

Wie Ökonom:innen suchen

(besonders Studierende der
Wirtschaftswissenschaften)

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Forschungsfragen

- Wie oft und in welcher Kombination suchen Nutzende über bestimmte Funktionen von EconBiz?
- Nach welchen Themen suchen sie?
- Welcher Anteil an Suchen lässt sich als Suche nach zuvor bekannten Titeln identifizieren?

Daten

- Vortrag basiert auf: Hahn, Oliver; Krestel, Ralf; Saam, Marianne (2026). How Do Economists Search? Unpublished Manuscript, ZBW.
- Wir nutzen Logfiles von EconBiz (January 2021 – März 2022, also vor ChatGPT) um besser zu verstehen, wie die Nutzenden suchen
- Gut 640.000 Sessions mit mindestens einer Suche
- Keine persönlichen Informationen über Nutzende vorhanden, frühere Befragung (ZBW, 2019) suggeriert, dass ca. $\frac{3}{4}$ der Nutzenden Studierende sind und $\frac{1}{2}$ der Nutzenden sich der BWL zuordnen

Beobachtete Ereignisse auf der SERP

The screenshot shows a search engine results page (SERP) for the query "log analysis". The page is annotated with numbers 1 through 7, highlighting specific UI elements:

- 1**: The search bar containing the query "log analysis".
- 2**: The "Search" button.
- 3**: The "Narrow search" sidebar on the right, which includes filters for "Year of publication", "Subject", "Online availability", "Type of publication", "Type of publication (narrower categories)", "Language", "Author", "Institution", "Published in...", and "Source".
- 4**: The pagination controls at the bottom, showing "1 2 3 > >>" and "Results per page: 10".
- 5**: The title of the first search result: "SymScal: symbolic multidimensional scaling of interval dissimilarities".
- 6**: The "Full text" link for the first search result.
- 7**: The "Did you mean: log analysis (20,317 results)" suggestion.

The search results list includes:

- Result 1:** "SymScal: symbolic multidimensional scaling of interval dissimilarities" by Gromen, Patrick J. F., Winsberg, S., Rodriguez, Oldemar, ... - 2005. The abstract mentions: "the spectral center of gravity and log attack time. Previous studies of musical timbre have shown that these two physical ... and log attack time explain the factors we use to distinguish, say, middle C on the piano from middle C on some other ... spec- tral center of gravity and log attack time. The spectral center of gravity is the weighted average of the harmonics ...".
- Result 2:** "SymScal: symbolic multidimensional scaling of interval dissimilarities" by Gromen, Patrick J. F., Winsberg, S., Rodriguez, Oldemar, ... - 2005. The abstract mentions: "the spectral center of gravity and log attack time. Previous studies of musical timbre have shown that these two physical ... and log attack time explain the factors we use to distinguish, say, middle C on the piano from middle C on some other ... spec- tral center of gravity and log attack time. The spectral center of gravity is the weighted average of the harmonics ...".
- Result 3:** "Self-Selection and the Performance of Return Migrants: the Source Country Perspective." by Piracha, Malteeb, Coulon, Augustin de - Centre for Economic Performance, LSE - 2003. The abstract mentions: "the impact of self selection on the home country rather than the host country. Let the log earnings distribution in the ... retired life in the source country. $6 w s + \mu s + \pi v(1)$ where μs is the mean of log income in the source country, η is ... distributed with mean zero and variance $\sigma^2 v$. Now let the log earnings facing the population of the source country when they ...".
- Result 4:** "Self-selection and the performance of return migrants: the source country perspective" by Coulon, Augustin de (contributor), ... - 2003 - [Elektronische Ressource]. The abstract mentions: "the impact of self selection on the home country rather than the host country. Let the log earnings distribution in the ... retired life in the source country. $6 w s + \mu s + \pi v(1)$ where μs is the mean of log income in the source country, η is ... distributed with mean zero and variance $\sigma^2 v$. Now let the log earnings facing the population of the source country when they ...".
- Result 5:** "Valuing changes in the quality of coral reef ecosystems : a stated preference study of SCUBA diving in the Bonaire National Marine Park" by Parsons, George R. (contributor), ... - 2007. The abstract mentions: "log analysis of the Bonaire National Marine Park".

Ereignisse – Detailansicht der SERP

Publications **Events**

Search for publications

Search

8

Back to results 4 of 20,317

Article

Log periodic power analysis of critical crashes : evidence from the Portuguese stock market

9

10

11

12

13

Similar items by subject

- > Dot-Com bubble Akata, Doğançan, (2024)
- > Herding behaviour, bubbles and ... Pele, Daniel Traian, (2013)
- > Financial speculation and bubbl... Şahin, Eyyüp Ensari, (2020)

More ...

Similar items by person

- > Log periodic power analysis of e... Gonçalves, Tiago Cruz, (2022)
- > ESG performance and firms' bu... Barros, Victor, (2024)
- > High-tech firms : dividend policy ... Barros, Victor, (2023)

More ...

freely available

Full text | More access options

More details Report error

Type of publication: Article

Type of publication (narrower categories): Aufsatz in Zeitschrift ; Article in journal

Language: English

Other identifiers: 10.3390/economies10010014 [DOI]
hdl:10419/257377 [Handle]

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Ereignisse

Table 1. Session variables based on frequencies of **events**, the numbers refer to those in Figures **1** and **2**.

Variable Name	Explanation
AdvancedSearch	using advanced search functionality, cf. #2
AutoCompletion	clicking auto-completion suggestions
AvailabilityButton	clicking on an availab. button in detailed view, cf. #11
Chaining	clicking meta information links, cf. #10
ExternalLink	clicking on external links, e.g. for external sources
FacetEvent	using facet functionality, cf. #3
GoogleBooksPreview	clicking on Google books preview buttons
PaginationClick	clicking on a different page of the SERPs, cf. #4
RecordAbstractToggle	expanding and collapsing the abstract, cf. #9
RecordExport	exporting document in a bibliometric format
RecordMLT	using "more-like-this"-suggestions, cf. #13
RecordOrderForm	lending, only for ZBW users
RecordResultsScroller	clicking through results, cf. #8
RecordSave	saving a record
RecordTab	clicking through tabs, cf. #12
SearchHit	clicking on a doc or its availability on the SERP, cf. #5 & #6
SearchSubmit	submitting a query, cf. #1
SpellingSuggestionClick	using spelling suggestion "Did you mean.", cf. #7

Häufigkeit von Titelsuchen

- Vergleich von Suchen mit Titeln, die in EconBiz verzeichnet sind
- Von 640.031 beobachteten Queries schätzt unsere Methode 9 Prozent als Titelsuchen ein (eine gewisse Unterschätzung wahrscheinlich, z.B. „Macroeconomics“)
- In Titelsuchen konzentrieren sich die Ereignisse noch stärker auf die häufigsten Arten als in der durchschnittlichen Suche
- Ausnahme: Filter werden häufiger genutzt

Häufigkeit von Ereignissen je Sitzung

- Median der Anzahl der Ereignisse pro Sitzung: 5
- Stichprobe beschränkt auf Sitzungen, die als ein Ereignis die Eingabe einer Suche enthalten
- Verteilung stark linksschief

Häufigkeit von Ereignissen je Sitzung

Table 2. Average Appearance of Events in Sessions.

Event	Avg.	Share	Cond. Avg.	Non-Title Avg.	Title Avg.
SearchSubmit	2.62	1.00	2.62	2.52	3.23
SearchHit	2.04	0.71	2.88	1.91	2.81
AvailabilityButton	1.01	0.43	2.36	0.96	1.29
PaginationClick	0.88	0.25	3.54	0.92	0.64
FacetEvent	0.62	0.20	3.11	0.65	0.45
AutoCompletion	0.40	0.30	1.34	0.34	0.75
RecordAbstractToggle	0.17	0.12	1.46	0.18	0.17
Chaining	0.16	0.10	1.56	0.14	0.26
AdvancedSearch	0.10	0.06	1.62	0.10	0.07
SpellingSuggestionClick	0.08	0.07	1.15	0.08	0.06
RecordResultsScroller	0.07	0.03	2.26	0.07	0.10
RecordTab	0.06	0.04	1.39	0.05	0.11
RecordMLT	0.05	0.03	1.61	0.05	0.08
ExternalLink	0.05	0.03	1.60	0.04	0.09
RecordExport	0.02	0.01	2.72	0.02	0.03
RecordOrderForm	0.01	0.00	1.53	0.01	0.02
GoogleBooksPreview	0.01	0.00	1.10	0.00	0.01
RecordSave	0.00	0.00	1.00	0.00	0.00

Topics der Sitzungen

Table 3. Top 10 Words and Probability in Average Session per Aggregated Topic

	Business	Digitalization	Human Capital	Research	Finance	Society
1	management	social	work	performance	financial	economy
2	business	digital	deutschland	review	theory	germany
3	unternehmen	digitalisierung	china	analysis	capital	defintion
4	innovation	data	job	research	finance	product
5	model	media	learning	grundlagen	banking	consumption
6	risk	online	analyse	economics	quality	wirtschaft
7	global	subject	generation	study	investment	future
8	strategy	technology	motivation	literature	stock	animal
9	führung	system	knowledge	world	decision	sport
10	organisation	digitale	arbeit	based	audit	insurance
P(topic) in avg. session	0.1	0.1	0.1	0.076	0.074	0.074

Topics der Sitzungen (Fortsetzung)

	Accounting	Search	Industrial Structure	Energy & Environment	Public Sector & Health	Sustainability & Developm.
1	controlling	title	industry	change	corona	corporate
2	accounting	journal	impact	market	covid	economic
3	effect	supply	entwicklung	nachhaltigkeit	health	green
4	cost	de	start	tax	public	growth
5	ifrs	international	kmu	sustainable	pandemic	development
6	zeitschrift	chain	lean	price	tourism	csr
7	unternehmensb.	food	markets	climate	government	sustainability
8	debt	production	entrepreneurship	energy	pandemie	social
9	bewertung	la	small	nachhaltige	auswirkungen	responsibility
10	kennzahlen	internet	risiken	pricing	verwaltung	governance
P(topic) in avg. session	0.063	0.062	0.061	0.05	0.049	0.038

Topics der Sitzungen (Fortsetzung)

	Marketing	Inequality & Diversity	Indonesian	Mon. Policy & Cent. Bank	Trade
1	marketing	leadership	dan	bank	eu
2	customer	gender	manajemen	policy	human
3	consumer	diversity	ekonomi	banken	trade
4	brand	education	jurnal	monetary	sgn
5	behavior	inequality	akuntansi	rate	resource
6	sales	income	terhadap	inflation	european
7	experience	pay	pengaruh	europe	trading
8	relationship	frauen	indonesia	interest	logistics
9	influencer	women	keuangan	money	law
10	behaviour	labor	di	event	union
P(topic) in avg. session	0.038	0.037	0.028	0.025	0.025

0.12 0.1 0.08 0.06 0.04 0.02 0.00

Zusammenfassung

- Nutzende auf EconBiz geben (zwischen Januar 2021 und März 2022) im Wesentlichen Suchen ein und klicken danach auf die Ergebnisinformation (Anklicken eines angezeigten Treffers, Anzeigen der Verfügbarkeitsinformation in der Detailansicht, Weiterblättern, Filter)
- Die meisten Sessions umfassen wenige Aktionen und verwenden keine erweiterten Suchfunktionen

Zusammenfassung

- Titelsuchen können in einem (vermutlich unterschätzten) Anteil von 9 Prozent der Suchen beobachtet werden und der Verlauf der entsprechenden Sessions unterscheidet sich vom Durchschnitt
 - Mit einer Wahrscheinlichkeit von je 10 Prozent kann eine Sitzung den Themen Business, Human Capital oder Digitalization zugeordnet werden
 - Laufende Forschungen an der ZBW widmen sich der Veränderung des Suchverhaltens durch ChatGPT
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