

웹 이용자의 검색엔진 활용 및 탐색 행위와 성향 분석

Analysis of Search Engine Use, Search Behaviors and Aptitude by Web Users

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초 록

본 연구는 웹 이용자들이 검색엔진을 어떻게 선택하여, 어떠한 기능들을 활용하며, 검색결과는 어떻게 평가하는지, 그리고 어떤 어려움을 겪고 있는지를 밝혀 보고자 하였다. 28명의 대학의 교수와 대학원생으로 구성된 이용자들을 대상으로 한 인터뷰결과를 분석한다. 연구 결과에 따르면, 본 연구의 참가자들은 검색결과에 대한 평가보다는 특정한 기능이나 익숙함에 근거하여 엔진을 선택하였다. 이들은 통합검색에 대해서는 의견이 양분되어 있었으며, 연산자의 사용이 결과에 미치는 영향이 거의 없다고 보고 있었다. 검색엔진에 대한 평가를 내릴 때에도 검색결과와 정확성외에 결과를 보여주는 인터페이스 디자인에도 상당한 관심을 가지고 있는 것으로 나타났다.

ABSTRACTS

This study examines overall user experience associated with Web search engine use including selection, usage of search features, evaluation. The data were collected through individual interviews with 28 faculty members and graduate students. It was found that users tend to select a search engine based on experience and knowledge of certain features and familiarity with an engine itself more than based on previous experience with search results. The results showed the users had mixed opinions regarding cross language retrieval while they did not believe the usage of operators effect the search results. It appears that users are interested in interface design as well as the accuracy of search results.

키워드: 검색엔진, 통합검색, 연산자, 평가, 웹 이용자, 탐색 행위

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