"Engage moi": From retrieval effectiveness, user satisfaction to user engagement

Mounia Lalmas*

*Yahoo Labs, London
nia@acm.org,
http://www.dcs.gla.ac.uk/~mounia/

Summary

The effective prediction of a click remains a primary challenge in the areas of search, digital media and online advertising. In the context of search, satisfying a userâĂŹs information need by returning results that they will click on is an important objective in any information retrieval system. Consequently, information retrieval systems have had a long and varied history of how to evaluate their effectiveness of responding to a given query. However, building such a system that not only only returns relevant results to a user query but also encourages a long-term relationship between the user and the system is far more challenging. In this talk, we review the current state-of-the-art evaluation approaches for search before exploring other ways of quantifying more long-term engagement measures. Finally, the talk ends with a proposal of how the two approaches can be considered together to create a service that optimises for the query and the longer term engagement aspects.

Biography

Mounia Lalmas is a Director of Research at Yahoo London where she leads a team of scientists working on Advertising Sciences. She also hold an Honorary Professorship at University College London. Her work focuses on studying user engagement in areas such as native advertising, digital media, social media, and search. She also pursue research in social media and search. Prior to this, she held a Microsoft Research/RAEng Research Chair at the School of Computing Science, University of Glasgow. Before that, she was Professor of Information Retrieval at the Department of Computer Science at Queen Mary, University of London. She co-led the Evaluation Initiative for XML Retrieval (INEX), a large-scale project with over 80 participating organizations worldwide, which was responsible for defining the nature of XML retrieval, and how it should be evaluated.