

Finding Information Online

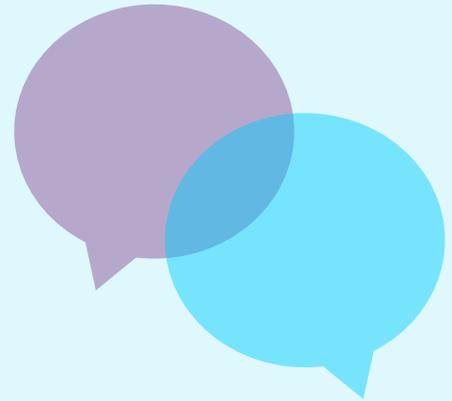


CTRL+F

Starter Discussion

How would you find the answers to the following questions?

- **Who has scored the most points in basketball?**
- **Which song has been streamed the most?**
- **What's the coldest temperature ever recorded on earth?**







 **How Search Engines Work**

Google Searches

Your Google search engine results page (**SERP**) will look different depending on **what** you search for, **when** you search for it, and what's happening in the world



Here's an example of results of a search for "pizza"

What are the different parts of the search results?

The image shows a Google search interface for the query "pizza". The search bar at the top contains the word "pizza" and includes icons for search, voice search, and image search. Below the search bar, navigation tabs for "All", "Images", "Maps", "Shopping", "Videos", "Short videos", and "More" are visible, along with a "Tools" link.

The search results are filtered for "Toronto" and include two sponsored listings:

- Sponsored: Pizza Hut**
URL: <https://www.pizzahut.ca>
Title: **Pizza Hut Special Offers - Pizza Hut® Canada**
Text: Order Carry Out Or Delivery Today Get This Offer While It Lasts. Join Hut Rewards. New Melts only \$8.99! Order Carry Out Or Delivery Today. Take Out. Order On...
Location: 📍 Brampton · 2 locations nearby
- Sponsored: dominos.ca**
URL: <https://www.dominos.ca>
Title: **Domino's® Pizza - \$8.99 Mix & Match**
Text: Add 32pc Cinnna Bites to Your Mix & Match Deal Today For \$8.99 Each! Join...
\$12.99 Large 4-Top Pizza - Order Online - \$24.99 1.2.3 Combo Offer - Zero Contact Delivery
Location: 📍 Toronto · 20 locations nearby

Below the sponsored results is a "Places" section with a map of Toronto showing several pizza locations marked with red pins, including Holiday Inn Express Toronto Downtown, PizzaForno, Pizza Nova, and Pizza Pizza.

On the right side of the search results is a knowledge panel for "Pizza". It features a collage of images of various pizzas. The panel includes the title "Pizza", the category "Dish", and a descriptive paragraph: "Pizza is a dish of Italian origin consisting of a usually round, flat base of leavened wheat-based dough topped with tomatoes, cheese, and often various other ingredients, which is then baked at a high temperature, traditionally in a wood-fired oven." It also includes a link to "Wikipedia", the origin "Origin: Italy", and a "Nutrition Facts" section for "Pizza, 14\" regular crust", with sources including "USDA".

Ads

Ads have the word "sponsored" next to them

They show up at the top of the results because companies pay money to put them there

The image shows a Google search interface for the term "pizza". At the top, the Google logo and search bar are visible. Below the search bar, navigation tabs for "All Mode", "All", "Images", "Maps", "Shopping", "Videos", "Short videos", and "More" are present. The search results are for "Toronto". Two sponsored ads are highlighted with a red rounded rectangle. The first ad is for Pizza Hut, featuring the text "Sponsored", the Pizza Hut logo, the URL "https://www.pizzahut.ca", and the headline "Pizza Hut Special Offers - Pizza Hut® Canada". Below the headline, it says "Order Carry Out Or Delivery Today Get This Offer While it Lasts. Join Hut Rewards. New Melts only \$8.99! Order Carry Out Or Delivery Today. Take Out. Order On..." and "2 Brampton - 2 locations nearby". The second ad is for Domino's, featuring the text "Sponsored", the Domino's logo, the URL "https://www.dominos.ca", and the headline "Domino's® Pizza - \$8.99 Mix & Match". Below the headline, it says "Add 32pc Cinna Bites to Your Mix & Match Deal Today For \$8.99 Each! Join..." and "\$12.99 Large 4-Top Pizza - Order Online - \$24.99 1,2,3 Combo Offer - Zero Contact Delivery" and "20 Toronto - 20 locations nearby". To the right of the ads is a grid of pizza images and a "More Images" link. Below the ads is a "Places" section with a map showing various pizza locations in Toronto, including Holiday Inn Express, PizzaForno, Pizza Nova, and Pizza Pizza. On the far right, there is a "Pizza" information card with a "Dish" label, a description of pizza as an Italian dish, the origin "Italy", and nutrition facts.

Google search results for "pizza" in Toronto. The page shows sponsored ads for Pizza Hut and Domino's, a map of local pizza places, and a Knowledge Panel for Pizza. The Knowledge Panel includes images of various pizzas, the title "Pizza", the category "Dish", a description of the dish, its origin (Italy), and nutrition facts.

Knowledge Panel

Gives you quick information about a topic

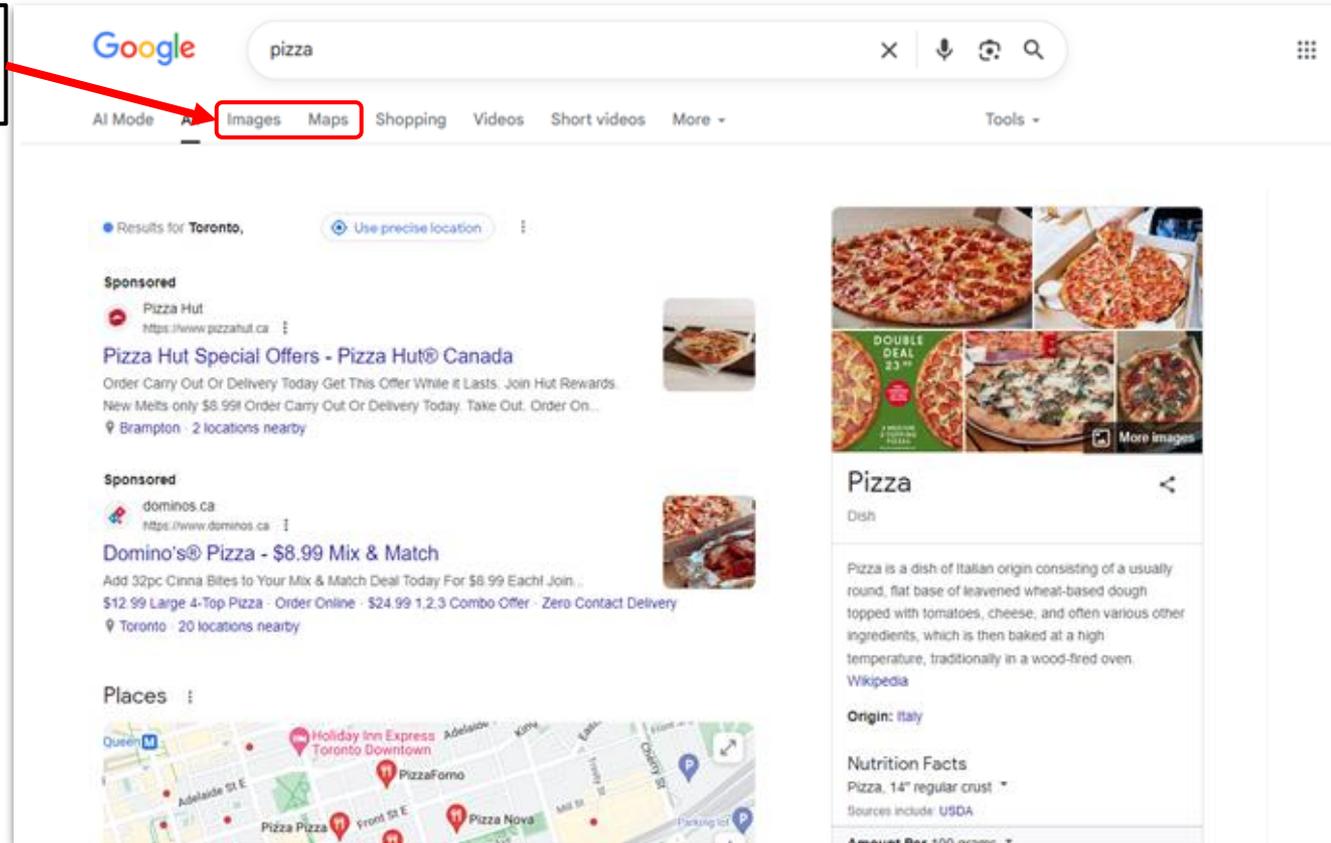
Often from Wikipedia



Images and Maps

Buttons at the top can show you different types of results as well as terms you can use to refine your search

These can be in a different order, depending on your search



The screenshot shows a Google search for "pizza". At the top, the search bar contains "pizza" and a red box highlights the "Images" filter button. Other filter buttons include "AI Mode", "Maps", "Shopping", "Videos", "Short videos", and "More". Below the filters, the search results are categorized into "Sponsored" and "Places".

Sponsored Results:

- Pizza Hut:** Pizza Hut Special Offers - Pizza Hut® Canada. Order Carry Out Or Delivery Today Get This Offer While it Lasts. Join Hut Rewards. New Melts only \$8.99! Order Carry Out Or Delivery Today. Take Out. Order On... 9 Brampton · 2 locations nearby.
- Dominos.ca:** Domino's® Pizza - \$8.99 Mix & Match. Add 32pc Cinna Bites to Your Mix & Match Deal Today For \$8.99 Each! Join... \$12.99 Large 4-Top Pizza - Order Online - \$24.99 1,2,3 Combo Offer - Zero Contact Delivery 9 Toronto · 20 locations nearby.

Places: A map showing nearby pizza locations in Toronto, including Holiday Inn Express Toronto Downtown, PizzaForno, Pizza Nova, and Pizza Pizza.

Image Gallery: A grid of images showing various pizzas, including a "DOUBLE DEAL 23.99" pizza.

Search Summary: Pizza. Dish. Pizza is a dish of Italian origin consisting of a usually round, flat base of leavened wheat-based dough topped with tomatoes, cheese, and often various other ingredients, which is then baked at a high temperature, traditionally in a wood-fired oven. [Wikipedia](#). **Origin:** Italy. **Nutrition Facts:** Pizza, 14" regular crust. Sources include USDA.

Not all SERPs look the same

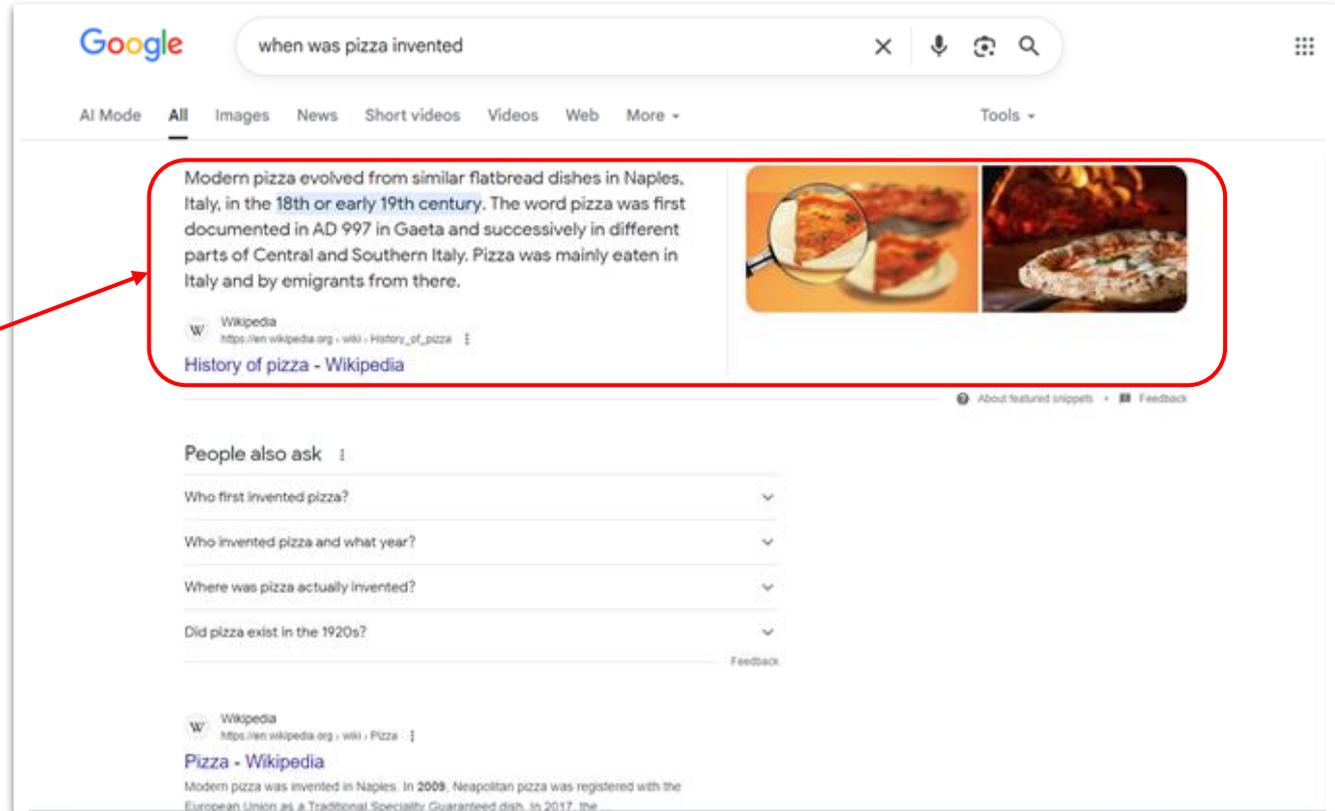
Your search results can have different parts, depending on what you searched for

Let's search for "when was pizza invented" to see what shows up



Snippet

Short amount of text that gives a summary of a subject or a quick answer to a question



The image shows a Google search interface for the query "when was pizza invented". The search bar is at the top, and the results are displayed below. A featured snippet is highlighted with a red rounded rectangle and a red arrow pointing from the text on the left. The snippet text reads: "Modern pizza evolved from similar flatbread dishes in Naples, Italy, in the 18th or early 19th century. The word pizza was first documented in AD 997 in Gaeta and successively in different parts of Central and Southern Italy. Pizza was mainly eaten in Italy and by emigrants from there." To the right of the text are two images: one showing a slice of pizza being lifted with a magnifying glass, and another showing a whole pizza. Below the snippet is a link to the Wikipedia page "History of pizza - Wikipedia". Underneath is a "People also ask" section with four questions: "Who first invented pizza?", "Who invented pizza and what year?", "Where was pizza actually invented?", and "Did pizza exist in the 1920s?". At the bottom, there is another link to the Wikipedia page "Pizza - Wikipedia" with a short preview of its content.

AI Overview

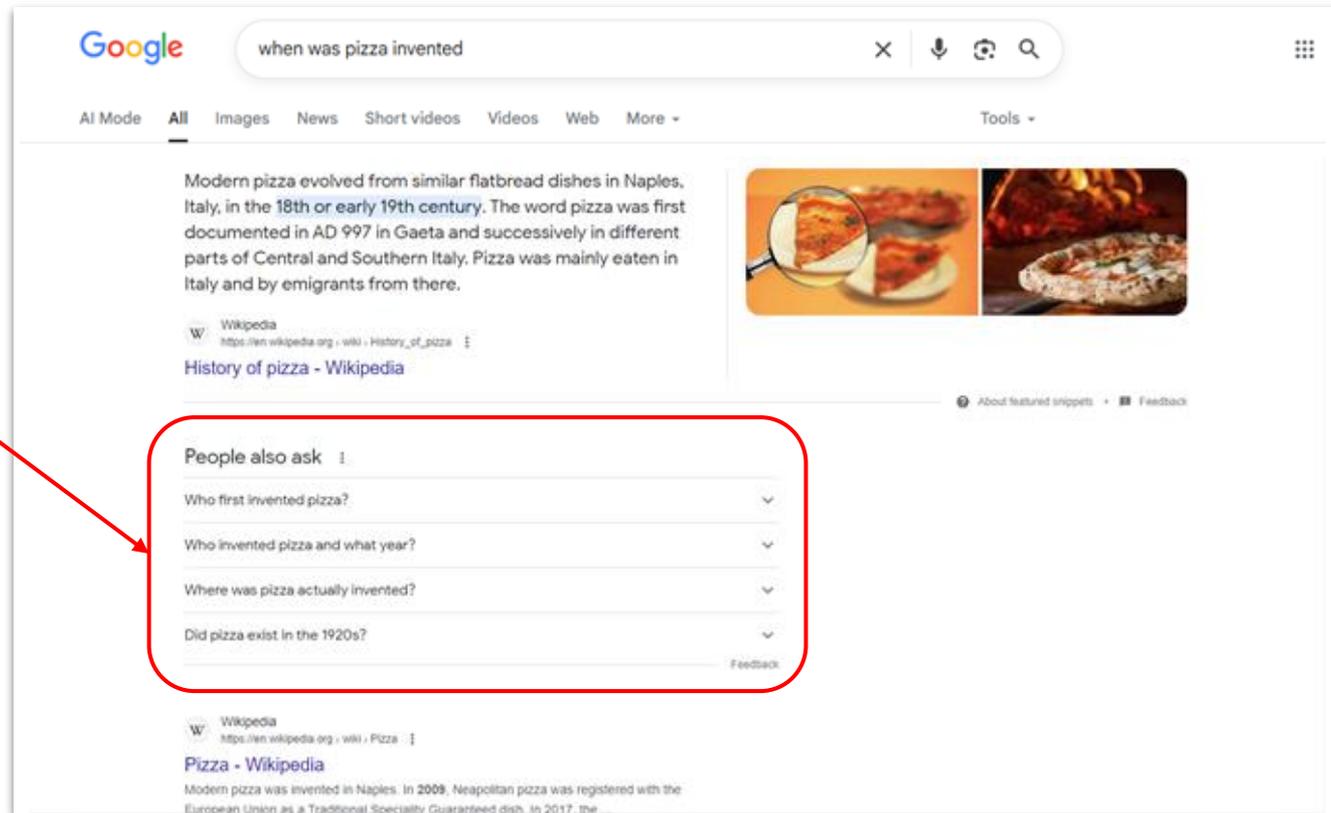
A summary of a topic or answer to a question provided by Google's AI chatbot

Be careful! These answers are not always accurate!

The screenshot shows a Google search for "when was pizza invented". The AI Overview section, highlighted with a red rounded rectangle, provides a summary: "The pizza we know and love, particularly the Margherita variety, is widely believed to have been created in Naples, Italy, in 1889. A popular legend holds that Raffaele Esposito, a Neapolitan pizzaiolo, created the pizza Margherita to honor Queen Margherita of Savoy during her visit to Naples. This pizza featured tomatoes, mozzarella, and basil, representing the Italian flag's colors." It also includes a small image of a pizza. Below this, it states: "However, the idea of flatbread dishes with toppings had been around for a long time. The first documented pizzeria, Antica Pizzeria Port'Alba, opened in Naples in 1738. The 'pizza Margherita' was a popular pizza already in Naples, dating back to the late 1700s. While the legend of 1889 is well-known, pizza's origins are more complex, with various flatbread traditions existing in the Mediterranean region." Below the AI Overview is a warning: "AI responses may include mistakes." with thumbs up and down icons. To the right, search results include "History of pizza - Wikipedia", "Pizza - Wikipedia", and "The History of Pizza: Who Invented It, Where & When? | HelloFresh". At the bottom, another snippet from HelloFresh states: "Drawing inspiration from the traditional topped flatbreads of yore, pizza was first documented by name in 997 CE, in a text from southern Italy in which the son of a feudal lord pledges 12 pizzas to the local bishop as an annual homage. The pizza we know today emerged in 18th-century Naples." This snippet is also highlighted with a red rounded rectangle. To the right of this snippet are two images of pizzas.

People also ask

Examples of questions other people have asked that are similar to yours



Google

when was pizza invented

AI Mode All Images News Short videos Videos Web More -

Tools -

Modern pizza evolved from similar flatbread dishes in Naples, Italy, in the 18th or early 19th century. The word pizza was first documented in AD 997 in Gaeta and successively in different parts of Central and Southern Italy. Pizza was mainly eaten in Italy and by emigrants from there.

Wikipedia
https://en.wikipedia.org/wiki/History_of_pizza

History of pizza - Wikipedia

About featured snippets Feedback

People also ask

- Who first invented pizza?
- Who invented pizza and what year?
- Where was pizza actually invented?
- Did pizza exist in the 1920s?

Feedback

Wikipedia
<https://en.wikipedia.org/wiki/Pizza>

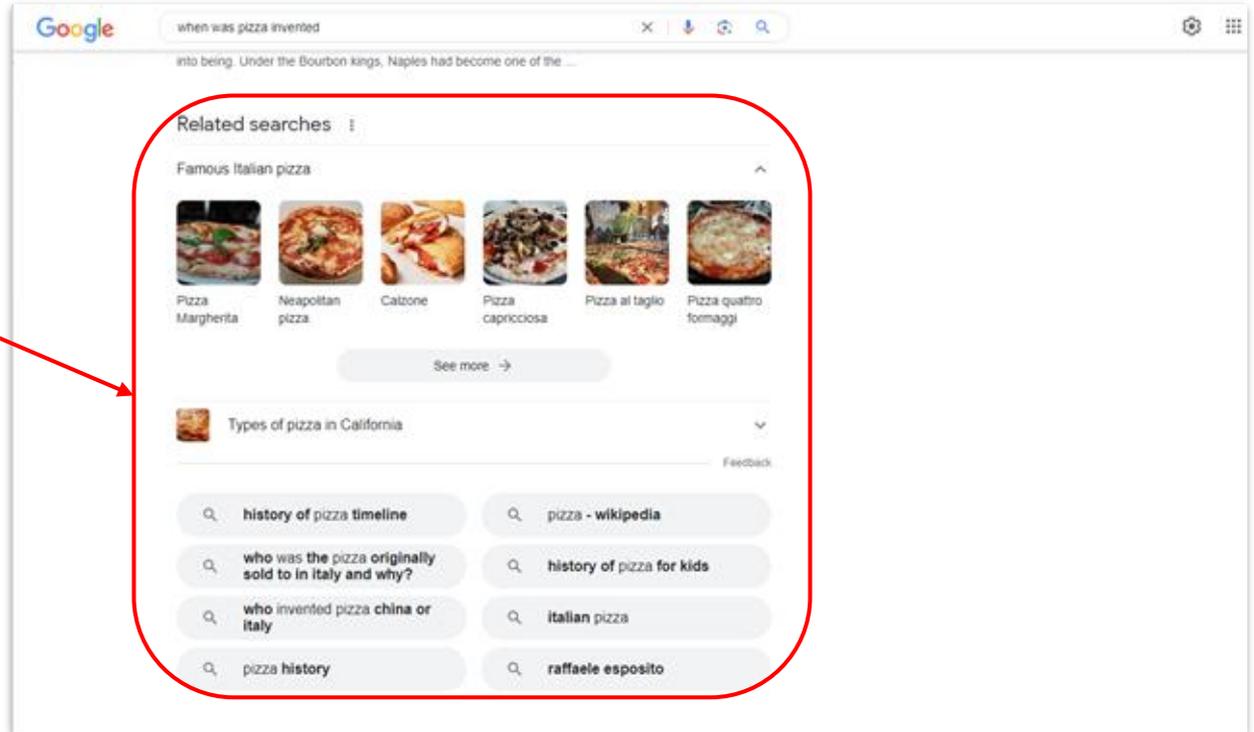
Pizza - Wikipedia

Modern pizza was invented in Naples. In 2009, Neapolitan pizza was registered with the European Union as a Traditional Speciality Guaranteed dish. In 2017, the

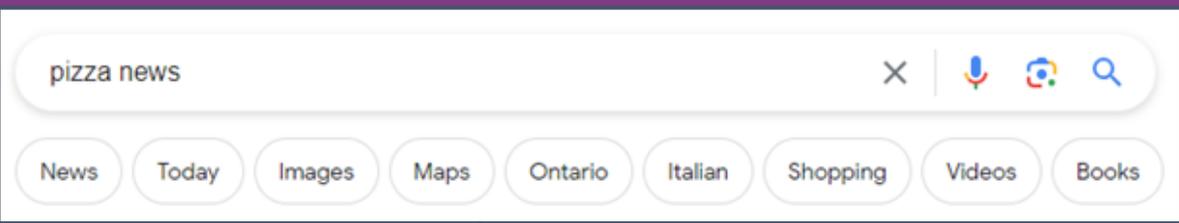
Related Searches

Examples of searches other people have made that are similar to yours

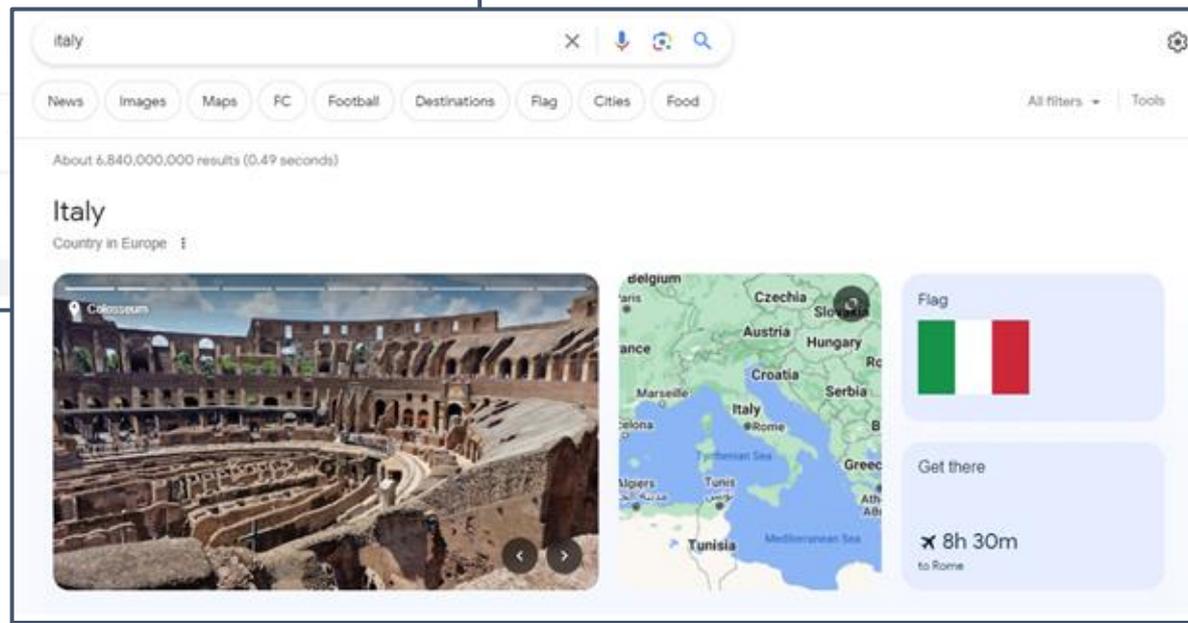
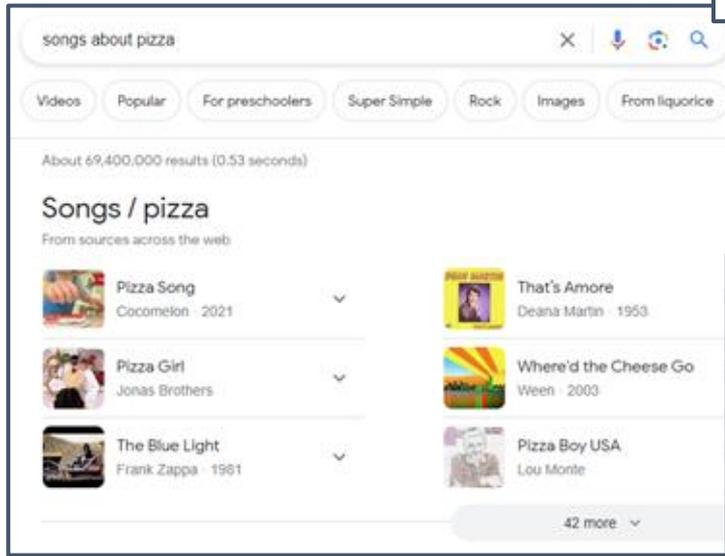
You might need to scroll down to find them!



The image shows a Google search interface for the query "when was pizza invented". The search results are partially visible, showing a snippet about the Bourbon kings in Naples. Below the main results, there is a section titled "Related searches" which is highlighted with a red rounded rectangle. This section is divided into two parts: "Famous Italian pizza" and "Types of pizza in California". The "Famous Italian pizza" section features six small images of different pizza varieties: Pizza Margherita, Neapolitan pizza, Calzone, Pizza capricciosa, Pizza al taglio, and Pizza quattro formaggi. Below these images is a "See more" button. The "Types of pizza in California" section is currently collapsed. At the bottom of the "Related searches" section, there is a grid of ten search suggestions, each with a magnifying glass icon and a search query: "history of pizza timeline", "pizza - wikipedia", "who was the pizza originally sold to in Italy and why?", "history of pizza for kids", "who invented pizza china or Italy", "italian pizza", "pizza history", and "raffaele esposito". A red arrow points from the text on the left towards the "Related searches" section.

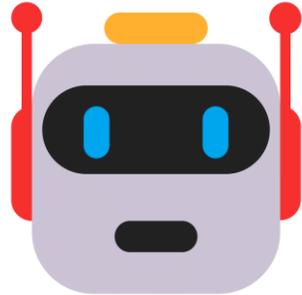


Try out different searches and see what you get!



Different searches can produce search results pages with different elements

Searching With AI

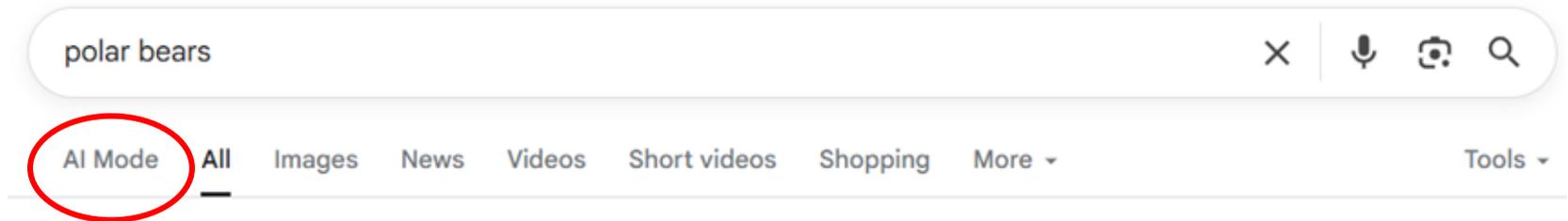


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AI Mode

In 2025, Google introduced AI Mode

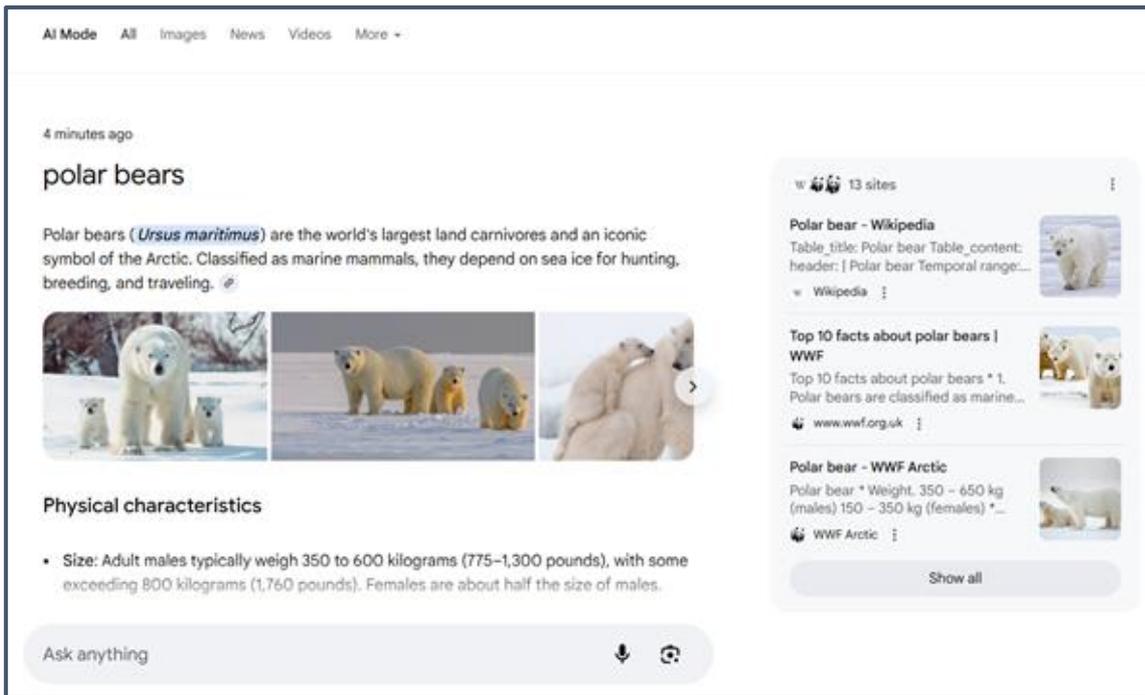
Now, regular search results are under “All”, and AI Mode takes you to a chatbot



AI Mode

AI Mode gives you information about your search and allows you to interact with a chatbot

Make sure to follow links and double-check anything AI creates!



The screenshot shows a search interface for 'polar bears'. At the top, there are navigation options: 'AI Mode', 'All', 'Images', 'News', 'Videos', and 'More'. Below this, it indicates the search was performed '4 minutes ago'. The main heading is 'polar bears'. A descriptive paragraph states: 'Polar bears (*Ursus maritimus*) are the world's largest land carnivores and an iconic symbol of the Arctic. Classified as marine mammals, they depend on sea ice for hunting, breeding, and traveling.' Below the text are three images of polar bears in a snowy environment. Underneath the images is the section 'Physical characteristics' with a bullet point: 'Size: Adult males typically weigh 350 to 600 kilograms (775–1,300 pounds), with some exceeding 800 kilograms (1,760 pounds). Females are about half the size of males.' At the bottom of the main content area is a search bar with the placeholder text 'Ask anything' and icons for voice search and image search. On the right side, there is a sidebar with '13 sites' listed. The first result is 'Polar bear - Wikipedia' with a table snippet and a small image of a polar bear. The second result is 'Top 10 facts about polar bears | WWF' with a snippet and another small image. The third result is 'Polar bear - WWF Arctic' with a snippet and a third small image. A 'Show all' button is at the bottom of the sidebar.

CTRL+F

Using AI Overviews

AI overviews are summaries of a topic or answers to questions, created by Google's AI chatbot

They sometimes show up at the top of Google search results (but not always)

◆ AI Overview

AI (artificial intelligence) is a broad field of computer science that focuses on creating machines capable of performing tasks that typically require human intelligence. It encompasses various technologies, including machine learning and deep learning, which enable computers to learn from data and make predictions or decisions. AI Overviews, a feature in Google Search, utilize generative AI to provide concise summaries of search results. [🔗](#)

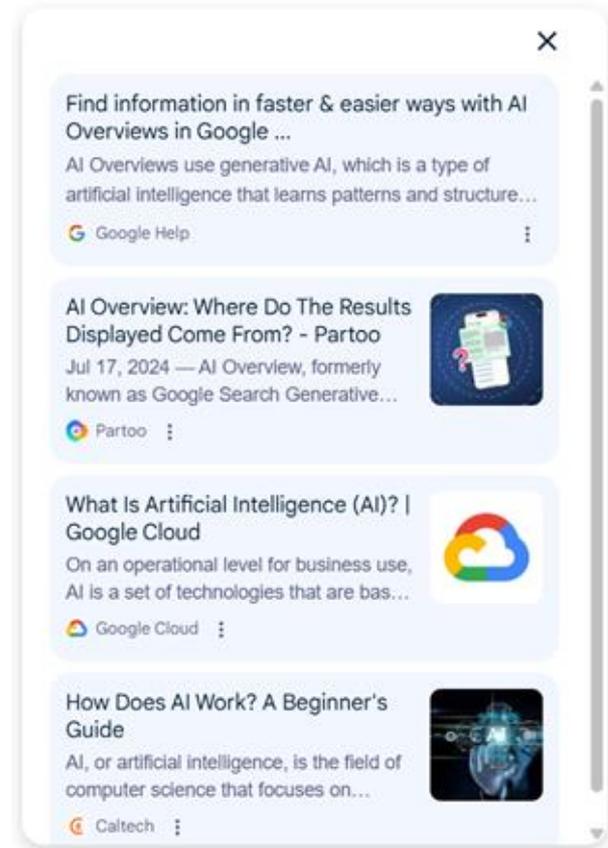
CTRL+F

Using AI Overviews

AI overviews often have link icons:



You can click on these to find links to websites with more information



What is the most trafficked animal in the world?



AI Overview

Learn more

The most trafficked animal in the world is **the pangolin**. These scaly mammals are poached for their meat and scales, which are used in traditional medicine and cuisine, particularly in Asia.



Pangolins Are The World's Most Trafficked Mammal - IFAW

Jun 13, 2024 — Pangolins are the most trafficked mammals in the world due to high...

IFAW



What is a pangolin? | Stories - WWF

The most trafficked mammal in the world? Pangolins are the most trafficked mammals in...

WWF



AI responses may include mistakes.



Why do we have daylight savings time?



AI Overview

Daylight Saving Time (DST) was originally implemented to maximize the use of daylight hours and save energy, primarily during the summer months. It involves shifting clocks forward by one hour, essentially moving an hour of sunlight from the early morning to the evening. This shift allows people to enjoy more daylight during their evening activities, reducing the need for artificial lighting.



Here's a more detailed explanation:

Energy Conservation:

The primary goal of DST was to conserve energy by reducing the need for artificial lighting during the evening. The idea was that by having more daylight in the evening, people would be less likely to turn on lights, thus saving energy.

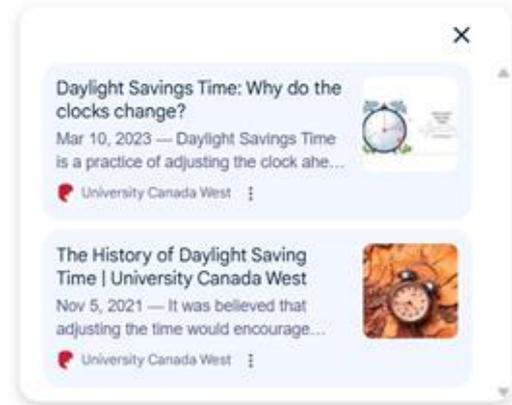
Making Better Use of Daylight:

DST shifts the clock forward, effectively moving an hour of sunlight from the morning to the evening. This allows people to enjoy an extra hour of daylight in the evening, which can be particularly useful during summer months when days are long.

Historical Context:

DST was first used in Canada in 1908 and gained popularity during World War I and II as a way to conserve fuel and resources.

Long AI overviews will have links for each section



Click to find more information about that section

What causes hiccups?



◆ AI Overview

Hiccups are usually caused by a sudden, involuntary contraction of the diaphragm, a muscle that separates the chest cavity from the abdomen and plays a role in breathing. This spasm causes a breath to be forcefully inhaled and then suddenly stopped by the vocal cords, resulting in the characteristic "hic" sound. While many factors can trigger hiccups, they often stem from irritation to the nerves that control the diaphragm. 

This is for informational purposes only. For medical advice or diagnosis, consult a professional. AI responses may include mistakes.

AI overviews give you a warning that it can include mistakes, so it's important to check that the information is true!

CTRL+F

AI Mistakes

Search: cheese not sticking to pizza

All Images Videos Forums Shopping News We

AI Overview [Learn more](#)

Cheese can slide off pizza for a number of reasons, including too much sauce, too much cheese, or thickened sauce. Here are some things you can try:

- Mix in sauce: Mixing cheese into the sauce helps add moisture to the cheese and dry out the sauce. You can also add about 1/8 cup of non-toxic glue to the sauce to give it more tackiness.
- Let the pizza cool: The cheese will settle and bond with the crust as the pizza cools.

In 2024, Google's AI overview told people to glue their cheese to their pizza if it wasn't sticking

The AI took this information from a Reddit post which was written as a joke

Google has now fixed this mistake, but new mistakes pop up now and then...

AI Mistakes

You can't lick a badger twice meaning 



Not a real saying!

AI Overview

The idiom "you can't lick a badger twice" means you can't trick or deceive someone a second time after they've been tricked once. It's a warning that if someone has already been deceived, they are unlikely to fall for the same trick again.

Here's a more detailed explanation:

- **Licking:** "Licking" in this context means to trick or deceive someone.
- **Badger:** The badger is a wild animal, and the phrase likely originates from the historical sport of badger baiting where dogs were used to harass

In 2025, Google's AI overview would tell you where made-up sayings and phrases came from

The AI assumes there must be an answer, so when it can't find one it might just make one up

Discuss

- Should you trust what an AI overview says when you do a search? Why or why not?
- What are some things you could do to make sure that what an AI overview is saying is true?

