

# Group 3: Behavior Model

2009-07-24

Understanding the user (Workshop in conjunction with SIGIR'09)

Logging and interpreting user interactions in information search and retrieval

# Behavior Modeling

1. Observe behaviors

↑

2. what attribute, factors, theories explain these behaviors

cognitive research

3. why do these factors/attributes influence/yield behaviors.

engineering research

4. Predict what they will do?

exercise

Web browsing  
doc. access  
music listening  
social communication

Q: Are these predictive of future retrieval needs?  
Attributes: Note type, activity, style (folders/files), ???  
How can we detect, test Mental models?

Question: How does subjective assessment impact behavior?

What is the 'naive' mental model the user follows that explains what they did?

Goal: Discover/model information seeking behavior affecting factors.

Questions: How do these attr. predict behavioral/actions in the interface (and Why?)

attributes: seniority (UG), browser type, majors/specialties.

Goal: Identify how users interact with OPAC for better instructional materials

Questions: What causes differences in approach/path/process for solving a given task?

Problems: Eyetracking + Interviews: Inconsistent! ... Why?!

Questions: Do users with these common attributes interact similarly? How predictive are these attributes to the process of doing task X?

Qualify correlations  
User attributes: [Skill, CIT], OPAC Experience, School Seniority, ...

Eyetracking  
Browser  
Interviews

Eyetracking  
Screen Capture  
Interviews

Reading between the log lines  
Without reading minds

1. observe behaviors
2. ~~why?~~ what:  
attribute. factors. theories
3. why do these factors/attributes  
influence/yield behaviors?
4. Predict what they will do? (Given #2)

Cognitive  
Descriptive  
learn.  
organize  
form mental  
models of  
interface

Affective

MODELS!

