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Exploratory search - How search behav. changes as search becomes difficult.

→ 23 users lab study; Obsv tasked with 179 past exp. to do 100 tasks completing an avg of 22.3 tasks
→ srch difficult → diverse queries issued
→ use of advanced operators
→ longer time on srch page (results)

* Notable / observable changes in user behaviour on difficult search ⇒ Give up; body lang cues (frown, lean closer to monitor, ...)

* Successful v/s unsuccessful srch by Expert - Novice users.
→ search logs analysed to understand patterns from a failed srch viz succ. search
:- avg # (Query turns) = 2.35 – 2.6 / Query
→ also 2.93 (iphones / cpths)
→ Not r simple keyword; only 10% use adv. ops.
→ adv ops used more in US than Europe;
→ Not qry ops do not increase precsn. (Query)
→ 7.78 sec spent on res. page (more in diff srch)
→ Web (srch) sessns r short – 2 Qry / sessn
→ 2 Users:- Explorer v/s Navigator type.

Explorer	Navigator
Highly variable behaviour	Consistent, revisit domain
Complex sense srch ops	Well defined fact finding tasks

→ Expt strategies r those give higher succss
↳ Spend lesser time than novice.
↳ reformulate queries, use qry format tools
→ depth first srch / bottom up

Experts:- 5 yrs / Comp Wage; 4.5 % Web use;
5 hrs brow / week, ...

* fact finding tasks - well defined / systematic behavior
— successful srch → small Qry refinements
* Random behavior, Random refinement in less successful search.

* adv users Query less freq in a session
→ Compose longer queries
→ click the result list further
→ They are more directed in behavior
→ Srch trails r shorter
→ More successful - visited more relv. pg

Difficult tasks:- Dave Mathews Band - Virginia Stud.
* - outside charlottesville in mountains
? St Name [difficult Query]
* - Names of model who fell in prada's fas. show
* Stuck by Me - based on stephking story [diff name]
what is it (easy Qry)

(*) UNSUCCESFUL SEARCH :- * users formulated more question based queries * adv. ops more often * longer time on search pages - on avg & max time in search session * longest Qry in srch task middle (succ. srches) if longest Query towards srch session end * larger prop. of task time spent on results page.

* On Qries less likely in open ended goal tasks
* Specific srch - less frustration

→ on failing - Qry refinement is less systematic slower exhaustive searching observed with failed searches.
→ scroll up/down - frustrated user; landing page in random fashion (No intent to read page)
→ revisiting early visited pages - disp. user aim.