Development of Search and Provision System based on Keywords-Set

-Applying to Job hunting-

Masaya Okada(1010013)

School of Information Science,

Japan Advanced Institute of Science and Technology

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Thanks to the information and communications technology, World-Wide-Web (Web) is positioned a part of an important information resource in information gathering. On the Web, there is not only formal information provided by responsible parties who want to convey but also informal information provided by non-parties. Therefore, information on the Web is of great variety and uneven application, and it is not so easy to find out information that an user wants. In such situation, an important technology is information search.

We usually use search engines for information search. Crawler of the search engines is collecting Web pages day by day, and the amount of index momentarily is increasing. In inputting search queries to the search engines, consequently, we may receive a large amount of Web pages as a result of the queries. The current method to provide the search results, it takes time and trouble to find appropriate information about these Web pages.

In order to get such information more easily, it is important to reflect the search queries based on the user's interests and objectives appropriately, and to provide the search results with structures of information as in Web search activity. In this research, I call these interests, objectives, and structures are "viewpoints". And, I propose a method to reflect these viewpoints appropriately in information search. Especially, I try to apply it "company research process in job-hunting" that is social problems in recent years. As conventional search methods in company research process, there are two typical ways, using general search engines and accessing job-hunting support sites. However, in case of using the search engines, it is difficult to reflect the user's interest about category of industry, category of job, work location, corporate system, and compensation package the user want. And, in case of using the job-hunting support sites, they have a function that the user can search companies by inputing user's

interest. But it is hard to reflect history of the user's selection of the companies in search process since they do not have a function that the user can input priority. Although the search results are specialized to job-hunting activities, the information resource is limited to only job-hunting support sites.

The purpose of this resurch is to develop a system that searches the companies based on the user's interest and deliberation, and provides search results specialized for company research process. Due to this, it is expected to reflect user's hope for deliberating the companies, be easier to collect versatile information.

In this paper, I first describe meaning of company research process in the job-hunting, importance of Web search in company research process, and issues by using the search engines and the job-hunting support sites as conventional methods. Next, I propose a Web search model including user's viewpoint and a keywords-set to conduct information search reflecting the viewpoint. And then, I design the system based on personas which represents imaginary graduate students. This system has company deliberation support function providing a companies-list based on priority and updating orders by selected company, company search function searching corporate information, financial information, and word-of-mouth information, and companies information providision function providing research results grouped every information.

Finally, I investigate effectiveness of the proposed system by conducting a case study. In this case study, there were 6 subjects who were required to search companies by this system, search engines, and job-hunting support sites. After that, I required them to evaluate by five-point scale based on Scheffe's paired among these systems or sites with it's reason. The results of the case study indicated that this system suggested this system was better than the search engine in company search and providing search results ,and then job-hunting support sites in company search. Although some future tasks are still remaining such as improvement in user-interface, these functions seemed to be efficient for company research process.