










EVALUATING SEARCH ENGINES FOR AND WITH K-12 STUDENTS

COMPARISON CHART

	 aolatschool.com/students	 ajkids.com	 awesomelibrary.org	 cybersleuth-kids.com	 kidsclick.org	 lii.org	 (Google Safe Search) onekey.com	 dmoz.org/Kids_and_Teens	 yahooigans.yahoo.com
Number of Sites (as of Feb '06)	19,500	undisclosed	30,000	undisclosed	7,000	12,000	billions	38,000	undisclosed
Target Age/Grade	K-12	Ages 7-14	K-12	K-12	Ages 7-12	Grades 6 and Up	All Ages	Under 18	Ages 7-12
Search or Browse?	Both	Search	Both	Both	Both	Both	Search	Both	Both
Editorially Reviewed?	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Selection Criteria Posted?	No	Yes	Yes	No	Yes	Yes	n/a	Yes	Yes
Clean/Safe?	Yes	Yes	Not all sponsored links/ads are appropriate for kids	Includes several celebrity sites which have photos that are not kid-friendly	Yes	Since focus is for older grades it does include things like nude art and figure drawing	Even with the strictest filtering setting, objectionable content still surfaces	Includes teen homepages of which some include mild profanity	Yes
Any Different Interface for Beginning Readers?	Yes	n/a	No	No	n/a	n/a	No	No	n/a
Update Frequency	Weekly	Ongoing	Monthly	Several times a week	undisclosed	Weekly	Ongoing	Daily	Daily
Includes Advertising	No	No	Yes	Yes	No	No	Yes	No	Yes
Any Non-educational Content?	No	No	Video Games, Ecommerce	Entertainment, Celebrities	No	No	Everything except porn	Yes	Entertainment, Celebrities, Gaming
Any advanced search features or filter/sort abilities?	No	No	No	No	Yes, can search on selected fields as well as limit by reading level	Yes, several advanced search features	Yes, search within results	No	No
Pros	<ul style="list-style-type: none"> - Has built-in spell-check - Includes separate directory for K-2 students - Lists grade levels for each site 	<ul style="list-style-type: none"> - Features natural language search - Accesses several search engines at once 	<ul style="list-style-type: none"> - Provides dates of when sites were added - When browsing by category it separates resources by type (research, lists, news, multimedia, etc) 	<ul style="list-style-type: none"> - None found 	<ul style="list-style-type: none"> - Maintained by librarians and library school students - Subject categories well thought out 	<ul style="list-style-type: none"> - Started by the world's first-known "cybrarian" - Has spell-check utility - Lists new sites added each week 	<ul style="list-style-type: none"> - Enormous database (seldom see zero results) 	<ul style="list-style-type: none"> - Has dozens of active editors from varied backgrounds adding/reviewing sites 	<ul style="list-style-type: none"> - Simple, clean design; easy-to-use - Sites chosen (and their descriptions) fit target audience well
Cons	<ul style="list-style-type: none"> - Site currently doesn't allow you to see 2nd page of search results - Many categories are too general and are therefore too full for browsing (some categories have hundreds of Web sites listed in them) 	<ul style="list-style-type: none"> - Often results are not relevant or too specific for general questions - No annotated descriptions makes searching more time intensive (by taking users directly to a site, AJkids may be sending them to irrelevant sites or sites which the user is already familiar with) 	<ul style="list-style-type: none"> - Features separate areas for kids, teens, teachers, etc but when searching in each of these areas the results are exactly the same - Descriptions are not consistent (some are nonexistent while others go on forever, some are helpful while others are of little use, etc.) 	<ul style="list-style-type: none"> - Includes excessive pop-up ads - Not all sites are geared for students, kids or teen audience (i.e. home improvement, parenting, college grad job search) 	<ul style="list-style-type: none"> - Database too small - Copyright is 2004 so it may not be actively maintained 	<ul style="list-style-type: none"> - Many sites too advanced or "collegiate" for middle/high school 	<ul style="list-style-type: none"> - "Kid safe" tagline is incorrect as it includes sites with inappropriate language and photos - Enormous database (need to narrow search query in order to get more focused results) - Sites not editorially reviewed 	<ul style="list-style-type: none"> - Technical issues cause random searches to have zero results even though there are plenty - Sites in other languages are mixed in with the results (and no way to filter them out) 	<ul style="list-style-type: none"> - Includes a large portion of entertainment and non-educational gaming content

Source: Lindberg, Ginger. "Evaluating Search Engines For and With K-12 Students" [Online] 2006. <<http://plaza.ufl.edu/ginger71/chart.html>>.