

# The influence of domain expertise on a user's conversational search

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## Introduction

Conversational Search is a type of search that embodies a conversational interface where users enter text consisting of simple statements or questions<sup>1</sup>.

Domain Expertise is one's knowledge of a subject area<sup>2</sup> (e.g. Medicine, Finance, Computer Science, Gaming, TV, etc.)

## Motivation

- Lack of research on the influence of human characteristics (e.g. age, socio-economic background) on a user's conversational search.
- User's with visual disabilities such as a low SVA or low literacy face difficulties in traditional web search.
- Domain expertise has been researched in traditional web search, but not in conversational search

## RQ and sub questions

How does domain expertise affect user's conversational search queries?

1. Do domain experts create sophisticated queries with more technical jargon?
2. Do domain experts create longer queries with more characters?
3. Do domain experts spend less time per query?

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# Domain expertise does not affect the user's queries in a Conversational Search

