

Using a Concept Map to Evaluate Exploratory Search

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Background

- Previous studies on user-centered evaluations and exploratory search systems:
 - Can users *effectively seek information*?
 - Can they conduct Exploratory Search by *interaction with the systems*?
 - Previous studies: What can users acquire from information sources found?
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- Our focus: *users' cognitive changes* during exploratory search

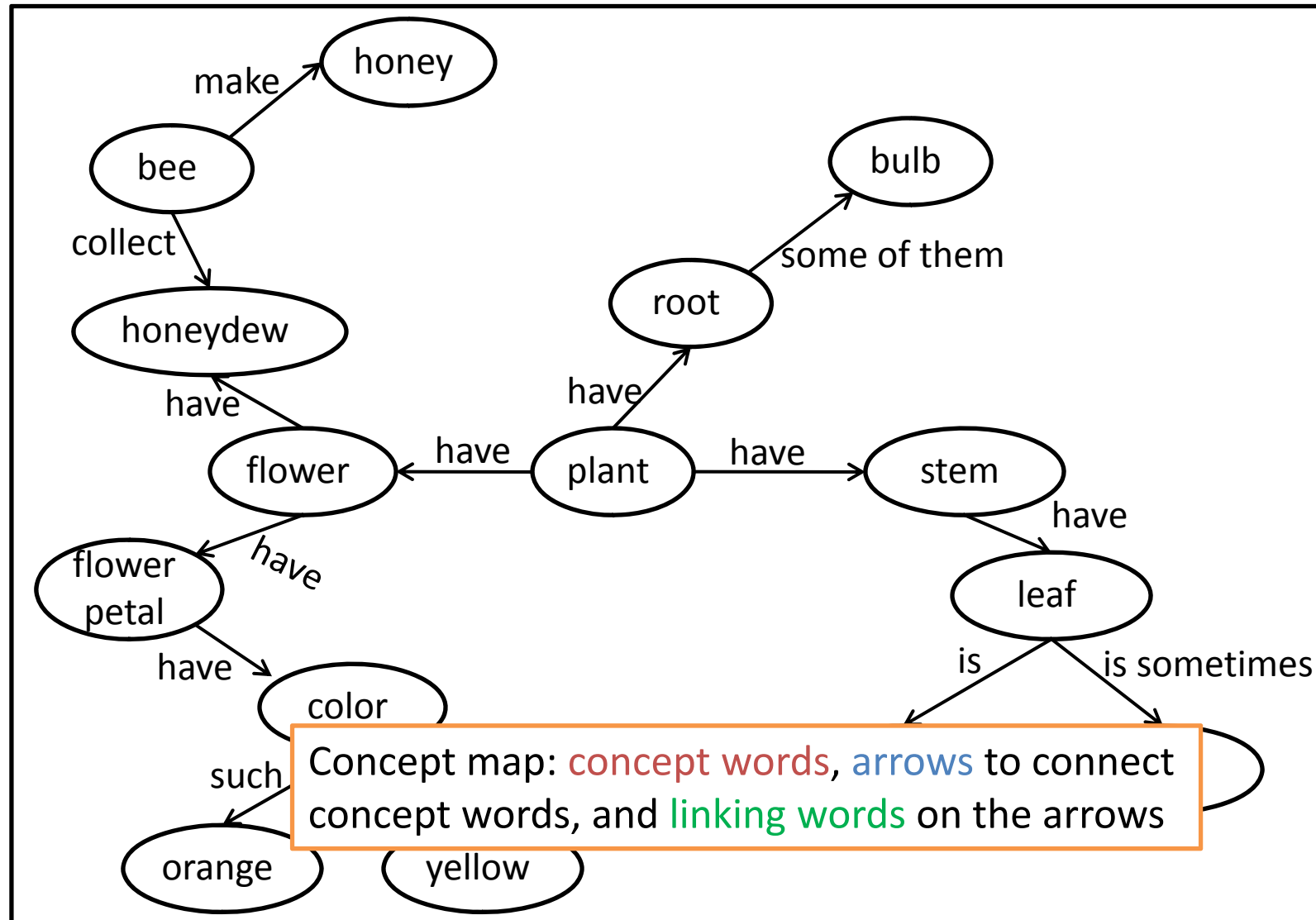
Objective

- User's cognitive changes by search:
- How can we measure changes in the user's knowledge structure, before/after Exploratory Search?



- Concept map
 - used in learning & education to describe learners' knowledge representations

Concept Map (Cmap)



Example of concept map about plants

Related Works – Concept Map

- Concept maps: introduced in educational fields
- In IR & IS context:
 - Cole et al., 2007; Halttunen and Järverin, 2005; Pennane and Vakkari, 2003
 - Used Concept maps to represent user's knowledge structures and their changes
- In our context:
 - A basic tool to analyze effectiveness of Exploratory Search supporting systems
 - Grater the effectiveness, grater the change in cmaps
 - Examine affects of topics for searching and affects of search task scenarios

Research Questions

- RQ1: What differences can be observed between pre- and post-search concept maps?
 - RQ2: How do differences between topics, scenarios and browser types influence changes in user's concept maps?
- User Experiment

Experimental Design

Participants

- 35 undergraduate students
 - Ages: 18 – 28
 - Males: 17, Females: 18
 - Majors:
literature, nursing science, pedagogics, engineering,
political economics, jurisprudence, commercial science,
science & engineering, etc.
 - No experience drawing concept maps

Search Task

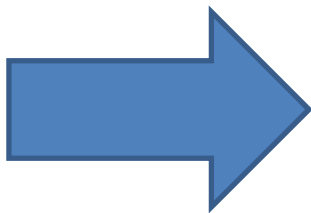
- Information-gathering task
- Participants gather information on Web as preparation for writing a term paper on a topic
- Participants conducted two search tasks for different topics
 - *Topic* is an experimental factor

Factors in Experiment

1. Topics (within-subject factor)
 - Media topic
 - Politics topic
2. Scenarios (between-subjects factor)
 - Selective
 - As-Many-As
3. Browser types (within-subject factor)
 - Tab Browser
 - Non-tab Browser

1. Topics (within-subjects factor)

- Participants gather info on the Web for writing a term paper on Media or Politics topic
- Media:
“The media’s impact on the young adult population”
- Politics:
“The influence of a change in government administrations”
- Not fact-finding topics
- Diverse discussions and opinions on the Web



Participants must investigate discussions not only by looking for multiple opinions but also by comparing viewpoints.

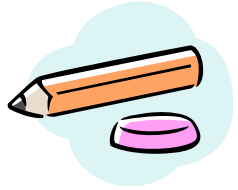
2. Scenarios (between-subjects factor)

- Selective scenario
 - Carefully select 10 or fewer Web pages
- As-Many-as scenario
 - Gather as many Web page as possible

3. Browser type (within-subjects factor)

- Web browser allowed:
 - Use of tabs (Tab Browser)
 - *or* –
 - Non-use of tabs (non-Tab Browser)
- Purpose : effect of interface
 - Why: experienced users used tabs lots

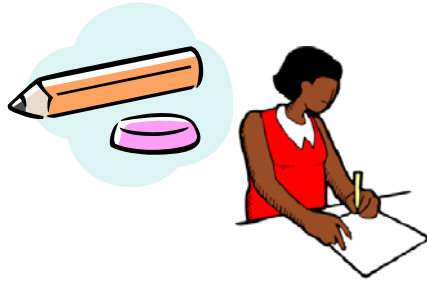
Procedure



Preparation	Quizzes about Web, IR, and Writing	10 min.
	Search Experience Questionnaire	10 min.
	Instruction of Cmap	5 min.
	Practice of Cmap	5 min.
1 st Search Task	Instruction of Task	5 min.
	Pre-Search Cmap for Topic	10 min.
	Search	15 min.
	Post-Search Cmap for Topic	10 min.
	Questionnaire for Task	10 min.
2 nd Search Task	Instruction of Task	5 min.
	Pre-Search Cmap for Topic	10 min.
	Search	15 min.
	Post-Search Cmap for Topic	10 min.
	Questionnaire for Task	10 min.
Closing	Closing Questionnaire	10 min.

*Cmap: Concept Map

Procedure



2000年10月____日 午前・午後 参加者ID: _____ 氏名: _____

問1 論理演算と検索式に関する次の文章において、(A)~(E)に入る最も適切な語句を解答群の中から選び、その番号を解答欄に記入してください。

「自動車におけるエコロジー」に関する文献の検索をする場合、「自動車」と「エコロジー」の両者を含む文献、つまり、「自動車」を含む文献の集合と「エコロジー」を含む文献の集合の(A)を取ればよい。検索式としては、「自動車 (B) エコロジー」で表現される。

「ハイブリッドカーまたは電気自動車」に関する文献の検索をする場合は、「ハイブリッドカー」と「電気自動車」の(C)、検索式としては「ハイブリッドカー (D) 電気自動車」となる。

「ハイブリッドカーを除く自動車におけるエコロジー」に関する文献の検索をする場合の検索式は、「(自動車 (B) エコロジー) (E) ハイブリッドカー」となる。この場合、ハイブリッドカーと他のエコロジー技術の両方を扱った文献は検索されないことになるので、十分な注意を要する。

解答群

1. 論理差	2. AND	3. 論理和	4. OR
5. NOT	6. NEAR	7. SAME	8. 論理積

解答欄

(A)	(B)	(C)	(D)	(E)
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問2 次の文章の(A)~(E)に入る最も適切な語句を解答群の中から選び、その番号を解答欄に記入してください。

情報検索の出発点となるのは、「あるテーマ(たとえば、卒業研究のテーマ)についての情報が記載されている文献を手手したい」といった情報要求 (information needs) の発生である。情報要求を言葉で表現したものが検索質問であり、情報要求、すなわち検索質問に沿って検索システムに記した(A)を作成し、実行の検索を実行する。

検索エンジンを実行した時、検索の結果得られた文献をチェックして、調査目的に合致する結果が得られたかどうかを(B)とすることが重要である。

検索結果に含まれる文献が、その情報要求や検索質問に合致している場合は、その文献は「(C)している」といわれる。一方、検索されなかった(C)文献は「検索しきれ」と呼ばれ、検索しれに対しては「(D)」という指標がある。検索しきれなかった(D)は悪い。また、検索されてしまった不適当な文献は「検索ノイズ」といわれ、検索ノイズに関しては「(E)」という指標がある。不適当な文献が少ないほど(E)は高い。

解答群

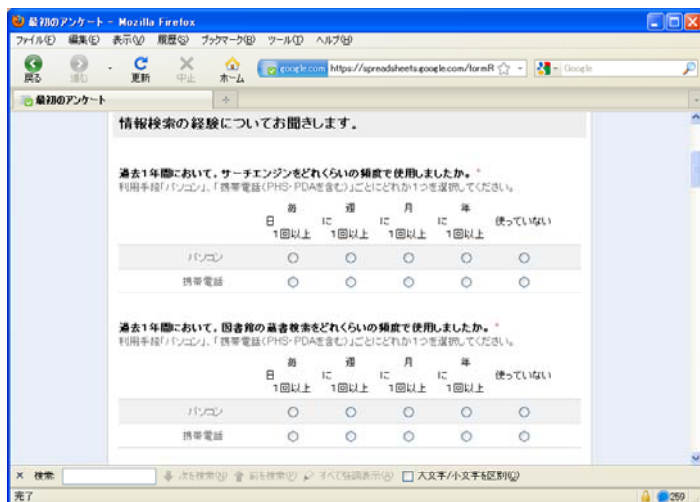
1. 検索結果と精度	2. 検索式	3. コンパ	4. 再現率
5. 精度	6. 占有率	7. 適合	8. 評価

解答欄

(A)	(B)	(C)	(D)	(E)
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Questionnaire for Task	10 min.	
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Procedure



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2009年10月 日 午前・午後 机: ____

概念マップの説明と練習

【概念マップとは何か？】
概念マップとは、物や出来事に対して人が持っている知識を視覚的に表したものです。図1は、「植物」に対する概念マップの例です。

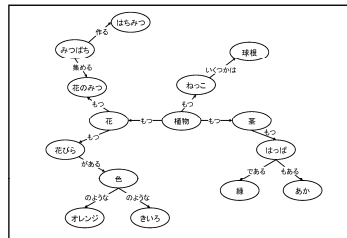
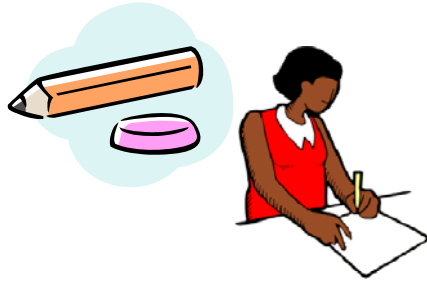


図1:「植物」に関する概念マップの例

【概念マップの構成要素】
概念マップは、概念と、概念同士をつなぐ矢印、矢印に付けられた狭長形で構成されています。
・概念語: モノやコトを表す名称 (自動車・洗濯・犬・学び・椅子・誕生日パーティ) のことで、マップ上では名詞を丸で囲んで表現します。
・結合語: 概念語と概念語がどうつながりなのを示す動詞や形容詞、接続詞 (もつ、のよくな、がある、例えば...) のことで、マップ上では矢印のラベルで表現します。
・矢印: 概念語同士につながりがあることを示します。結びれた2つの概念語と結合語をつなぐと、「植物は花をもつ」といった文になります。この場合、植物から花に向かって矢印を引き、「もつ」というラベルをつけます。

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Closing Questionnaire	10 min.	

Procedure



ID: _____ 参加者氏名: _____

【概念マップ作成の注意点】

- ・ きれいに書くことよりも、自分が持っている知識をできるだけ書き出すことを重視する
- ・ 関係が近い概念語は近くに配置するようにする
- ・ 矢印のラベルが思い浮かばないときは後回しにしてもよい
- ・ 矢印は後から新しく追加してもよい

【概念マップの練習】

それでは、簡単なもので練習をしてみたいと思います。以下に「地球温暖化」についての概念マップを作ってみてください。時間は5分です。

地球温暖化

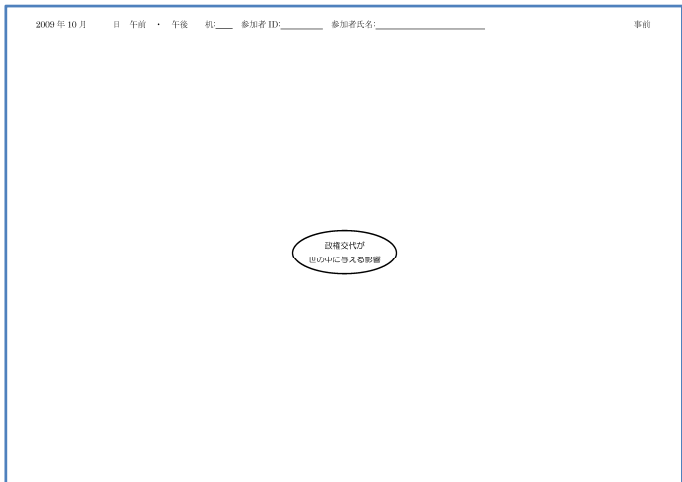
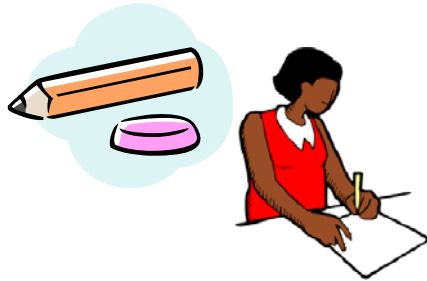
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Procedure



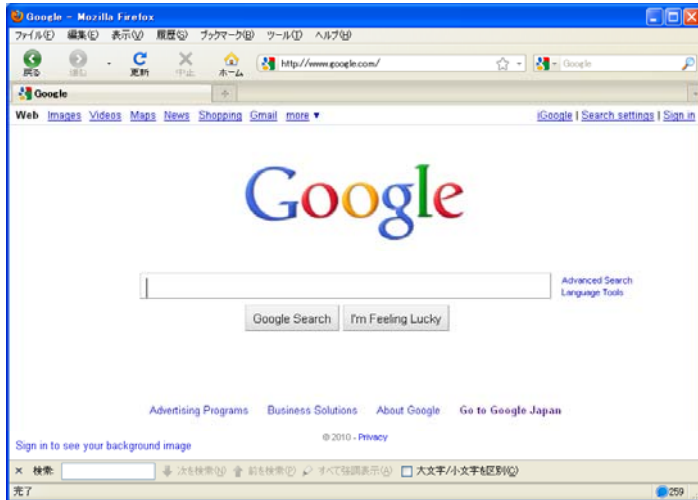
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Procedure



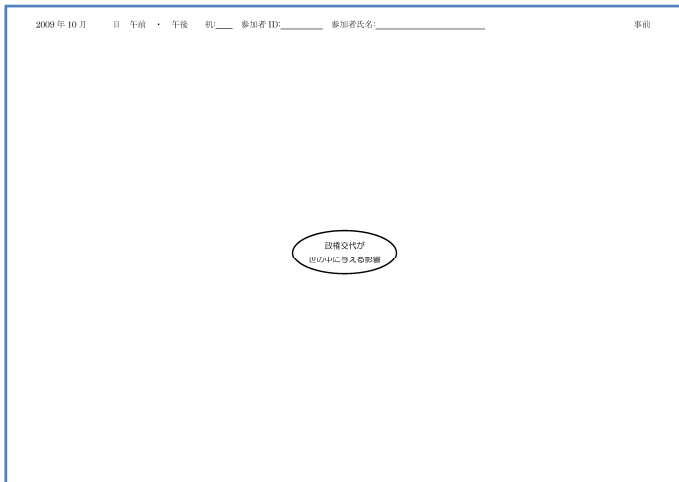
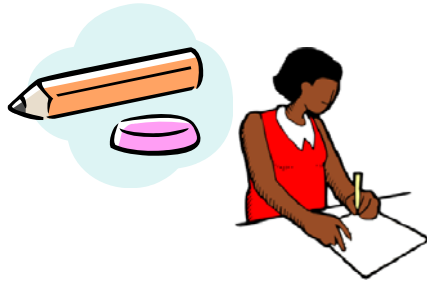
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Procedure



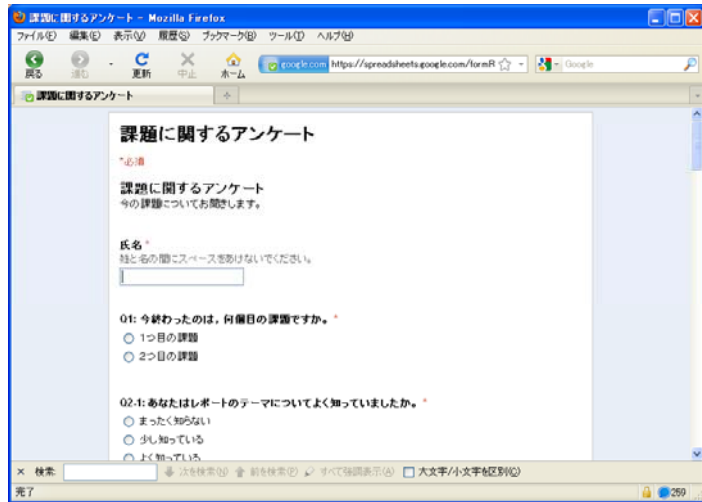
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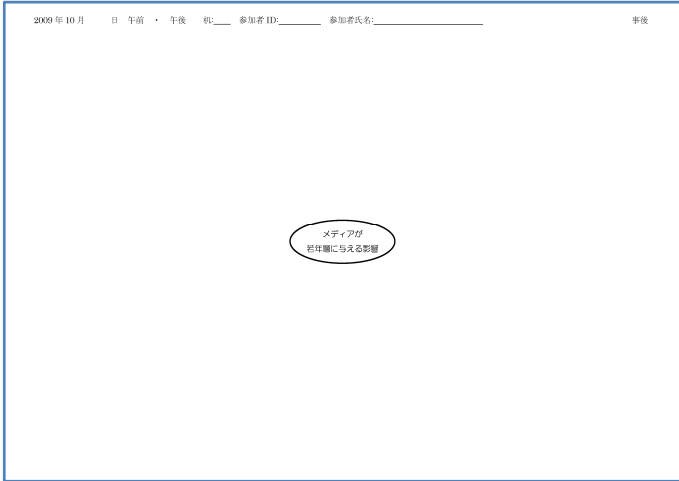
Procedure

The second task followed the same sequence as the first task.



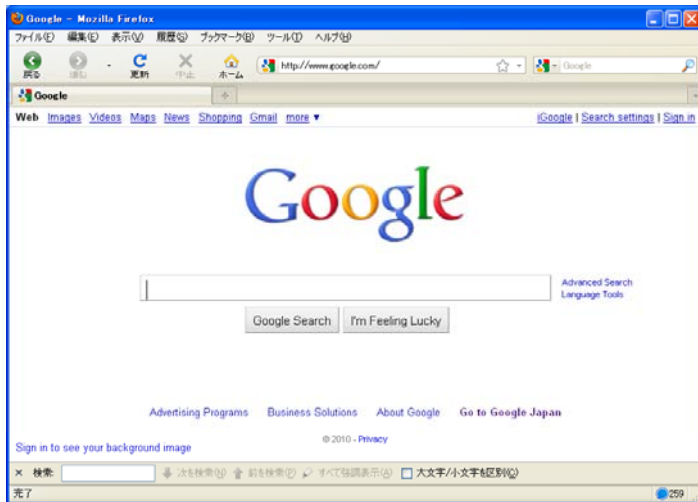
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Procedure



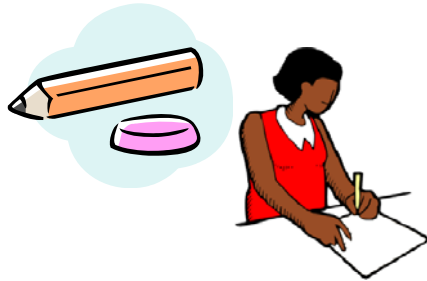
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Procedure



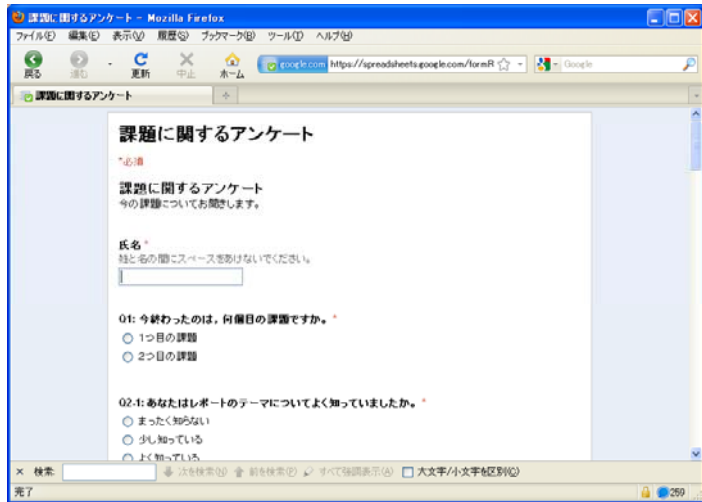
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Procedure



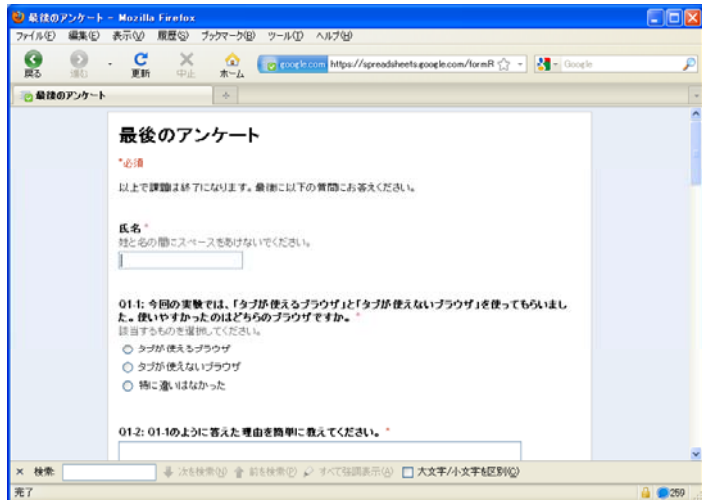
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Procedure



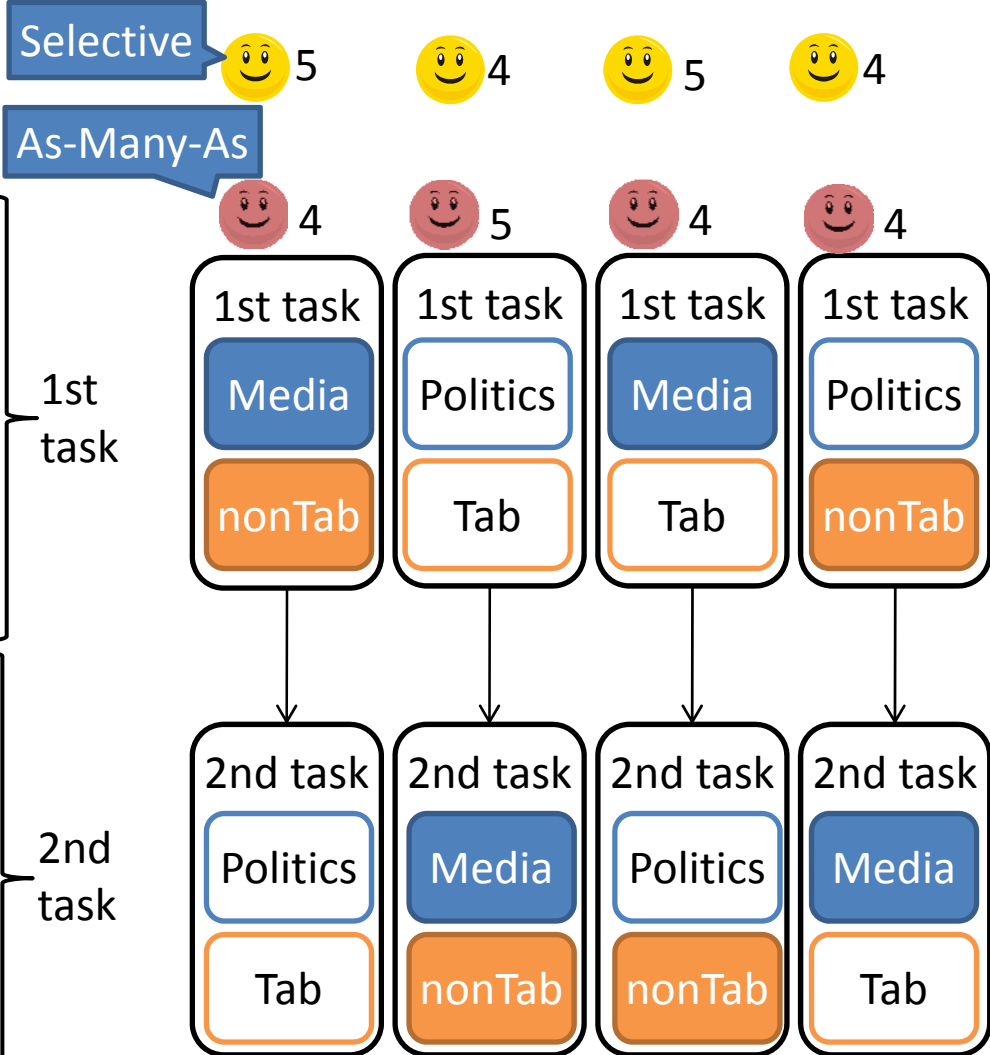
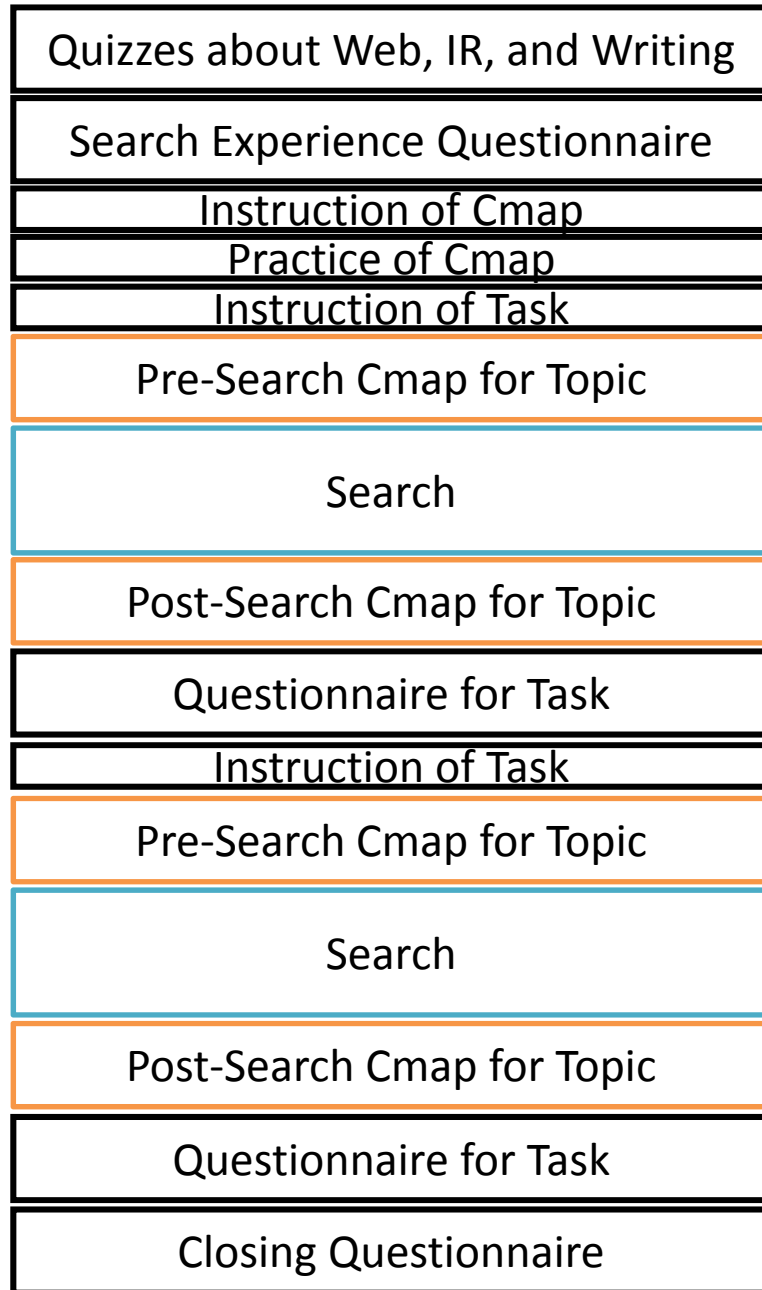
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Counter-balanced



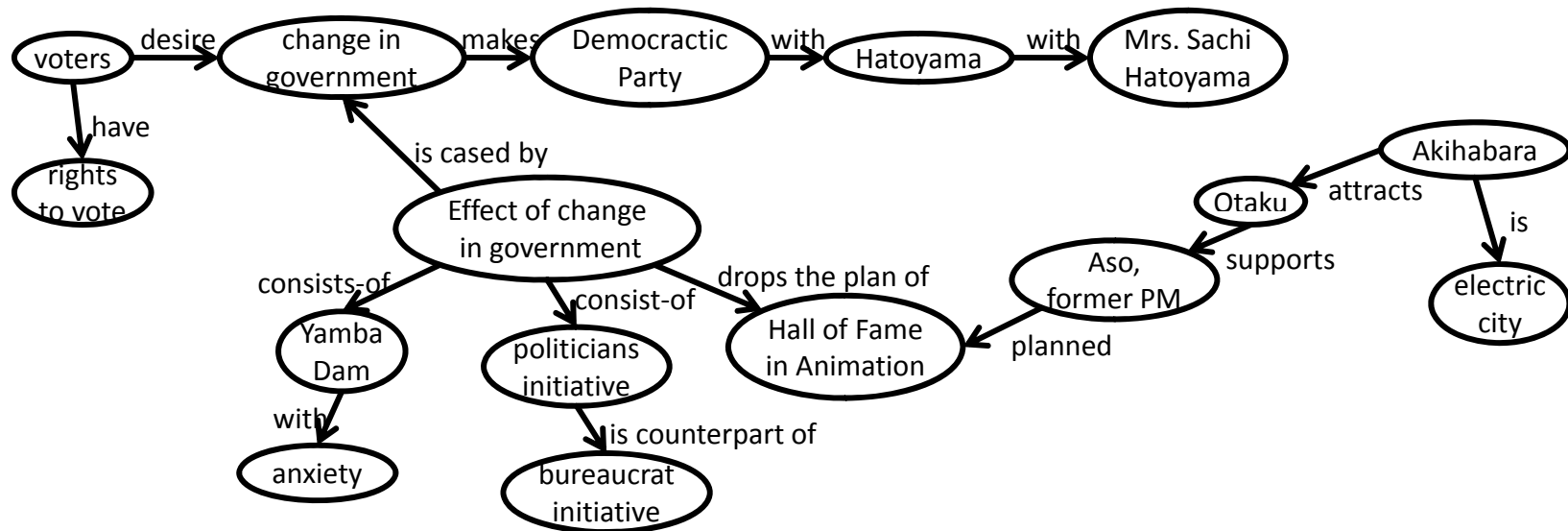
*Cmap: Concept Map

Results

Analysis Method: Overview (1)

concept map → directed graph

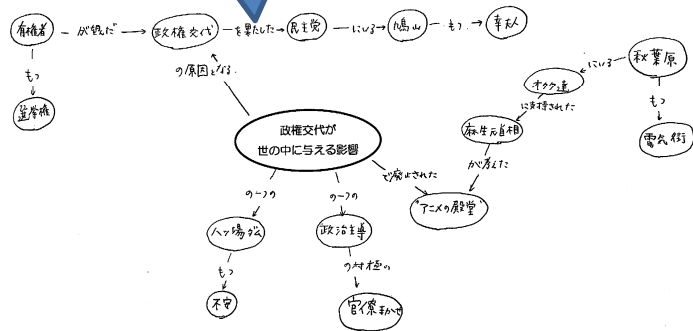
- Using graph components:
 - Node
 - Link
 - Link label



Analysis Method: Overview (2)

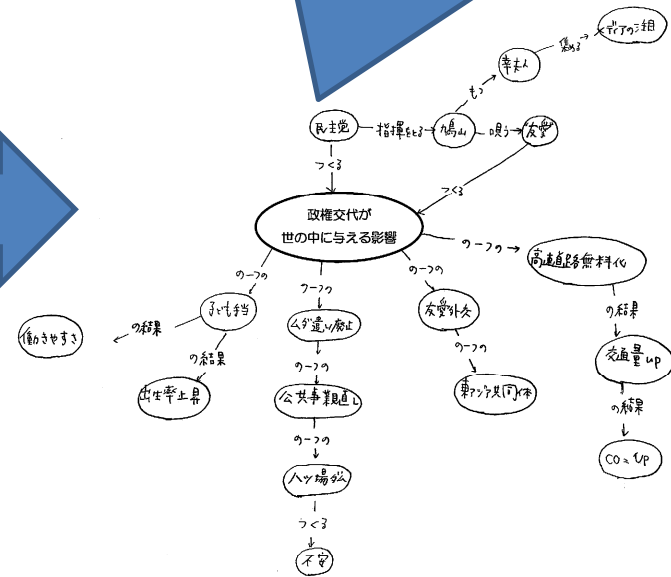
Comparing pre- and post-search cmap

Pre-search cmap:
drawn up *before* search task

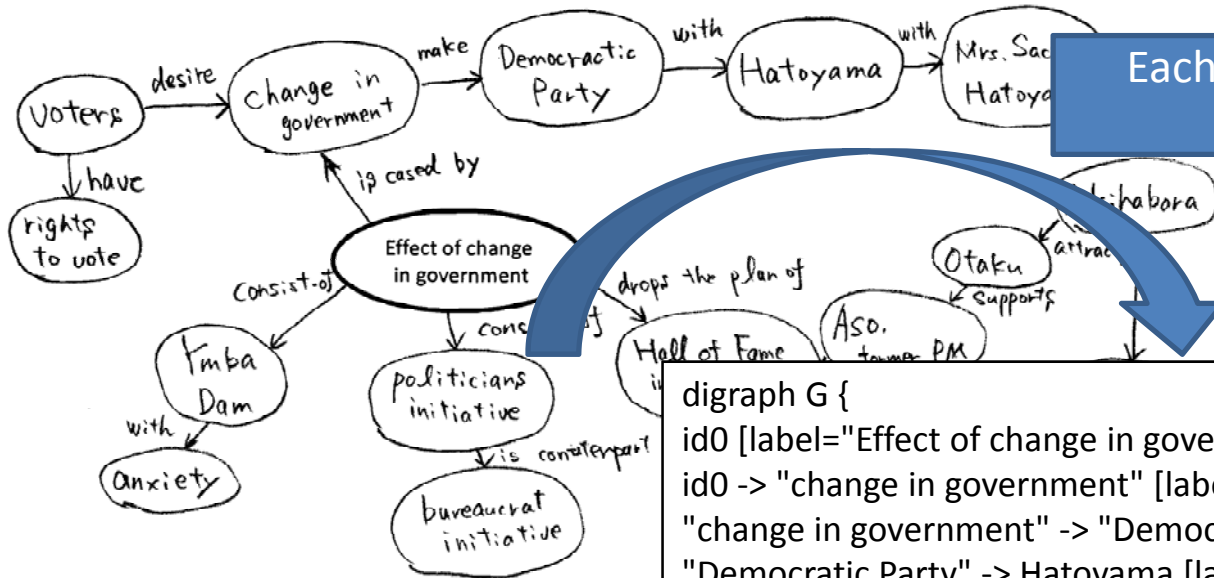


Post-search cmap:
made *after* search task

What changed?



Data preparation



Each concept map transcribed
Into GraphViz format

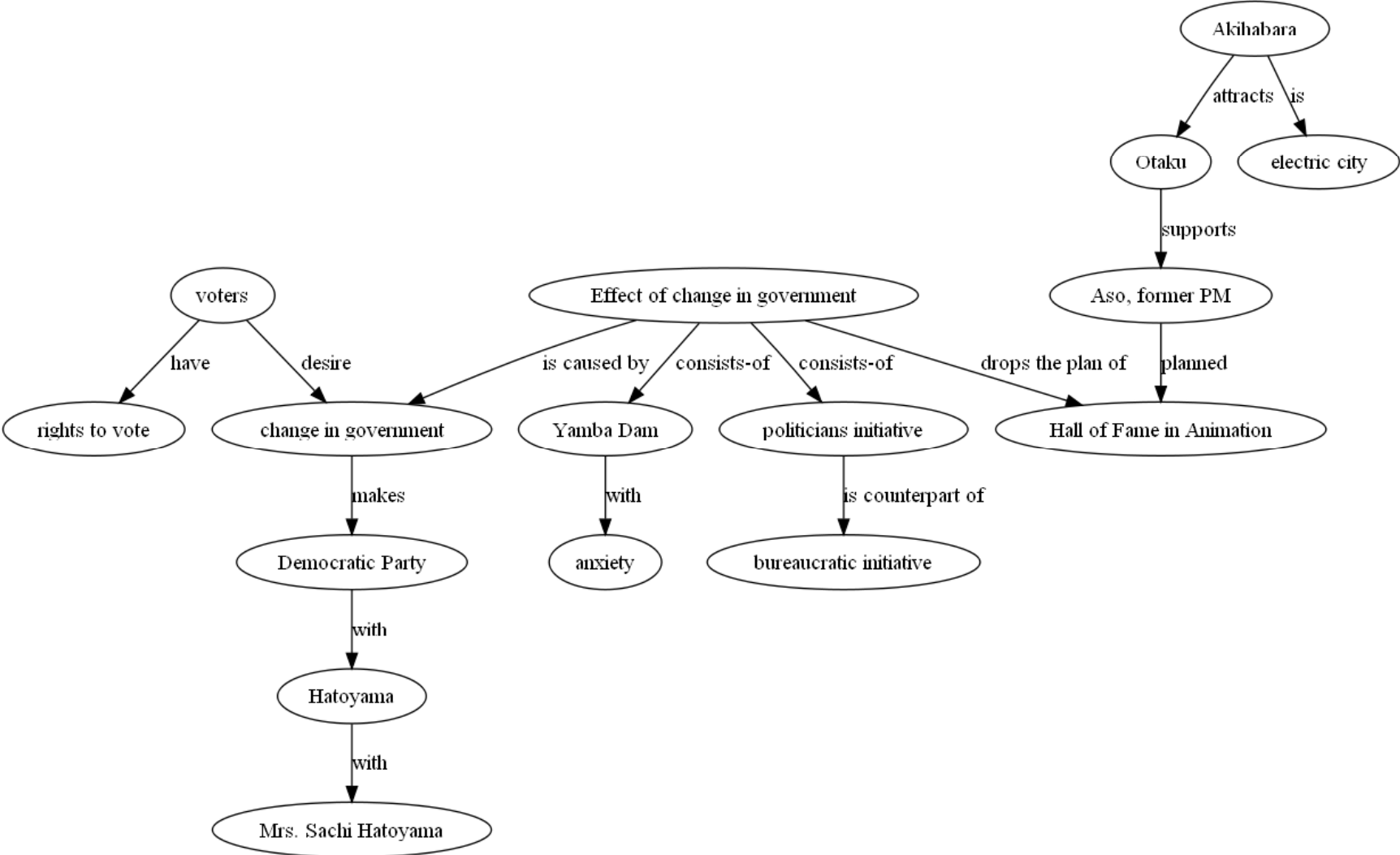
Participants manually
draw concept maps
with a pencil



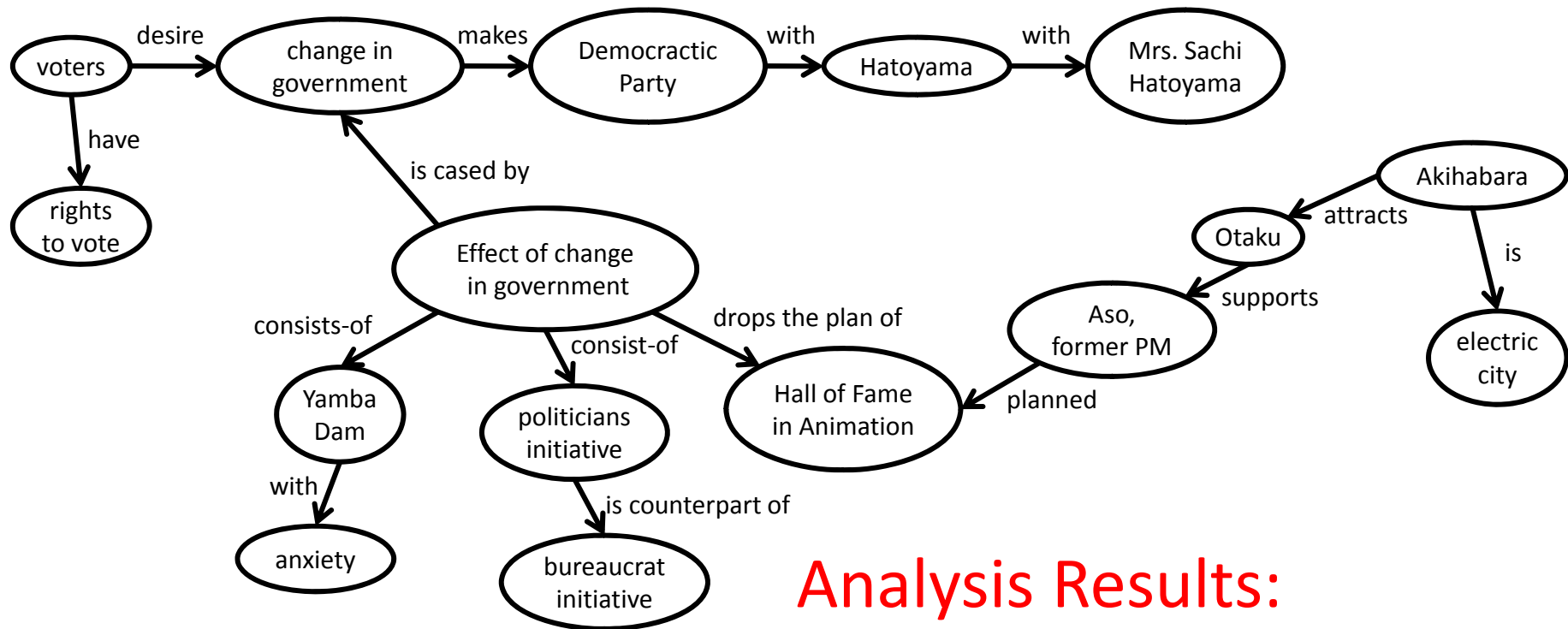
```

digraph G {
id0 [label="Effect of change in government"]
id0 -> "change in government" [label="is caused by"]
"change in government" -> "Democratic Party" [label="makes"]
"Democratic Party" -> Hatoyama [label="with"]
Hatoyama -> "Mrs. Sachi Hatoyama" [label="with"]
voters -> "change in government" [label="desire"]
voters -> "rights to vote" [label="have"]
id0 -> "Hall of Fame in Animation" [label="drops the plan of"]
Akihabara -> "electric city" [label="is"]
Akihabara -> Otaku [label="attracts"]
Otaku -> "Aso, former PM" [label="supports"]
"Aso, former PM" -> "Hall of Fame in Animation" [label="planned"]
id0 -> "politicians initiative" [label="consists-of"]
"politicians initiative" -> "bureaucratic initiative" [label="is counterpart of"]
id0 -> "Yamba Dam" [label="consists-of"]
"Yamba Dam" -> anxiety [label="with"]}
    
```

Example of concept map generated using GraphViz dot command



Numbers of nodes, links, and link labels



Analysis Results:

Number of nodes = 16

Number of links = 15

Number of link labels = 15

Summary: number of graph components in concept maps (n=70)

	Min.	Max.	Mean.	Median	SD
No. of nodes:					
Pre_Node	6	61	22.89	21	9.97
Post_Node	8	57	23.93	21	10.72
No. of links:					
Pre_Link	5	60	23.06	21	10.20
Post_Link	7	57	24.76	22	11.25
No. of link labels:					
Pre_LLabel	0	36	12.51	11	9.57
Post_LLabel	0	35	12.86	12	10.10

Similar tendencies

- Average number of nodes(22-23) and links(23 – 24)
- Numbers of nodes and links show similar tendencies
- Reason: nodes usually only have a single link

Summary: number of graph components in concept maps (n=70)

	Min.	Max.	Mean.	Median	SD	
No. of nodes:						
Pre_Node	6	61	22.89	21	9.97	Similar tendencies
Post_Node	8	57	23.93	21	10.72	
No. of links:						
Pre_Link	5	60	23.06	21	10.20	Similar tendencies
Post_Link	7	57	24.76	22	11.25	
No. of link labels:						
Pre_LLabel	0	36	12.51	11	9.57	Similar tendencies
Post_LLabel	0	35	12.86	12	10.10	

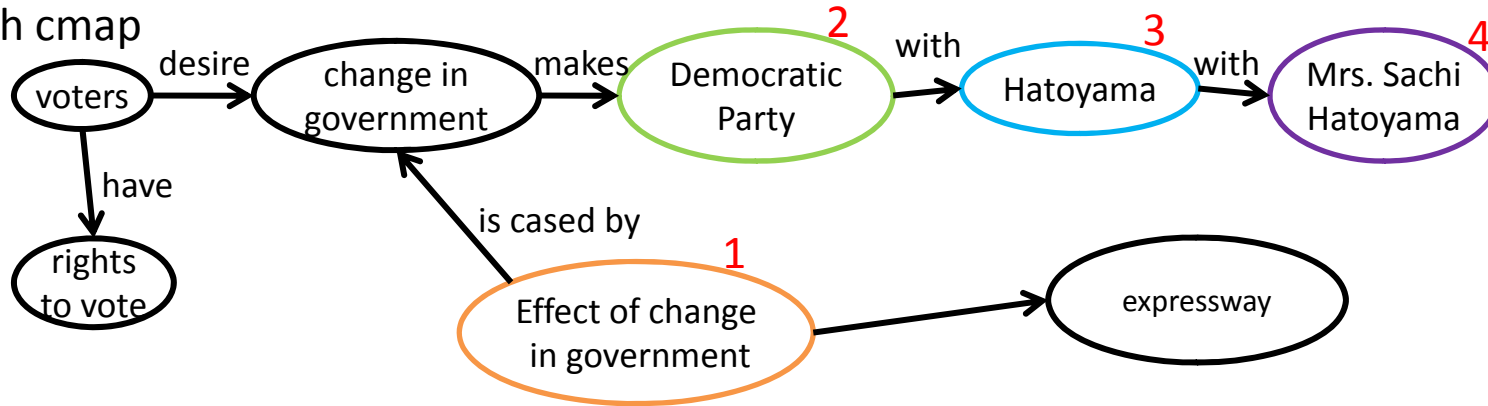
Numbers of pre- and post-search graph components show similar tendencies

Metrics of Difference between Pre- and Post-search Concept Maps

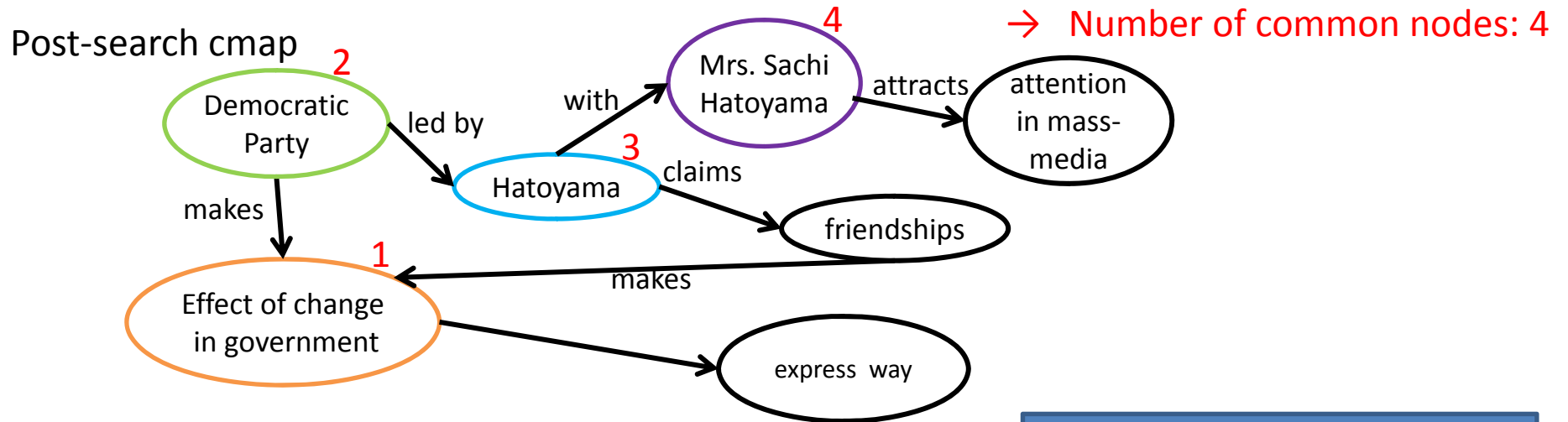
- Metrics of difference between pre- and post-search concept maps:
 - *Common, New, and Lost graph* components
- Analysis:
 - Numbers of common, new, and lost graph components

Common nodes

Pre-search cmap



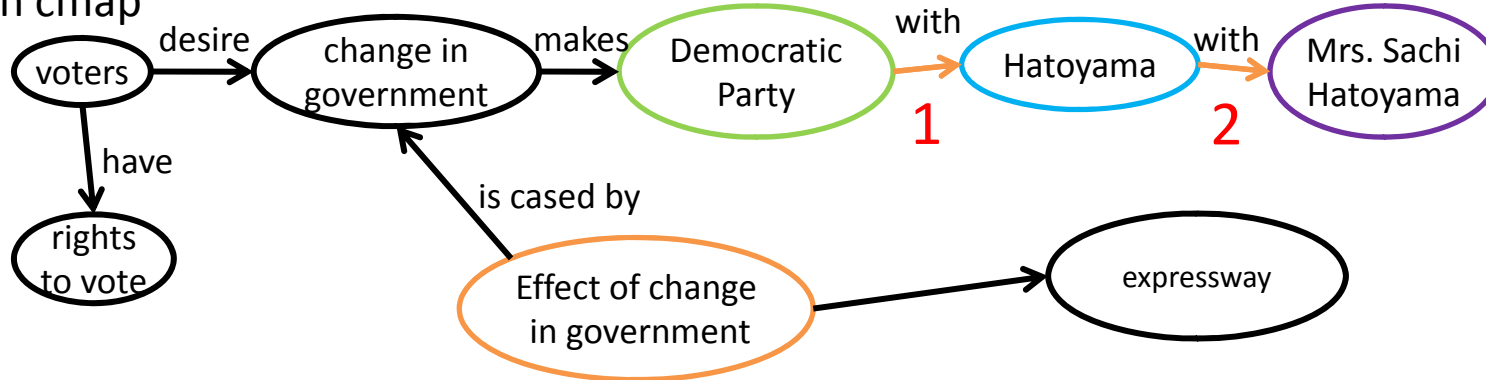
Common nodes: those having the same label



By the same participant

Common links

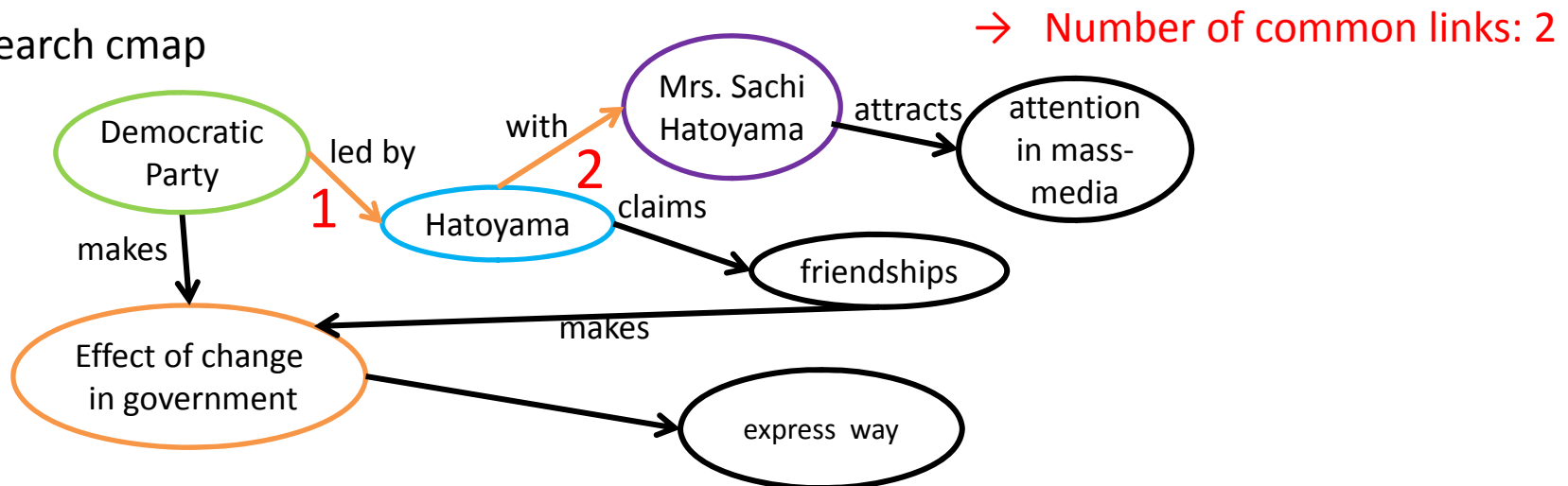
Pre-search cmap



Common links:

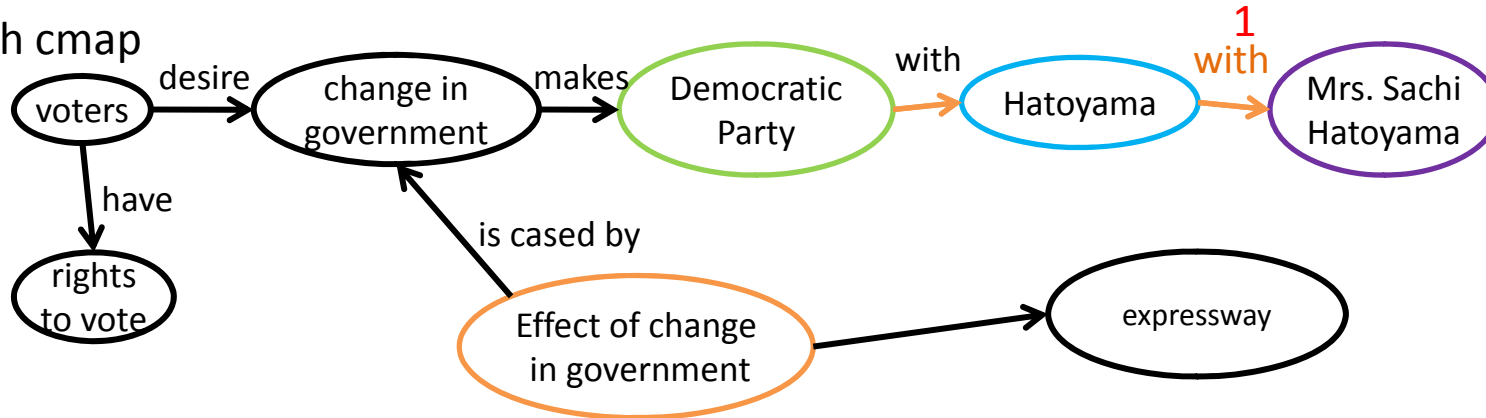
Source node and target node are common

Post-search cmap



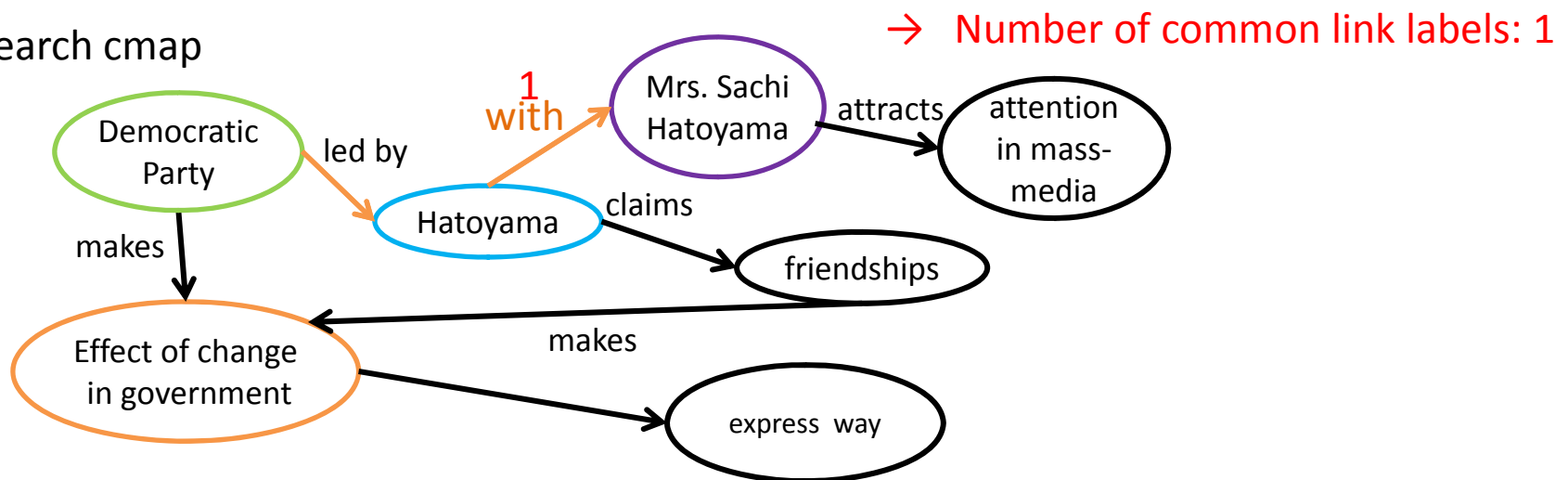
Common link labels

Pre-search cmap



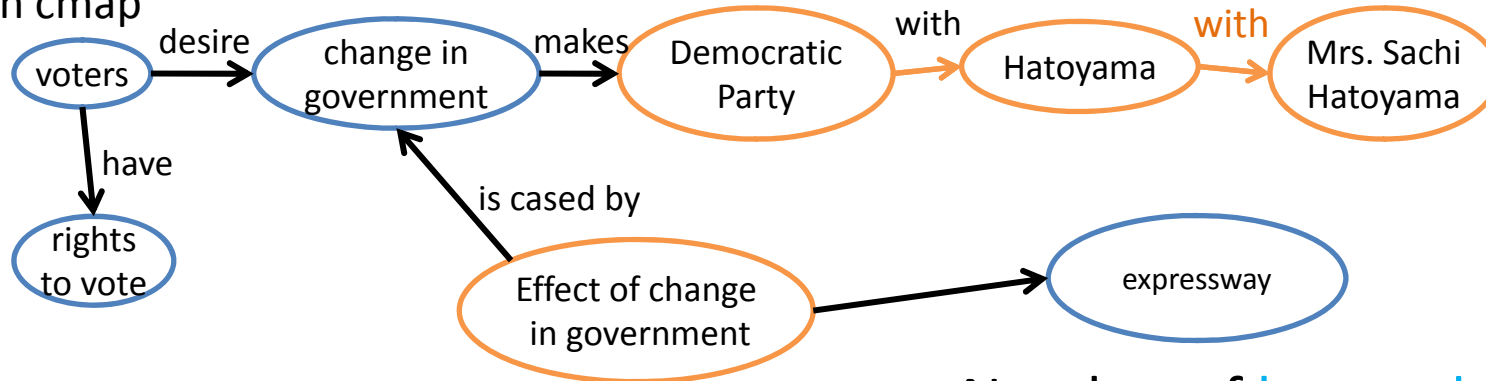
Common link labels:
common links with the same labels

Post-search cmap



Lost nodes and new nodes

Pre-search cmap

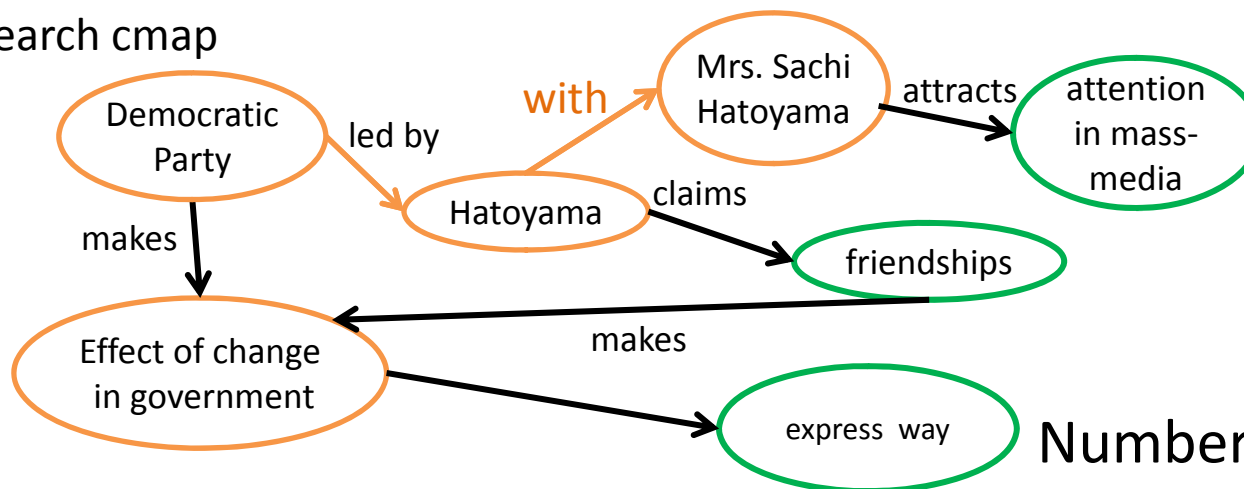


Number of **lost nodes**: 4

Lost nodes: only in pre-search cmaps

New nodes: only in post-search cmaps

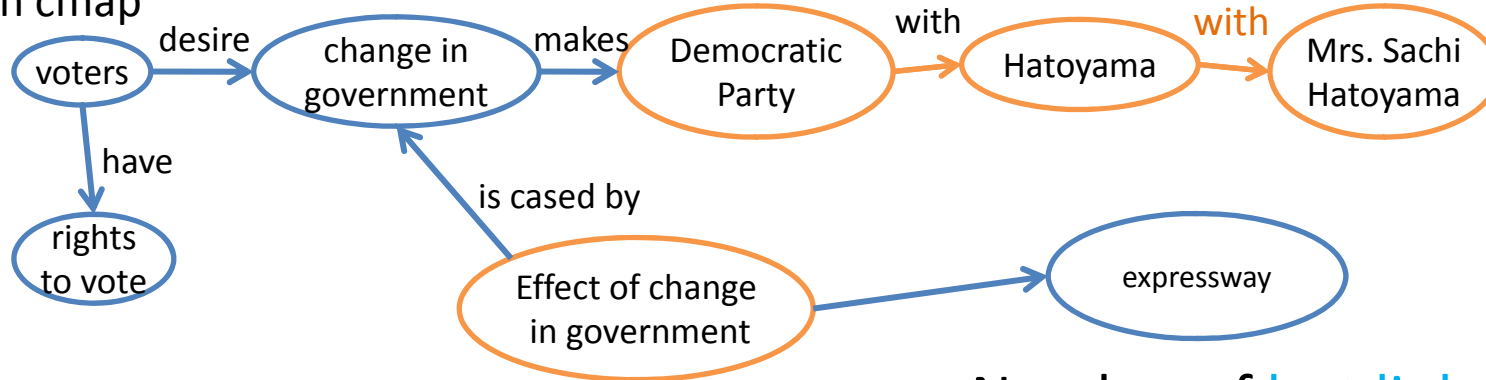
Post-search cmap



Number of **new nodes**: 3

Lost links and New links

Pre-search cmap

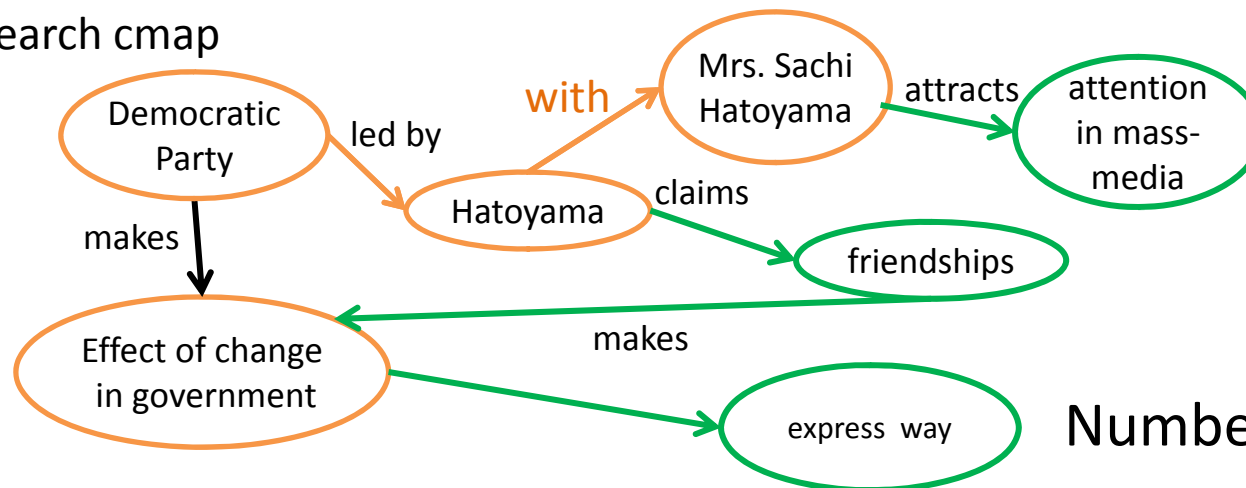


Number of **lost links**: 5

Lost links: only in pre-search cmaps

New links: only in post-search cmaps

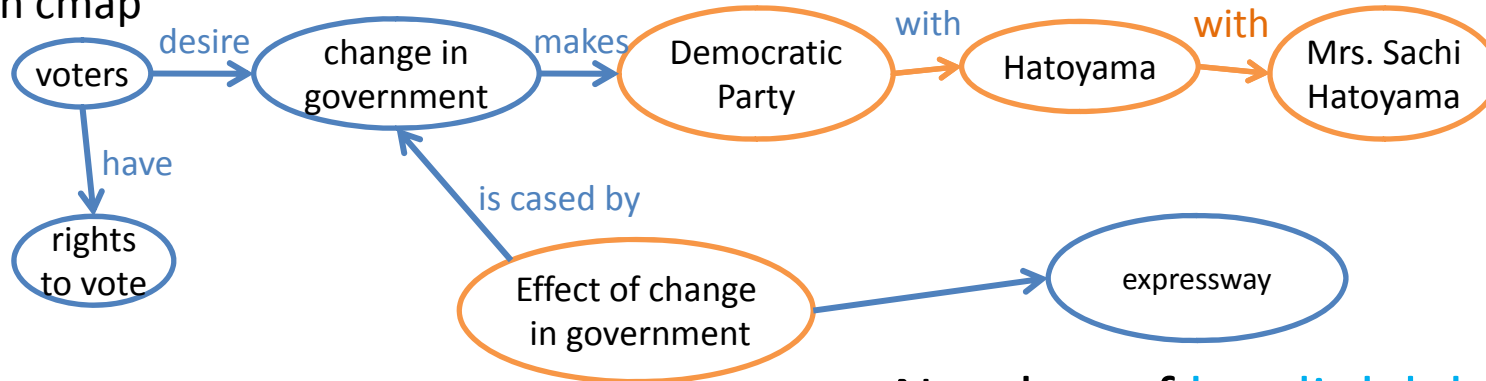
Post-search cmap



Number of **new links**: 4

Lost link labels and New link labels

Pre-search cmap

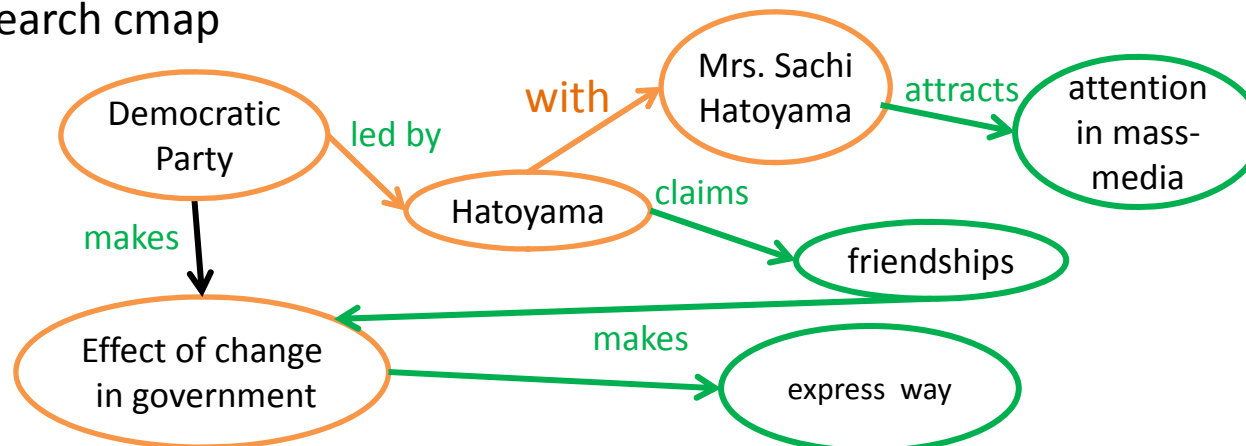


Number of **lost link labels**: 5

Lost link labels: only in pre-search cmaps

New link labels: only in post-search cmaps

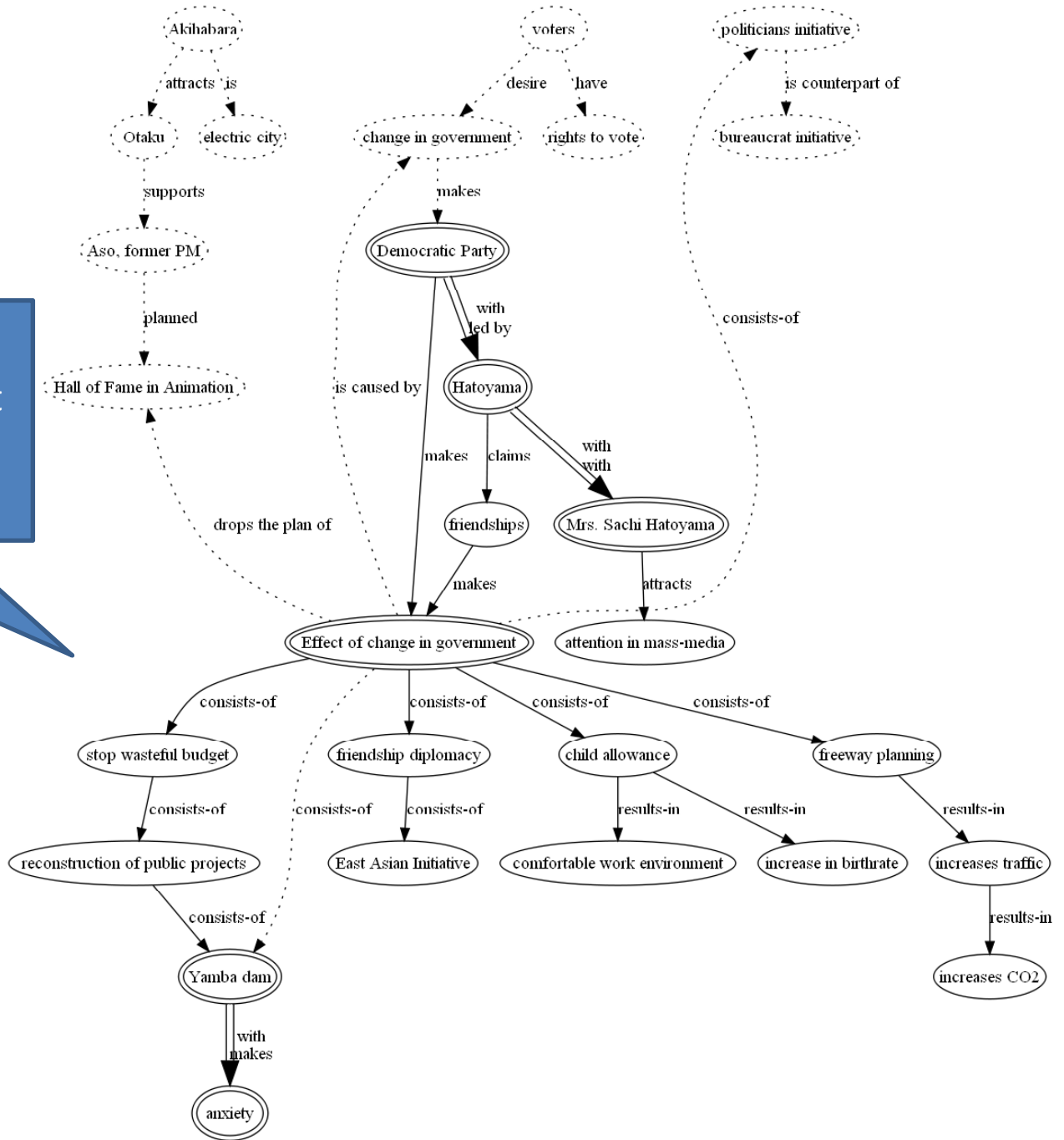
Post-search cmap






Number of **new link labels**: 5

VizCMaps

Combined concept map of pre- and post- search concept map with common, new, lost graph components.



-  : Common
-  : Lost
-  : New

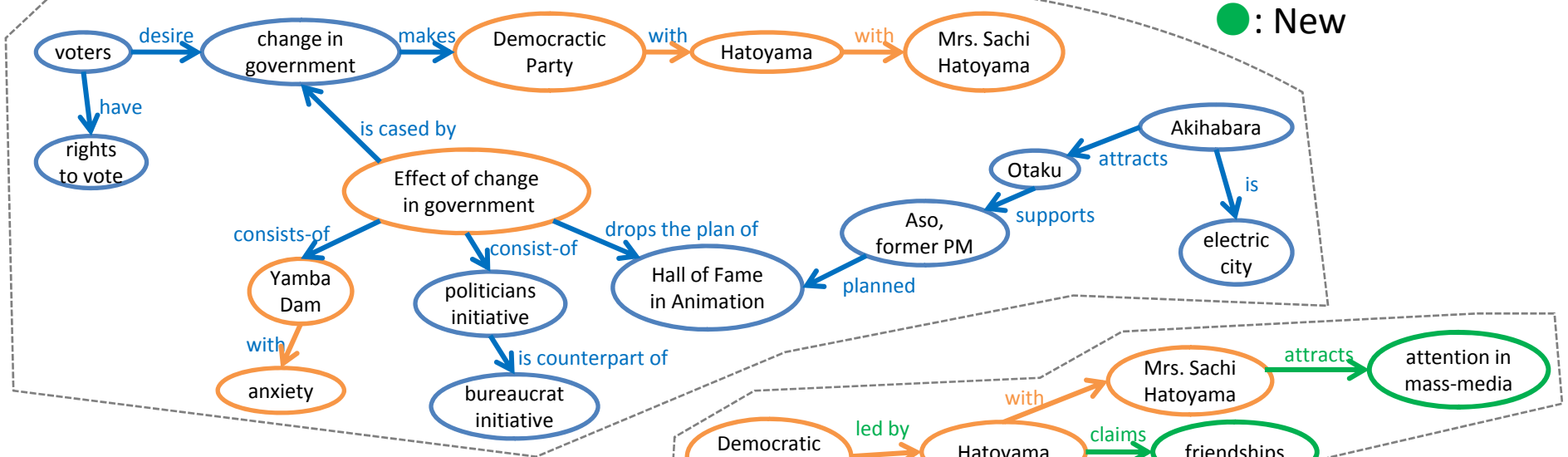
Summary: common, new, and lost graph components(n=70)

	Min.	Max.	Mean.	Median	SD
No. of nodes:					
Common_Node	1	30	6.1	5	4.0
New_Node	6	53	17.8	15.5	Common < new, lost
Lost_Node	3	51	16.7	15	
No. of links:					
Common_Link	0	15	2.7	2	3.2
New_Link	7	57	22.0	20	Common < new, lost
Lost_Link	4	56	20.3	19.5	
No. of link labels:					
Common_LLabel	0	8	1.4	0	2.0
New_LLabel	0	31	11.5	11	Common < new, lost
Lost_LLabel	0	34	11.1	10	

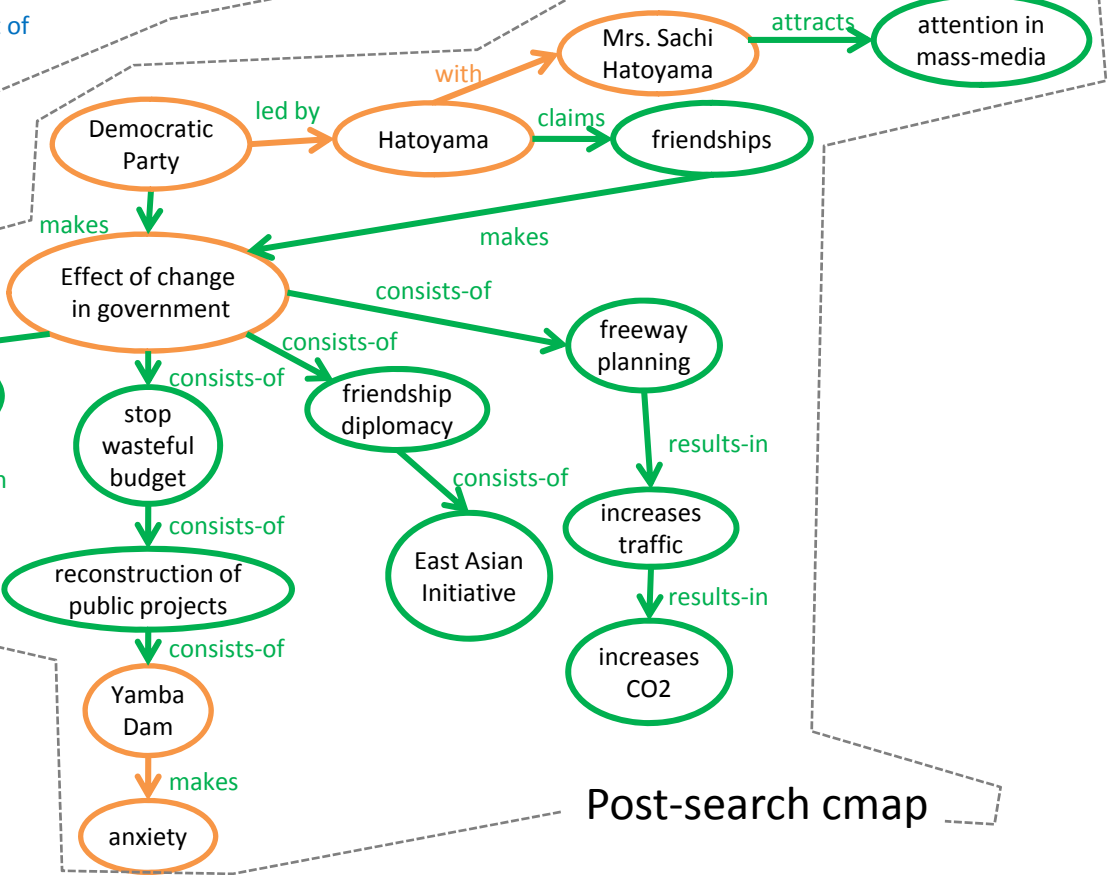
- Numbers of common components smaller than numbers of new & lost components
- Post-search cmaps are greatly modified from pre-search cmaps

- : Common
- : Lost
- : New

Pre-concept map



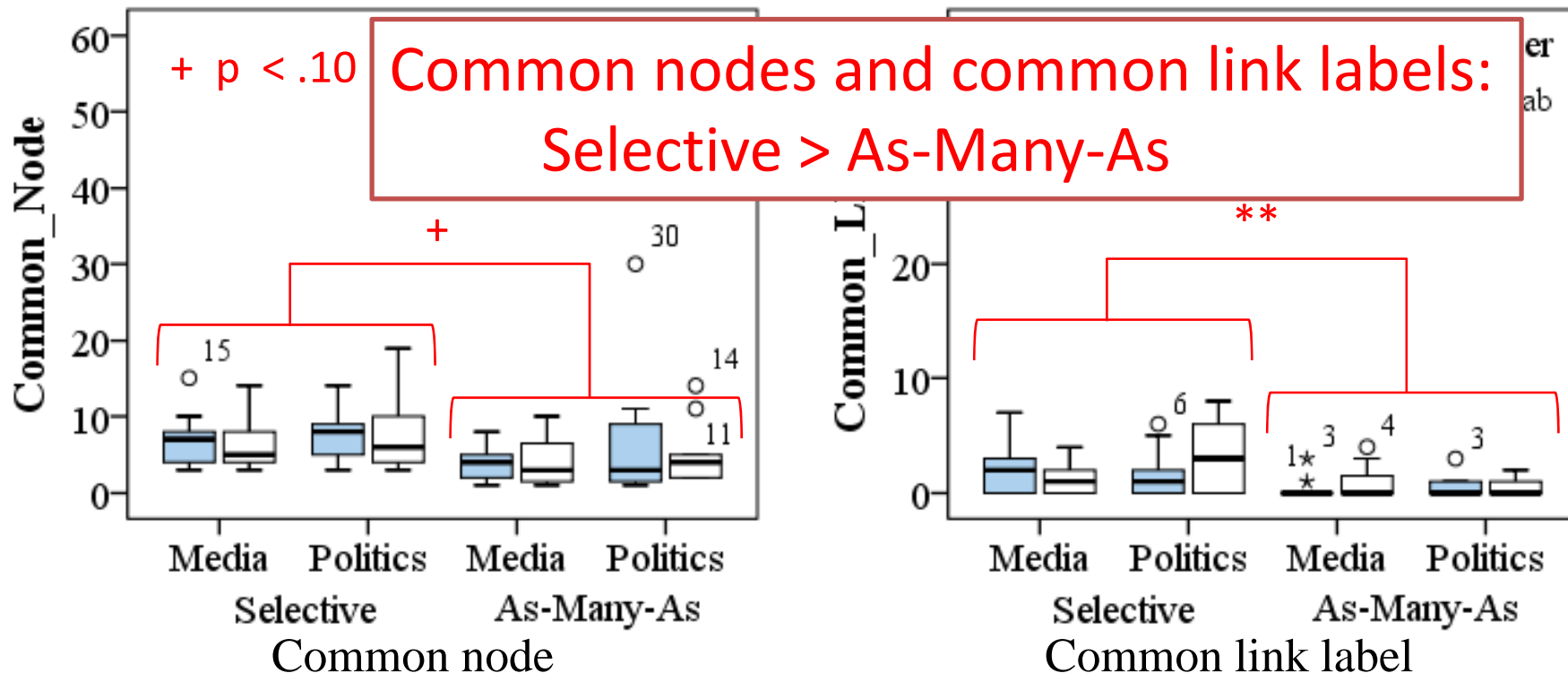
Concept maps greatly changed
After web searching



Post-search cmap

Influences of experimental factors: Topics, scenarios, and browser types

- ANOVA analysis: number of common, new, lost graph components and three experimental factors
 - Significant differences in only common nodes and common link labels between scenario factors



Summary of Results (1)

- RQ1: What differences observed between pre- and post-search cmaps?
 - Analysis: Major changes between concept maps before and after exploratory search tasks
 - Many graph components in pre-search concept maps were lost
 - Many new components appeared in post-search concept maps

Summary of Results (2)

- RQ2: How do differences between topics, scenarios and browser types influence changes in user's concept map?
 - No differences: Topic and Browser type
 - Scenario factor: Numbers of both common nodes and link labels in As-Many-As scenario smaller than in Selective scenario

Conclusions

- Concept maps: evaluated how users change knowledge structure after exploratory search
- User experiment:
 - Task: Information-gathering
 - Factors: topic, scenario, browser type
- Analysis: concept maps as directed graphs
 - Metrics: Common, new, and lost graph components
- Results:
 - Concept maps greatly changed after web search
 - Fewer common nodes and link labels in As-Many-As scenario than in Selective scenario

Thank you!



For more details,
please visit our Web site:
<http://cres.jpn.org>

