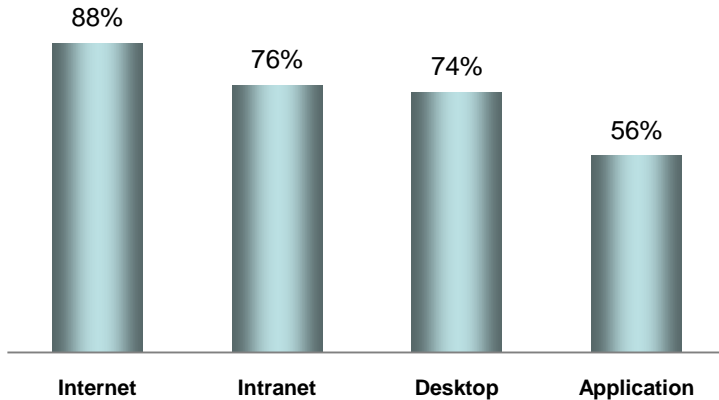


# Search Behavior Today

Information workers rely a wide range of sources in frequent, goal-oriented searches for information

## SOURCES OF INFORMATION REGULARLY ACCESSED FOR WORK

Almost all workers search for information on the Internet at work, as well as on the intranet and their desktops...



Source: Microsoft - Enterprise Information Retrieval, August 10, 2006.

n=33

## TIME SPENT SEARCHING

98

A significant amount of resources are spent searching...

### Number of Searches at Work per Day

Professional Workers	20
Structured Task Workers	18

### Average Hours a Week Spent

Searching	9.5
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Source: Verus - Windows Live Enterprise Search, Dec 2006; IDC - Content Technologies Study, 2004-2005.

## SEARCH PATTERNS

...and they rely on different sources to complement and supplement each other

- The company Intranet is where many work-related searches start
  - Often the default homepage
  - Source of proprietary business information
- Internet searches augment Intranet searches
  - External work-related searches
  - Internet searches at work are conducted, process-wise, the same way as home searches; same search engines
- Many employees must access subscription-based tools or resources for their job
  - Typically accessed through links on the Intranet or saved as favorites
  - Examples: websites, libraries, databases, CRM apps

Source: Verus - Windows Live Enterprise Search, December 2006.

## SEARCH CHARACTERISTICS

...as IWs look to find specific answers across different sources

### Professional Workers

- Searches are more goal-oriented and repetitive than home searches
- Require authoritative information to augment offline data (subscription-based or premium online content)
- Conduct complex queries to drill into specialized topics

### Structured Task Workers

- Internet access tends to be strictly monitored and controlled, limited to sites for work-related research and tasks
- Searches are more goal-oriented and repetitive than home searches
- Searches often seek instant answers