Multitasking and Cognitive Coordinating Behaviours in Web Search
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This Seminar presentation explores new and emerging dimensions in our understanding of Web search behaviour. It reports results from an ongoing study (Du, T & Spink, A, 2011) of how users cognitively coordinate multitasking Web search across multiple information search problems. The analysis indicates that multitasking is a prevalent Web search behaviour supported and underpinned by cognitive coordination and strategy coordination. Further research directions include investigating the influence of personal traits as well as search tasks attributes on the multitasking web search process.

Dr. Tina Du is Lecturer at the School of Computer and Information Science, University of South Australia. Dr. Du's research focuses on interactive information retrieval, Web search, multitasking, and human information behaviour. She is the recipient of several prestigious awards in Information Science and serves on the Editorial Advisory Board of the Journal Aslib Proceedings: New Information Perspectives.

Dr Du will also present an afternoon workshop on flowchart analysis of user-Web interaction data in Camtasia Studio software.