

**Reading and Evaluating Search Results (Evaluating/ Determining Relevancy)**  
 (Adapted from J. Coiro, *Teaching the New Literacies of Reading Comprehension.*)

The screenshot shows a Google search interface. The search bar contains the text "how are adolescents influenced by advertising". Below the search bar, it indicates "About 2,680,000 results (0.28 seconds)". On the left side, there are navigation links for "Everything", "Images", "Maps", "Videos", "News", "Shopping", and "More". Under "Everything", there are several search results:

- [PDF] 06.02.05: The Impact of Advertising on Teenagers**  
[www.tip.sas.upenn.edu/curriculum/units/2006/02/06.02.05.pdf](http://www.tip.sas.upenn.edu/curriculum/units/2006/02/06.02.05.pdf)  
 File Format: PDF/Adobe Acrobat - Quick View  
 2 Jun 2005 – toward **teenagers**. **Teenagers** are probably more **influenced by advertising** than any other age group, and they are really not aware of it.
- Children, Adolescents, and Advertising**  
[pediatrics.aappublications.org/content/118/6/2563.full](http://pediatrics.aappublications.org/content/118/6/2563.full)  
 1 Dec 2006 – **Advertising** is a pervasive **influence** on children and **adolescents**. Young people view more than 40 000 **ads** per year on television alone and ...
- Advertising To Teens: Why and How Marketers Target Kids ...**  
[susan-carney.suite101.com](http://susan-carney.suite101.com) › ... › Youth Development  
 23 Feb 2007 – I believe that this article provides valuable information for research on the "**influence** od **advertising** on **teens** today". This is the topic that I am ...
- Celebrity Influence on Teens Through Advertising - Yahoo! Voices ...**  
[voices.yahoo.com/celebrity-influence-teens-through-advertising-151...](http://voices.yahoo.com/celebrity-influence-teens-through-advertising-151...)  
 25 Jun 2008 – This essay engages the **influence** of celebrities through **advertising**, in an attempt to determine the amount of manipulation that celebrities might ...
- The Influence of Media Marketing on Adolescent Girls**  
[www.kon.org/urc/v8/sanders.html](http://www.kon.org/urc/v8/sanders.html)  
 by EL Sanders - 2009 - Related articles  
 The ability of media marketing to affect **adolescents** today has evolved through .... "**Advertising's influence** on media content is exerted in two major ways: via the ...
- Teens easily influenced by cigarette ads, study says | HULIQ**  
[www.huliq.com/.../teens-easily-influenced-cigarette-ads-study-says](http://www.huliq.com/.../teens-easily-influenced-cigarette-ads-study-says)  
 18 Jan 2011 – **Teens** are especially susceptible to cigarette **advertising**, a new study in Pediatrics indicates.
- Is Spending Influenced by Advertising? | Sound Money Matters**  
[www.soundmoneymatters.com/advertising-influence/](http://www.soundmoneymatters.com/advertising-influence/)  
 I would argue that **teens** are less **influenced** by direct **advertising**. **Teens** today have seen so many **ads** that they've learned to tune them out. Instead they look to ...

Other elements visible include "Melbourne, VIC" with a "Change location" link, "The web" section with "Pages from Australia" and "More search tools".

Question/Answer	How do you know?	Why is it important to know?
Which site is sponsored by a university?		
Which link will take you to a document which is formatted to print?		
Which site includes specific information about television advertising?		
Which two sites present opposing views about the influence of advertising on teenagers?		
How can you tell in the Google results what search terms were used?		
What is the biggest disadvantage to visiting only these 7 websites for information about the influence of advertising on teenagers?		

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The screenshot shows a Google search interface with the query "how are adolescents influenced by advertising". The search results are listed on the right, and navigation options are on the left. The results are numbered 1 through 7.

**Search** About 2,680,000 results (0.28 seconds)

**Everything**

**Images** 1 [\[PDF\] 06.02.05: The Impact of Advertising on Teenagers](#)  
[www.tip.sas.upenn.edu/curriculum/units/2006/02/06.02.05.pdf](http://www.tip.sas.upenn.edu/curriculum/units/2006/02/06.02.05.pdf)  
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**Maps**

**Videos**

**News** 2 [Children, Adolescents, and Advertising](#)  
[pediatrics.aappublications.org/content/118/6/2563.full](http://pediatrics.aappublications.org/content/118/6/2563.full)  
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**Shopping**

**More**

**Melbourne, VIC** 3 [Advertising To Teens: Why and How Marketers Target Kids ...](#)  
[susan-carney.suite101.com](http://susan-carney.suite101.com) › ... › Youth Development  
 23 Feb 2007 – I believe that this article provides valuable information for research on the **"influence od advertising on teens today"**. This is the topic that I am ...

**The web**

**Pages from Australia** 4 [Celebrity Influence on Teens Through Advertising - Yahoo! Voices ...](#)  
[voices.yahoo.com/celebrity-influence-teens-through-advertising-151...](http://voices.yahoo.com/celebrity-influence-teens-through-advertising-151...)  
 25 Jun 2008 – This essay engages the **influence** of celebrities through **advertising**, in an attempt to determine the amount of manipulation that celebrities might ...

**More search tools**

5 [The Influence of Media Marketing on Adolescent Girls](#)  
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6 [Teens easily influenced by cigarette ads, study says | HULIQ](#)  
[www.huliq.com/.../teens-easily-influenced-cigarette-ads-study-says](http://www.huliq.com/.../teens-easily-influenced-cigarette-ads-study-says)  
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