DISCUSSION WEEK 1

RESEARCH ASSESSMENT & DESIGN

AGENDA

- **Read handout**
- **Brief Exercise**
- **Break**
- **Discussion on Search**
- **Break**
- **Exercise on First Assignment**
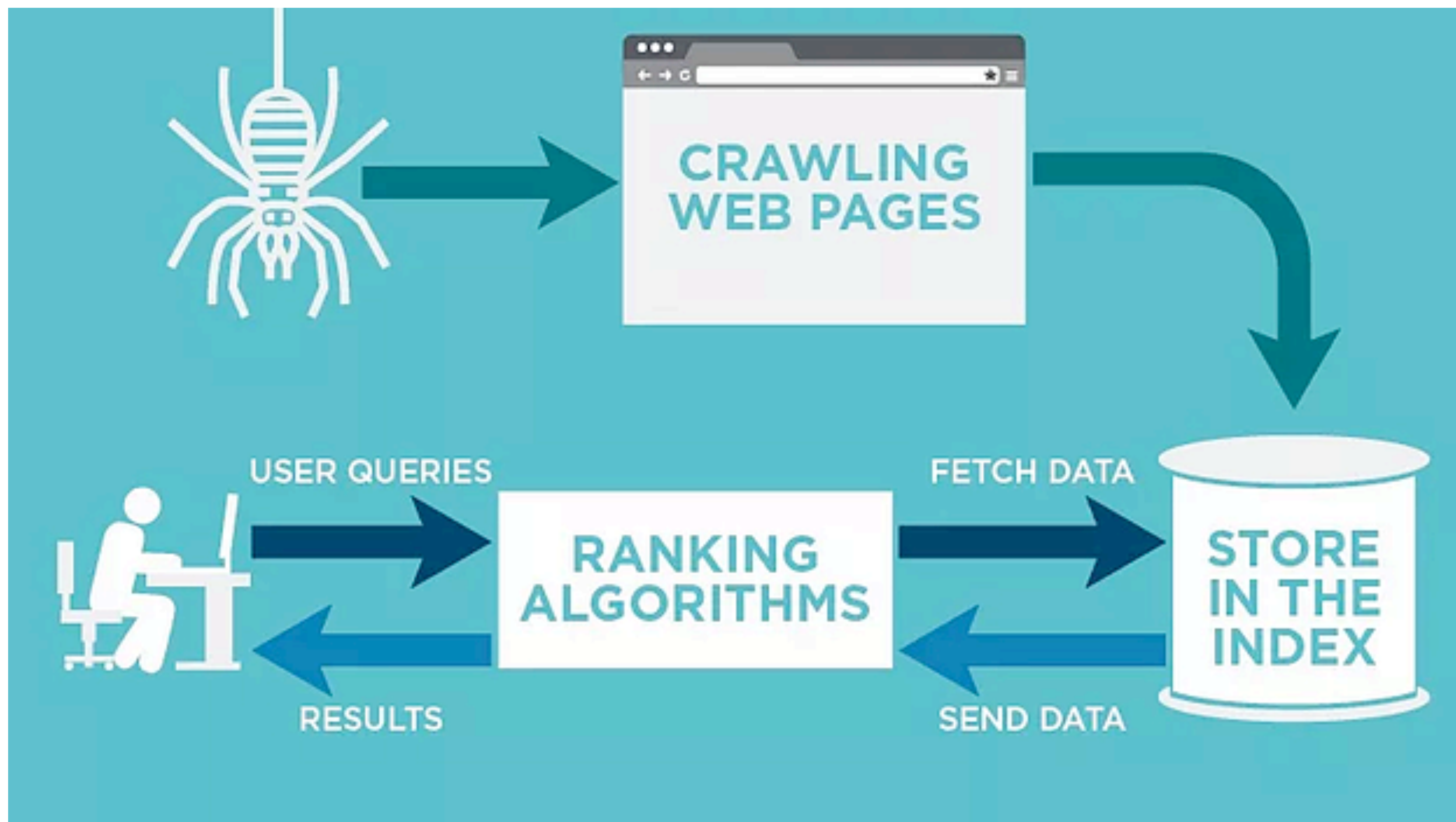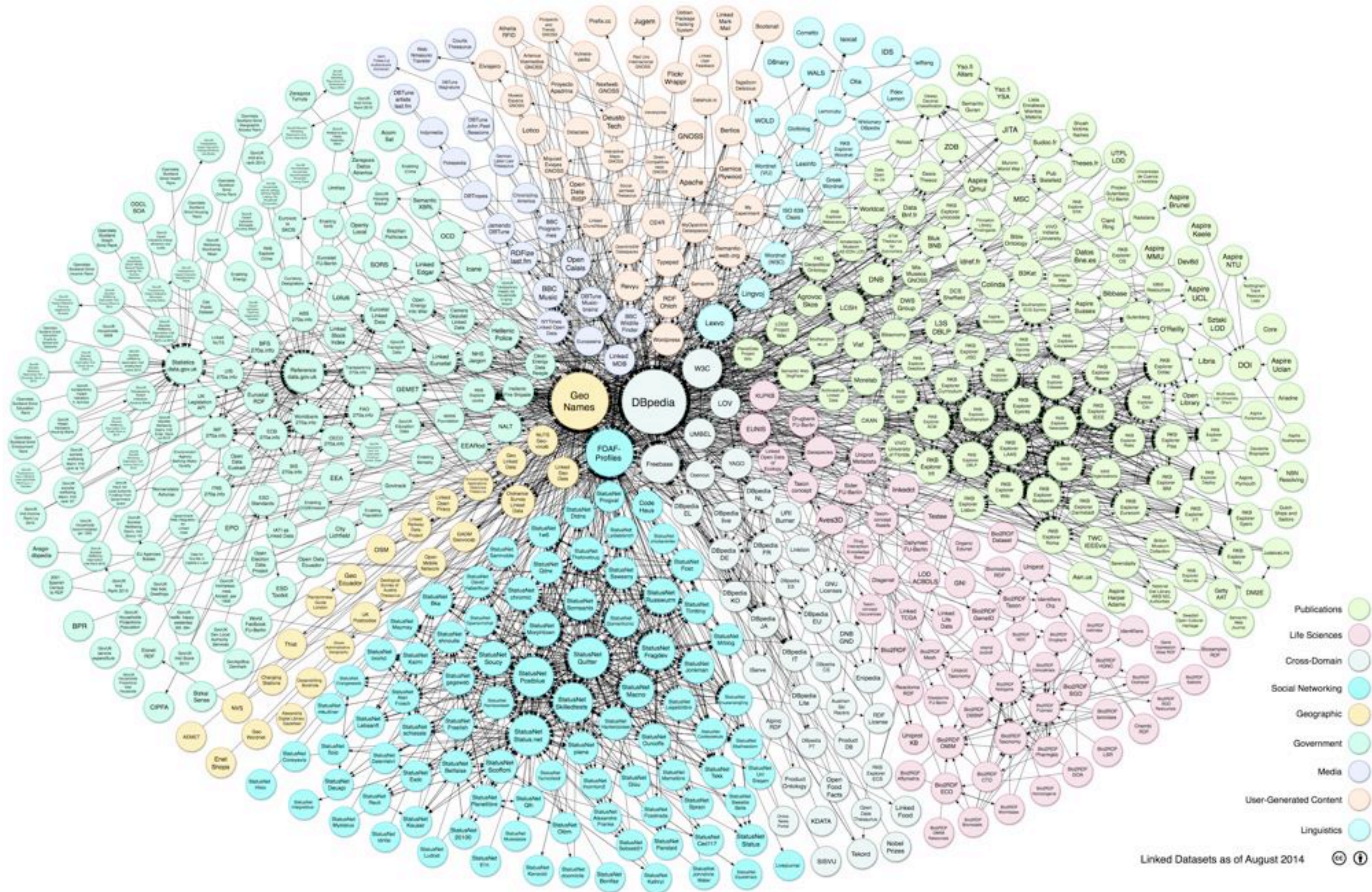
OMBUDSPERSON

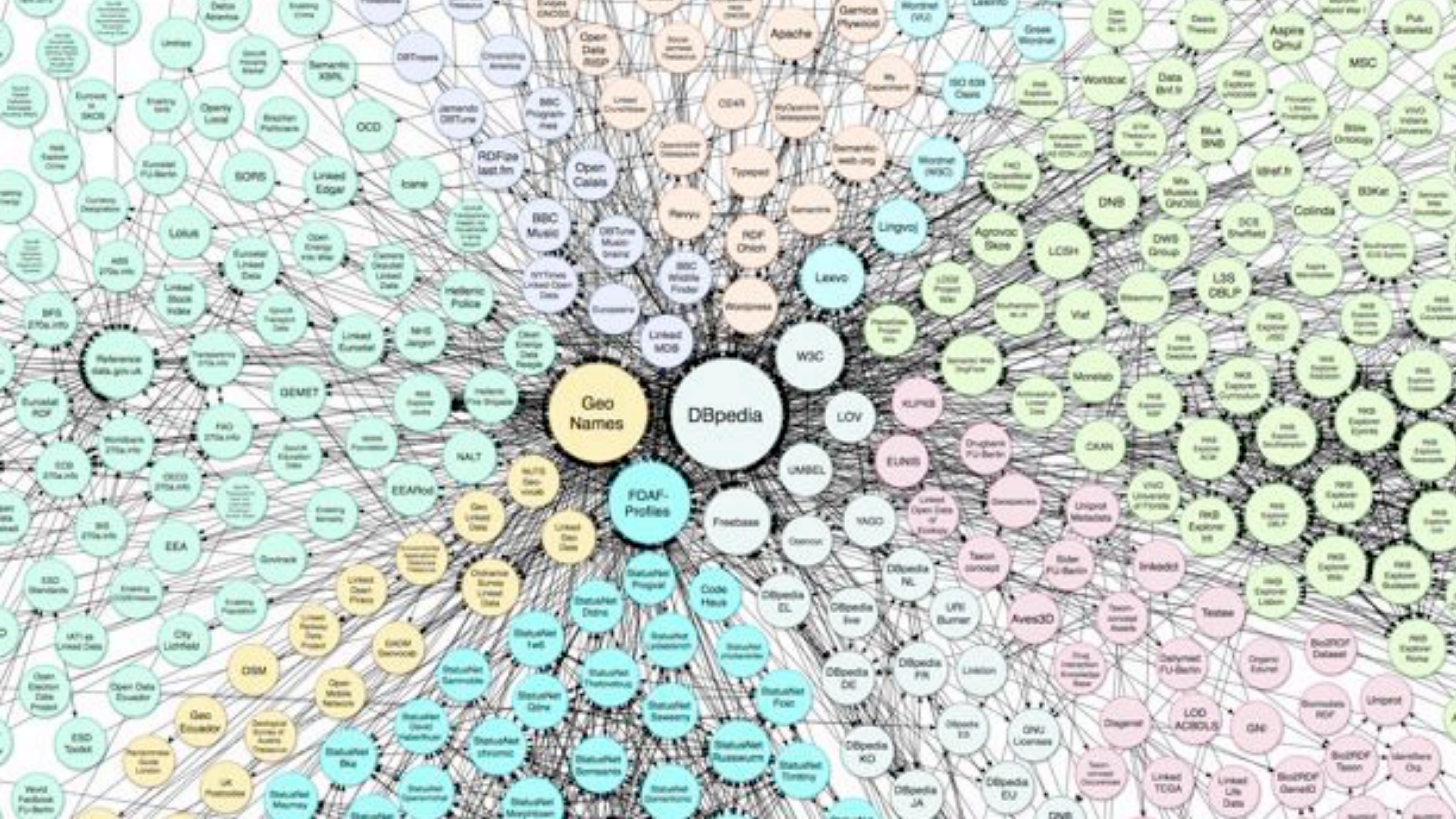# SEARCH AND SEARCH ENGINES

- **What are the three components or functions of a search engine?**

SEARCH AND SEARCH ENGINES

- **What are the three components or functions of a search engine?**
    - **Crawling**
    - **Indexing**
    - **Ranking**

CRAWLING WEB PAGES

STORE IN THE INDEX

RANKING ALGORITHMS

USER QUERIES

FETCH DATA

RESULTS

SEND DATA

Linked Datasets as of August 2014

Publications
Life Sciences
Cross-Domain
Social Networking
Geographic
Government
Media
User-Generated Content
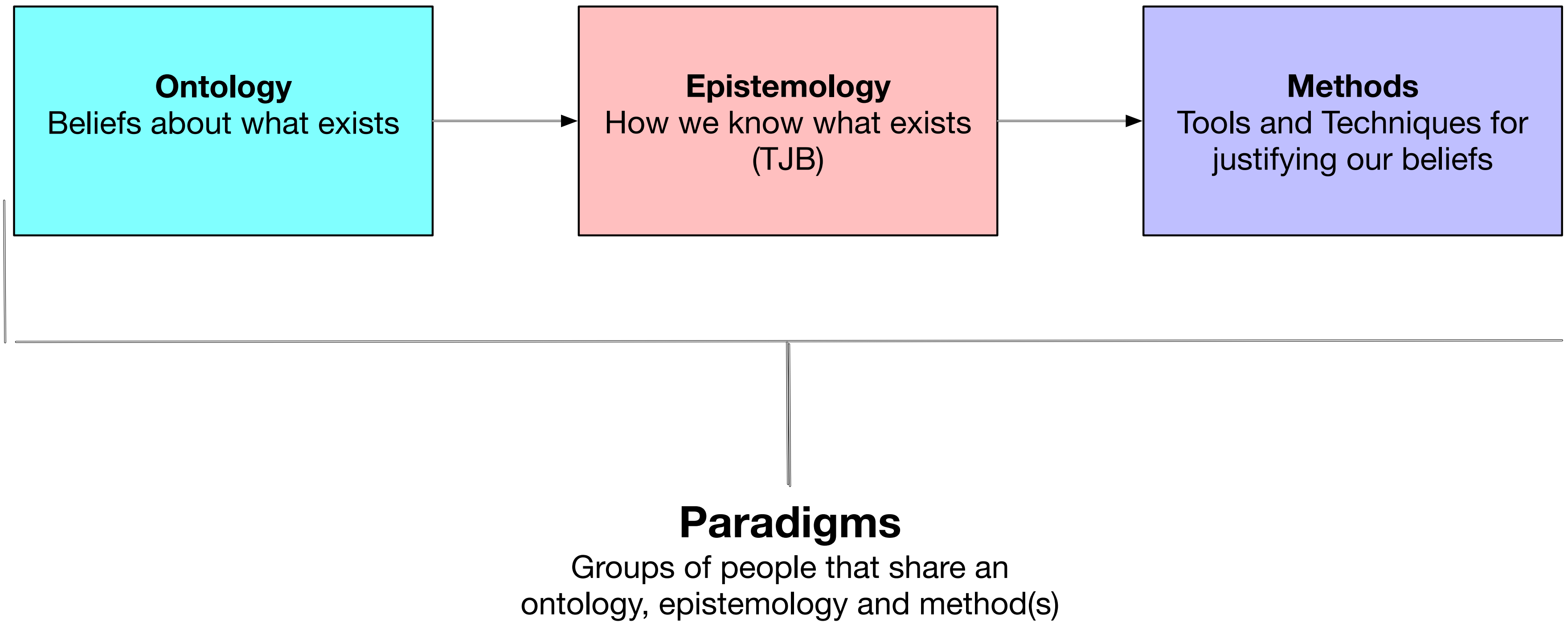Linguistics

SEARCH AND SEARCH ENGINES

- As a careful and also skeptical information scientist - which concerns you most? Why?

SEARCH PERSONALIZATION

- **What is a cookie?**
- **How does the web use cookies?**
  - **Why are cookies useful?**
  - **Why are they dangerous?**

BREAK

'USER' AS AN ONTOLOGY

Ontology
Beliefs about what exists

Epistemology
How we know what exists
(TJB)

Methods
Tools and Techniques for justifying our beliefs

Paradigms
Groups of people that share an
ontology, epistemology and method(s)

HTTPS://WWW.WHATISMYBROWSER.COM/

WHAT DOES GOOGLE 'KNOW' ABOUT ME?

Company Size
Education Level
Job Industry

SEARCH PERSONALIZATION ... AT SCALE

SEARCH PERSONALIZATION ... AS SURVEILLANCE

SEARCH PERSONALIZATION ... AS PROFIT

IMAGINING A DIFFERENT WAY TO SEARCH

BREAK

STEP 1

- **Write four sentences**
  - **Framing sentence - What is the problem?**
  - **Context setting - Why is the problem important?**
  - **Stakeholder setting - To whom is the problem important?**
  - **What are you going to do about it? "This research project will X by examining Y"**

STEP 2

https://xkcd.com/1133/

STEP 2

HTTPS://SPLASHO.COM/UPGOER5/

STEP 3

- **Write a question**
  - **How, what, where, when, why ...**

STEP 4

- **What do you imagine is the answer to that question?**

STEP 5

- **If you look back at your 'stakeholder setting' sentence - does the potential answer to your question hold meaning for your intended audience?**