GRAPHICAL PRESENTATION OF ONLINE SEARCH RESULTS BEFORE AND NOW

The status of search results visualization
People perceive and process information differently.

Data visualization component of data mining

Is text display more or less an effective way to display search results? Visualized search results?

Common search still primarily text search, some with faceted search displayed as text with links
VISUAL SEARCH DISTINCTIONS

Visual search engine – using images or other graphics to search for results

Visualization of search results – graphic representation of search results

Data Visualization
1990s
Virginia Tech
Dept Computer Science
Edward A. Fox

Early 2000s
Groxis Inc. - Grokker
search Internet Librarian
2005

Mid-2000s
Corporate Libraries experment with Grokker
Biotech & Tech companies
Assessment visualized search results vs text

2009+
Groxis transition
Intellectual property issues
Product architecture 2001-2009:

- Federation
- Extraction
- Clustering
- Visualization
  - Textual
  - Graphical
Sun Grokker – Research tool

- Visual or text
- Categorized
- Create list
- By source or by topic

* Used with permission from Christy Confetti Higgins Senior Information Expert Information Services: Digital Libraries & Research, formerly Sun Microsystems now Oracle. Presentation dated January 25, 2010
Easier and faster to discover and use information
Alternative to text display of search results
New way to perceive information
Potential competitive advantage
VISUALIZATION TOOLS AFTER 2010

- GlamMap
  - TROVE
  - GlottoVis
- Google Trends
- Yewno
Geo-spatial visualization tool
Allows users to visualize geo-referenced metadata of cultural heritage artifacts
Interactive, two-dimensional geographic map (2014)

http://glammap.net/
The project addresses the following questions:

- How can librarians use data visualizations to manage, analyze, and present library collections?
- How can visualizations of large bibliographic datasets and other complex data help researchers in the e-Humanities to ask and answer new research questions?

https://www.oclc.org/research/themes/data-science/catvis.html
Welcome to our data visualization project: where the Google News Lab works with the best designers around the world to tell stories with data — and make the results open source.

How does the language of the State of the Union speech change over time? Check out this visual by Polygraph.
Using the latest technology, Google News Lab is experimenting with innovative ways to visualize data.

Morph: Using data to create generative art
Built by Datavized

Building Hopes: visualizing data in augmented real...
Built by accurat

https://trends.google.com/trends/story/US_cu_6fXtAFiBAABWdM_en
Augmented intelligence
Knowledge maps

Discover

Yewno Discover helps researchers, students, and educators further explore knowledge across interdisciplinary fields, sparking new ideas and finding unexpected connections along the way.

GO TO YEWNO DISCOVER

https://www.yewno.com/products
• Visual search technology is continually improving and use of visual search expanding across all arenas

“Pinterest’s CEO Ben Silbermann has previously said that “the future of search will be about pictures rather than keywords.”” – from: https://www.searchenginejournal.com/visual-search-brands/260897/#close

But there is value in visualizing text search results – it’s a different thing
GlamMap  http://glammmap.net/index_new.html

CATVIS  https://www.oclc.org/research/themes/data-science/catvis.html


Google News Lab  https://newsinitiative.withgoogle.com/google-news-lab

Yewno  https://www.yewno.com/
rphulser@gmail.com

https://cybrarianviews.com/