

THE QUEST TO IMPROVE ONLINE SEARCH

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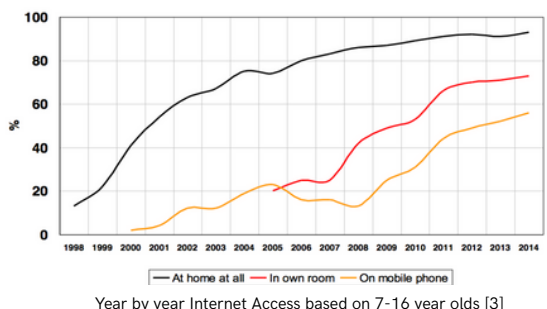
WHAT HAPPENS WHEN KIDS USE SEARCH ENGINES?

Background:

- Kids increasingly use general search engines [1]
- These platforms are not built for children [2]
- A known strategy: append "for kids" to queries

Problem:

- Past findings are outdated
- Key question: Does this trick still work?



WHAT ARE WE INVESTIGATING?

Main Question: What is the impact of appending "for kids" to children's search queries on the quality of search engine results?

Subquestions:

- In what ways does appending "for kids" change the readability of retrieved search results?
- How does the presence of profanity or offensive content in search results vary when queries are appended with "for kids"?
- What is the impact of appending "for kids" on the distribution of trusted versus non-trusted domain types among search results?



METHODOLOGY

Dataset:

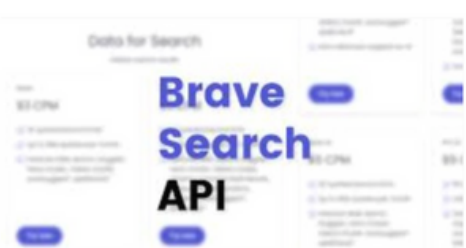
- 301 child-written queries (K-5 grade) → 294 unique
- 302 unique adult queries

Dataset for Looking for the Movie Seven or Sven from the Movie Frozen? A Multi-perspective Strategy for Recommending Queries for Children

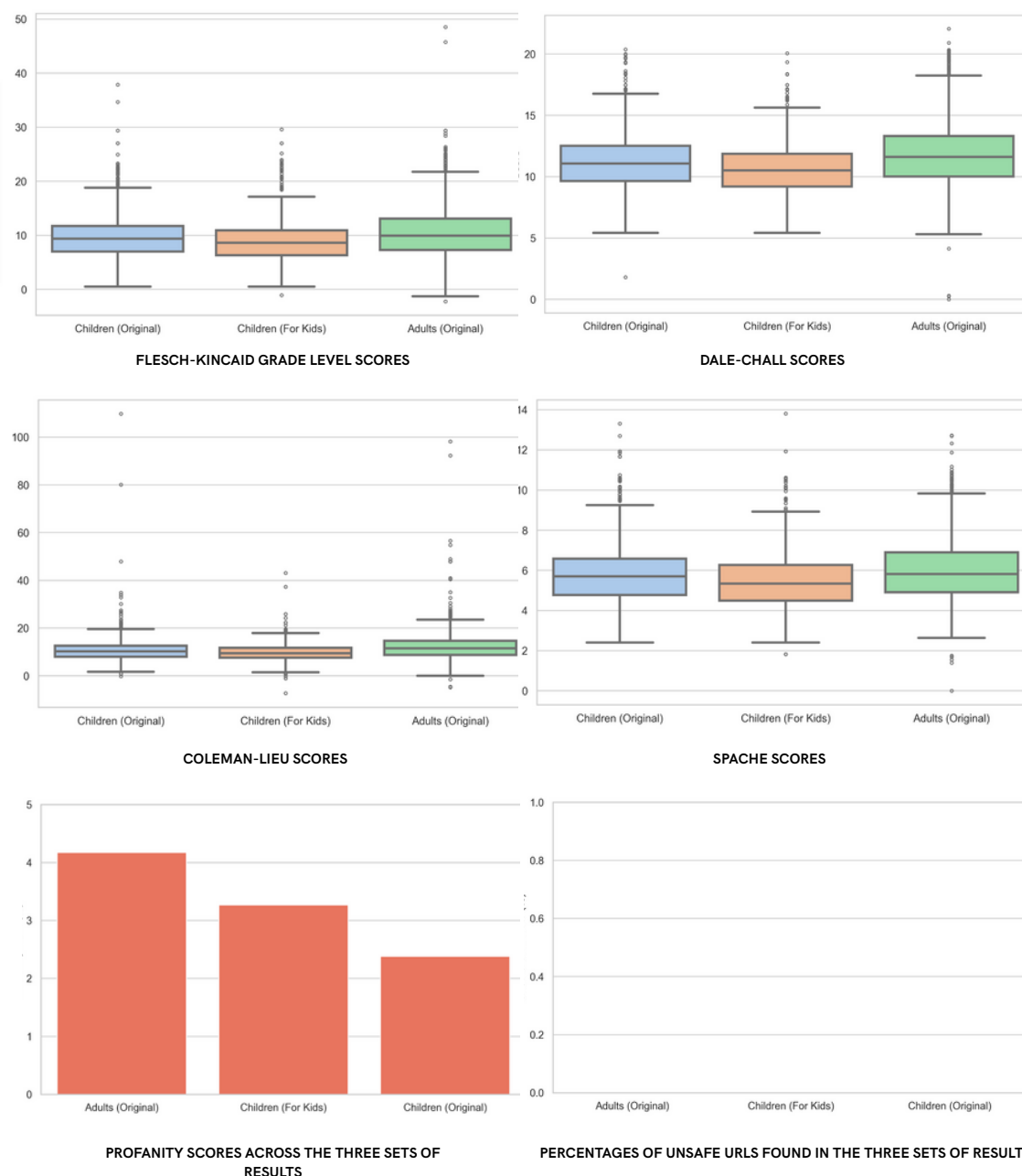
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Tool: Brave Search API

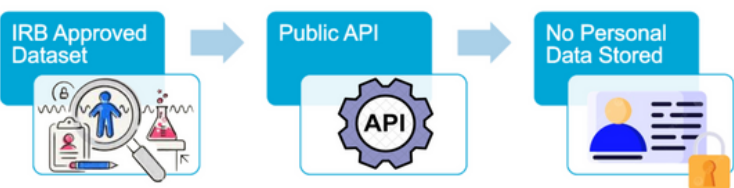
- top 5 results per query.



RESULTS



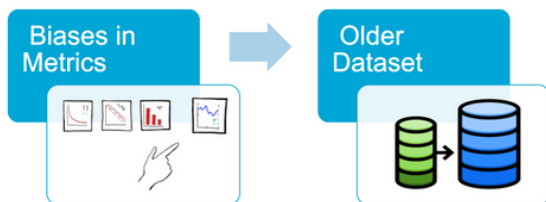
RESPONSIBLE RESEARCH



CONCLUSION

- Appending "for kids" improves readability across all four metrics (statistically significant), while the other results show negative or no impact
- Strategies to tackle this problem need to be periodically reassessed as technology and societies continue to change

LIMITATIONS



FUTURE WORK

- Evaluate the technique using more up-to-date, diverse query data
- Integrate with adaptive models for query suggestion

REFERENCES

[1] M.G. Kalsbeek et al. "Automatic Reformulation of Children's Search Queries". In: (Jan. 2010)

[2] Monica Landoni et al. "Ethical implications for children's use of search tools in an educational setting". In: International Journal of Child-Computer Interaction 32 (2022), p. 100386. doi: 10.1016/j.ijcci.2021.100386. url: <https://doi.org/10.1016/j.ijcci.2021.100386>.

[3] Connected Learning Research Network, "Children's Internet Use is More Personal, Mobile and Even Fair While Parents Pick Up the Cost," 2024. [Online]. Available: <https://clrn.dmlhub.net/content/childrens-internet-use-is-more-personal-mobile-and-even-fair-while-parents-pick-up-the-cost.html>