| Retrieval method | p1 | | | p2 | | | 93 | | P4 | | | p 5 | p6 | | | P7 | | р | 8 | | p9 | | | Total | |
|---|----|---|---|----|---|----------|----------|---|-----------|---|---|------------|----|---|---|-----------|-----|---|---|---|----|---|---|-------|----|
| I went to the profile and | | | | | | | | | | | | | | | | | | | | | | | | | |
| kept scrolling down until I found it in the feed | | | x | x | | > | K | | | | | | | | Х | х | Х | | Τ | | | | | | 6 |
| used the Timeline links on the right to access a time period | | | П | | | Т | | x | | | | | | | | | | | Τ | | | | | | 1 |
| knew it was in their profile/cover pictures, so I clicked there directly | | | | | Х | | | | X | | | | | | | | | | | | | | | | 2 |
| directly browsed the albums | | | | | | | | | | | | | | | | | | | | | | | | | |
| I knew which one it was in | X | Х | | | | Т | | | | | | X | | | | | | Χ | X | X | X | x | | | 8 |
| I had to go through a few albums to find it | | | | | | | | X | | Х | | Х | | X | | | | > | < | | | | Х | Х | 7 |
| I used Facebook's search engine to find the album or post | | | | | | | | | | | | | | | | | | | | | | | | Ī | 0 |
| I searched in my browser history | | | | | | | | | | | | | | | | | | | | | | | | Ī | 0 |
| searched in my messages history | | | | | | | | | | | | | | | Ī | | | | | | | | | | |
| it was a shared link | | | | | | Т | | | | | | | | | | | | | | | | | | Ī | 0 |
| the photo was sent privately (in the messages) | | | | | | | | | | | | | Х | | | | | | | | | | | Ī | 1 |
| I searched my inbox for the relevant Facebook notification emails | | | | | | | | | | | | | | | | | | | | | | | | | 0 |
| I asked someone to send me a link to it | | | | | | | | | | | | | | | | | | | | | | | | Ī | 0 |
| I had a picture in mind but I can't remember where it was | | | | | | | | | | | Х | | | | | | | | | | | | | Ī | 1 |
| I had a picture in mind and knew where it was, but I couldn't find it/it's been deleted | | | | |] | Χ | | | | | | | | | | | | | | | | | | | 1 |
| | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | |
| Experience | | | | | | | | | | | | | | | | | | | | | | | | | |
| Works fine | Х | Х | | | Х | |) | X | | | | X | | | | | X Z | X | X | X | X | Х | | | 11 |
| Laborious | | | | Х | | | | X | X | Х | | Х | X | X | Х | Х | | | < | | | | Х | Х | 12 |
| Had trouble finding it | | | х | | | \ | Κ | | | | | | | | | | | | | | | | | Ī | 2 |
| Couldn't find it at all | | | | | | | | | | | | | | | | | | | | | | | | ĺ | 0 |
| Wasn't where I thought it was | | | | |] | Χ | | | | | х | | | | | | | | | | | | | ĺ | 2 |

| | (grades range from 1 to 10) | | | | | | | | | | | |
|--|-----------------------------|-------|-------|-----|------|-------|------------|----|----|---------|--|--|
| What do you use social media for? | р1 | p2 | р3 | р4 | p5 | p6 | p 7 | p8 | p9 | Average | | |
| Keep friends up to date | 1 | 7 | 9 | 5 | 9 | 5 | 6 | 7 | 9 | 6.44 | | |
| Preserve things that affect me emotionally | 1 | 6 | 1 | 1 | 5 | 1 | 2 | 1 | 5 | 2.56 | | |
| Stimulate friends to think about certain topics | 5 | 4 | 5 | 6 | 1 | 1 | 1 | 7 | 5 | 3.89 | | |
| Satisfy a spontaneous need for communication | 1 | 5 | 9 | 5 | 1 | 5 | 5 | 7 | 9 | 5.22 | | |
| Get attention for my projects | 1 | 5 | 9 | 1 | 5 | 5 | 9 | 6 | 5 | 5.11 | | |
| Define my reputation | 1 | 2 | 9 | 8 | 1 | 5 | 5 | 7 | 1 | 4.33 | | |
| Chat with friends | 5 | 9 | 9 | 6 | 9 | 9 | 8 | 9 | 9 | 8.11 | | |
| Follow news of friends | 5 | 9 | 9 | 1 | 9 | 9 | 9 | 8 | 9 | 7.56 | | |
| General attention | 1 | 3 | 9 | 8 | 1 | 1 | 4 | 7 | 5 | 4.33 | | |
| Keep in touch with friends far away | 5 | 9 | 9 | 8 | 9 | 5 | 5 | 9 | 9 | 7.56 | | |
| Use groups for school/work/activities | 9 | 9 | 9 | 1 | 9 | 9 | 10 | 8 | 9 | 8.11 | | |
| Follow celebrities or brands | 1 | 2 | 5 | 1 | 4 | 5 | 1 | 5 | 5 | 3.22 | | |
| Follow networks about general news and current affairs | 5 | 3 | 5 | 5 | 5 | 9 | 6 | 7 | 1 | 5.11 | | |
| Follow content about my domain (blogs, magazines, communities) | 1 | 2 | 9 | 6 | 5 | 9 | 9 | 5 | 1 | 5.22 | | |
| Leisure activities | 5 | 2 | 5 | 1 | 5 | 5 | 8 | 3 | 1 | 3.89 | | |
| Be part of the community | 9 | 6 | 5 | 1 | 5 | 5 | 5 | 4 | 9 | 5.44 | | |
| No specific goal | 9 | 5 | 1 | 3 | 5 | 1 | 7 | 5 | 5 | 4.56 | | |
| How long do you think Facebook will stay popular before being replaced by something else? | 10 | 10 | 5 | ? | 5 | 10 | 10 | 5 | 2 | 7.125 | | |
| Would you be willing to manually curate the archive of your social | netw | ork: | s to | org | anis | e it? | | | | Total | | |
| Yes, every few weeks, so that I can keep a fresh eye on what's important | | | | | | | Х | | | 1 | | |
| Yes, every year or so, that'd allow me to look back | | Х | Х | Х | Х | Х | Х | | Х | 7 | | |
| Yes, less often, when I think of it | | | | | | | | | | 0 | | |
| No, I'd prefer the curation to be done automatically, even if that means it is less accurate | X* | | | | | | | х | | 2 | | |
| No, I think a standard timeline is better than these alternative representations | | | | | | | | | | 0 | | |
| No, I would not be interested in your product anyway | | | | | | | | | | 0 | | |
| * although if something was missing, they would like to be able to mar | ually | fix t | this. | | | | | | | | | |

| Cartography | p1 | | | | I | p2 | | | | р3 | | | | p4 | | | | p. | 5 | | | | р6 | | | | p 7 | | | | p8 | | | | p9 | | | | AVER | AGE | | |
|-------------|----|-----|-------|--|---|----|---|---|---|-----|------|-----|-------|------|-------|------|-----|---------|---------|---|---|---|----|---|---|---|------------|---|-----|-----|----|---|---|-----|-----|-----|-----|-----|------|------|------|------|
| | С | R | Е | В | Ì | С | R | Е | В | С | R | Е | В | С | R | E | В | С | R | E | E | В | С | R | Е | В | С | R | Е | В | С | R | Е | В | С | R | Е | В | С | R | E | В |
| 1 | 5 | | 3 | 3 | 5 | 5 | 1 | 5 | 5 | 3 | 4 | . 3 | 3 | 2 2 | 1 3 | 3 | 3 4 | 1 | 3 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 2 | 4 | . 4 | 4 | 2 | 2 | 2 | 4 | . 2 | 2 3 | 1 | 5 | 3.44 | 3.00 | 3.22 | 4.33 |
| 2 | 4 | 3 | 3 2 | 2 | 4 | 3 | 4 | 2 | 3 | 4 | 4 | . 3 | 5 | 5 4 | 1 3 | 3 | 3 3 | 3 | 2 | 4 | 4 | 5 | 3 | 3 | 5 | 5 | 4 | 4 | . 4 | 1 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | . 2 | 3.44 | 3.67 | 3.44 | 4.00 |
| 3 | 2 | 3 | 3 2 | 2 | 3 | 1 | 3 | 1 | 5 | 3 | 2 | 2 | 4 | | 1 2 | | 1 4 | 1 | 1 | 1 | 1 | 3 | 1 | 3 | 3 | 5 | 1 | 2 | . 2 | 2 1 | 4 | 4 | 4 | 5 | 2 | 2 2 | 1 | 3 | 1.78 | 2.44 | 1.89 | 3.67 |
| 4 | 4 | 3 | 3 2 | 2 | 3 | 5 | 5 | 5 | 5 | 4 | 1 | 3 | 4 | . 5 | 5 4 | . 2 | 2 3 | 3 | 5 | 2 | 4 | 5 | 5 | 5 | 5 | 5 | 1 | 1 | 1 | 3 | 5 | 5 | 5 | 5 5 | 1 | 3 | 2 | 2 4 | 3.89 | 3.22 | 3.22 | 4.11 |
| 5 | 4 | 4 | 1 3 | 3 | 4 | 3 | 3 | 1 | 1 | 5 | 4 | 5 | 5 5 | 5 5 | 5 5 | , | 1 4 | 1 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 3 | 5 | 5 | 5 5 | 3 | 5 | 5 | 5 | 5 5 | 5 5 | 5 4 | 3 | 5 | 4.67 | 4.44 | 3.56 | 3.67 |
| 6 | 2 | 3 | 3 2 | 2 | 3 | 1 | 2 | 1 | 3 | 4 | 5 | 3 | 3 | 3 3 | 3 4 | | 1 2 | 2 | 1 | 3 | 1 | 3 | 1 | 5 | 3 | 3 | 4 | 4 | . 3 | 3 | 5 | 5 | 5 | 5 5 | 1 | 3 | 3 2 | 2 1 | 2.44 | 3.78 | 2.33 | 2.89 |
| 7 | 2 | 3 | 3 | 1 | 1 | 4 | 4 | 1 | 5 | 3 | 3 | 3 | 4 | 1 3 | 5 | 3 | 3 | 1 | 1 | 2 | 1 | 5 | 3 | 3 | 3 | 3 | 2 | 1 | 2 | 2 4 | 2 | 4 | 5 | 5 5 | 1 | 1 2 | 2 3 | 3 1 | 2.33 | 3.00 | 2.44 | 3.22 |
| 8 | 3 | | 3 | 3 | 2 | 2 | 1 | 3 | 1 | 5 | 4 | 5 | 1 | ۱ . | 1 1 | | 1 | 1 | 2 | 4 | 4 | 1 | 1 | 3 | 3 | 1 | 2 | 1 | 2 | 2 1 | 5 | 5 | 5 | 1 | 1 | 1 | 4 | , 1 | 2.44 | 2.33 | 3.33 | 1.11 |
| 9 | 1 | | 1 2 | 2 | 5 | 3 | 3 | 3 | 5 | 2 | 2 | 4 | . 4 | 1 3 | 3 3 | 3 3 | 3 ! | 5 | 1 | 2 | 3 | 3 | 5 | 3 | 5 | 3 | 2 | 1 | 3 | 3 1 | 3 | 4 | 4 | 5 | 4 | . 2 | 2 4 | 4 | 2.67 | 2.33 | 3.44 | 3.89 |
| 10 | 5 | _3 | 3 3 | 3 | 2 | 5 | 5 | 4 | 5 | 3 | 3 | 3 | 2 | 2 5 | 5 4 | 3 | 3 4 | 1 . | 4 | 4 | 4 | 5 | 1 | 1 | 3 | 5 | 3 | 3 | 3 | 3 | 5 | 5 | 5 | 5 5 | 5 5 | 5 4 | 5 | 5 5 | 4.00 | 3.56 | 3.67 | 4.00 |
| 11 | 3 | 2 | 2 2 | 2 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | . 1 | 3 | 3 4 | . 2 | 2 2 | 2 | 1 | 3 | 3 | 5 | 3 | 1 | 1 | 1 | 3 | 2 | 2 | . 2 | 2 4 | 3 | 5 | 4 | 4 | . 4 | 1 3 | 3 2 | 2 5 | 3.00 | 2.89 | 2.56 | 3.22 |
| 12 | 1 | 2 | 2 . | 1 | 3 | 2 | 5 | 3 | 5 | 1 | 2 | 1 | 4 | | 2 | | 1 . | 1 | 3 | 3 | 3 | 5 | 5 | 3 | 5 | 5 | 2 | 1 | 2 | 2 2 | 4 | 4 | 5 | 5 5 | 1 | 2 | 2 3 | 3 1 | 2.22 | 2.67 | 2.67 | 3.44 |
| 13 | 3 | 3 | 3 3 | 3 | 2 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 3 5 | 5 5 | , 4 | 4 ! | 5 | 5 | 3 | 5 | 5 | 3 | 3 | 3 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | . 5 | 2 | 5 | 5 5 | 4.33 | 3.89 | 4.11 | 4.00 |
| | | | | \perp | | | | | | | | | | | | | | L | \perp | 1 | _ | | | | | | | | | | | | | | | | | | | | | |
| | | | | \perp | _ | | | | | | | | | | | | | \perp | | _ | _ | | | | | | | | | | | | | | | | | | | | | |
| | С | Cla | arity | <u> </u> | | | | | | Gra | ades | rar | nge ' | fron | n 1 t | 0 5. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | R | Re | leva | nce | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | E | Ef | ficie | ncy | _ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | В | Be | auty | <u>/ </u> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| Cartography | Clarity | Relev. | Effici. | Beauty |
|-------------|---------|--------|---------|--------|
| 1 | 3.44 | 3.00 | 3.22 | 4.33 |
| 2 | 3.44 | 3.67 | 3.44 | 4.00 |
| 3 | 1.78 | 2.44 | 1.89 | 3.67 |
| 4 | 3.89 | 3.22 | 3.22 | 4.11 |
| 5 | 4.67 | 4.44 | 3.56 | 3.67 |
| 6 | 2.44 | 3.78 | 2.33 | 2.89 |
| 7 | 2.33 | 3.00 | 2.44 | 3.22 |
| 8 | 2.44 | 2.33 | 3.33 | 1.11 |
| 9 | 2.67 | 2.33 | 3.44 | 3.89 |
| 10 | 4.00 | 3.56 | 3.67 | 4.00 |
| 11 | 3.00 | 2.89 | 2.56 | 3.22 |
| 12 | 2.22 | 2.67 | 2.67 | 3.44 |
| 13 | 4.33 | 3.89 | 4.11 | 4.00 |