

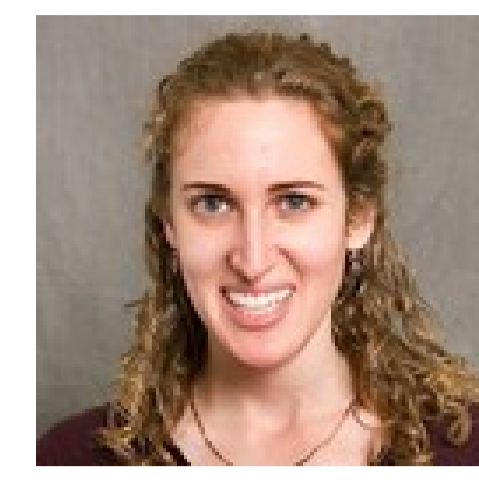
#TwitterSearch: A Comparison of Microblog Search and Web Search



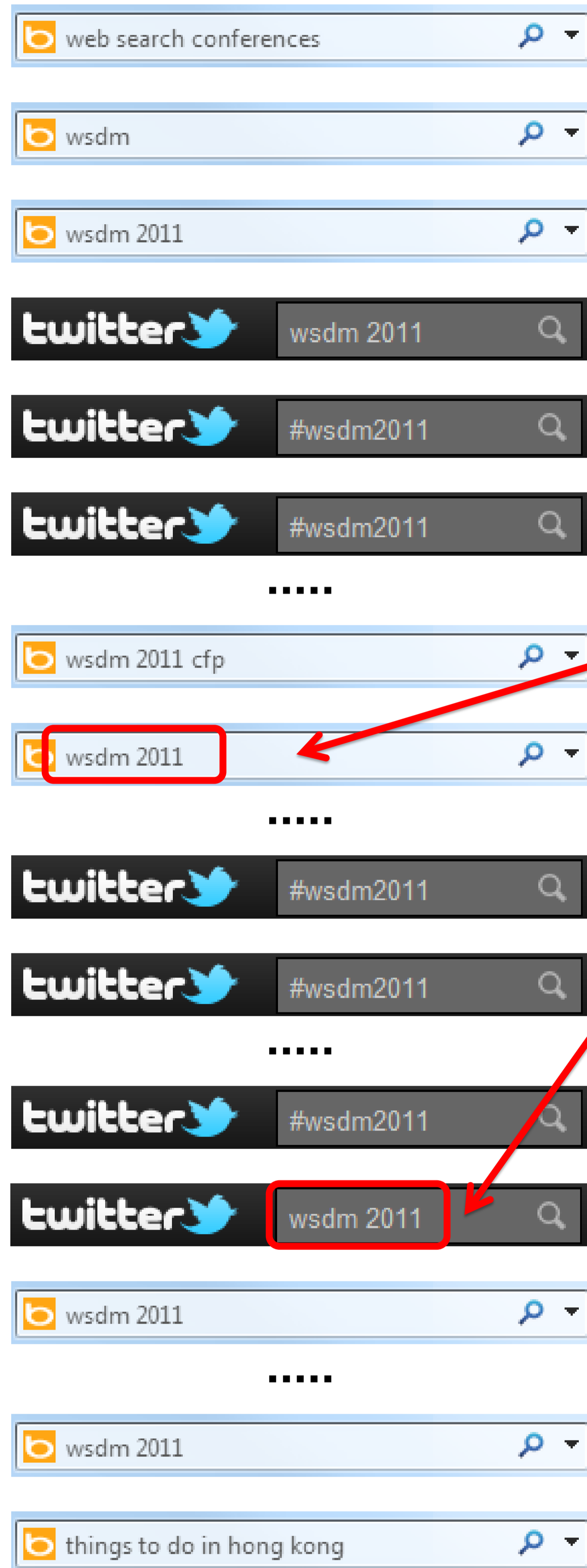
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Web search is used to develop and learn about a topic.

Twitter search is used to monitor content.

Individuals sometimes issue the same query to both Web and Twitter search engines but use the queries in different ways.

People search Twitter to find temporally relevant information. Memes are popular Twitter queries.

Popular Queries

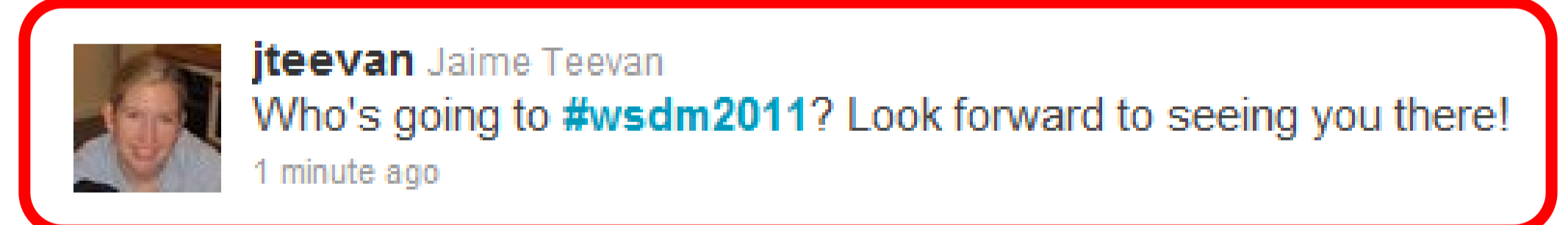
bing, etc.	twitter	Both
twitter	new moon	new moon
youtube	#youknowyouruglyif	justin bieber
facebook	justin bieber	adam lambert
google	adam lambert	taylor swift
myspace	#theresway2many	miley cyrus
youtube com	taylor swift	taylor lautner
yahoo	lady gaga	lady gaga
ebay	modern warfare 2	robert patterson
craigslist	thanksgiving	chris brown
myspace com	#wecoolandallbut	modern warfare 2

Web queries are longer.

Query Characteristics

	Example	Twitter	Web Search
Query length (chars)	oprah = 5	12.00	18.80
Query length (words)	oprah = 1	1.64	3.08
Is a celebrity name	oprah	15.22%	3.11%
Mentions a celebrity	oprah's house	6.51%	14.86%
Contains @	@oprah	3.40%	0.14%
Is username without @	oprah	2.37%	0.01%
Contains #	#iluvoprah	21.28%	0.08%
Is hashtag without #	iluvoprah	4.35%	2.99%

People search Twitter to find information related to people. Twitter user names and celebrity names are popular Twitter queries.



Twitter search results include more social content and events information.

Search Behavior

	Twitter	Web Search
Number of queries in session	2.20	2.88
Number of unique queries in session	1.52	2.67
Seconds between queries in session	9.38	13.63
Percent of repeat queries	55.76%	34.71%

[Web Search and Data Mining: The ACM WSDM Conference Series](http://www.wsdm-conference.org)
 The ACM WSDM Conference Series Web Search and Data Mining. WSDM 2011. The Fourth International Conference on Web Search and Data Mining will be held in Hong Kong in February, 2011.
www.wsdm-conference.org - Cached page

Web results contain more basic facts and navigational content.

Twitter queries are more common, repeated more, and change less than Web queries.

Share Your Feedback

Tweet your questions and ideas using **#TwitterSearch**.