①
7/6/19

Explwatry Search- How Search Behav. changes as
Search becomes difficult.

→ 23 users lab study; obsv tested 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 (rends)

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

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

→ 2 Uses: Explorer v/s Navigation type.

{ highly variable behaviour | { consistent, revisit domain

{ complex dense srch opts | { well defined fact finding tasks

→ Expt strategies r those give higher success

↳ Spend lesser time than novice.

↳ reformulate queries, use qry format tools

→ depth first srch / bottom up

Experts :- 5 yrs/ comp usage ; 4.5 y, Web Use ;
5 hrs brow/week , . .

* fact finding tasks - well defined / systematic behavior
  — successful srch∧ — Small Qry refinements ∧s
* 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 Matheus Band - Virgina stud.
* — outside charlottesville in mountain
  ? St Name [Difficult Query]
* — Namen of model who fell in predai fas Jhav
* Stand by Me - based on Steph king Story [diff nama]
  what is It (easy Qry)

what is it (easy ..)

(✱) UNSOCCESFUL SEARCH :- ✱ users formulated more
question based Queries ± adv. oprs more often
± longer time on search pages - on avg & max time
in search session ± longest Qry in such task middle
(succ. Srches) ± longest Query towards srch sessn end
✱ larger prop. of task time spent on results page.

✱ On Qrics 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 - desp. user