Closed-Stack Search on the Web: Access Points and Bibliographic Control in Modern-Day Search Systems

Information access points are the points at which a searcher can enter a collection of information objects and explore the contents that reside therein. Historically, such points have been controlled by either human or machine. Contemporary Web search engines primarily offer one access point, the query box, and very often the feedback provided to searchers about what is available from this access point is difficult to understand. Few tools are offered to encourage searchers to look more deeply in the search results list and engage in more varied search behaviors. Instead, the access point provided by search engines has created searchers who engage in shallow search behaviors. To what extent does the design of the search system, including its interface and index, control what is discoverable by searchers? To what extent does the search interface steer searchers to behave in ways that support the design of the system (i.e., shallow search) rather than the searcher's information seeking? In this talk, I will explore these issues, present research that demonstrates the persistence of shallow search and present research aimed at providing searchers with more access points to collections. Essentially, there is an enormous amount of information available in search indexes that is not being leveraged to help searchers through the provision of alternative access points.

Biography

Diane Kelly is an Associate Professor at the School of Information and Library Science at the University of North Carolina at Chapel Hill. Her research and teaching interests are in interactive information search and retrieval, information search behavior, and research methods. Kelly was recently awarded *the Association for Information Science and Technology (ASIST)* Research Award. She is the recipient of the 2013 *British Computer Society's IRSG Karen Spärck Jones Award*, the 2009 *ASIST/Thomson Reuters Outstanding Information Science Teacher Award* and the 2007 *SILS Outstanding Teacher of the Year Award*. She is the current *ACM SIGIR* treasurer and served as conference program committee co-chair in 2013. She serves on the editorial boards of *Information Processing & Management*, *Information Retrieval Journal* and *Foundations and Trends in IR*. Kelly received a Ph.D., M.L.S. and a graduate certificate in cognitive science from Rutgers University and a B.A. from the University of Alabama.