Fading away:
Dilution and user behaviour

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Given a poorly-performing search system, what do people do?
Methods
Disempowering the stakeholders' results paradigm

The original stakeholder information need was actioned going forward by enhancing it through the win-win inclusion of a jargon competency chosen randomly from a list of outside-the-box strategies.
Diluting results

email - Business Accountants Sydney | Business Audit Sydney | Simeoni
The Qantas case: A recent case ... As many client focussed businesses know, Christmas has a psychology of its own. Christmas, and the embedded message of gift giving ...

Work for Snap - Snap Business Printing, Design & Marketing Services
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The University of Sydney | The University of Sydney
Qantas, Challenger, Microsoft, The Nous Group, The University of Sydney; Hire a student now. Current student employs clients ... client-focussed and non-bureaucratic.

Norman Disney & Young - Listings - Infrastructure Services Online ...
We deliver excellent solutions based on a client-focussed ... Perth Airport Expansion Sydney Airport Qantas Domestic Terminal Brisbane Airport Domestic ...
export.business.vic.gov.au/export-markets/infrastructure-services... - Cached

ABC via Yahoo! News - 16 Jul 03 5:11PM
More Qantas Headlines
Diluting results

1. Good
2. Good
3. Good
4. Good
5. Good
6. Good
...

1. Poor
2. Good
3. Poor
4. Good
5. Poor
6. Good
...

...
Reading (depth)

Full

Diluted
Reading (last rank)

Full

Diluted
Reformulation

![Boxplot comparing full and diluted number of queries.](image)
Relevant answers
Relevant:clicked ratio 0.79 0.75

Time on task
Reading time/rank 0.59s 0.59s
Time/task 2:42 2:32
Queries/minute 1.50 1.52

Self-assessment
Difficulty 2/5 2/5
Satisfaction 4/5 4/5
We *didn't see any change* in a bunch of behaviours: c.f. Smith and Kantor.

- Instructions?
- Insufficient dilution?
- Something else?