

**The British Computer Society**

**ABERDEEN Branch**

**Beyond the search box: Evolving search into a creative assistant**

THU 23rd FEBRUARY 2017, 18:30 – 19.45

(refreshments & chatting from 18.00)

Room N311, New Riverside Building, RGU, Garthdee, Aberdeen

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| Synopsis Increasingly for organizations, enterprise search information retrieval technology is how they 'come to know', ranking algorithms are a form of epistemology. What is most popular dominates. There may be a bias towards the 'Google habitus', lookup/known item search (find existing knowledge) meeting existing needs and saving time.  However, there may be a latent need within organizations to *'show me something I don't already know'*. The findings from focus groups with scientists held in two organizations will be presented using search term word association stimulants. Designing for serendipity does not appear to be a widely held principle in enterprise search and discovery deployments. Word association techniques are shown to be capable of stimulating new discoveries which may lead to new business opportunities for organizations. About the speakers  |  |  |  | | --- | --- | --- | |  |  | **Paul Cleverley** is a Geoscientist by background and has worked in the international Oil and Gas (O&G) exploration industry for over twenty five years. This includes small independents such as BG Group, Enterprise Oil and LASMO through to large multinationals such as Royal Dutch Shell. He has also worked for both small IT companies as well as multinationals such as IBM  He is currently researching a PhD at Robert Gordon University in Aberdeen, re-examining and re-conceptualizing enterprise search and discovery, towards a model for the causal factors and generative mechanisms for search task outcomes. This research has been conducted primarily in the O&G industry, however the transferability of findings has been investigated with other knowledge rich sectors such as aerospace, publishing, defence, pharmaceuticals and e-commerce. [www.paulhcleverley.com](http://www.paulhcleverley.com) | |

**Directions** to Robert Gordon University, Garthdee Road: http://www.rgu.ac.uk/images/dmImage/SourceImage/Garthdee%20Campus%20Map%202013%20Large.jpg

**CAR PARKING** Car parks near to Riverside Bldg (Entrance 1), free space after 6pm.

This talk is **FREE** is all members and non-members. Refreshments available from 18:00.

BCS branch website: <http://aberdeen.bcs.org/>