

Path Following in Social Web Search

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²StumbleUpon

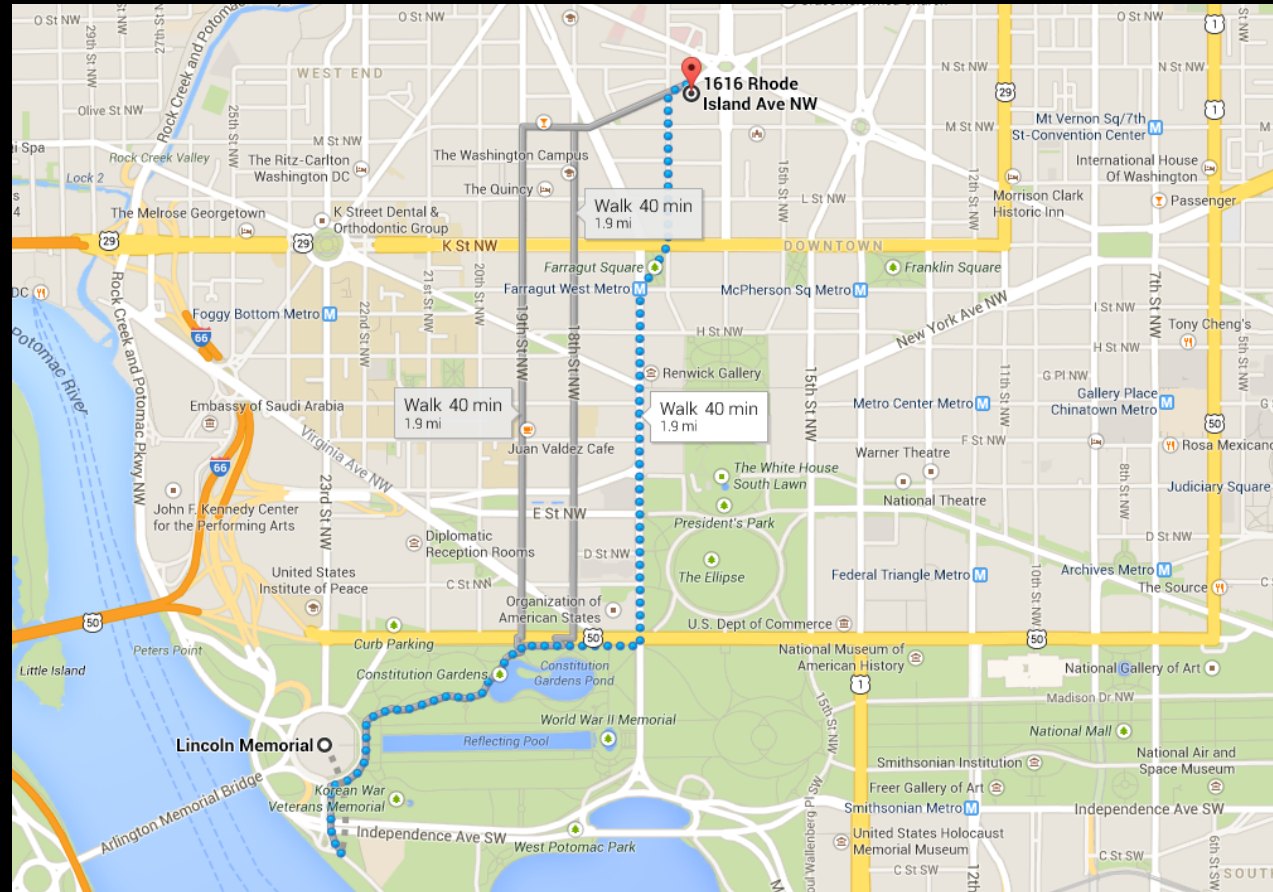


What's in a path?

Lincoln Memorial, 2 Lincoln Memorial Cir NW,
Washington, DC 20037

University of California DC Center (UCDC), 1608
Rhode Island Ave NW Washington, DC 20036

Lincoln Memorial, 2 Lincoln Memorial Cir NW,
Washington, DC 20037



University of California DC Center (UCDC), 1608
Rhode Island Ave NW Washington, DC 20036



Round Information

This round you can see other turtles and their paths, but not where they've found pellets.

Score

4

Time Remaining (sec)

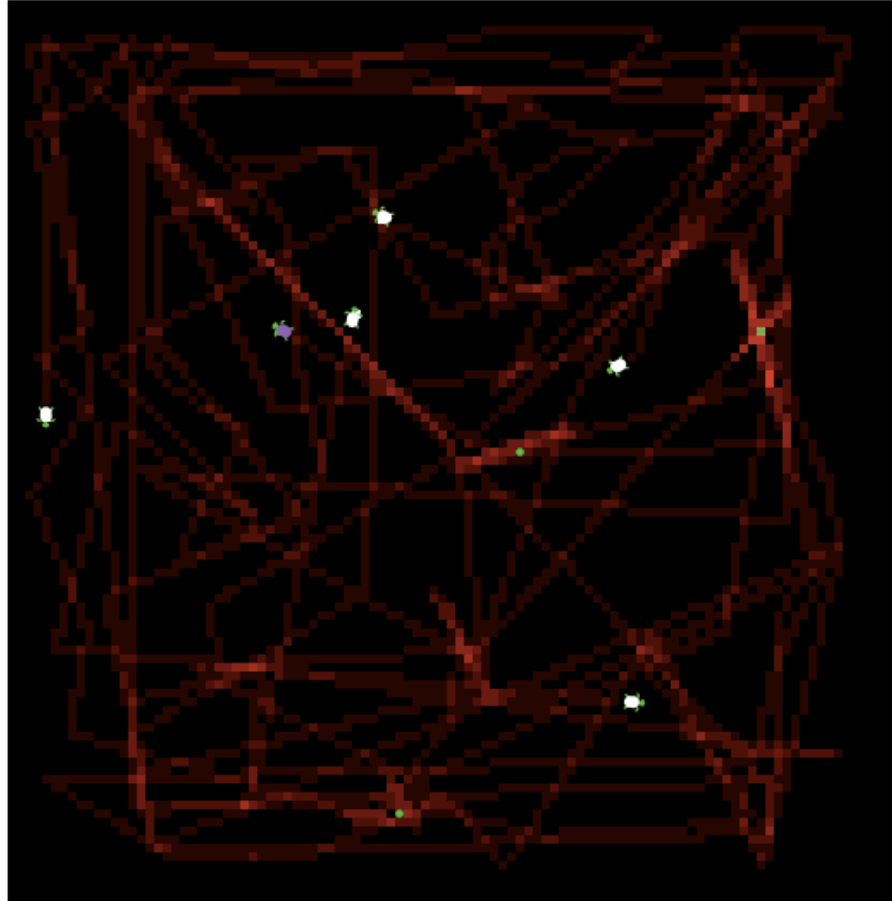
0

Control your movement by simply clicking on the screen where you want to go.

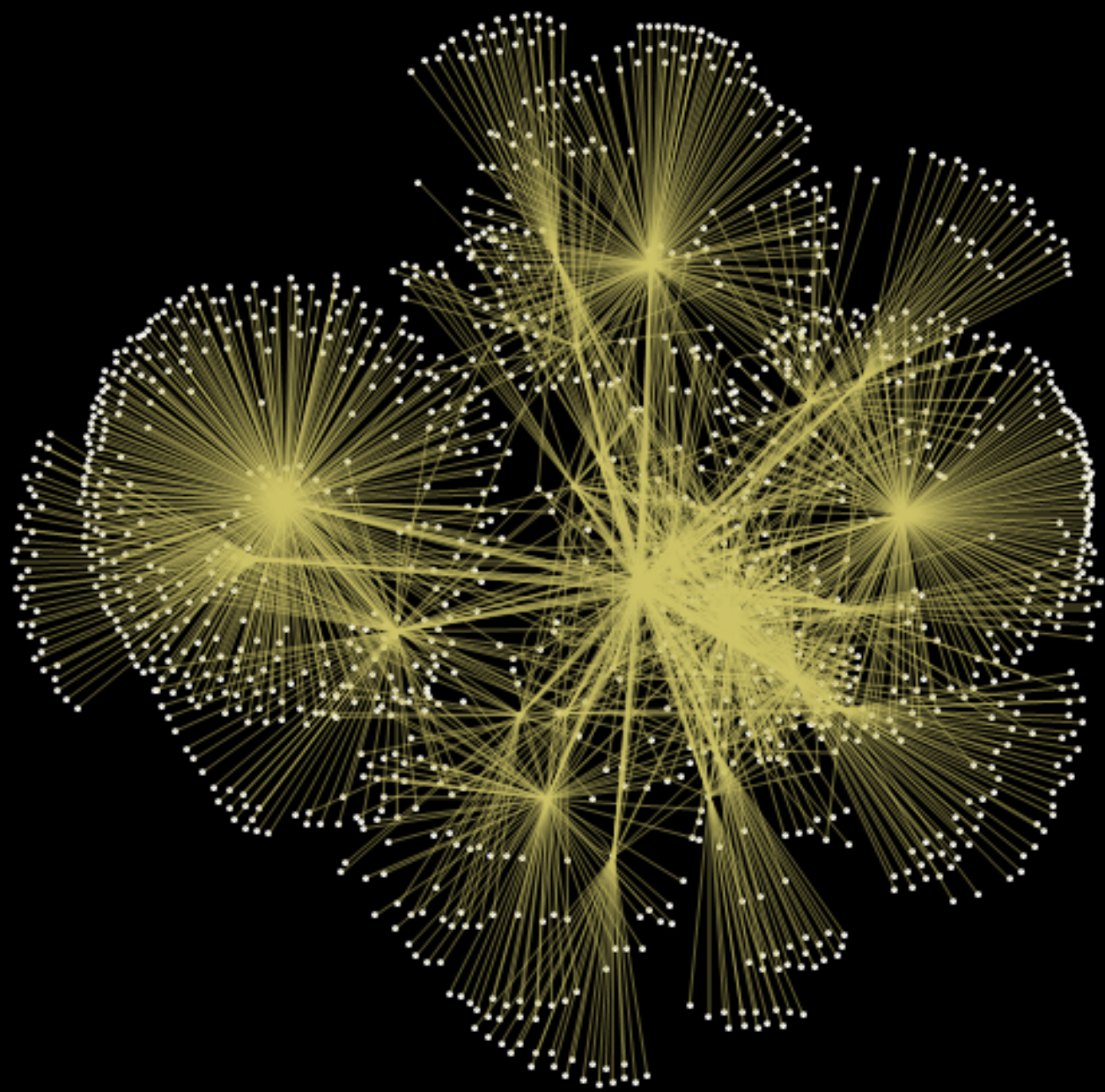
For all rounds, your goal will be to collect as many invisible food pellets as you can within the time limit. They are worth 1 point each. Once you have collected a pellet it is no longer available to you, but remains available for other players to collect.

More detailed instructions will appear at the bottom of the screen.

HELP!



Paths in information spaces



Connecting information search and spatial search

- The *ecology* of information search: Information foraging theory (Pirolli, P., 2007)
- Information search as one manifestation of *generalized cognitive search processes* (Hills, T., Todd P.M, & Goldstone, R.L., 2008)

“SearchPaths”

Three Levels of Inquiry

1. Cognitive-behavioral (what is the theoretical case for using path information in search and how do people respond to it?)
2. Algorithmic (how can search paths be generated and coherently aggregated across multiple users?)
3. Design-centric (how should such paths be presented to users?)

“Pointilistic” vs. exploratory search

Path-based search aids should be more applicable to exploratory search tasks, which involve:

1. Ill-defined or multi-component endpoints
2. A meaningful TRAJECTORY through the search space

Previous Approaches

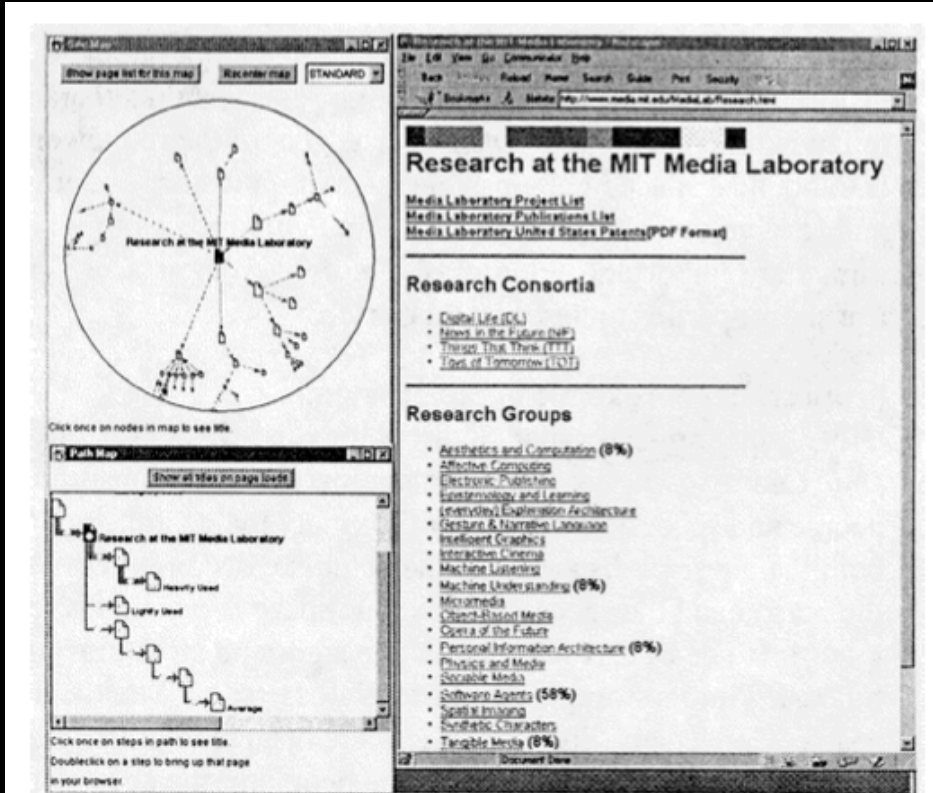


Figure 1 — Screen Shot of Footprints in Use

Wexelblat, A. & Maes, P. (1999).

PackHunter interface functionality

- Select a group to share trails with
- Highlight current user locations on paths
- Mark pages for others as interesting
- Jump to pages visited by others
- Make user paths overlap at common pages or view them independently

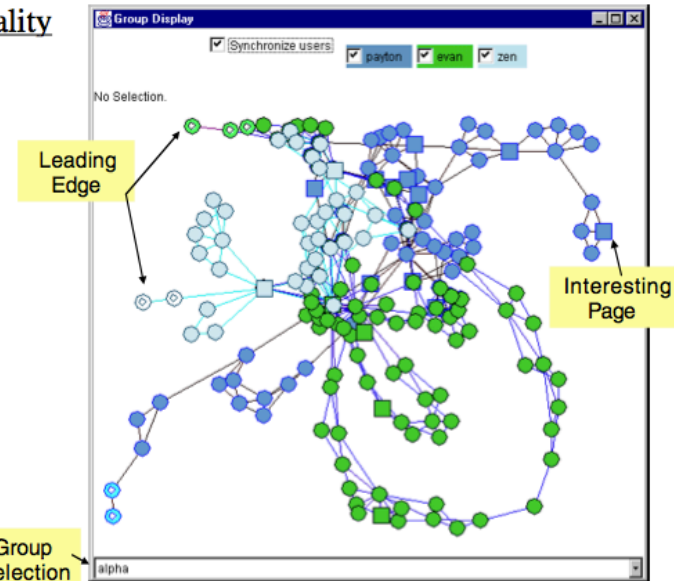


Figure 1: PackHunter's "collaborative browsing" interface used to visualize different websites (shapes) visited by different users (colors) in a collaborative environment.

Furmanski, C., Payton, D., & Daily, M. (2004).

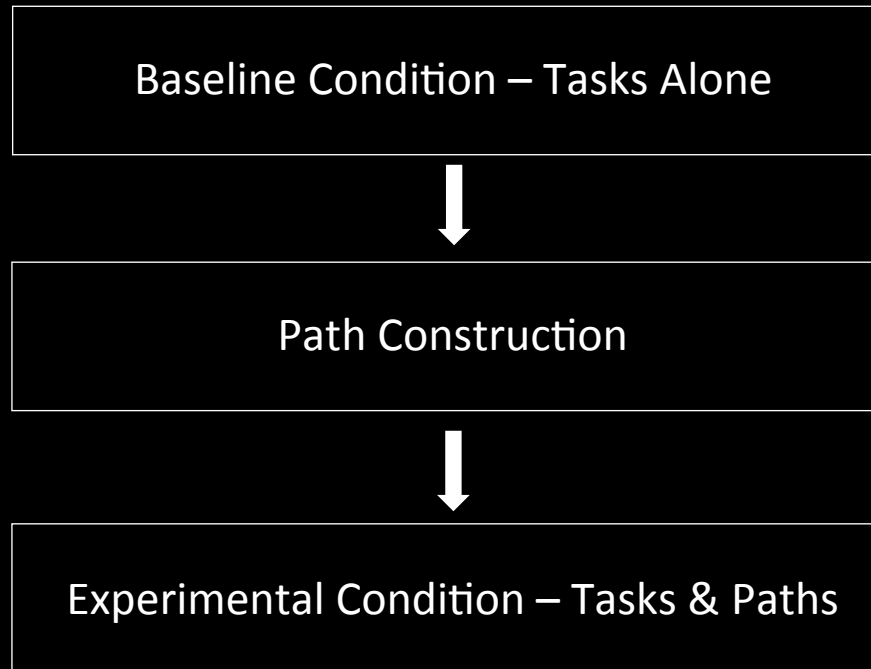
Methodology

Task Development

“You’re on a backpacking tour of Europe, and will be stopping in Innsbruck, Austria, but unfortunately you’ll only have a few hours to spend there. Find the two most interesting activities that could both be done in the 4 hours you’ll have.”

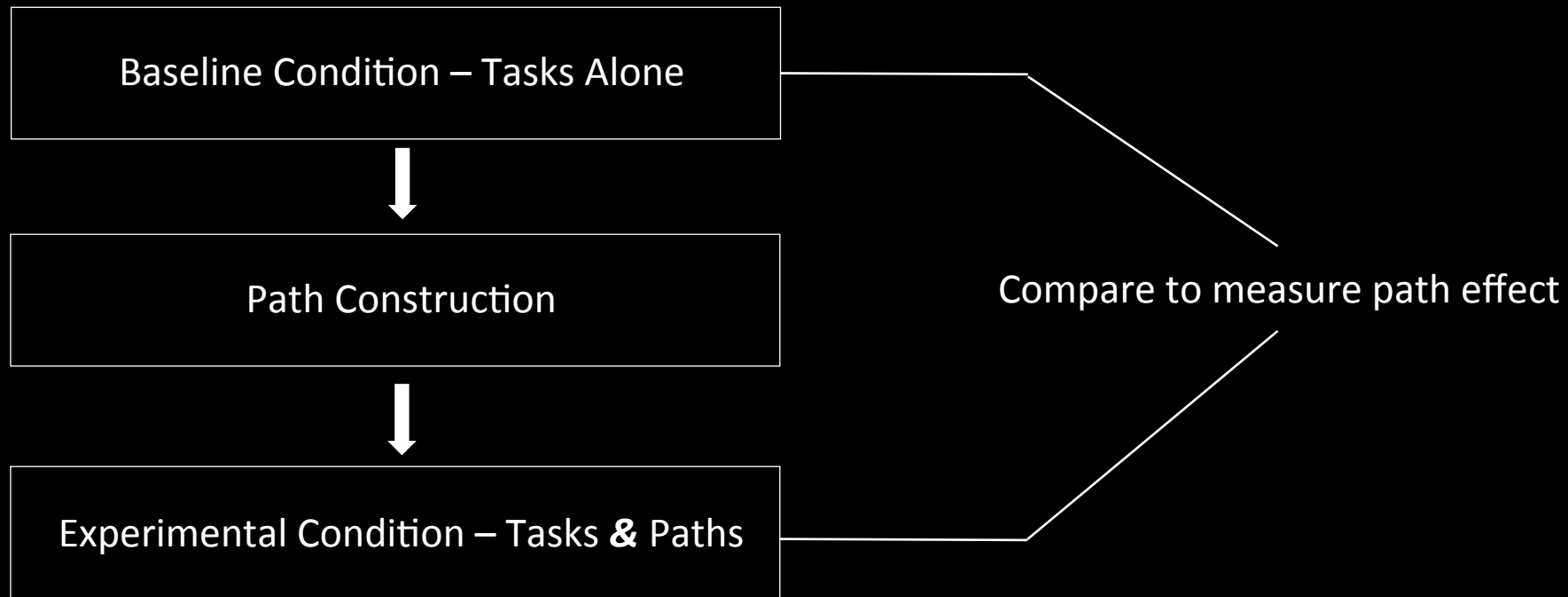
Methodology

Study Design



Methodology

Study Design



Task #6: Cameron is considering quitting Facebook and using Google+ for his online social networking. What are the best arguments you can find for and against this move? Provide two for each side.

For this task, you may submit up to 4 answers.

You have submitted 0 answers for this task.

Please look for an answer or press 'Done with answers for this task'

Found an answer on this page

Done with answers for this task

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Mail



YAHOO!

why should i get google plus

Search

SearchPaths

- Mouse over a truncated query to show the complete query.
- Mouse over a click URL to show the title of the linked page.
- Click any of the links in the sidebar to go directly to that page.
- Click a query to perform that search.

quitting Facebook for using...

- [ingomar.wesp.name/20...ebook.html](#)
- [news.yahoo.com/cool-...48457.html](#)
- [wikihow.com/Quit-Facebook](#)
- [fbupdates.com/2011/0...to-google/](#)
- [mashable.com/2011/09...facebook/](#)

why should i get google pl

- [digg.com/news/techno...oogle_plus](#)
- [answers.yahoo.com/qu...101AAKACNZ](#)
- [allfacebook.com/the-...ar-2011-06](#)

Why facebook is better than...

- [technobaboy.com/2011...facebook/](#)
- [techworldgist.com/Ne...oogle+.htm](#)
- [pittsburghmarketing...ok-google/](#)
- [dustn.tv/why-google-...facebook/](#)
- [macworld.co.uk/digit...llchandate](#)

How is facebook better than...

- [computerworld.co.nz/...han-google](#)
- [readwriteweb.com/arc...google.php](#)
- [news.search.yahoo.co...fr2=newsdd](#)

why is google+ better then ...

Why Should I Get Google Plus?

For those who have been hiding under a rock (or offline) for the last 6 months, Google+ is Google's most successful (in comparison to Buzz and Wave ...

[whyshouldigetgoogleplus.blogspot.com.au](#) - [Cached](#)

Should i get google plus?

[Jul 11, 2011] There is a good article Google vs Facebook, read in link below. ... It has some way to go but I like it better then Facebook ... No. Facebook is better ... ~ by iced tea (7 comments)

[answers.yahoo.com/question/index?qid=20110711162101AAKACNZ](#) - [Cached](#)

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Why the Heck Should I Use Google+ (or Google Plus)? | Hello ...

Using Google Plus, the unique features of this social network and why the networking platform is exponentially compelling users around the globe to join quickly.

[www.hellobloggerz.com/social-media/why-use-google-plus](#) - [Cached](#)

TheOneRing.net - Google+ - Why should apple users get all the ...

Why should apple users get all the fun? Here's the new photos from the Apple hobbit application today! #hobbitmovie #thehobbit ...

[plus.google.com/u/1/114727809246387939564/posts/...](#) - [Cached](#)

Google+ - Google

Google+ aims to make sharing on the web more like sharing in real life. Check out Circles, Events just a few of the things we've been working on.

[plus.google.com](#) - [Cached](#)

Why Google+ won't hurt Facebook, but Skype will hate it ...

Google launched its much awaited and highly anticipated social networking platform today to a limited number of users. Dubbed Google+ (Plus), the service may take its ...

[gigaom.com/2011/06/28/why-google-plus-wont-hurt-facebook...](#) - [Cached](#)

Findings

1. Users *did* utilize the social information when it was available, and used it more on harder tasks
2. Social facilitation did reduce the negative effect of task difficulty on engagement
3. There is a trend towards faster completion times and fewer search events in the experimental condition
4. Subjective evaluations of the search aid were consistent with our intuitions, but not user behavior!

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Summing up

Our theoretical approach at the cognitive-behavioral level represents a valuable perspective, but more exploration at the algorithmic and design levels are necessary.

What's next?



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KHANACADEMY

The Beauty of Algebra

Galileo Galilei

30% off \$20

Discount = $30\% \cdot \$20 = 0.30 \cdot \20

Let x be ^{unknown} price of product \$10

Discount = $30\% \cdot x = 0.30 \cdot x$

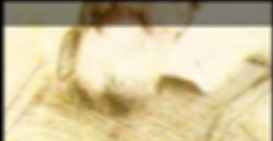
Let p = percentage of discount


Discount = $p \cdot x$

$y = p \cdot x$

F =

let $y =$





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aggressive

Star

