



# Socially Embedded Search Engines

Meredith Ringel Morris  
Microsoft Research, Natural Interaction

Faculty Summit Social Search Panel, 07/17/2012

“pure” collaborative  
(shared goal)

“pure” social  
(social data)



 **george**  
diabetes friendly recipes  
low-sugar recipes  
diabetes cooking tips

 **rachel**  
diabetes medications  
type II diabetes

 **betty**

 **Meredith Ringel Morris**  
October 10

Does anyone have a cloud service for organizing papers/references/summaries that they like?

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 **Greg Boyd** mendeley  
October 10 at 12:44pm · Like

 **Julie Kientz** Mendeley x2  
October 10 at 1:37pm · Like

bing MS Beta mendeley

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 **monfuecam**: @kavango Puedo compartir documentos escritos por mi en **Mendeley**? · Twitter · 2 hours ago

“socially embedded search”  
Sweet Spot???



## Elise Clayton

On Verizon, will I have to pay roaming charges if I use my cell phone in Hawaii?

- Morris, M.R., Teevan, J., & Panovich, K. What Do People Ask Their Social Networks, and Why? *CHI 2010*.
- Morris, M.R., Teevan, J., & Panovich, K. A Comparison of Information Seeking Using Search Engines & Social Networks. *ICWSM 2010*.
- Efron, M. & Winget, M. Questions are Content: A Taxonomy of Questions in a Microblogging Environment. *ASIS&T 2010*.
- Paul, S., Hong, L., & Chi, E. Is Twitter a Good Place for Asking Questions? *ICWSM 2011*.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The Twitter logo, consisting of the word "twitter" in white lowercase letters on a black rectangular background, followed by a blue bird icon.

- Trusted
- Personalized
- Social
- Natural language
- No triage

The Bing logo, consisting of the word "bing" in blue lowercase letters with a trademark symbol, on a light gray background.The Google logo, consisting of the word "Google" in its multi-colored font, on a light gray background.

- Fast
- Many sources
- Privacy
- Always returns something

Morris, M.R., Teevan, J., & Panovich, K. A Comparison of Information Seeking Using Search Engines & Social Networks. *ICWSM 2010*.



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Meredith Morris · Jan 5, 2012 · Limited

97 people have signed up for the Social Search Social already! Tomorrow is the final day to register: <http://research.microsoft.com/en-us/events/sss2012/>

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## Elise Clayton

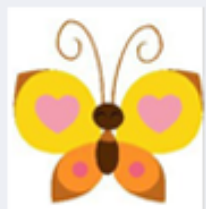
On Verizon, will I have to pay roaming charges if I use my cell phone in Hawaii?

8 minutes ago · Like · Comment



**SearchBuddies Investigaetore** This page about “do cell phones work in Hawaii” may have relevant information: <http://bit.ly/h50Oul>

7 minutes ago · Like ·  1 person



**SearchBuddies Soshul Butterflie** These friends have lived in or near Hawaii: Bo Kent (<http://on.fb.me/hXA>) and Otis Overcash (<http://on.fb.me/y77q2>).

7 minutes ago · Like

# Agent Friends



**Meredith Ringel Morris**

If I visit Macalester College, what restaurants should I go to?

24 minutes ago · Like · Comment



**Emmessarr Soshul Butterflie** You have friends who are alumni or students of Macalester College: Brent Hecht (<http://on.fb.me/flrtyf>) a few seconds ago · Like



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Message**



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**Ted Logan**

since when did amazon VOD become free to Prime members?  
interesting...

14 hours ago · Like · Comment



**SearchBuddies Investigaetore** “Amazon to give Prime members Netflix” on news.cnet.com has some relevant info: <http://cnet.co/faAet3>

14 hours ago · Like ·  1 person

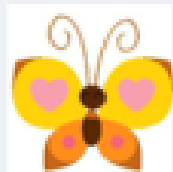




## Samantha Baker

Any recommendation for a fun place to dancing in Seattle on Saturday night?

11 hours ago · Like · Comment



**SearchBuddies Soshul Butterflie** Robbie Gould (<http://on.fb.me/AeR472Q>) and Elise Clayton (<http://on.fb.me/Tr42z>) are fans of dancing.

11 hours ago · Like

Have Questions?  
research.microsoft.com



Agent Friends has answers!  
Beta-test a new social search  
experience, and get a chance  
to win a \$50 Amazon gift  
card!

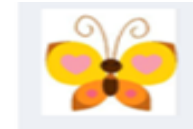
122 users

→ 1,692 status updates

→ 262 questions



58 answered by  
the Investigator



70 answered by the  
Social Butterfly



**Ted Logan**

since when did amazon VOD become free to Prime members?  
interesting...

14 hours ago · Like · Comment



**SearchBuddies Investigaetore** “Amazon to give Prime members Netflix” on news.cnet.com has some relevant info: <http://cnet.co/faAet3>

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**Samantha Baker** Last week

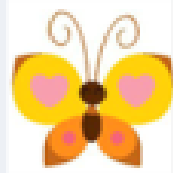
14 hours ago · Like



## Samantha Baker

Any recommendation for a fun place to dancing in Seattle on Saturday night?

11 hours ago · Like · Comment



**SearchBuddies Soshul Butterflies** Robbie Gould

(<http://on.fb.me/AeR472Q>) and Elise Clayton (<http://on.fb.me/Tr42z>) are fans of dancing.

11 hours ago · Like



**Robbie Gould** 😊

11 hours ago · Like



**Robbie Gould** Depends on the type of dance. So what kind of dancing were you thinking about? Also, Happy Birthday!

about an hour ago · Like



**Andrew Tanner**

Anyone know where to get good chinese food in charlotte?

8 minutes ago · Like · Comment



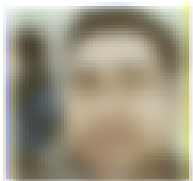
**SearchBuddies Investigaetore** This page about “Good Chinese Food in Charlotte” may have relevant information: <http://bit.ly/i5IJZS>

7 minutes ago · Like



**Andrew Tanner** So cool that this works.

6 minutes ago · Like



**[Redacted Name]**

What is with the noises coming out of the office walls today I feel like I'm trapped in a David Lynch movie.

4 minutes ago · Like · Comment



**Emmessarr Soshul Butterflie** Some of your friends like david lynch: [\[Redacted Name\]](http://on.fb.me/gPX0Jr) (<http://on.fb.me/gPX0Jr>)

4 minutes ago · Like

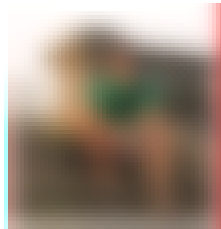


**[Redacted Name]**

Thank you Emme HAHAHA!

about a minute ago · Like

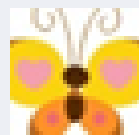
“I don't know them that well and feel they may not appreciate their names up there.”



Anyone want to hang out tonight? I need a break from work/house hunting. Maybe check out a show @ Sunset?

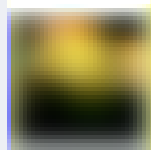


19 hours ago via Windows Phone · Like · Comment



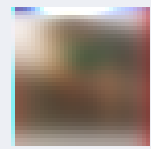
**Emmessarr Soshul Butterflie** These friends have lived in or near Sunset: [redacted] (<http://on.fb.me/fhM28H>), [redacted] (<http://on.fb.me/gVvCVo>), [redacted] (<http://on.fb.me/hjdyFi>) and [redacted] (<http://on.fb.me/hcbDpQ>)

19 hours ago · Like



Your agent friend is that guy at the party who tries to inject himself into conversations by unsuccessfully fumbling for something he has in common with everyone.

17 hours ago · Like



I like to think of them as often smart and occasionally socially awkward.

17 hours ago · Like

# Challenges & Opportunities

- higher relevance bar
- “social conformance” metrics
- utilizing rich feedback
- “slow search”



## **Samantha Baker**

Hey ICWSM-12 folks, any good Irish food recommendations?

about 2 hours ago · [Like](#) · [Comment](#)



**Robbie Gould** I've heard that The Pig's Ear is pretty good, but then again, I'm a visitor too!

about 3 hours ago · [Like](#)



**SearchBuddies Investigaetore** The Pig's Ear gets 4 stars on Yelp.com. A popular review said, “you should definitely eat there if in Dublin”.

about 3 hours ago · [Like](#)





**Meredith Ringel Morris**



**Jaime Teevan**



**Brent Hecht**



**Dan Liebling**

Morris, M.R. and Teevan, J. Exploring the Complementary Roles of Social Networks and Search Engines. *2012 Human-Computer Interaction Consortium Workshop (HCIC).*

Hecht, B., Teevan, J., Morris, M.R., and Liebling, D. SearchBuddies: Bringing Search Engines into the Conversation. *Proceedings of ICWSM 2012.*

***Microsoft***