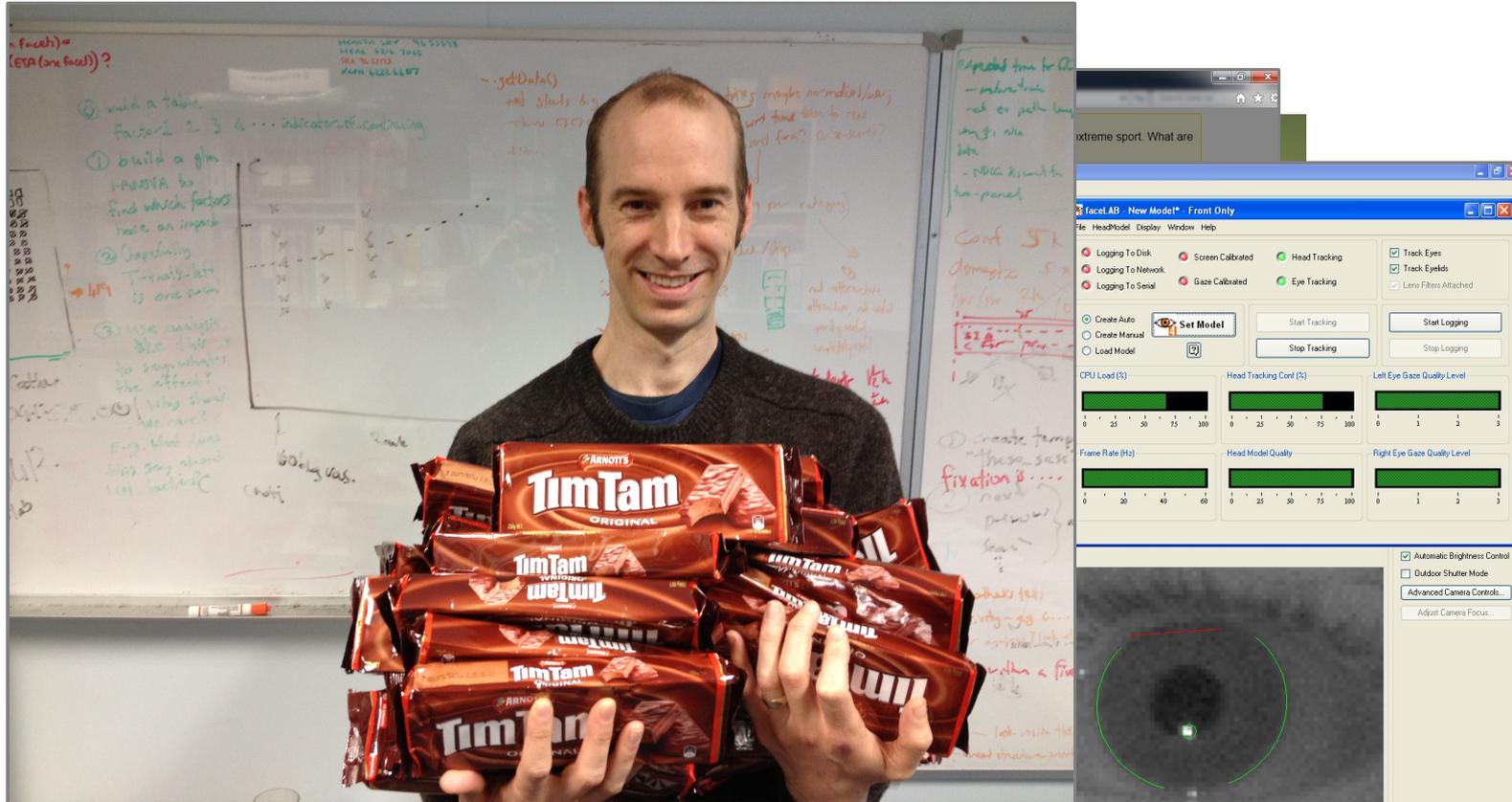


Fading away: **Dilution and user behaviour**

Paul Thomas
Falk Scholer
Alistair Moffat

Given a poorly-performing search system,
what do people do?

Methods



Everything's great,
He's done everything
Thursday or Friday o

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A new **extreme sport** under my belt: cycling in New Delhi in the lunchtime rush hour ... cycling, hopefully it will be the same here albeit a bit more of an **experience** ...

Disempowering the stakeholders' results paradigm

The original stakeholder information need was actioned going forward by enhancing it through the win-win inclusion of a jargon competency chosen randomly from a list of outside-the-box strategies.

Diluting results

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[In...](#) ABC via Yahoo!7 News - 18 Jul 03:31PM
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Diluting results

1. Good

2. Good

3. Good

4. Good

5. Good

6. Good

...

1. *Poor*

2. Good

3. *Poor*

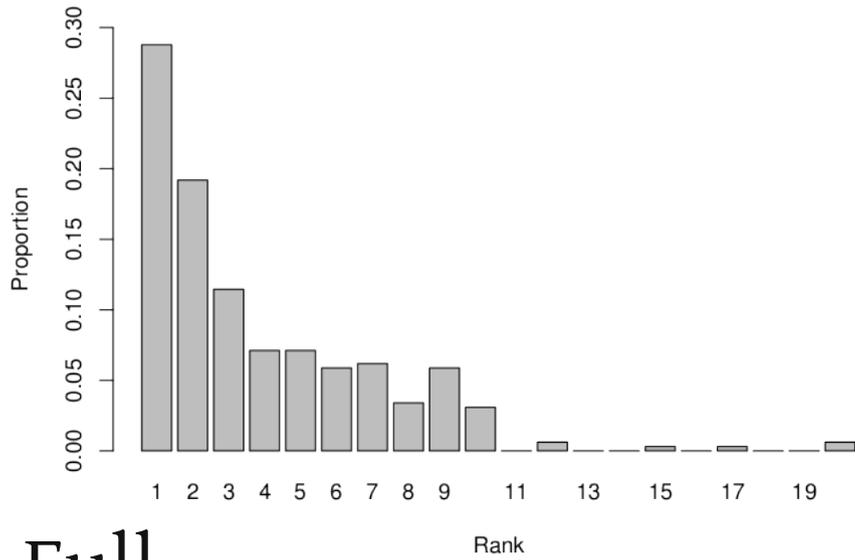
4. Good

5. *Poor*

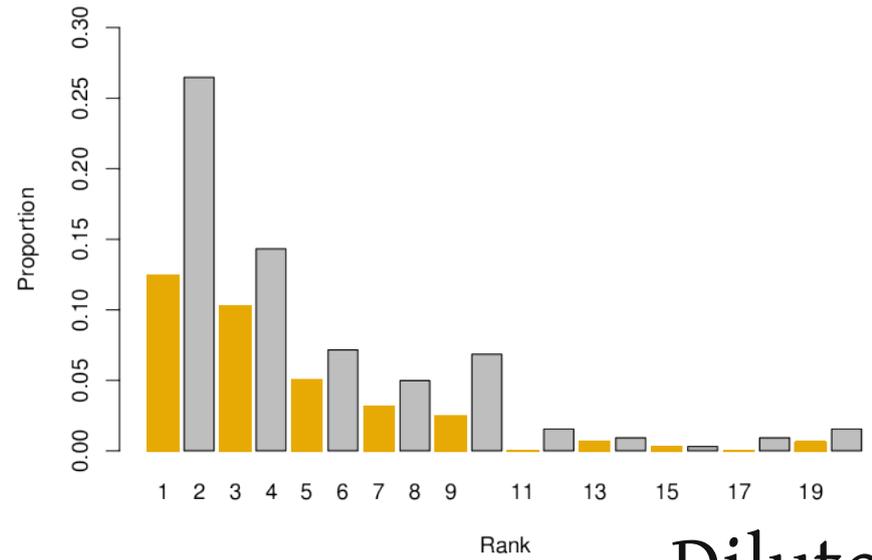
6. Good

...

Clicks

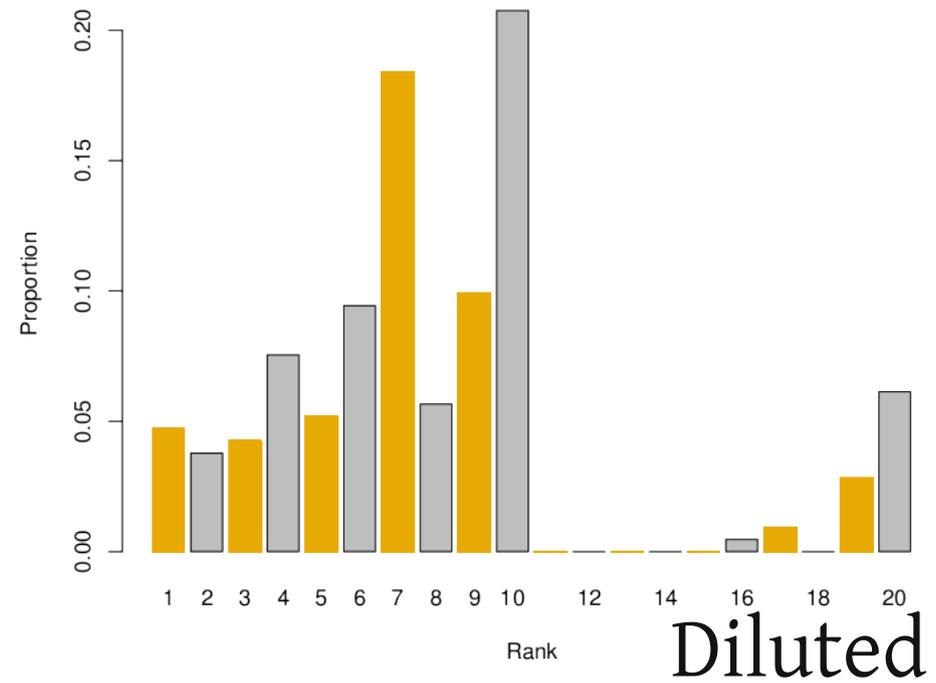
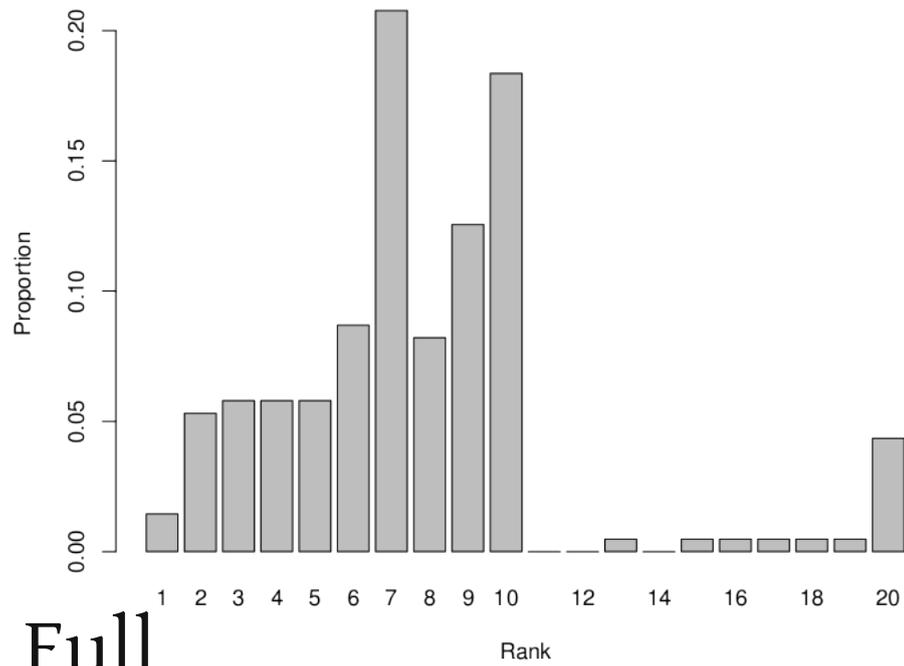


Full

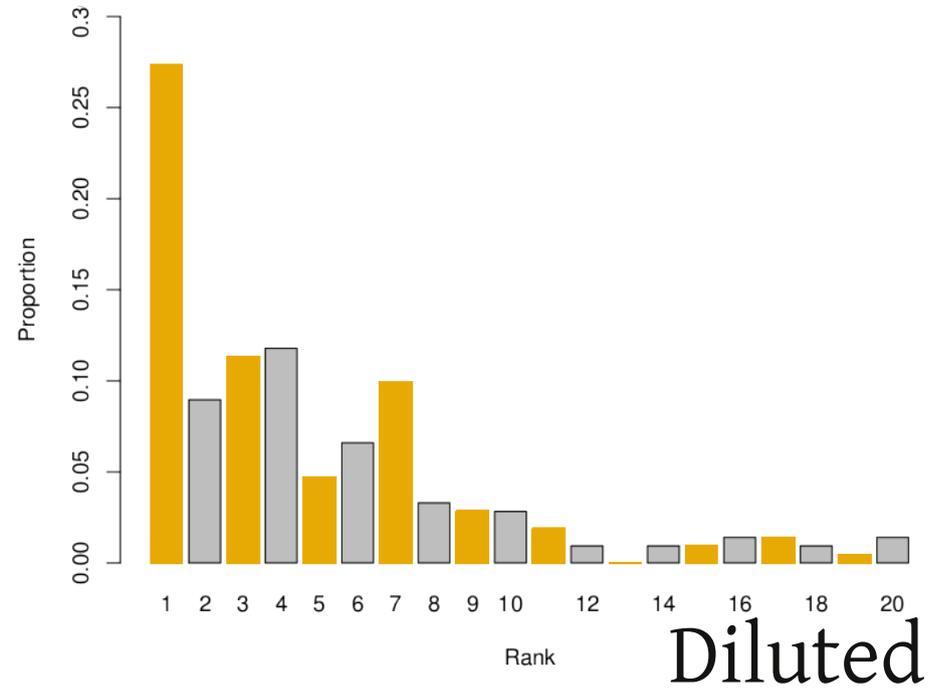
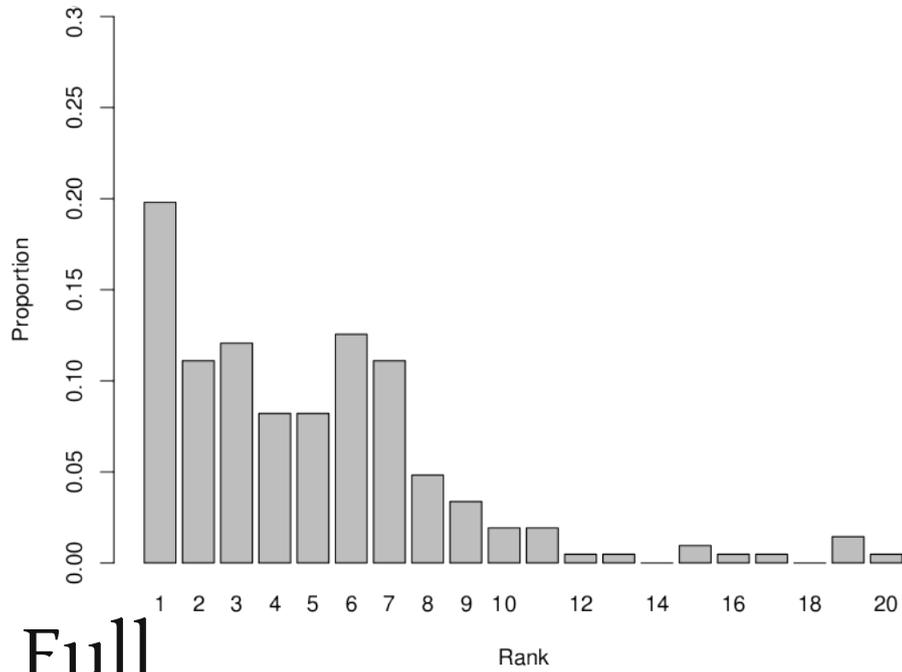


Diluted

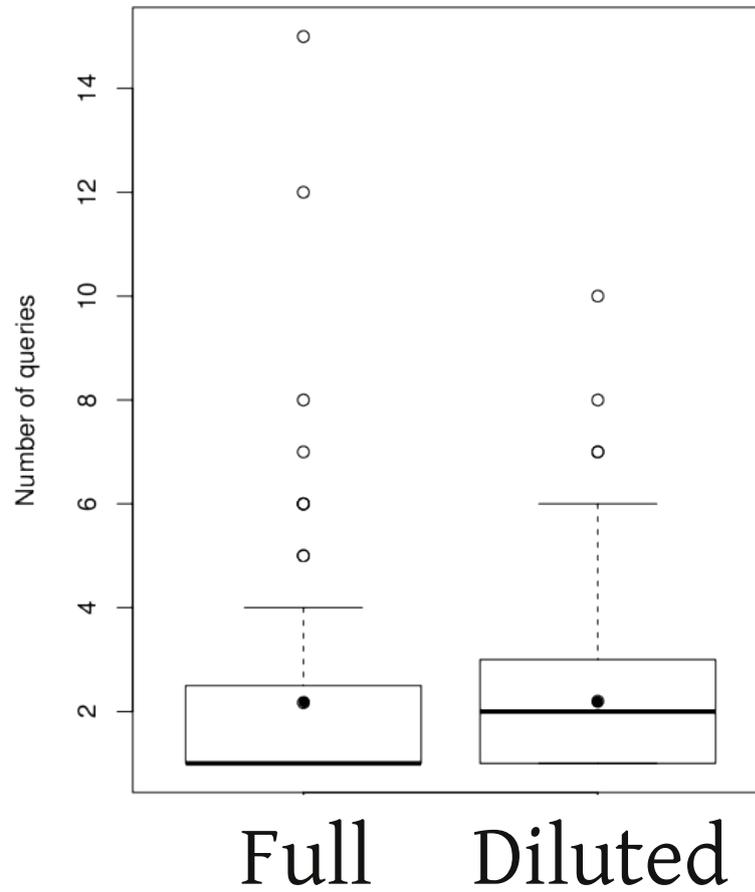
Reading (depth)



Reading (last rank)



Reformulation



Relevant answers

Relevant:clicked ratio 0.79 0.75

Time on task

Reading time/rank 0.59s 0.59s

Time/task 2:42 2:32

Queries/minute 1.50 1.52

Self-assessment

Difficulty 2/5 2/5

Satisfaction 4/5 4/5

We **didn't see any change** in a bunch of behaviours: c.f. Smith and Kantor.

- Instructions?
- Insufficient dilution?
 - Something else?