ITR5 Information Usage

Lecture 4

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Reading

"Information Architecture" by Louis Rosenfeld and Peter Morville,
O'Reilly 1998

chapter 6 (worth reading)

Structure

searching

1. searchable sites

2. designing search interfaces
why not make a site searchable

- not a tool to satisfy all user's needs
- not good on poor contents
- not a cure for bad browsing!
- needs good planning

why make a site searchable

- cope with bad organization (Foyle's)
- dynamic contents
- large contents

user needs

- some want overview, others want detail
- some need accuracy, others don't care much
- some can wait, others need it now
- some need some info, others need a comprehensive answer
user's searching expectation

- known item searching
- existence searching
- exploratory searching
- comprehensive searching

integrated searching and browsing

- literature deals with single systems
- browsing and searching in a single system
- multiple iteration
- associative learning

things to consider when designing search interfaces I

- level of expertise
  - boolean?
  - concept search?
- amount returned
  - comprehensive?
  - verbose?
- how much to search

all this makes for a lot of problems
things to consider when designing search interfaces II

- search target
  - navigation pages?
  - HTML only?

- are there specific types of data that users will want

- multi-lingual?

- audience difference