliable, check more

C

C = Not reliable

Think like
smart researchers!
Check the source
before you trust it.



Ministry of Public Health — Healthy Sleep Tips for Teenagers



Author: Bureau of Health Promotion,
Ministry of Public Health



Updated: May 20, 2024



What it says: Evidence-based tips on sleep duration,
screen time, caffeine, and bedtime routines for teens.



References: Based on WHO guidelines and
peer-reviewed research studies.



Official government
website ending in .go.th



Secure connection



Website: www.moph.go.th/sleep-teen | <https://>

It's from the
Ministry of Public Health.
It has an author,
date, and references!
Seems trustworthy!



What would you choose? Why?

?



Search Challenge

Find reliable information online.



Topic: How can students protect their personal data online?

Think before you click!



★ EXAMPLE ÷

Keywords example

Q protect personal data students X

personal data

online safety

students

privacy tips

✓ Reliable result example

Stay Smart Online | CISA

<https://www.cisa.gov/stay-safe-online>

Official cybersecurity tips to keep your personal information safe.



1 1. Search keywords I used



- _____
- _____
- _____
- _____

2 2. One reliable website I found



- _____
- _____
- _____
- _____

3 3. Why I trust this source



- _____
- _____
- _____
- _____

4 4. One useful fact I learned



- _____
- _____
- _____
- _____

Before you trust,
CHECK!



Is the author or organization clear?



Is the information up to date?



Is the website secure?
(https://)



Is the information fair and unbiased?



Remember:
Protect your personal data.
Think, check, and choose reliable information!





Source Evaluation Template

Use this checklist to judge a website or article.

Ask questions.
Check the facts.
Think critically!



1		Website / Article Name What is the title of the page or article?	_____
2		URL or Website Name What is the web address (URL) or site name?	_____
3		Author / Organization Who wrote it or created the content? Is the author or organization named?	_____
4		Date Published or Updated When was it published or last updated?	_____
5		Main Purpose What is the main purpose of this content?	☐ Inform ☐ Sell ☐ Persuade ☐ Entertain
6		Evidence or Sources Does it use facts, data, examples or cite reliable sources?	☐ Yes, several ☐ Some ☐ Few ☐ None
7		Signs of Reliability Is the information accurate, unbiased, well-written, and easy to verify?	☐ Yes, most signs ☐ Some signs ☐ Few signs ☐ No signs
8		Possible Warning Signs Look for: ads/pop-ups, extreme language, missing author, no sources, outdated info.	☐ None ☐ One or two ☐ Several ☐ Many
9		Would I Trust This Source? Based on your evaluation, how much do you trust this source?	HIGH TRUST CHECK MORE LOW TRUST 5 4 3 2 1
10		Why? Explain your rating in a few sentences.	_____ _____ _____



Tip: Cross-check with other reliable sources before you believe or share the information.

Mini Example

Example Source:

Health Tips 24/7

www.healthtips247.com

- Website / Article Name:** 10 Superfoods That Boost Your Energy
- URL or Website Name:** www.healthtips247.com
- Author / Organization:** HealthTips247 Team
- Date Published or Updated:** May 1, 2024
- Main Purpose:** ☐ Inform ☐ Sell
☒ Persuade ☐ Entertain
- Evidence or Sources:** ☐ Yes, several
☒ Some ☐ Few ☐ None
- Signs of Reliability:** ☐ Yes, most signs
☒ Some signs ☐ Few signs ☐ No signs
- Possible Warning Signs:** ☐ None ☐ One or two
☒ Several ☐ Many
- Would I Trust This Source?**

5

4

3

2

1

LOW TRUST
- Why?**
The site has some helpful tips, but there are many ads, little information about the author, and sources are not clearly listed.



Good researchers ask questions and check the facts!

Unit 1 Review

Safe, Responsible, Private, Critical

1

Safe

protect yourself from threats.



Use strong passwords



Don't click suspicious links



Keep software up to date

3

Private

protect personal data.



Keep personal info personal



Use privacy settings



Ask before you share photos

2

Responsible

make good online choices.



Think before you post



Be kind and respectful



Follow rules and laws

4

Critical

check information before trusting it.



Check the source



Look for facts and evidence



Think. Compare. Then decide.



Smart choices today, safer tomorrow!

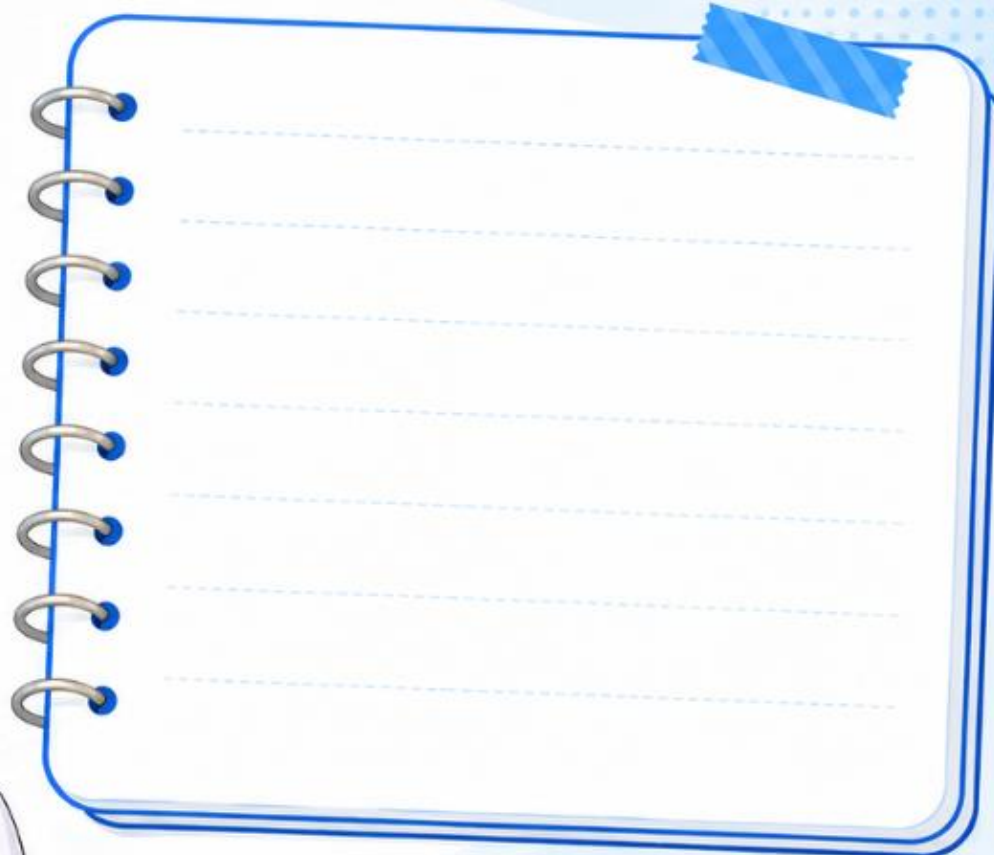


Be a smart digital citizen!

You've got the skills. Keep using them every day!

Exit Ticket

Before I trust online information,
I should check _____ because _____.



Helpful words to remember:



source



date



evidence



author



purpose