



Analyzing Vivisimo.com Interface Features

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Vivisimo.com

- Carnegie Mellon University spin-off company 2000
- Meta-searching environment
- Dynamically generates clusters



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Clustered Results

- ▶ [canada](#) (247)
- ⊕ ▶ [Network](#) (20)
- ⊖ ▼ [Government](#) (11)
 - ▶ [Programs And Services](#) (3)
 - ▶ [Governing Body](#) (2)
 - ▶ [Cia, World Factbook](#) (2)
 - ▶ [Travel, Science](#) (2)
 - ▶ [Other Topics](#) (2)
- ⊕ ▶ [Map](#) (13)
- ⊕ ▶ [University](#) (15)
- ⊕ ▶ [Travel](#) (10)
- ⊕ ▶ [Club](#) (10)
- ⊕ ▶ [Important Notices Avis importants](#) (10)
- ⊕ ▶ [Job](#) (10)
- ⊕ ▶ [Council](#) (7)
- ⊕ ▶ [Society](#) (7)
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Find in clusters:

Top 247 results of at least 133,410,000 retrieved for the query [canada](#) ([Details](#))

- [Canada](#) [new window] [preview] Sponsored Link
Live & Work in **Canada**. 225,000 Positions available in 2005
[immigrationexpert.com](#)
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1. [canada.com | Top Stories](#) [new window] [frame] [preview] [clusters]
... guard walks past three pieces of renaissance art currently on exhibit at the National Gallery of **Canada** in Ottawa. The show features works from several artists including Leonardo Da Vinci and ...
Cache: [http://cc.msnsnccache.com/cache.aspx?q=1947874953182\(=en-US&FORM=CVRE](#)
[www.canada.com](#) - Lycos 1, Looksmart 2, MSN Search 2, MSN 3, Ask Jeeves 3
2. [Government of Canada](#) [new window] [frame] [preview] [clusters]
Official **Canadian** government metasite. Comprehensive links to departments, services, and programs. With telephone directory.
[www.canada.gc.ca/main_e.html](#) - Looksmart 1, Wisenut 1, MSN 6
3. [Yahoo! Canada](#) [new window] [frame] [preview] [clusters]
... on the Web in Images in Video in Directory in News in Products Advanced Preferences Y! **Canada** Search - complete with translation and language tools Check your mail status: Sign In Free mail: ...
Cache: [http://cc.msnsnccache.com/cache.aspx?q=1914015588558\(=en-US&FORM=CVRE6](#)
[ca.yahoo.com](#) - MSN 2, Wisenut 3, MSN Search 7
4. [Government of Canada Site | Site du gouvernement du Canada](#) [new window] [frame] [preview] [clusters]
... **Canada** Site, le Site du **Canada**, is a single point of access to all programs, services, departments, ministries and



Research Questions

- i What are the characteristics of searching by Vivisimo users, including the session and query length?
- i What is the distribution of query topics, sources, and languages used?
- i What are the general characteristics of cluster-based searching?



Transaction Log Analysis

- March-May, 2004 data
- 2,067,659 user queries
- Term distribution
- Query characteristics
- Session analysis
- Cluster usage
- Repeat users



March 28 - April 04, 2004 Data

- i Mean queries per day 135,304
 - ┆ 2 term (29.4%)
 - ┆ 3 term (22.6%)
 - ┆ 1 term (20.3%)
- i Sessions < 1 minute (45%)
 - ┆ 1 query (38%)
 - ┆ 2 queries (19%)
 - ┆ 3 queries (11%)



April 25 to May 02, 2004 Data

- i Mean queries per day 115,913
 - ┆ 2 term (30%)
 - ┆ 3 term (22.9%)
 - ┆ 1 term (18.8%)
- i Sessions < 1 minute (45.5%)
 - ┆ 1 query (41.8%)
 - ┆ 2 queries (19.6%)
 - ┆ 3 queries (11.2%)



Findings Summary

- Over 100,000 queries entered per day.
- Highest % of queries contained 2 terms.
- Highest % of sessions contained 1 query.
- Web primary information source.
- Infrequent cluster tree manipulation.
- Almost half of the post-query records indicate cluster clicking activity to view the results pages of a cluster.
- 68% of users visited Vivisimo 2 or 3 times.
- Implications for exploratory searching.