Searcher in a Strange Land: Understanding Web Search from Familiar and Unfamiliar Locations

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**Problem**

**F-Search (U-Search)** – search activity performed from a location familiar (unfamiliar) to the user

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**Summary**

- We presented a new contextualization model for web users, which distinguishes between familiar and unfamiliar locations of search.
- It may be possible to use familiarity to improve various applications such as web search, query suggestions, and search advertisement.
- The importance of understanding the nature of the user’s place of activity is likely to increase as user mobility continues to expand, and locations of activity further diversify.