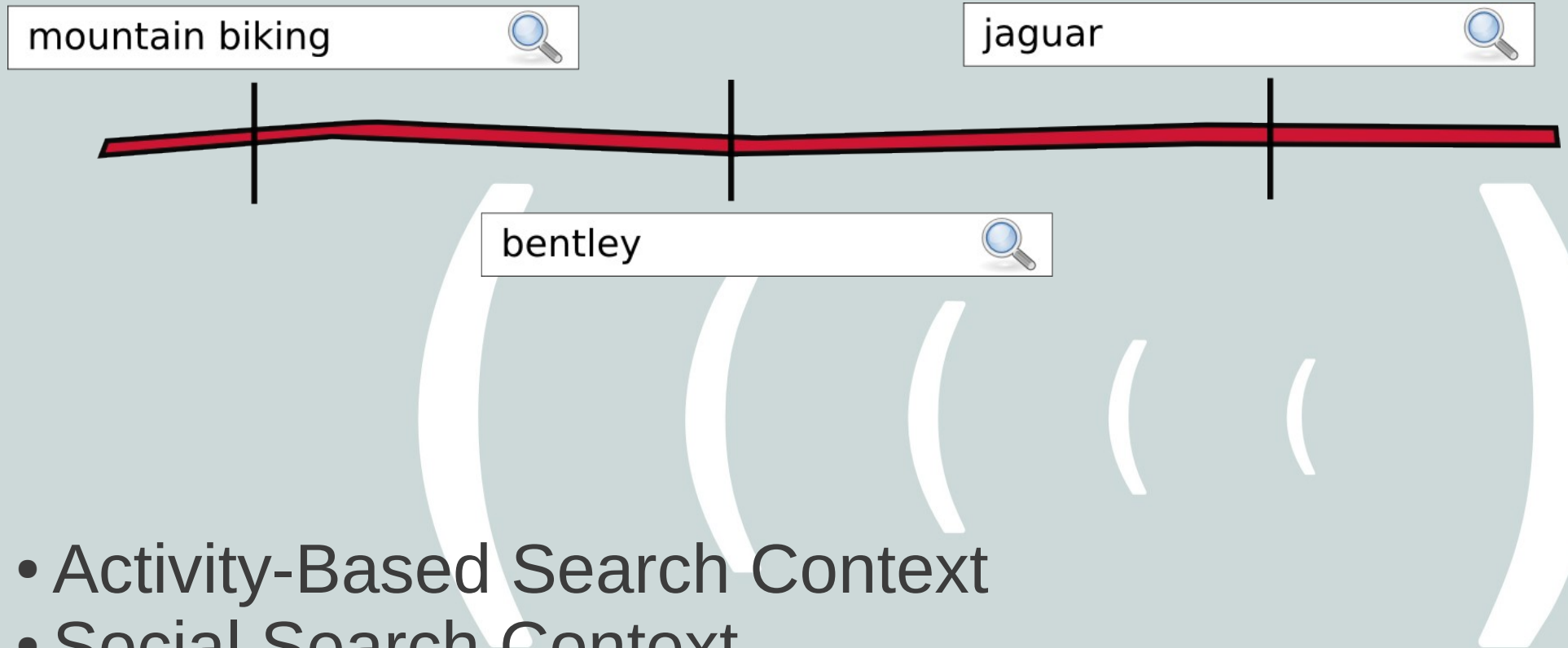# Analysing Temporal Dynamics in Search Intent

Tomáš Kramár, Mária Bieliková

Slovak University of Technology in Bratislava
Faculty of Informatics and Information Technologies

PeWe@FIIT
personalized web group

Search Context

mountain biking 🔍

jaguar 🔍

bentley 🔍

- Activity-Based Search Context
- Social Search Context
- **Seasonal Context**
- ...

Seasonal context

- Hypothesis
  - There are periods of time, when people search for certain type of information and these periods repeat.
    - Seasonal recipes, holidays, work/free time

- AOL dataset study

- People search for different things in their work time and spare time
    - Workday and weekend
    - 9:00-17:00
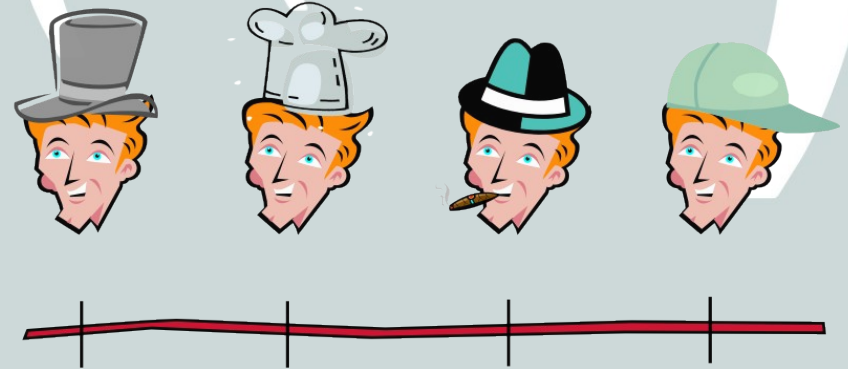
Cluster evaluation

- for each user

  - for each result

    - extract metadata

    - build feature vector

    - manually put the vector into one of the clusters (work/free)

  - calculate Davies-Bouldin score for each user's cluster

Google

keywords
description
title
ODP topics
day
hour

0 1 0 1 1 1 1 0 0 1 1 1

1 0 0 1 0 1 0 1 0 1 0 1

0 0 0 0 1 0 0 1 1 1 0 0