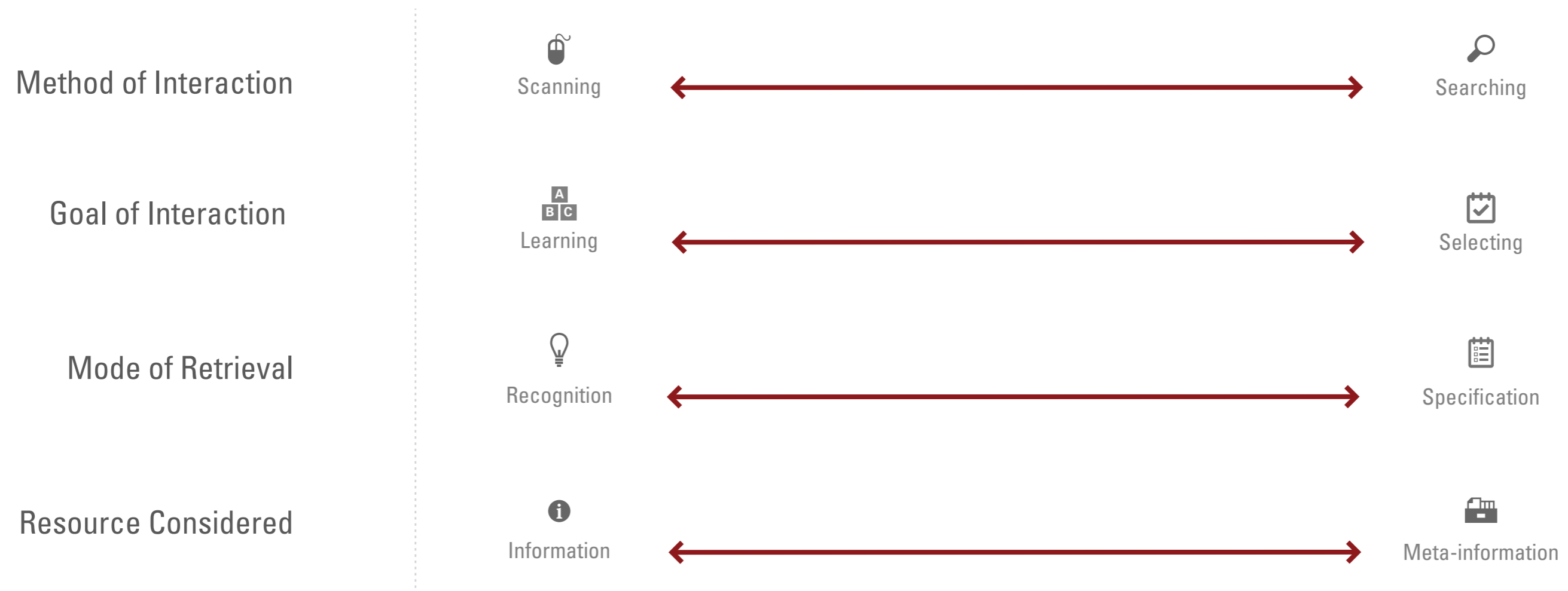


Episodic Model

The episodic model was developed by Nicholas J. Belkin.

According to this model, there are 4 dimensions by which one can classify search behavior.



Episodic Model

The dimensions of the model defined.

Method of Interaction

This first dimension defines whether users are “searching for a particular information object or scanning a set of information objects.” For example, is a user looking to find out Wednesday’s CTR or to “see how the email campaign is going”?

Goal of Interaction

The goal dimension defines what the user aims to get out of the interaction: to learn something or to select something. In analytics terms the distinction might be between “find out what” and “find out why.”

Mode of Retrieval

Third, users can be classified by manner in which they seek satisfaction. Is it a question of recognition or of knowing precisely what is sought? Though originally defined independently from the method of interaction, recent research suggests the two are likely linked.

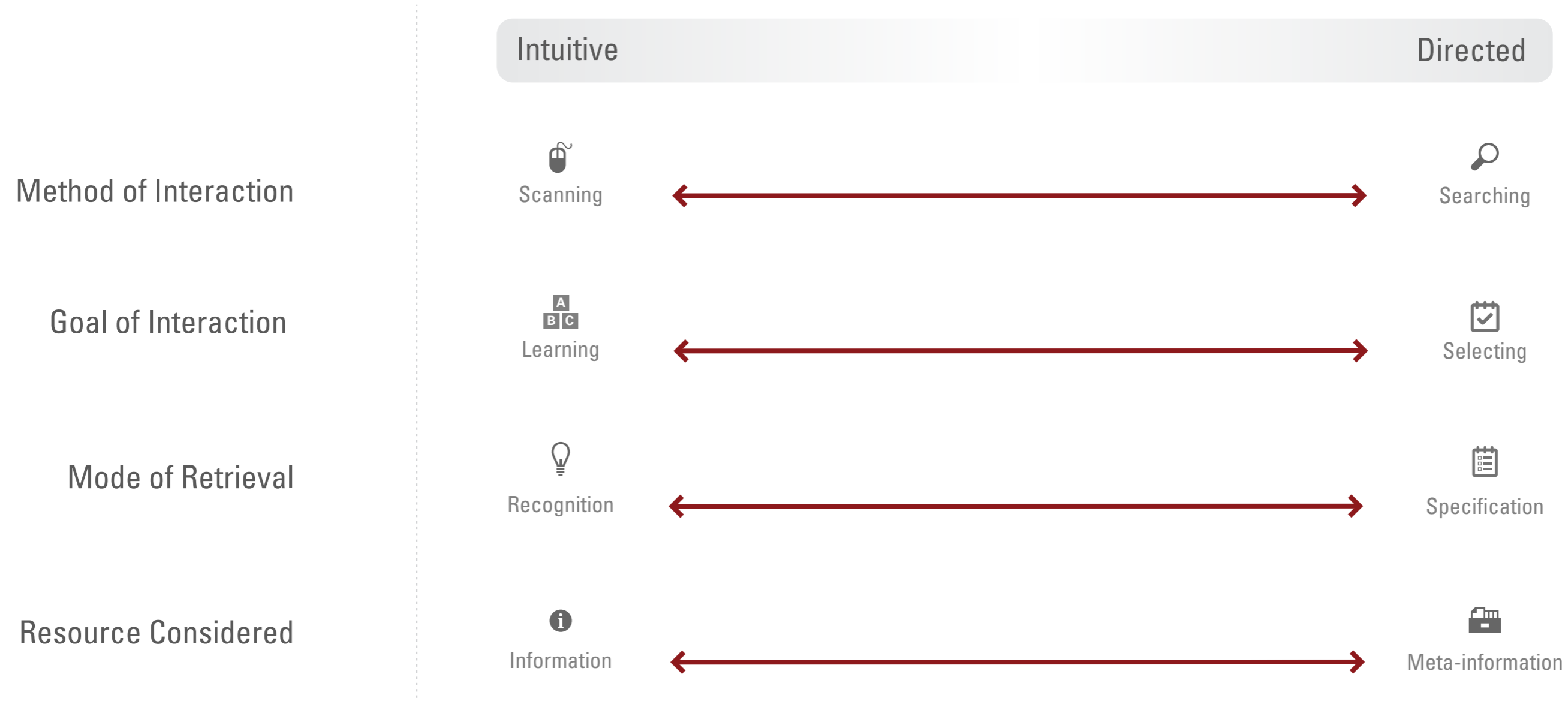
Resource Considered

This final dimension covers the strategy employed by users. Are they looking directly through the data in order to navigate or relying on meta-data?

Based on: Max L. Wilson, m.c. schraefel, and Ryen W. White, “Evaluating Advanced Search Interfaces Using Established Information-Seeking Models,” Journal of the American Society for Information Science and Technology, 60(7):1407–1422, 2009

Intuitive versus Directed

Through the definitions, it becomes clear each dimension can also be considered to span from intuitive search — whose motto could be “I’ll know it when I see it” — to directed search — “I want to know _____.”



Explorers and Navigators

This model was developed by Ryen White and Steven Drucker to describe the two dominant types of search behavior.


Explorers (Intuitive)

Navigators (Directed)

Explorers are sometimes less experienced and sometimes less focused, however, regardless of motivation, they tend to make multiple search trails, returning and branching and returning yet again.

Navigators are experienced information seekers, who follow a sequential path and have few deviations on their path to the information they seek.

Method of Interaction


Scanning


Searching

Goal of Interaction


Learning


Selecting

Mode of Retrieval


Recognition


Specification

Resource Considered


Information


Meta-information