

Modalities, Motivations, and Materials: Investigating Traditional and Social Online Q&A Services

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RUTGERS

School of Communication
and Information



What's football (futball)?

why is american football called football?



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► [Answers.com - Why is American football called 'football'](#) 🔍

American Football History question: **Why is American football called 'football'**? Some might say, simply, because they kick the football.

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Football - American question: **Why is American football called football** ...

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[Americans, Why is American Football called football? - Yahoo! Answers](#)



7 answers - Dec 14, 2008

I'm from the UK. Everytime I talk about our **football** (the sport ... This is a pretty good question.

One thing that has to be thought of is that ...

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[Why is american football called football?](#) - Oct 24, 2010

[Why is american football called football and football called ...](#) - Aug 15, 2010

[Why is football called football if you play it with your hands ...](#) - Aug 26, 2009

[Why is \(American\) football called "football"? - Aug 12, 2008](#)

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What's football (futball)?



Chris

Americans, Why is American Football called football?

I'm from the UK. Everytime I talk about our football (the sport which players use their feet to control the ball) I feel the need to add (soccer) to avoid confusion with you guys.

But I was thinking, your football is only kicked to start each quarter, to punt or for a field goal. The rest of the time the ball is in play, it's held in the players hands.

I know you guys can call our "soccer" association football, I generally refer to NFL when I'm talking about your professional game, but what's the real deal?

It's a serious question, how did your football become known as football?

2 years ago

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Grizz (2-3)

Best Answer - Chosen by Asker

This is a pretty good question. One thing that has to be thought of is that many people don't actually think the word football comes from the action of kicking a ball with feet. Rather, it was used to distinguish certain games from games played on horseback, like polo. That's where "foot ball" possibly came from. Therefore, any game that descended from these early games generally kept the name football, despite the fact that many of them are vastly different ([American football](#), soccer/association football, Australian football, [Canadian football](#), rugby, etc.) There isn't any [conclusive evidence](#) to support either theory though. The popular games in an area apparently were called football by the locals.

Believe it or not, soccer was actually coined by a British man.

Well, after thinking maybe I shouldn't trust an article on [Wikipedia](#) that doesn't have sources quite so fast, I looked up some more stuff. Apparently there are a LOT of theories on why some people call the same sport football and soccer.

I suppose the best explanation is that football comes from soccer and rugby, and it was more popular than either of them in the US, so Americans just substituted the word. But why we call [association football soccer](#) is harder to explain.

Source(s):

I knew a couple of facts here, but most of it, especially the origins of soccer, I got here.

[http://en.wikipedia.org/wiki/Football_\(w...](http://en.wikipedia.org/wiki/Football_(w...)

<http://www.gavinrymill.com/origin-of-the...>

What's the meaning of life?

what's the meaning of life?



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► [Meaning of life - Wikipedia, the free encyclopedia](#) 🔍

"**What** is **life** all about?", and "**What** is **the meaning** of it all?" It has been the subject of much philosophical, scientific, and theological speculation ...

[Meaning of life \(disambiguation\)](#) - [Value of life](#) - [Ultimate reality](#)

en.wikipedia.org/wiki/Meaning_of_life - [Cached](#) - [Similar](#)

[Phrases from The Hitchhiker's Guide to the Galaxy - Wikipedia, the ...](#) 🔍

Jump to [Answer to the Ultimate Question of Life, the Universe, and ...](#): The Answer to Life ... when **the meaning of life** became known. ... Arthur ...

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[Answers.com - What is the meaning of life](#) 🔍

Religion & Spirituality question: **What is the meaning of life?** **The meaning of life** Making life meaningful: The importance of life is to live it to the full.

wiki.answers.com › ... › [Categories](#) › [Religion & Spirituality](#) - [Cached](#) - [Similar](#)

What's the meaning of life?



Adam

What's the meaning of life?

Im reborn in my faith of god and the holy spirt of life. 2=I meaning of life=prayer witch is also a greater form of medidation sorry my bad spelling

4 hours ago - 4 days left to answer.

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Answers (7)



Nathan

42

4 hours ago

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Bond...
James Bond

You're spelling is fine. God is the meaning of life, it's the only way of achieving eternal bliss.

4 hours ago

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[2 people rated this as good](#)



Sophist

TOP
CONTRIBUTOR

Why ask the question? The meaning is in the Book.

4 hours ago

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[1 person rated this as good](#)



Belua

There is no purpose in life.

4 hours ago

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[1 person rated this as good](#)



Prabjot
Singh

So you've created your own meaning...precisely given a meaning....so enjoy it...
@bond "your."

4 hours ago

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Modalities, Motivations, and Materials

How are people seeking information online?

Why do they choose one **method/source** over the other?

What is the **quality** of this content?

Who/what could provide me the **best answer** to my question?

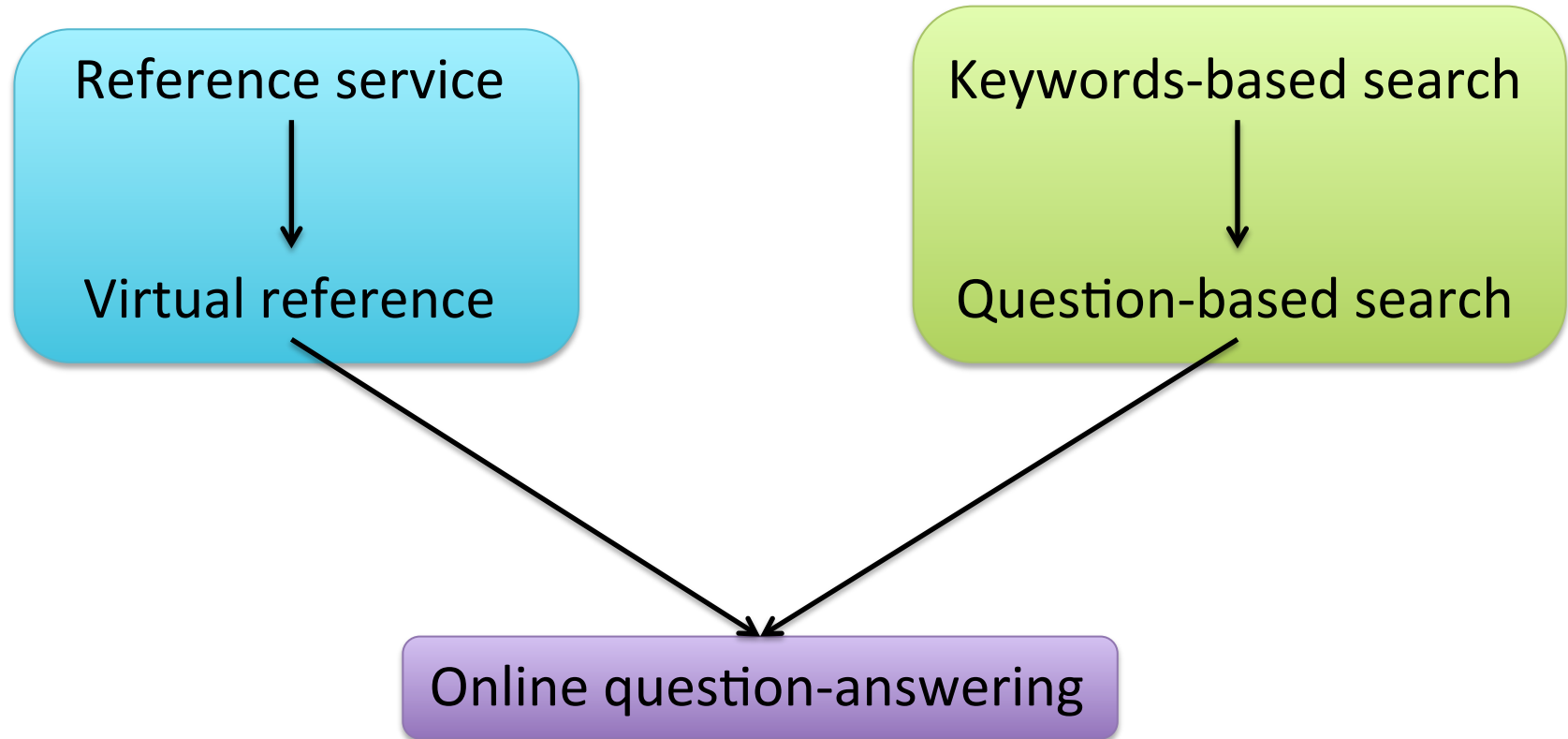


Relevance
Quality
Satisfaction

Taking the Search Online



Taking the Search Online



Virtual Reference (VR)

Name*	<input type="text"/>	
E-mail*	<input type="text"/>	If you have parental or mail controls turned on, please add iplref@ipl.org to your allowed mail list.
	<small>Provide a complete e-mail address so that we can reply. (Example: fluggly@aol.com)</small>	
Confirm e-mail*	<input type="text"/>	This helps to ensure that we have your correct e-mail address, and that you will receive a reply as quickly as possible.
	<small>Enter the same e-mail address here as you did above. We respond to you by e-mail so we need your REAL e-mail address. We have no way to respond to fake e-mail addresses.</small>	
City, State/Country	<input type="text"/>	Knowing your city and state (or country) helps us find information specific to your area.
Deadline for reply	<input type="text" value="No Need By Date"/>	† If you need an answer in less than three days, please consider these other resources instead of ipl2.
	<small>† Three days are usually needed for us to reply. (Dates set on current U.S. Eastern time.)</small>	
Subject*	<input type="text" value="select..."/>	
How will you use this information?*	<input type="text"/>	Understanding the context and scope of your information needs helps us to deliver an answer that you will find useful.

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Question*

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Entertainment

Sports, popular culture, movies, music, video games, and TV shows



Humanities

History, politics, literature, religion, philosophy, law, finance, economics, art, and society



Language

Spelling, grammar, word etymology, linguistics, language usage, and requesting translations



Mathematics

Mathematics, geometry, probability, and statistics



Science

Biology, chemistry, physics, medicine, geology, engineering and technology



Miscellaneous

Subjects that don't fit in any of the other categories



Archives

Old questions are archived daily

Yahoo! Answers

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discover.

Stop burning your biscuits:
food & drink

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Hello **neoinmatrix**
Total Points 123
Level 1

Categories

- Arts & Humanities
- Beauty & Style
- Business & Finance
- Cars & Transportation
- Computers & Internet
- Consumer Electronics
- Dining Out
- Education & Reference
- Entertainment & Music
- Environment
- Family & Relationships
- Food & Drink
- Games & Recreation

Best of Answers

Why does Diet Coke taste different from a can than from a glass?
281 ☆ Asked by [p o l a k](#) - Other - Food & Drink

When you drink from a glass with a wide rim, you're smelling just the... [More >](#)
671 👍 58 💬 - Answer by [drugstore.cowgirl](#)

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Can some one plz list down or tell me which sea ports are in easter and western parts of USA?
☆ In Other - United States - Asked by [kchopra80@yahoo.co.in](#) - 4 seconds ago

Seeking the Wisdom of Crowd



Based on your own family's experience, what do you think we should do to improve health care in America?

4962 ☆ In Other - General Health Care - Asked by Hillary Clinton - 38022 answers - 3 years ago



How can we engage more people in the democratic process?

4466 ☆ In Civic Participation - Asked by Barack Obama - 17377 answers - 3 years ago



What should we do to free our planet from terrorism?

4146 ☆ In Civic Participation - Asked by Dr. APJ Abdul Kalam - 29727 answers - 3 years ago



How will Sanjaya's continued success on American Idol impact the show's credibility?

2622 ☆ In Reality Television - Asked by Constantine Maroulis - 24754 answers - 3 years ago



What would you do to stop wasteful government spending in Washington?


2071 ☆ In Government - Asked by John McCain - 16709 answers - 3 years ago



What will you remember most about Michael Jackson?

1862 ☆ In Celebrities - Asked by Jack - 6416 answers - 5 months ago

Seeking the Wisdom of Crowd



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Which items are you eager to see on sale for the upcoming Black Friday or Cyber Monday?

We all have our eyes peeled on a gift for our loved ones, or a gift for ourselves, that may show up with discounted prices during these upcoming shopping days. What do you anticipate the most?

2 days ago - 4 weeks left to answer.

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Modalities, Motivations, and Materials

How are people seeking information online?

Why do they choose one **method/source** over the other?

What is the **quality** of this content?

Who/what could provide me the **best answer** to my question?



Relevance
Quality
Satisfaction

Our Approach

1. Interviews

- 10 experts (reference librarians)
- 36 end-users (24 undergraduates+12 master's)

2. Content analysis (qualitative)

- 500 questions from Yahoo! Answers
- 500 questions from WikiAnswers

3. Content analysis (quantitative)

Yahoo! Answers:

Questions: 3 million+

Answers: 16 million+

Avg. answers per question: ~6

Users: 1 million+

Deriving Aspects of Quality, Relevance & Satisfaction

- Cognitive aspects
- Social aspects
 - Situational
 - Affective
 - Organizational/collaborative

Finding #1: Physical vs. Virtual Interactions

- More important for VR: effectiveness, timeliness, and accessibility/convenience
- Affective aspects ranked higher for face-to-face interactions
- Teaching effective search strategies better conveyed over VR

Finding #2: Perception of Physical & Virtual Reference

- Reference desk underutilized, often confused with circulation
- Use of VR more popular among undergraduates than master's students
- Students more likely to use (and reuse) reference services if expected by their instructors

Finding #3: Access and Question Type

- Most common pattern for online Q&A:
 - Google -> Type question -> Visit SQA site
- Trust is a huge factor in using/choosing a source
- WikiAnswers more popular with fact finding questions
- Yahoo! Answers more popular with opinion/advice questions

Finding #4: Expectations/Assessments

Expert

1. Relevance
2. Accuracy
3. Authenticity
4. Speed

User

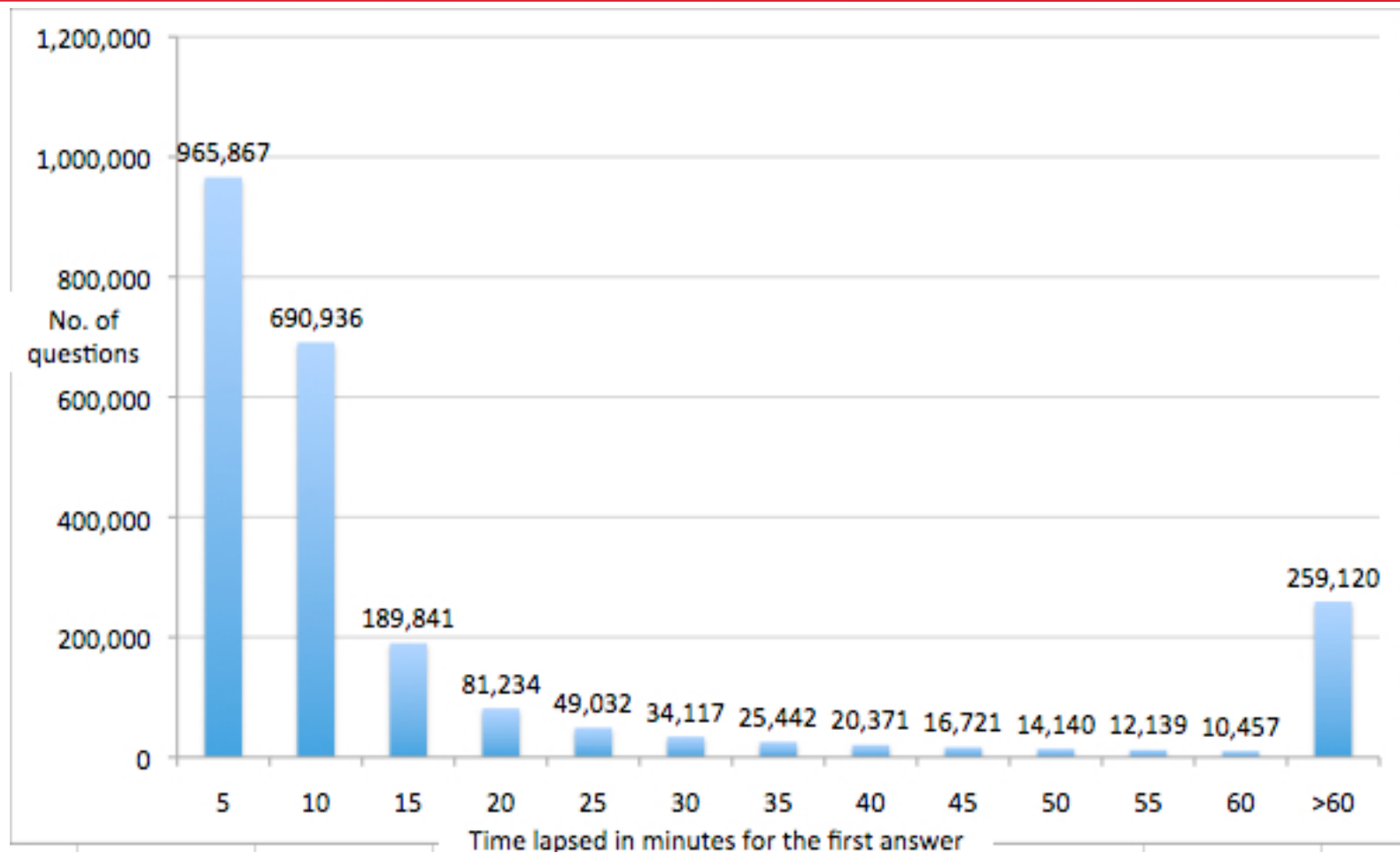
1. Speed
2. Relevance
3. Accuracy
4. Authenticity

Kitzie, V., & Shah, C. (2011). Faster, Better, or Both? Looking at Both Sides of Online Question-Answering Coin. Poster at ASIST. New Orleans, Louisiana.



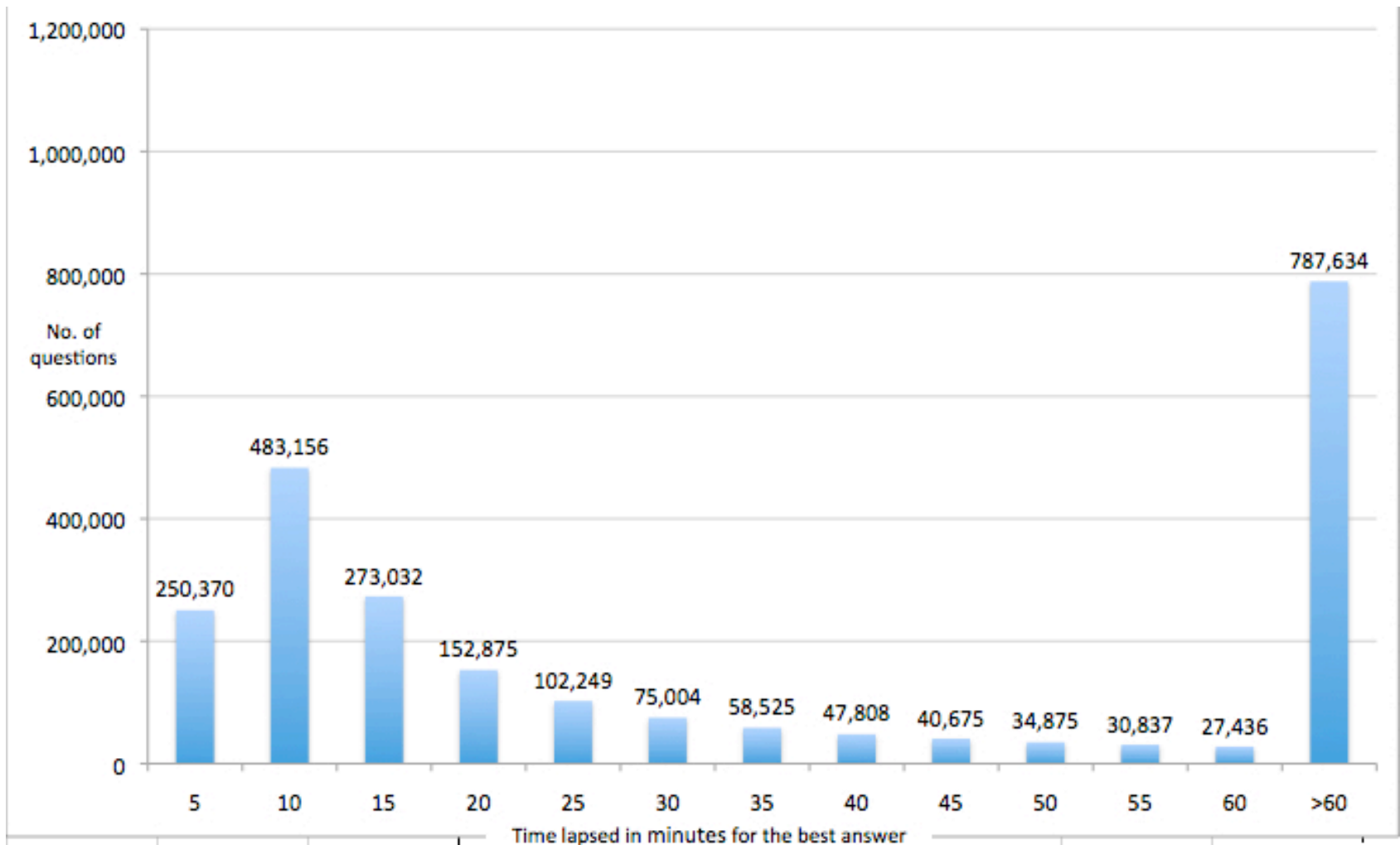
INSTANT SEARCH

Yahoo! Answers: Time for the First Answer



Shah, C (2011). Measuring effectiveness and user satisfaction in Yahoo! Answers. *First Monday*; Volume 16, Number 2-7.

Yahoo! Answers: Time for the Best Answer



Finding #5: Comparing VR and SQA

VR better than SQA

- Customization
- Quality
- Relevance
- Accuracy
- Authenticity
- Completeness
- *Process-focused*

SQA better than VR

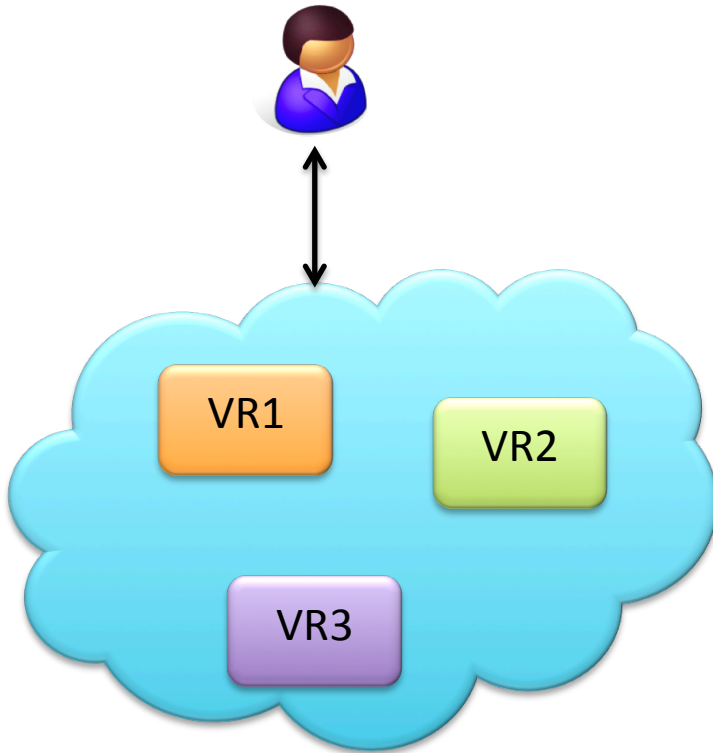
- Cost
- Volume
- Speed
- Social aspects
- Engagement
- Collaboration
- *Product-focused*

So What?

Toward a New (Hybrid) Model of Online Q&A

Scenario-1: Collaboration among VR services

Solution



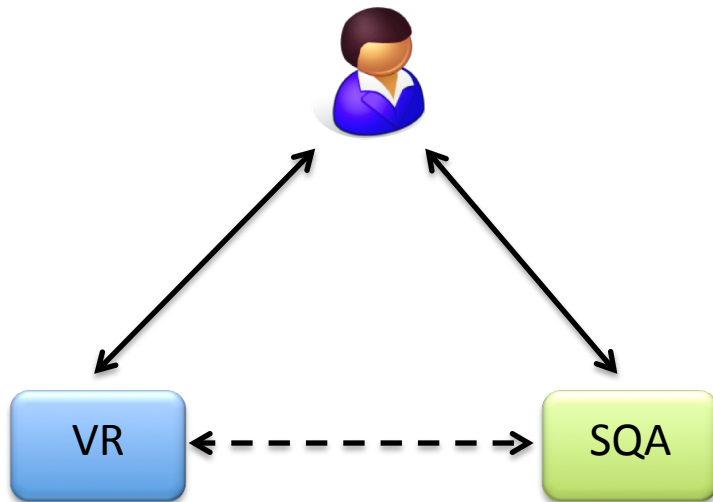
Challenges

- Integration of services
- Question routing
- Transparent/opaque?

Toward a New (Hybrid) Model of Online Q&A

Scenario-2: Linking VR and SQA

Solution



Challenges

- Evaluating content
- Personalization
- Service policies

Summary

- Information seeking behavior of a typical user has changed and is changing significantly.
- Expectations – question instead of keywords, customized answers, social and collaborative support, natural interfaces (e.g., Siri on iPhone).
- Need a fundamental shift (not another brick in the wall) for reference services. We need to be where “the puck is going to be”.

Ongoing/Future Work

- Explore the **feasibility** of linking VR and SQA services as a part of **IMLS-funded Cyber Synergy** project
- Study how information seekers **value/assess information** provided in online Q&A services
- Build a **comprehensive model** to explain (and predict) content quality in both VR and SQA
- Use the wisdom of the “wise” crowd

Who/what could provide me the **best answer** to my question?



Thank You!



"I climb all this way, and you tell me *THAT'S* the meaning of life?!"

This work is supported by the OCLC/ALISE Library Information Science Research Grant

