

## Understanding aggregated search

Mounia Lalmas  
University of Glasgow  
<http://www.dcs.gla.ac.uk/~mounia/>

### Abstract:

The diversity and complexity of contents available on the web have dramatically increased in recent years. Multimedia content such as images, videos, maps, voice recordings has been published more often than before. Document genres have also been diversified, for instance, news, blogs, FAQs, wiki. These diversified information sources are often dealt with in a separated way in search results. In general, users have to switch search “domains” to access different sources. Recently, there has been a growing interest in finding effective ways to aggregate these information sources in a unified fashion. So-called aggregated search investigated by the like of Yahoo! (Alpha Yahoo!) and Google (Universal Search) are providing search results from several sources in a single result page, where, for example, the results from each source are shown within a panel dedicated to that source. Such growth in the diversity of information on the web suggests investigating two important research questions. Firstly, given such growth in information diversity, do users actually access information from various sources to satisfy their information need? Secondly, how does the presentation of information sources influence the information seeking behavior of users? In this talk, I will report on some initial results regarding these two research questions.

This work is being carried out in collaboration with Shanu Sushmita, Hideo Joho and Joemon Jose from the University of Glasgow, and Milad Shokouhi from Microsoft Research Cambridge.

### Biography:

Professor Mounia Lalmas has recently taken up the prestigious position of Research Chair in Information Retrieval at the University of Glasgow funded by Microsoft Research/Royal Academy of Engineering. She was previously a Professor of Information Retrieval at the Queen Mary Information Retrieval (QMIR) research group. Her research focuses on the development and evaluation of intelligent access to interactive heterogeneous and complex information repositories, and covering a wide range of domains such as Web, XML, and MPEG-7. From 2002 until 2007, she led the International Evaluation Initiative for Content-Oriented XML Retrieval (INEX), a large-scale project with over 80 participating organizations worldwide, which was responsible for defining the nature of XML retrieval, and how it should be evaluated. She is now working on technologies for aggregated search and bridging the digital divide. She is also currently getting back into theoretical information retrieval where she is looking at the use of quantum theory to model interactive information retrieval. She is currently the ACM SIGIR Vice-Chair. She was the workshop co-chair at SIGIR 2004 and 2006, mentoring chair at SIGIR 2009, PR (co-) chair at CIKM 2008 and WI/IAT 2009, PC chair at ECIR 2006 (European Conference on Information Retrieval Research), vice co-chair for the XML and Web Data track at WWW 2009, and general co-chair of IliX 2008 (Information Interaction in Context). She serves on the TOIS, IP&M and IR journals editorial boards.