

Research Year 5

Key Vocabulary

Unboxing	A video where someone unpacks a parcel on camera
Collaboration (Collab)	When two or more people or companies work together
Affiliate link	A link to another website (often a shop) where the creator earns money every time someone clicks on it
Merchandise	Merchandise - products available to buy, connected with a popular person or brand
Giveaway	A competition where a free prize can be won

Sticky Knowledge

Know that a search engine uses an index created by web crawlers to search which web pages contain a search term.

Be able to name 4 ways in which websites advertise products and understand the motives behind advertising pop ups, search engine adverts, web banners, vloggers and bloggers

