From Knowing to Showing:

Using Marking Tasks to Demonstrate Information Literacy in Practice

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SEARCH STUDIES

HAW HAMBURG

Introduction

Dadaczynski et al. (2021)

Icons: Freepik

Problem

Image: https://www.iea.nl/news-events/news/european-commission-fund-participation-icils-2023

Image: https://thresholdachievement.com/

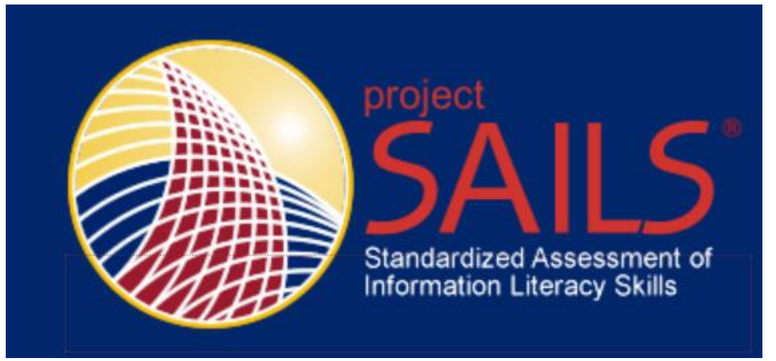


Image: https://www.projectsails.org/site/

How do you evaluate the quality of a page returned by a search engine? Check all that apply.

- I do not understand what is meant by quality in this question
- If the page includes pictures and charts, it is a quality site
- If the page is free from spelling and typographical errors and the author uses good grammar, I consider it a quality site
- If the information presented in the site is comprehensive and covers the topic in considerable depth, I consider it a quality site

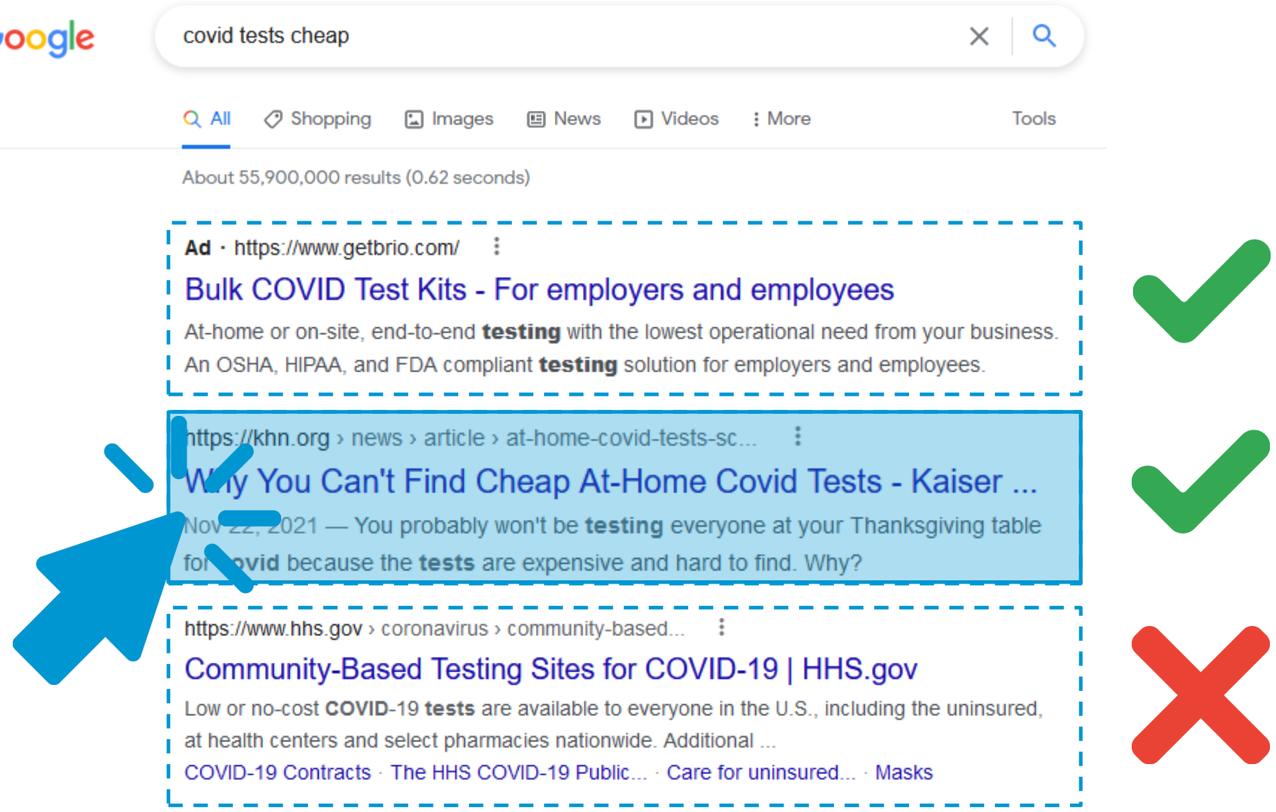
Taylor & Dalal (2017), 110.

Select the tools or techniques you would use to make sure that all the results contained both words typed into the search box. (select all that apply)

- ☐ Not sure
- ☐ Truncation
- ☐ Limit by publish date
- ☐ Limit by location

Bailey (2017), 385.

Approach: Marking Tasks



Please mark organic results!

Icons: Freepik, Pixels perfect

Application 1: Ads

- Are users able to identify **paid advertising** on a search engine results page?

→ Most users have serious difficulties

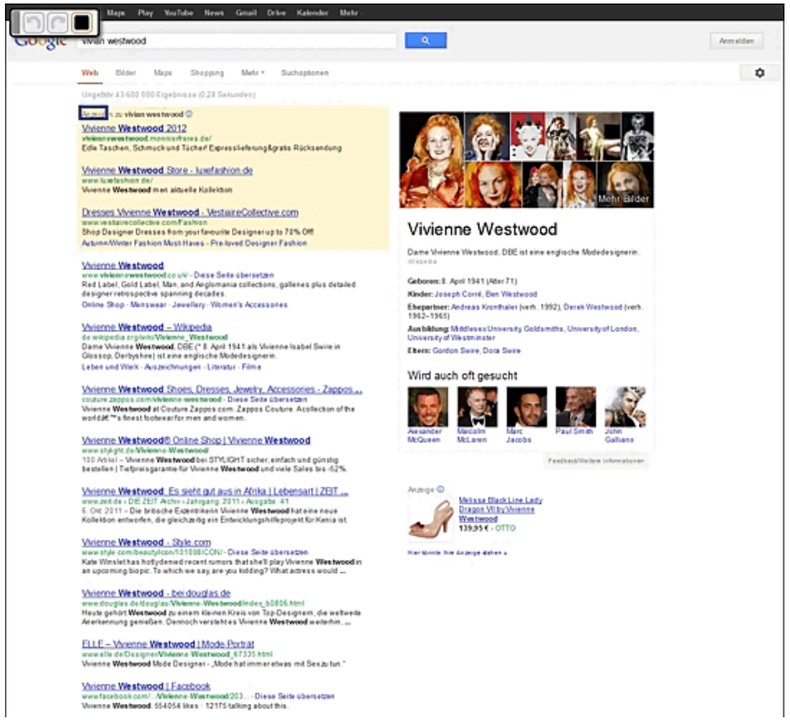
- Do self-reported measures on searching skills correlate with task-based measures regarding **ads**?

→ No

Lewandowski et al. (2018)

Labelling areas on the screenshots using **frames**

Example:



Application 2: SEO

- Are users able to associate **organic results** with **SEO** on a search engine results page?

→ Only one out of ten organic results were associated with SEO

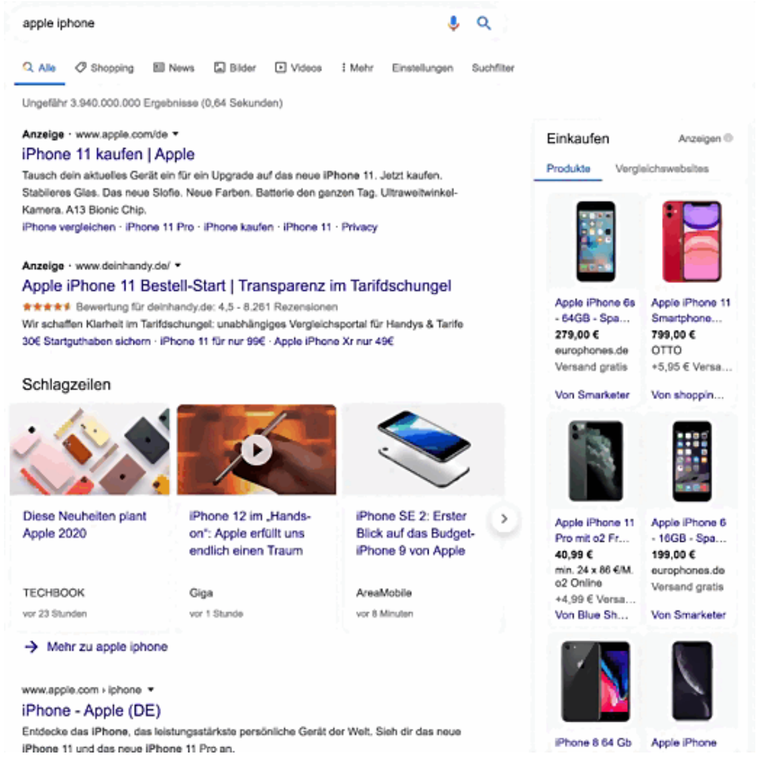
- Do self-reported measures on searching skills correlate with task-based measures regarding **SEO**?

→ No

Schultheiß & Lewandowski (2021a, 2021b)

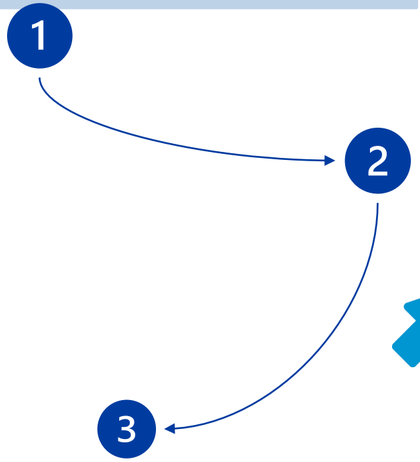
Labelling areas on the screenshots using **clickable screenshots**

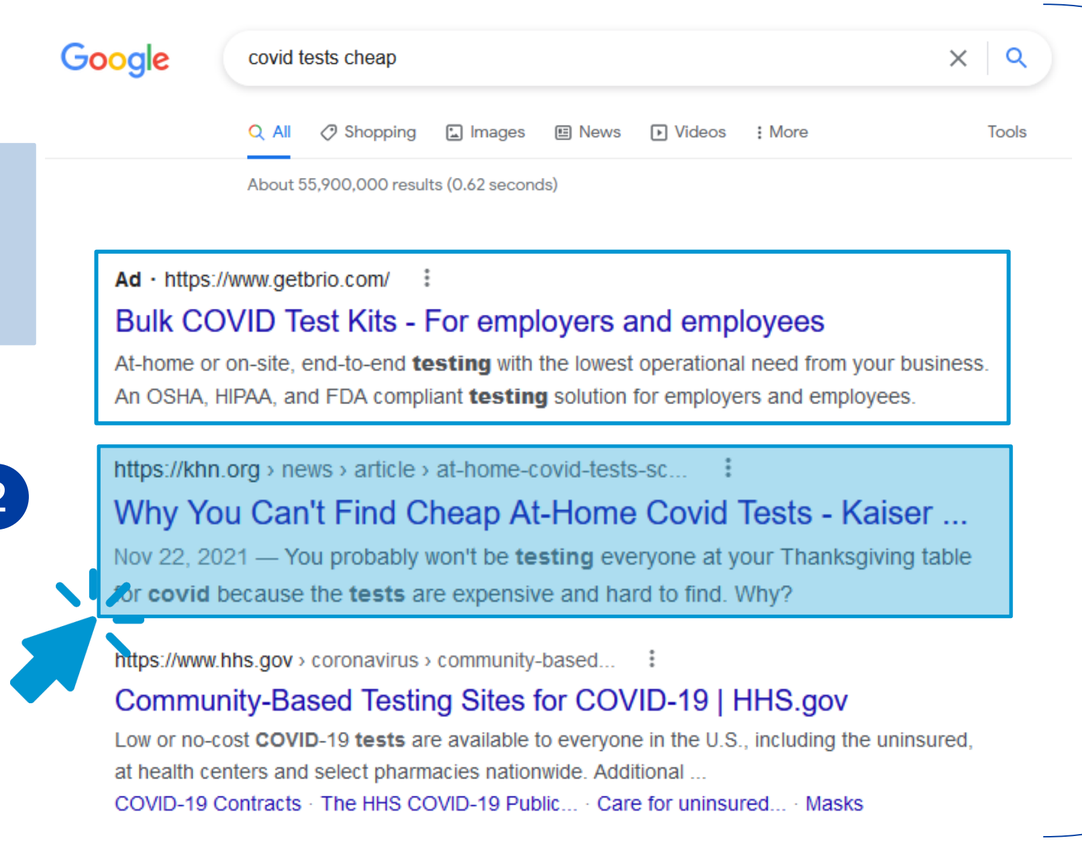
Example:



Good Practices

Clear instructions





Balance tasks

Icons: Freepik, Pixels perfect

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What do you think?

- Comments
- Conceptual questions
- Suggestions