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Web Science Course

Evaluating the Benefits of Social Annotation

Annotation for Collaborative Search

Grouping  Commenting  Rating  Tagging
Agenda

Introduction
Experiment
Results
Conclusion
Searching in **social services** is focused only on certain types of content and is closed

Source: http://www.theconversationprism.com/
Users often collaborate to accomplish a task. So why not a Collaborative Search?
Collaborative Search Study

A survey with employees from Microsoft

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Watch over someone’s shoulder</th>
<th>E-mail someone results</th>
<th>Call someone on the phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>N=204</td>
<td>87.7%</td>
<td>86.3%</td>
<td>49.0%</td>
</tr>
</tbody>
</table>

Desire to parallelize task

- How to traverse the space?
- How to avoid redundant information

Difficulty in helping collaborators

- How to share the result

Not realizing the need to share the results

- Only share the results, when the search is complete
How useful are **Social Annotations** and how they are used separately and together?
LearnWeb 2.0 syndicates resources from Web 2.0 Systems and supports collaboration functionalities.
Research questions

• In what situations is searching social media more useful than regular searching?

• What group processes appear in collaborative searching?

• How important or prevalent are social notification services?

• How do people react to and take advantage of notifications of activities from collaborators?
24 Participants were recruited. All with academic, most technology-oriented degrees.
## Questionnaire Results

How do people interact with Web 2.0 tools and what is the role of user-added ratings and comments?

<table>
<thead>
<tr>
<th>Find resources</th>
<th>The half used keyword searching</th>
<th>Listings of new or recommended items</th>
<th>Only one mentioned browsing</th>
</tr>
</thead>
</table>

| How do they share resources | 75%: Write a comment or just bookmark |
|                            | Tagging or Rating are far less popular |
Procedure

Asynchronous collaboration:
- Ratings
- Comments
- Tags

Tasks

Groups of three:
- create a list/group of 20-30 resources for a specific question

Example Tasks:
- Planning a trip
- Preparing a seminar
- Recommend music
Log Based Analysis

Figure 1: Media types of the discovered resources

Figure 2: Collaborative Search

Activity Overview Over 6 Sessions

- add a resource
- rate
- comment
- tag

Number of times the activity was performed

Sessions
Conclusion

• There is an imbalance between what users search for and what they actually share

• Social annotations are only considered as secondary relevance indicators for search results

• Collaborative search requires direct communication
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Thank you!