



# Query Log Analysis: Social and Technological Challenges

Workshop Organizers:

**Einat Amitay**, IBM Research

**G. Craig Murray**, University of Maryland

**Jaime Teevan**, Microsoft Research

8:30 - 8:40

**Welcome** and overview

8:40 - 9:10

Query Logs Alone are not Enough  
(Grimes, Tang & Russell — Google)

9:10 - 9:25

Comparing Click Logs and Editorial Labels for Training  
Query Rewriting (Zhang & Jones — Yahoo!)

9:30 - 10:00

One-minute introductions

10:00 - 10:30

**Break** Demo video TrackMeNot

10:30 - 11:00

Can We Find Common Rules of Browsing Behavior?  
(Velayathan & Yamada — NII)

11:00 - 11:30

Functional Faceted Web Query Analysis  
(Nguyen & Kan — National University of Singapore)

11:30 - 12:00

Web Search Engine Evaluation using Clickthrough Data and a  
User Model (Dupret, Piwowarski & Murdock — Yahoo!)

12:00 - 1:30

**Lunch**

1:30 - 2:00

A Study of Mobile Search Queries in Japan  
(Baeza—Yates, Dupret & Velasco — Yahoo!)

2:00 - 3:00

**Panel Discussion: Broader Issues of Data Availability**

Access to Query Logs — An Academic Researcher's  
Point of View (Judit Bar-Ilan — Bar-Ilan University)

Preserving the Collective Expressions of the Human  
Consciousness (Jim Jansen — Penn State University)

John Morris (Center for Democracy & Technology)

3:00 - 3:30

**Break** Demo video TrackMeNot

3:30 - 4:15

**Panel Discussion: Solutions for Preserving Privacy**

User 4XXXXX9: Anonymizing Query Logs  
(Adar — University of Washington)

Towards Privacy-Preserving Query Log Publishing  
(Xiong & Agichtein — Emory University)

Daniel Weitzner (W3C)


4:15 - 4:50

Broader discussion (moderated by Jaime Teevan MSR)



TIME

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# End Goals

- Can query log data be safely collected and analysed? Should it?
- Can query log data be anonymized and shared? How shall it be done?
- Can we establish standards of practice for query log analysis?