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 questions¹.

Domain Expertise is one's knowledge of a subject area² (e.g. Medicine, Finance, Computer Science, Gaming, TV, etc.)

Motivation

- Lack of research on the influence of human characteristics (e.g. age, socioeconomic 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

Your current domain is Medicine.

You have been assigned to complete the following task:

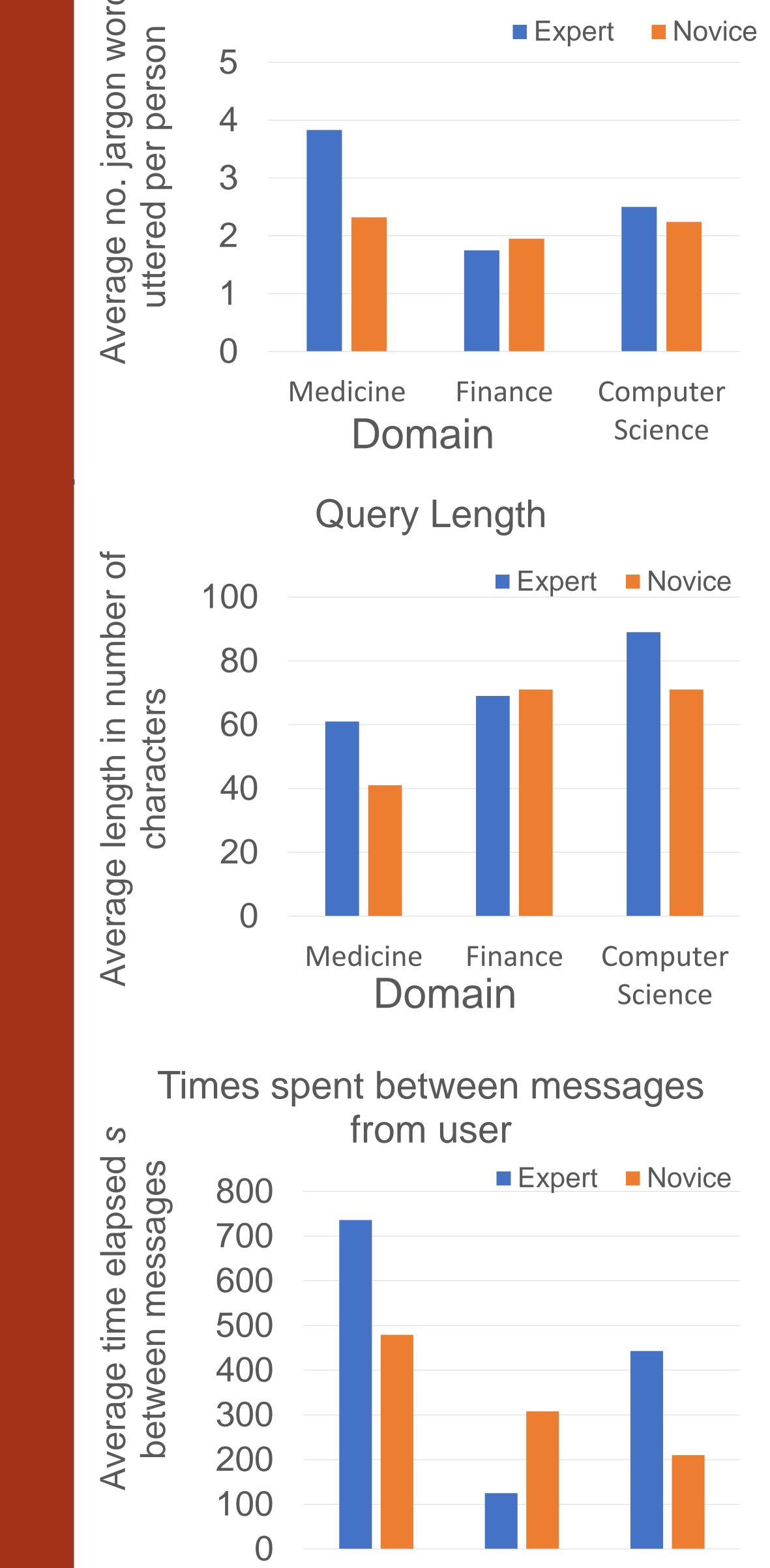
Enumerate the causes of liver cancer and find out if hepatitis B is one of them.

What causes liver cancer?

Liver Cancer Risk Factors), exactly how these may lead normal liver cells

How can hepatitis B cause liver cancer?

cancerous tumors



The presence of jargon in user's

messages



Domain

Medicine Finance Computer

Science