



Introduction:

This mission, should you choose to accept it will require you to learn and apply a variety of Internet search skills using the popular search engine: Google.

Your class has been hired to create a promotional campaign to promote the search engine Google. In order to be successful, your campaign has to be effective in teaching your audience a number of Googling skills.

Besides becoming an effective independent learner you will be able to efficiently navigate the information superhighway.

Task:

Your class' promotional campaign will likely have many different facets. You'll be sharing your tools with a specific audience that will be identified by your class in consultation with your teacher. The formats selected will vary depending on the selected audience.

Examples might include:

"Googling Shortcuts" poster to put in the school library;

"How to Google" brochure to distributed to junior grade classes at your school; your pen pals/e-pals; distributed at the local community centre;

"Homework Help Website" to teach parents

"Google Yourself" PowerPoint presentation to teach teachers.

"Googling Puppet Show" to introduce Google to primary students.

Process:

1. Introduction

- Based on your results Hone your skills by revisiting skill areas as needed.
- In negotiation with your teacher, develop teams, and decide on the format and audience for the promotional campaigns.
- Submit your campaign proposal. Here is a blank proposal template.
- Create your promotional tool.
- Share your tool with your intended audience. You and/or your teacher may decide that a formal presentation be developed for this purpose.
- Complete the reflection as specified in the conclusion below.

Resources:

Student page - http://www.ldcsb.on.ca/schools/cfe/RPT/RPT_Googling/student.html

Parent page - http://www.ldcsb.on.ca/schools/cfe/RPT/RPT_Googling/parent.html