



# Collateral Collaboration

**Charles Clarke**

Computer Science

University of Waterloo

`claclark@plg.uwaterloo.ca`

(with thanks to sponsors and  
colleagues)



## Collateral Collaboration →

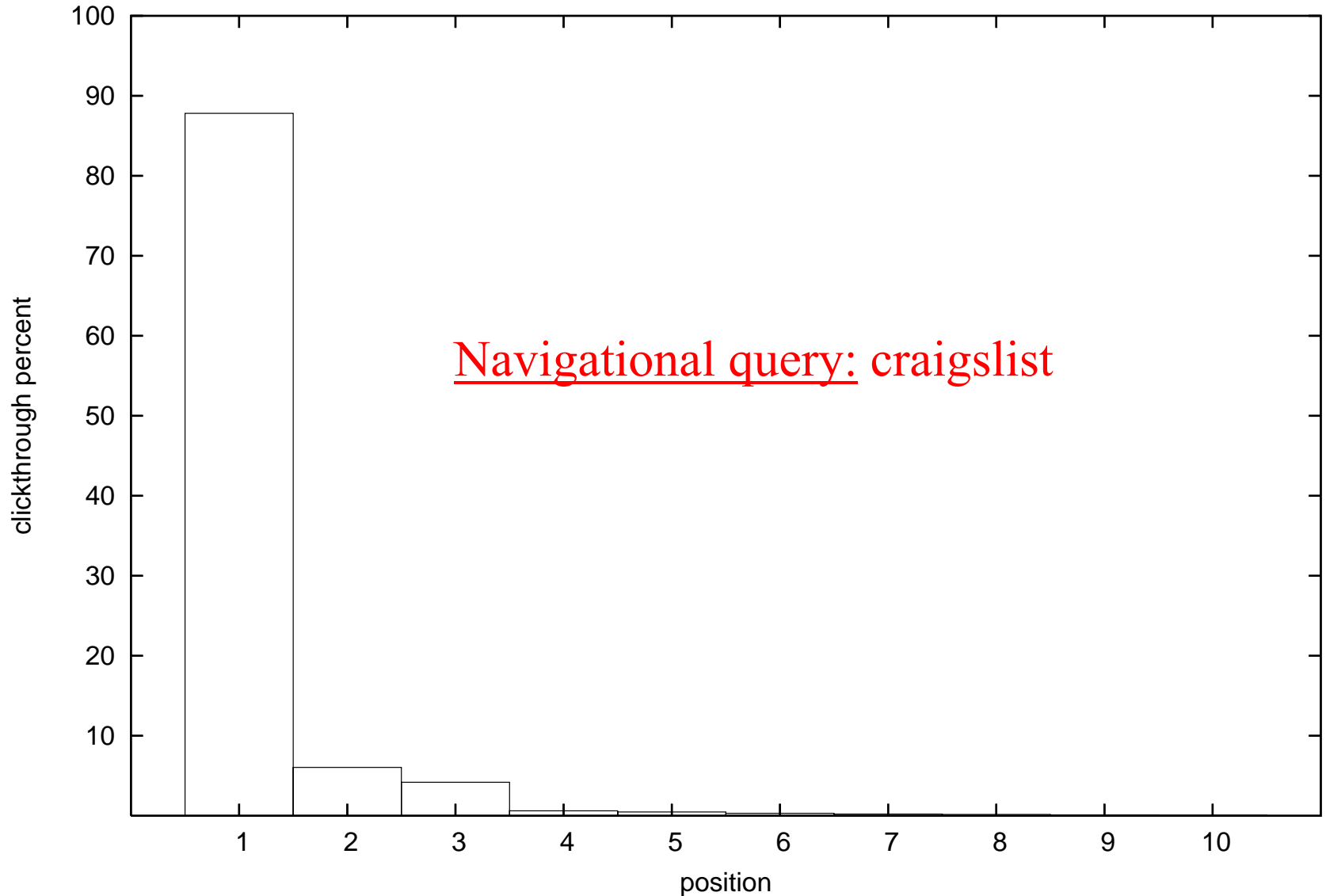
incidental or secondary to the main purpose

- Implicit user feedback
- Capturing, searching and mining
- Collaboration with the past and the future

examples ...

# Clickthrough curves

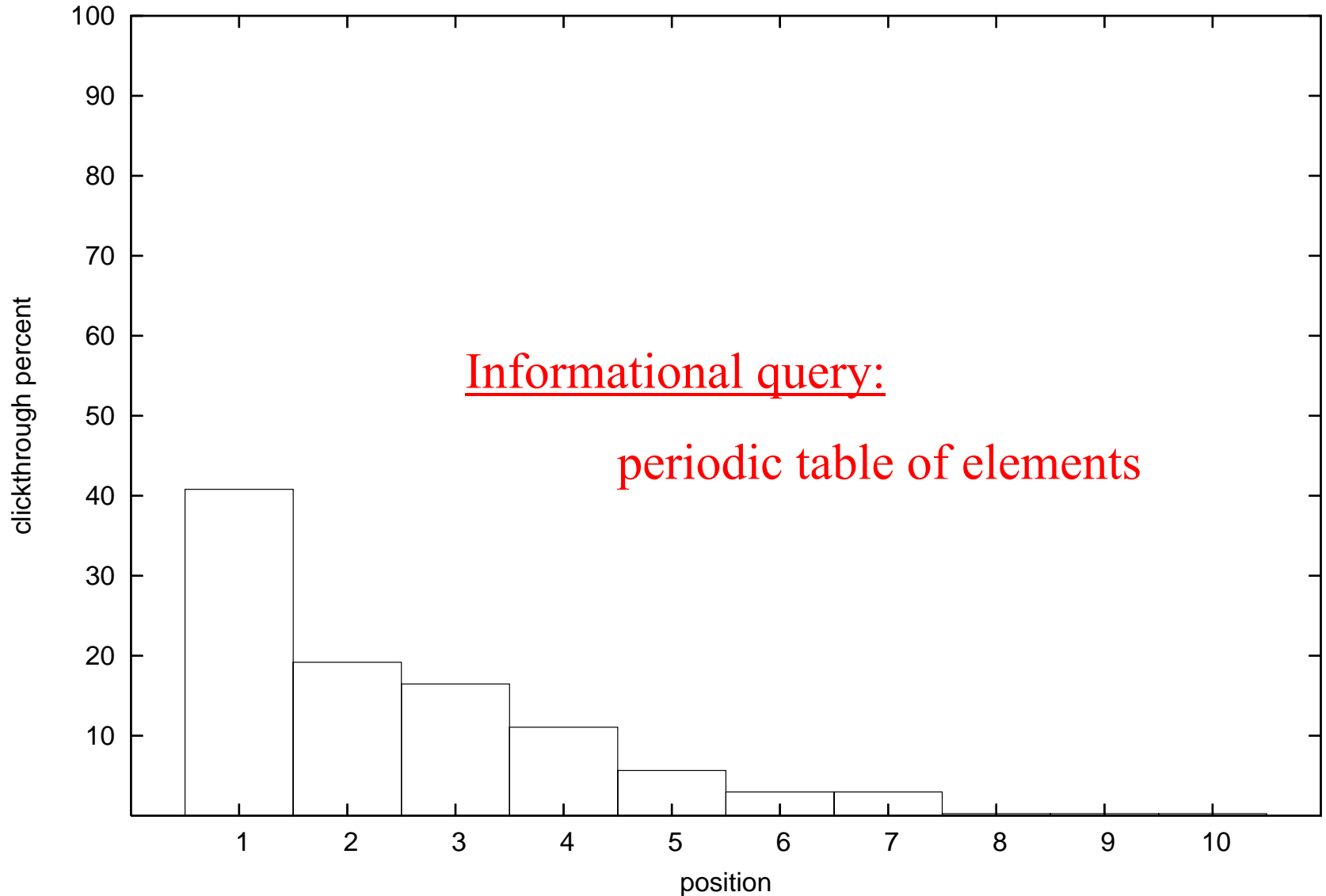
a) craigslist



Navigational query: craigslist

# Clickthrough curves

b) periodic table of elements



Informational query:

periodic table of elements

# Captions for Web search results

Query: kids online games

The image shows a screenshot of a web search engine interface. At the top, a search bar contains the text "kids online games" and a magnifying glass icon. Below the search bar, three search results are listed, numbered 1, 2, and 3 on the left side. Result 1 is "Yahoo! Kids: Games, music, movies, videos and fun for kids" with a snippet "Featuring comprehensive safe surfing, games, homework help, and many kid friendly activities." and URL "yahooligans.yahoo.com". Result 2 is "FEMA For Kids: Games" with a snippet "www.fema.gov/kids/games1.htm" and URL "www.fema.gov/kids/games1.htm". Result 3 is "Boston Children's Museum : Kids : Online Games" with a snippet "KIDS' QUEST. Boston Children's Museum gratefully acknowledges The Center for Disease Control's National Center on Birth Defects and Development Disabilities for its ..." and URL "www.bostonkids.org/kids/online\_games.html". Annotations include: "title" pointing to the blue underlined link text of result 2; "URL" pointing to the green text of the URL for result 3; and "snippet" pointing to the black text of the snippet for result 3. A red oval highlights the title and URL of result 2.

1 [Yahoo! Kids: Games, music, movies, videos and fun for kids](#)  
Featuring comprehensive safe surfing, games, homework help, and many kid friendly activities.  
yahooligans.yahoo.com - 12/17/2006 - Cached page

2 [FEMA For Kids: Games](#)  
www.fema.gov/kids/games1.htm - 12/16/2006 - Cached page

3 [Boston Children's Museum : Kids : Online Games](#)  
KIDS' QUEST. Boston Children's Museum gratefully acknowledges The Center for Disease Control's National Center on Birth Defects and Development Disabilities for its ...  
www.bostonkids.org/kids/online\_games.html - 12/17/2006 - Cached page

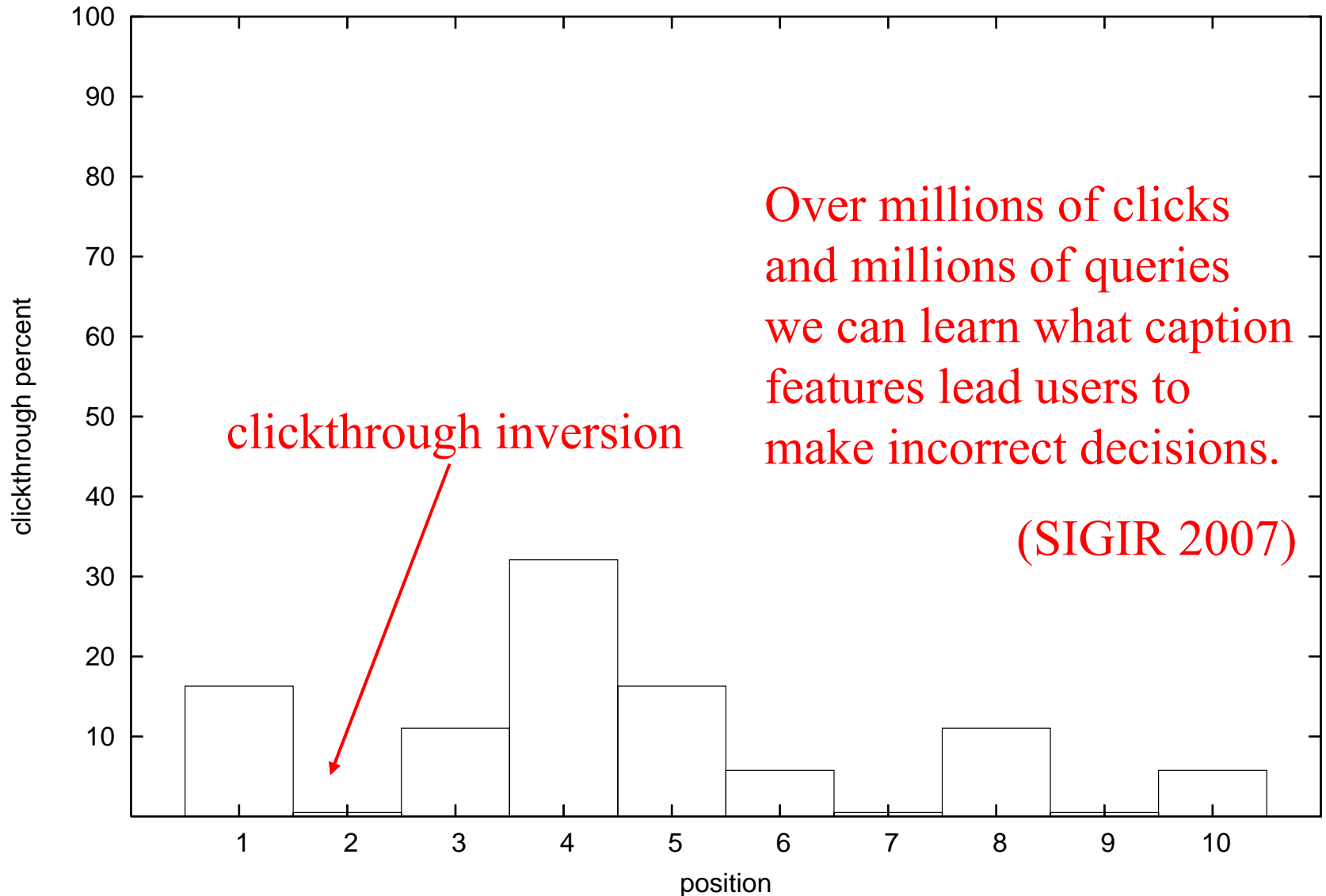
title

URL

snippet

# Clickthrough curves

c) kids online games



clickthrough inversion

Over millions of clicks  
and millions of queries  
we can learn what caption  
features lead users to  
make incorrect decisions.

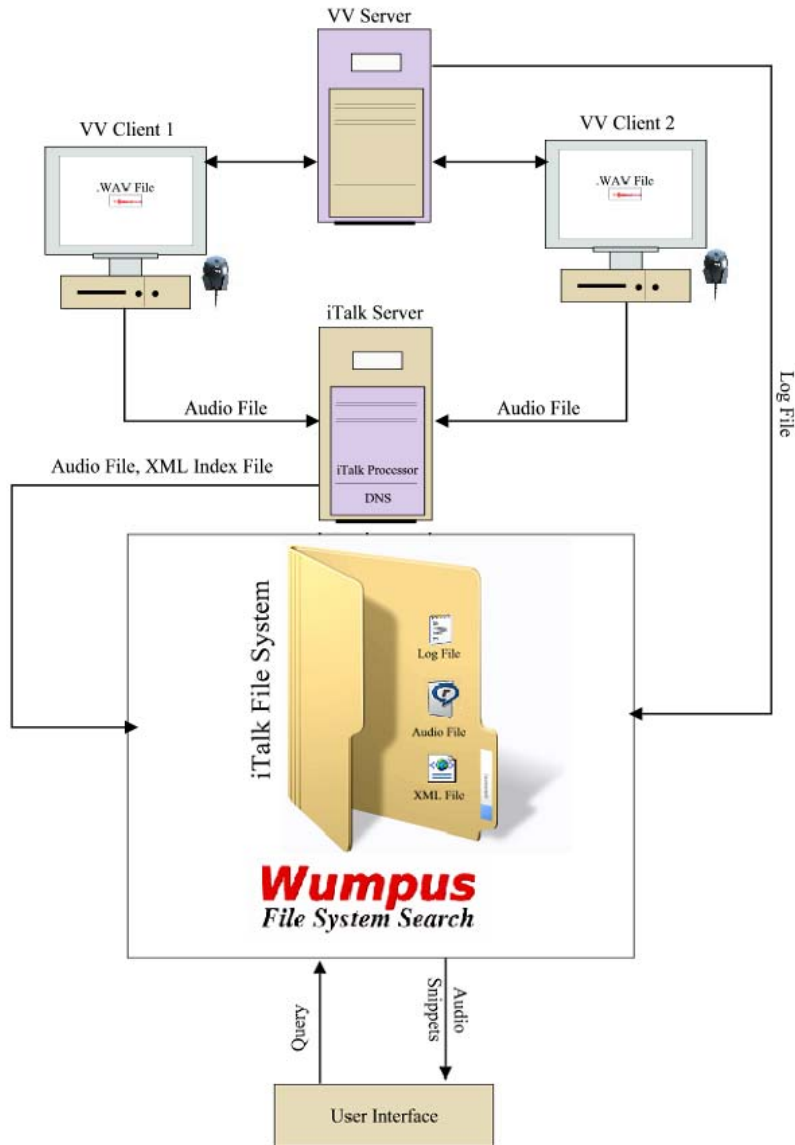
(SIGIR 2007)

# Implicit user feedback

Monitor user behaviour to build self-tuning applications that adapt to their environment.

Lessons learned from one user may be applied to others.

**Important issue: Privacy**



## VoIP Meeting Capture

- Client side capture on Vocal Village
- Processing through speech tools
- Archival capture for searching, browsing and mining.

(CASCON 2005 demo plus related publications)

# Expert finding

Who in my organization ~~can~~ help me with my problem?  
will

Mine email, reports, documents, messages, code, chat, meetings, and other available information to identify knowledgeable and responsive individuals.

# Never throw information away.

~~Garbage in garbage out~~ → Reduce, Reuse, Recycle

Capture, archive and mine to facilitate collaboration with the past and the future.

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# Collateral Collaboration

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- Capturing, searching and mining
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# Questions?

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