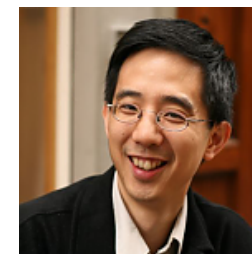
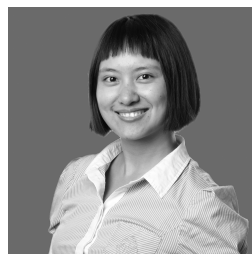
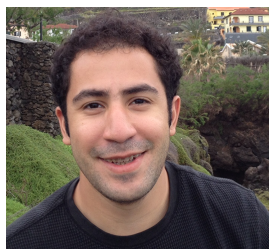


Investigating Collaborative Mobile Search Behaviors

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Conducted a survey on users' most recent collaborative mobile search.

- 63 Participants
 - (35 Male, 26 Female, 2 Skipped)
- 68.2% between 18-35 years old
- Participants used mobile search frequently
 - 19% searched daily
 - 52% weekly



Collaborators often search with more than one device.

- 57.1% searches with one other person
- 77.8% collaborations are co-located
- More than 50% used more than one device
- 87.3% share results through talking
- Less familiar with the area of search than if searching alone.

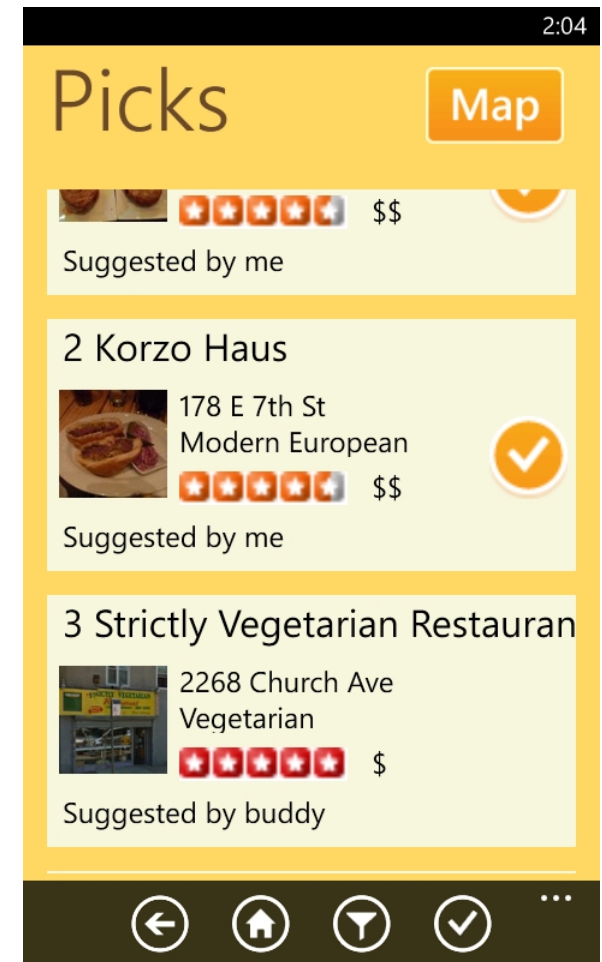
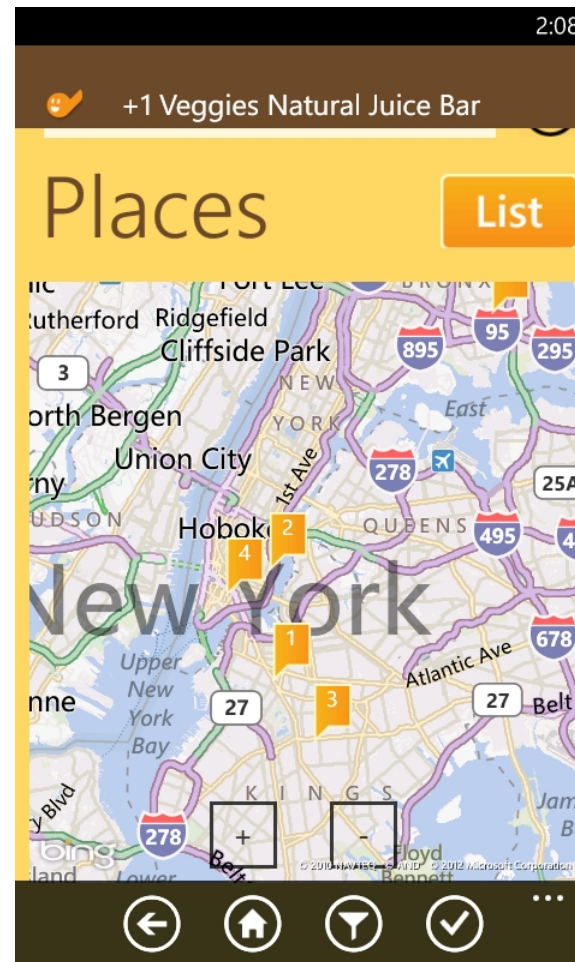
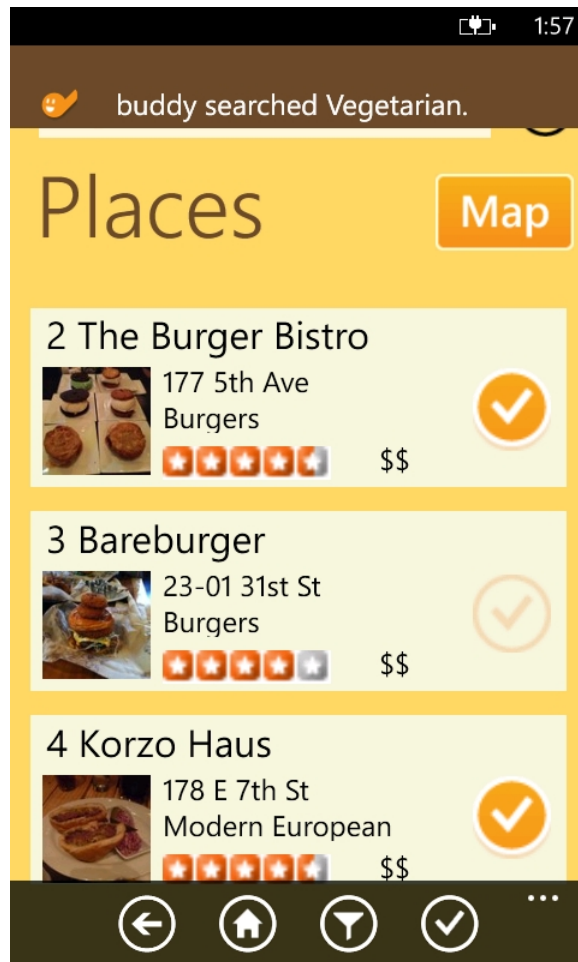




Conducted a study with search app.

- 42 Participants (28 male, 14 female)
- 73.8% between 18-25, others: 26-35
- 23 students, others: writers, attorneys, etc.
- Studied stand-alone app vs. collaborative version of the app
- Searched and agreed on a restaurant where they would both like to eat lunch
- 2 tasks with each version including one practice

Users can view and share results.



Collaborative features promoted exploration.

- Collaborative searches took longer:
 - 5.81 vs 7.42 mins ($p < 0.01$)
- Collaborative searches involved more detailed view pages:
 - 11.90 vs 18.33 detail page views ($p < 0.01$)
- Non-collaborative searches resulted in replication of the search process and comparison of the returned results.

Collaborators usually exercised two approaches.



Participants took into account the opinion of those not present.



Design Implications and Conclusion

Facilitate communication:

Provide an opportunity to explain actions.

Offer collaborative filters/omission lists:

Enable users to express dislikes.

Optimize for friends and family:

Offer pre-sets and expose preferences.