

Diversity in search: what, how, and what for?

Bettina Berendt

K.U. Leuven, Belgium

Abstract:

"Diversity" has recently become a focus of attention in IR and related fields, where it generally means some form of "diversity of search results". In this talk, I will explore this and other notions of diversity and their relations, arguing for the importance (also) of "diversity of people" for improving web design and search. I will investigate ways of formalising "diversity of people" and present two approaches from our work. The first is a series of empirical studies of differences in search behaviour that arise with diversity, and the second is an interactive, machine-learning-based tool for literature search that leverages diversity. I will highlight implications for design choices and research questions, and conclude with ideas for linking the different notions of diversity.