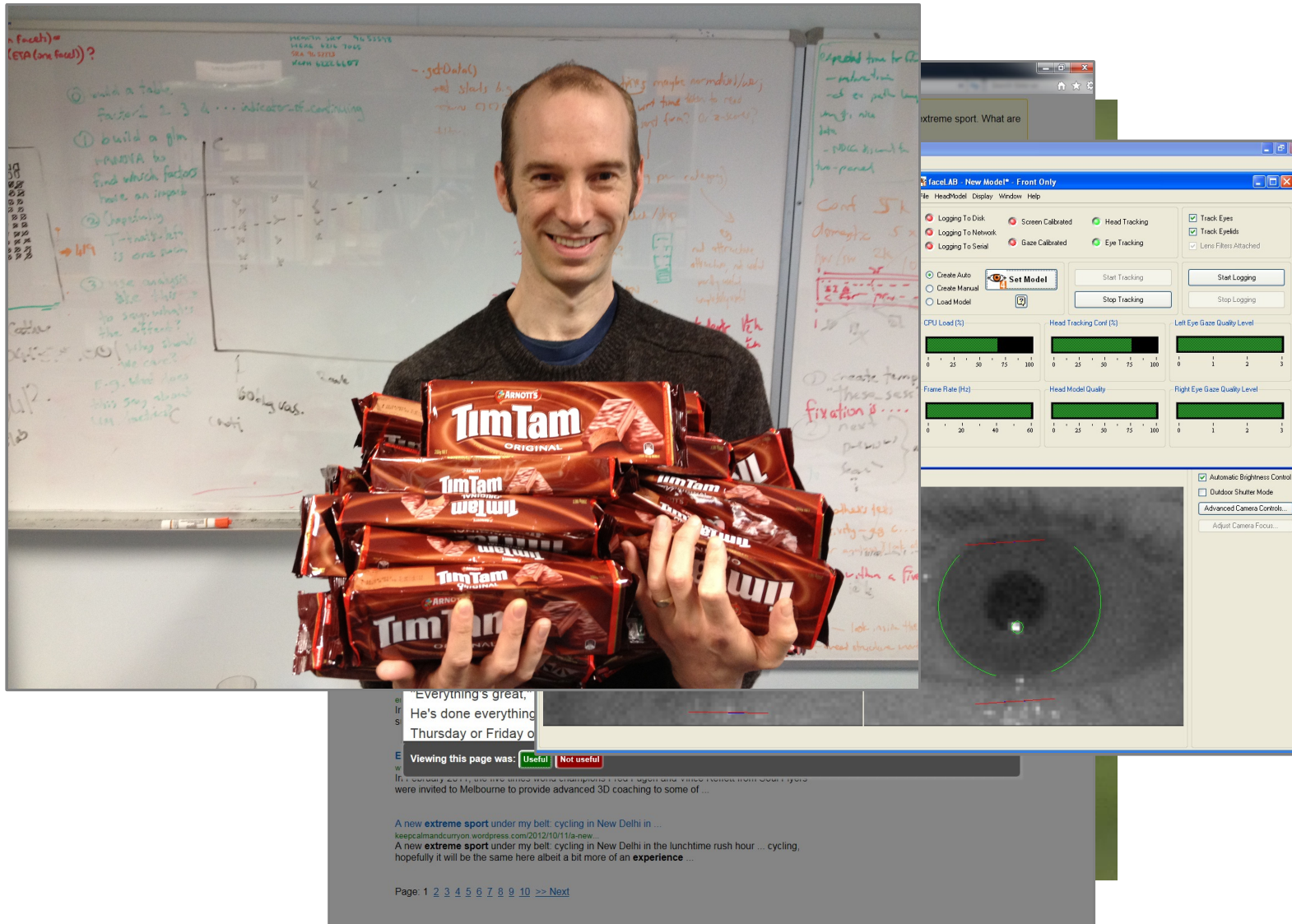


Fading away: **Dilution and user behaviour**

Paul Thomas
Falk Scholer
Alistair Moffat

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

Methods



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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[email - Business Accountants Sydney | Business Audit Sydney | Simeoni](#)
The **Qantas** case: A recent case ... As many **client focussed** businesses know, Christmas has a psychology of its own. Christmas, and the embedded message of gift giving ...
www.simeoni.com.au/newsletter/November - [Cached](#)

[Work for Snap - Snap Business Printing, Design & Marketing Services](#)
If you're looking to get started in a business that is **client focussed** or want to reach your full potential ... Earn **Qantas** Frequent Flyer points for every dollar ...
www.snap.com.au/work-for-snap.html - [Cached](#)

[The University of Sydney | The University of Sydney](#)
Qantas; Challenger; Microsoft; The Nous Group; The University of Sydney; Hire a student now . Current student employees Clients. ... **client-focussed** and non-bureaucratic.
www.sydneytalent.com.au/page/the_university_of_sydney.html - [Cached](#)

[Norman Disney & Young - Listings - Infrastructure Services Online ...](#)
We deliver excellent solutions based on a **client-focussed** ... Perth Airport Expansion Sydney Airport **Qantas** Domestic Terminal Brisbane Airport Domestic ...
export.business.vic.gov.au/export-markets/infrastructure-services... - [Cached](#)

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

Diluting results

1. Good

2. Good

3. Good

4. Good

5. Good

6. Good

...

1. *Poor*

2. Good

3. *Poor*

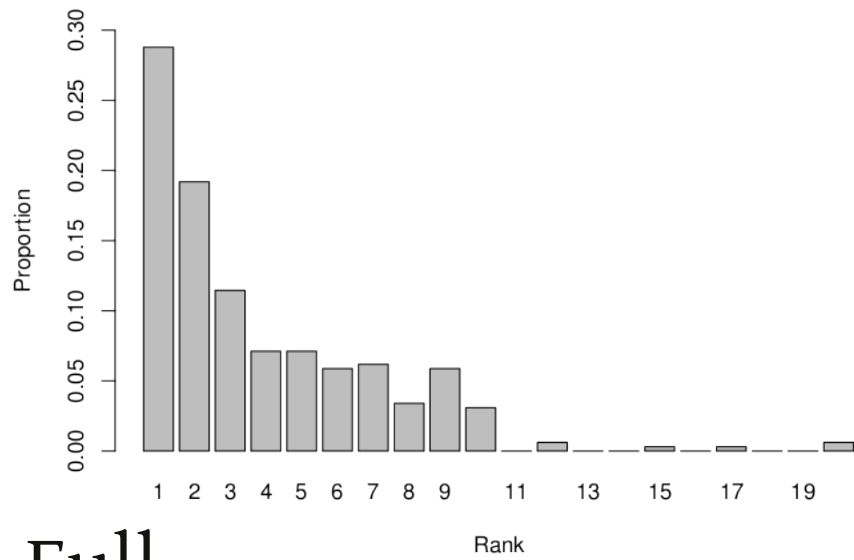
4. Good

5. *Poor*

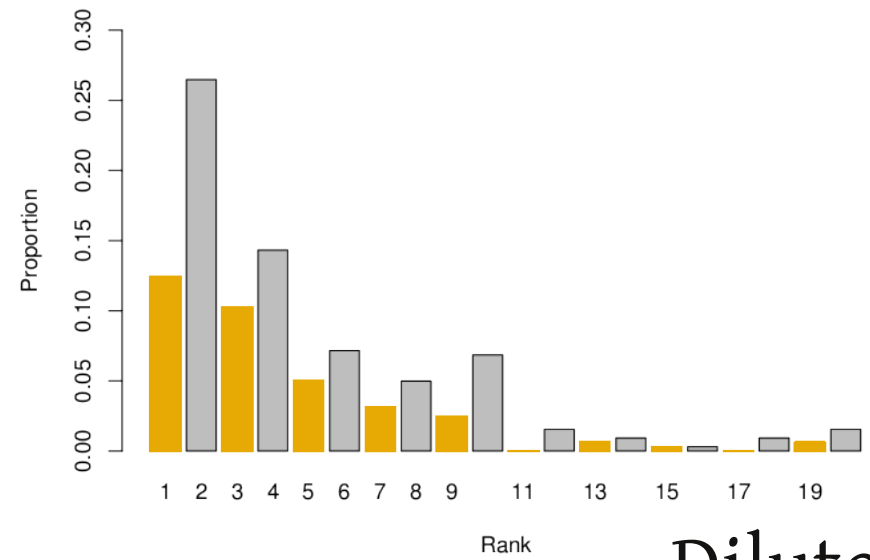
6. Good

...

Clicks

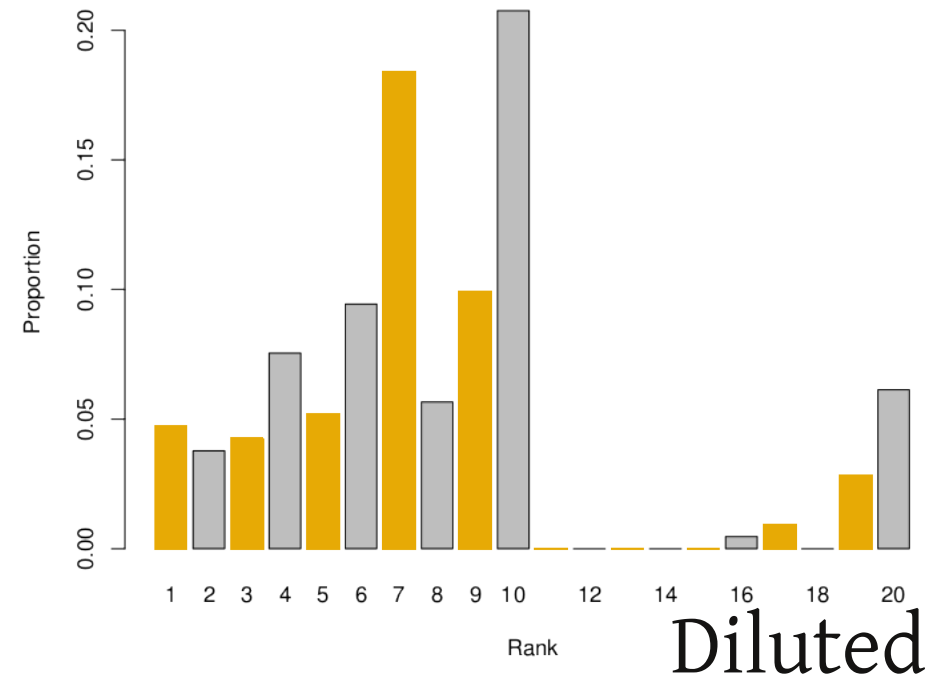
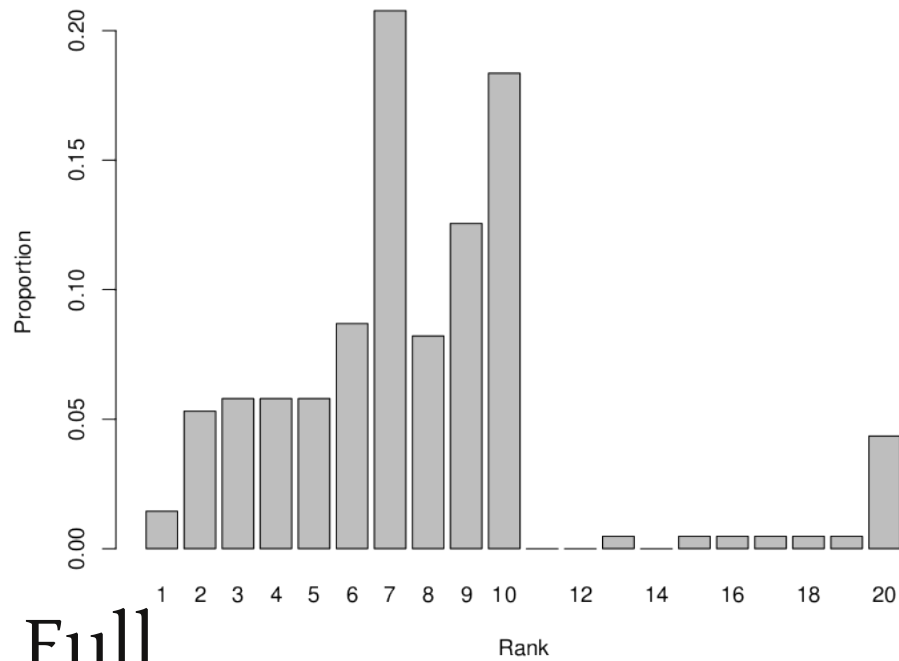


Full

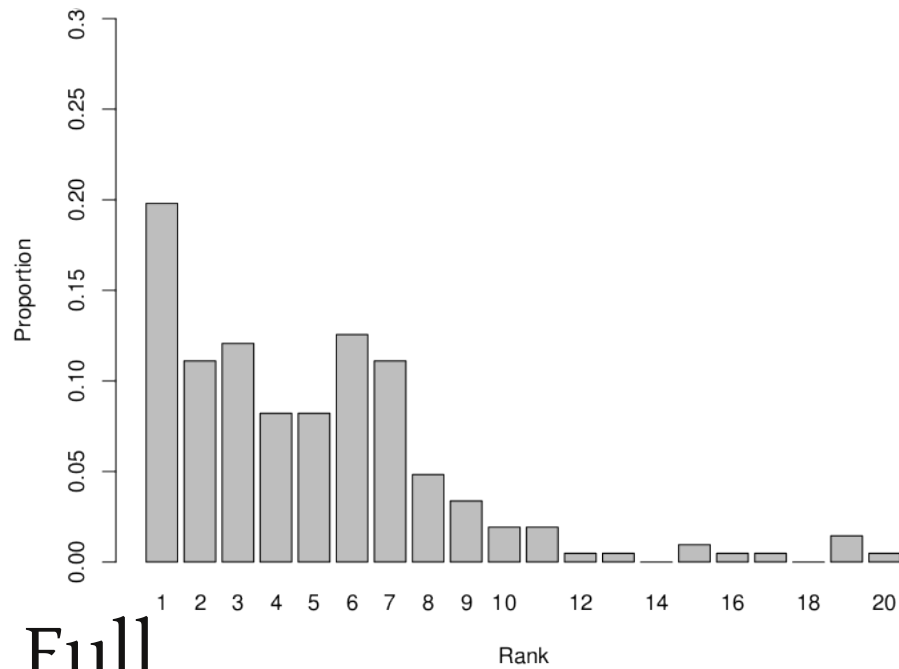


Diluted

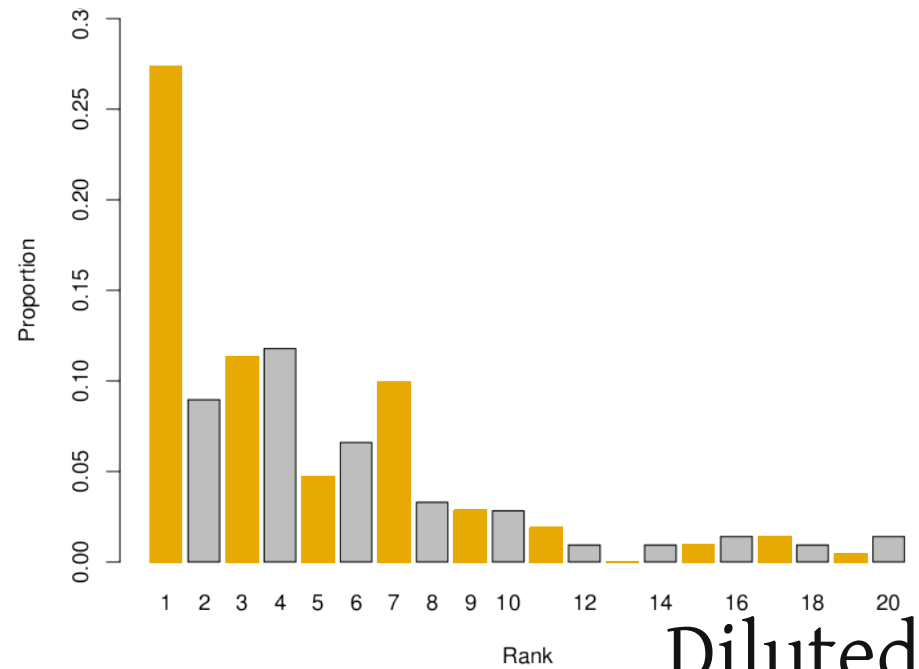
Reading (depth)



Reading (last rank)

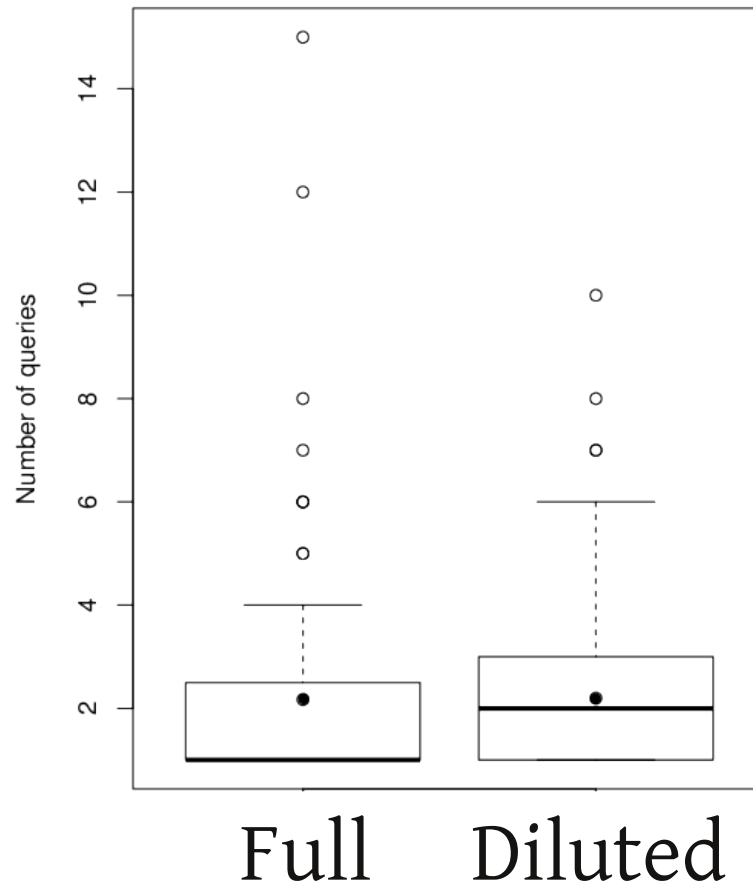


Full



Diluted

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?