UPCOMING SESSION

Baskets for Berrypicking: Designing for Aggregation in Search Interfaces

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Baskets for Berrypicking

2021 WIAD Washington, DC
This talk

- Assumptions and context of Marcia Bates’ “berrypicking” vision
- What she teaches us about how to present and explore large collections today
Users switch from one searching mode to another in a physical library.
Users can switch among or combine searching modes in a digital library.
What Marcia Bates did not foresee in 1989 ...

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## Methods for exploring large collections

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Citation Searching on steroids

- NLP is deployed on a massive scale
- Websites and content are instrumented

Google Ranking Algorithm
- Trusted host domain
- Link popularity
- External links to page
- Meta keywords
- Visitor time on site
- Mobile-friendly
- Speed
- SSL certificate
- Schema.org markup
- Keywords in URL
- Keywords in H1
How do you find an expert?

- **Assumptions**
  - Full-text search
  - Comprehensive collection

- **Plan B: Ask an expert**
  - *It’s like footnote chasing!***
Guided navigation is the new search paradigm

Busch’s Golden Rule: *Four metadata-controlled vocabularies of 10 values each have the same discriminatory power as one taxonomy of 10,000 values.*
Guided navigation on a content website
Collection of more than 200,000 search results for Mars Rover in the top occurring categories of the NASA Taxonomy, a faceted KOS.
Map visualization of search results displays themes (topics) for U.S. states, and drill-down to a state with county/city items.
Visualizing collections

Chart visualization shows total and KPI amounts awarded by lines of business and summary for whole enterprise.
Knowledge graphs

Ontology for Physics domain, and knowledge graph for same concept designed for presentation on search results page.
Baskets for gathering “berries”

- Search interfaces should focus on the baskets for gathering “berries” rather than the berries themselves.
- It’s as important to group or aggregate content into collections for review or further refinement, as it is to find items or answers themselves.
Resources

Questions

- Joseph A. Busch, (415) 377-7912, jbusch@taxonomystrategies.com
- Presentation and script available for download – https://www.taxonomystrategies.com at bottom of homepage.
Summary

In her iconic 1989 “berrypicking” paper, Marcia Bates reflected on how research would be able to be done in a fully digital library. She did not foresee the reach of the World Wide Web or the “Cloud” that would enable ubiquitous access to content by anyone who has a connected device. This talk compares today’s methods for handing large amounts of information in web search engine or enterprise search interfaces (NLP, analytics, guided navigation, visualization, and graphs) with the berrypicking search interfaces imagined by Bates (citation searching, footnote chasing, subject searches, and area scanning). The conclusion is that when designing search interfaces, we need to focus on designing the baskets for gathering “berries” rather than the berries themselves that users will be picking.