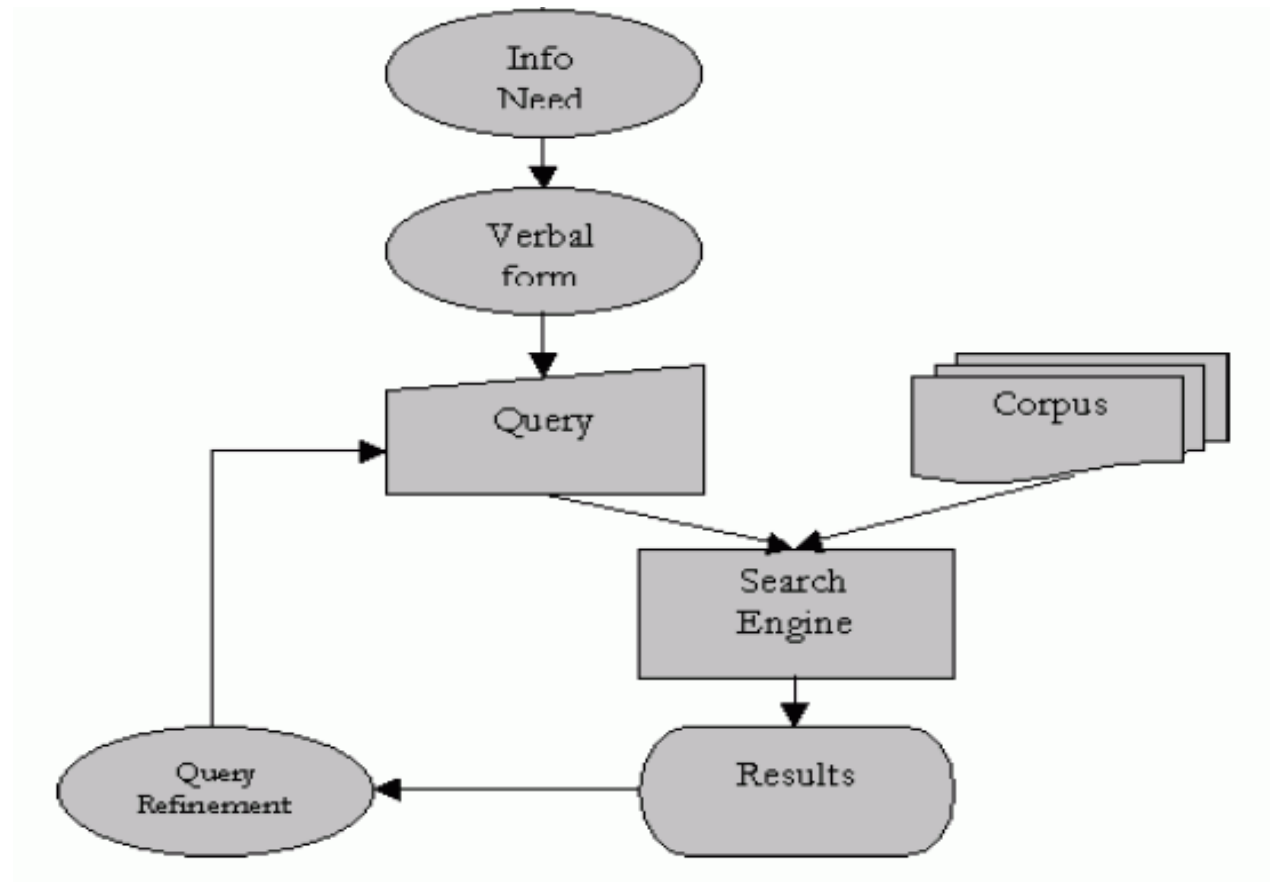
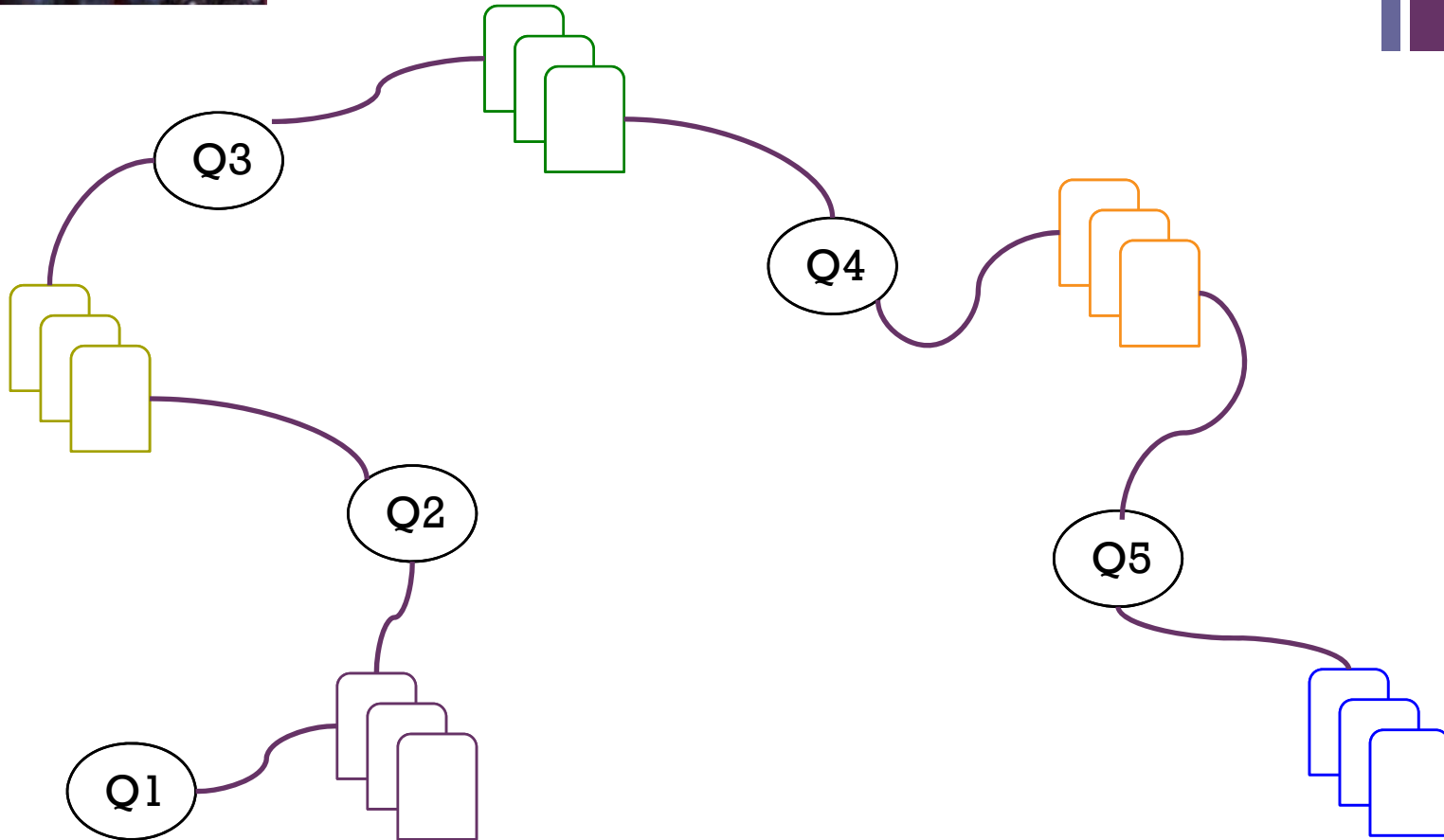


Models of Search Behavior

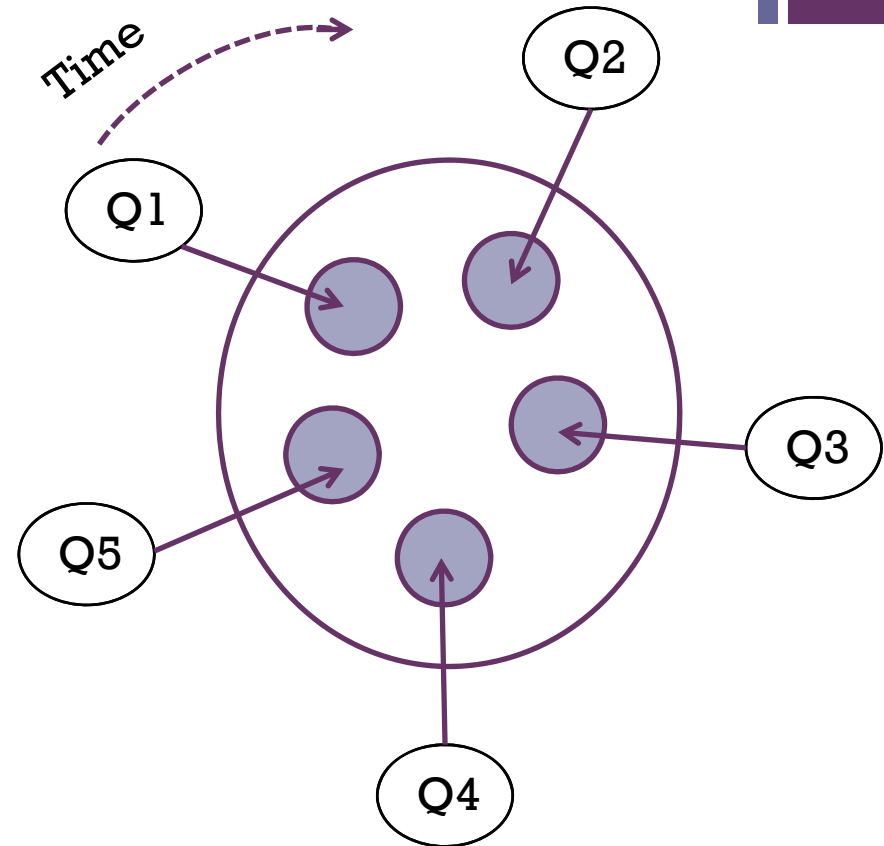
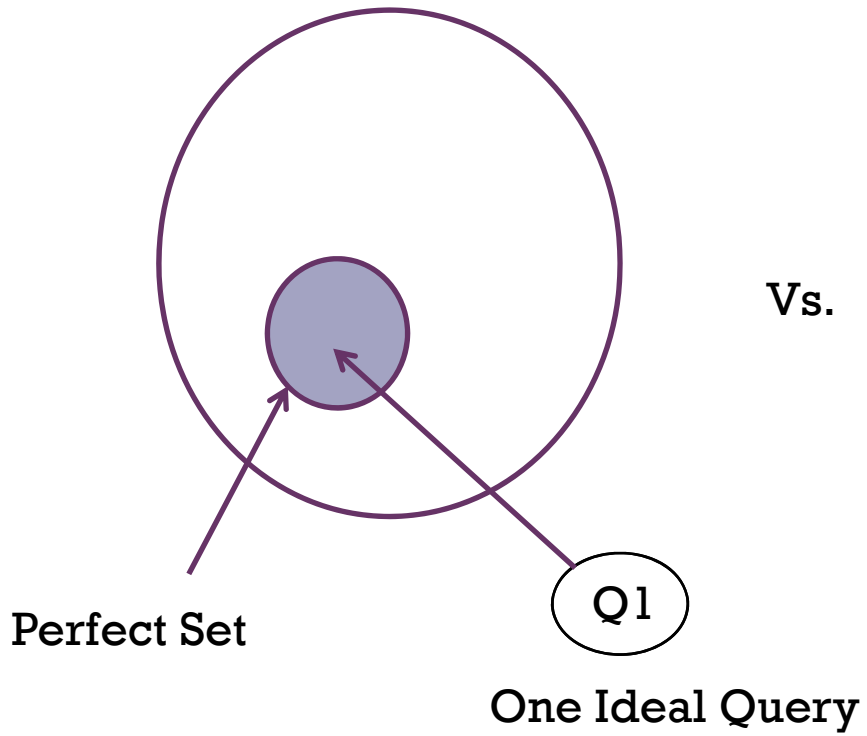
Diane Kelly, University of North Carolina, USA
NII Shonan Meeting Seminar 020
Whole-Session Evaluation of IIR Systems
October 09, 2012

+ Classic Model



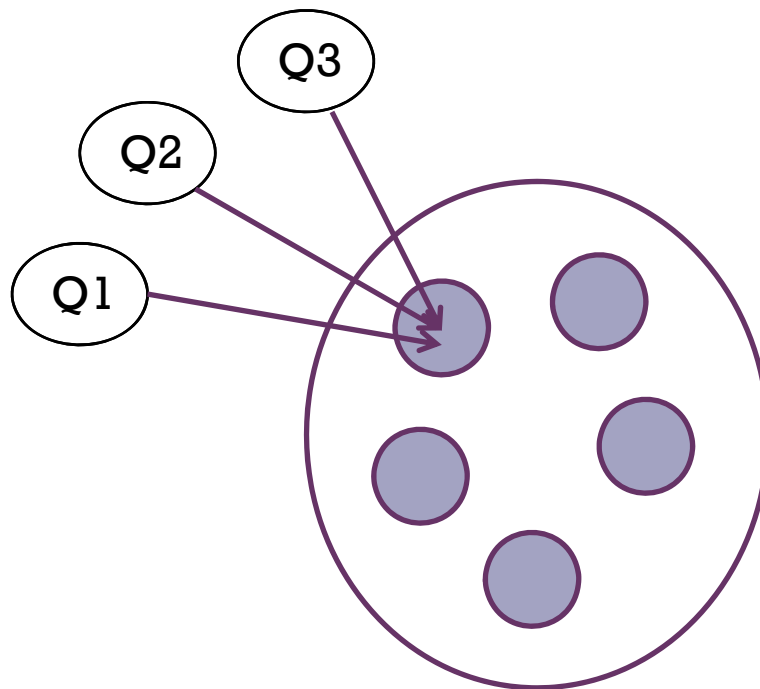


Bates, M. J. (1989). Design of browsing and berrypicking for the online search interface. *Online Review*, 13, 407-424.

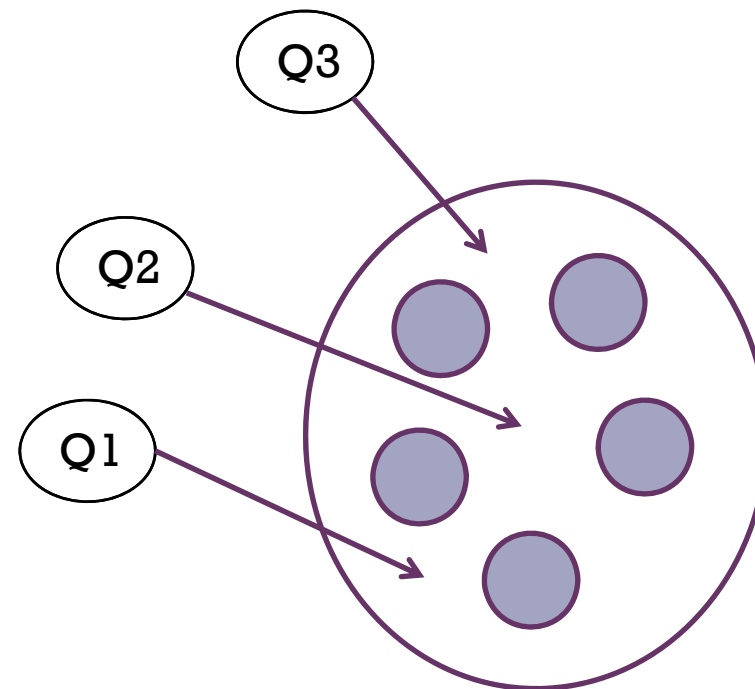


+ Orienteering

Fishing and Anchoring



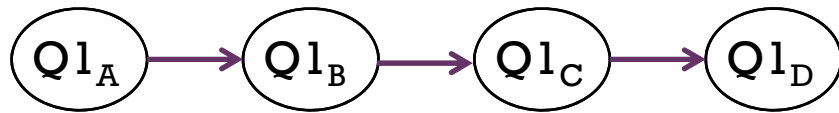
Fishing with No Bait



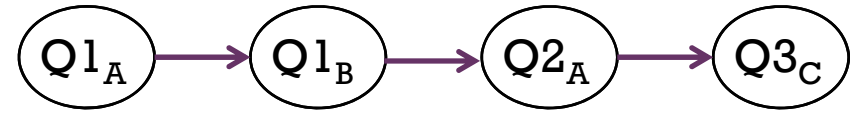
Hertzum, M. & Frokjaer, E. (1996). Browsing and querying in online documentation: A study of user interfaces and the interaction process. *ACM Transactions on Computer-Human Interaction (ToCHI)*, 3(2), 136–161.

+ Other Models

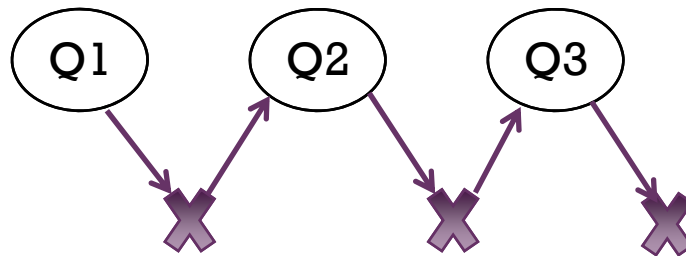
Variations on the Same Theme



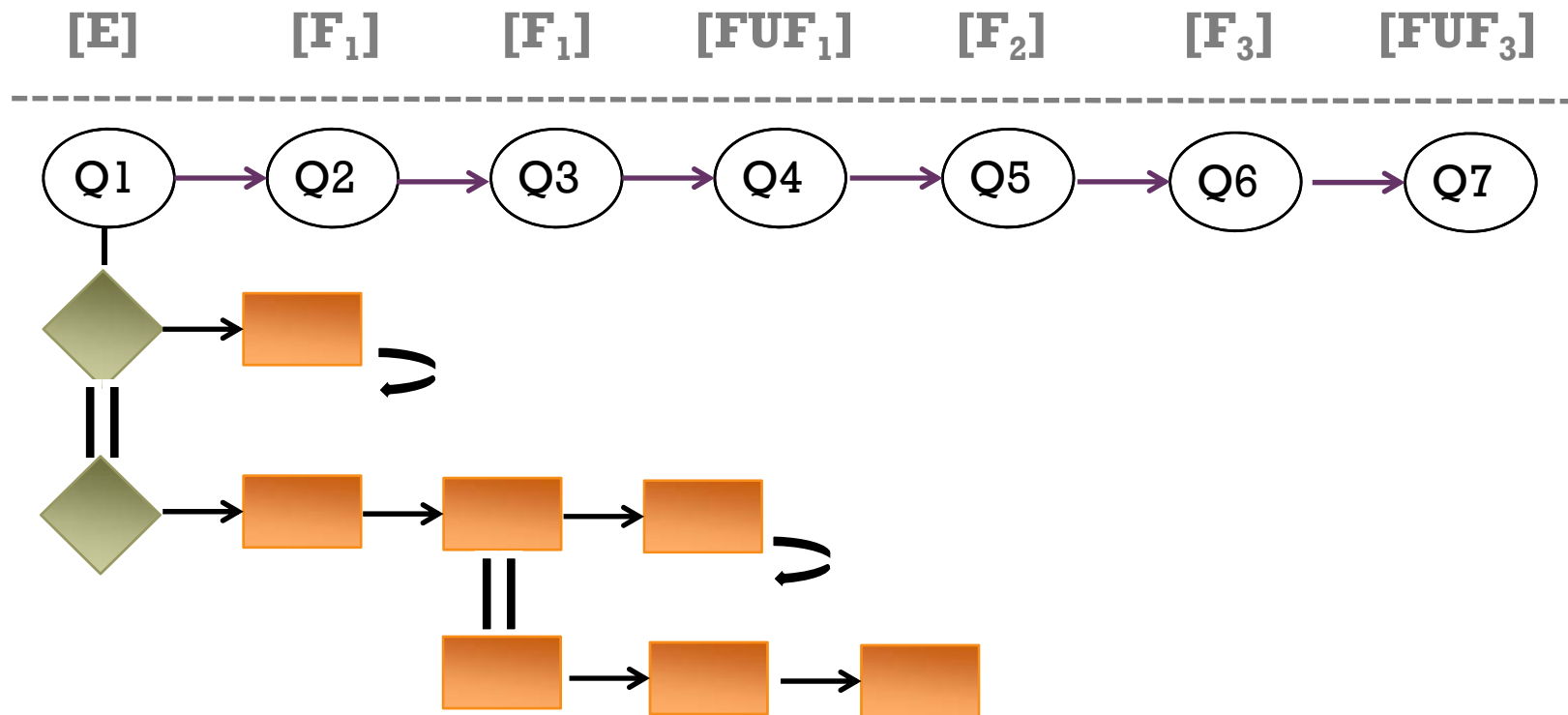
Interleaving



Genuine Failures



+ Session-level Mixed Models



Vakkari, P. (2010). Exploratory searching as conceptual exploration. *Proceedings of the Fourth Human Computer Information Retrieval Workshop*, New Brunswick, NJ, 24-27.

+ Multi-Session Mixed Models

