



Hochschule für Angewandte Wissenschaften Hamburg
Hamburg University of Applied Sciences

Representative online study to evaluate the commitments proposed by Google as part of EU competition investigation AT. 39740-Google

Report for Italy

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Study commissioned by:

Olswang Germany LLP Potsdamer Platz 1, 10785 Berlin

06-26-2013



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Summary of findings

Summary of findings

1. Users to a large degree click on Google's vertical results

- Proposed labeling of rival results does not lead to users clicking on them considerably.

2. Users largely ignore the info icon

- Proposed info icon does not lead to users clicking on them, even though they saw this icon in some context for the first time in this study.

3. Click behavior differs for desktop and mobile SERP layouts, but major findings hold true.

- Differences may be explained with larger screen real estate for rival links in the mobile layout.

4. Even when explicitly asked to click on a rival vertical search engine, a large number of users is not able to fulfill the task

Research objective / topic of inquiry

How do internet users perceive the search result page layouts suggested by Google?

The online study is based on Google's suggestions for labeling its own vertical search services and the placement of topical rival offerings. With the assistance of search tasks and questionnaires, we will attempt to determine the perception and acceptance of the new content.

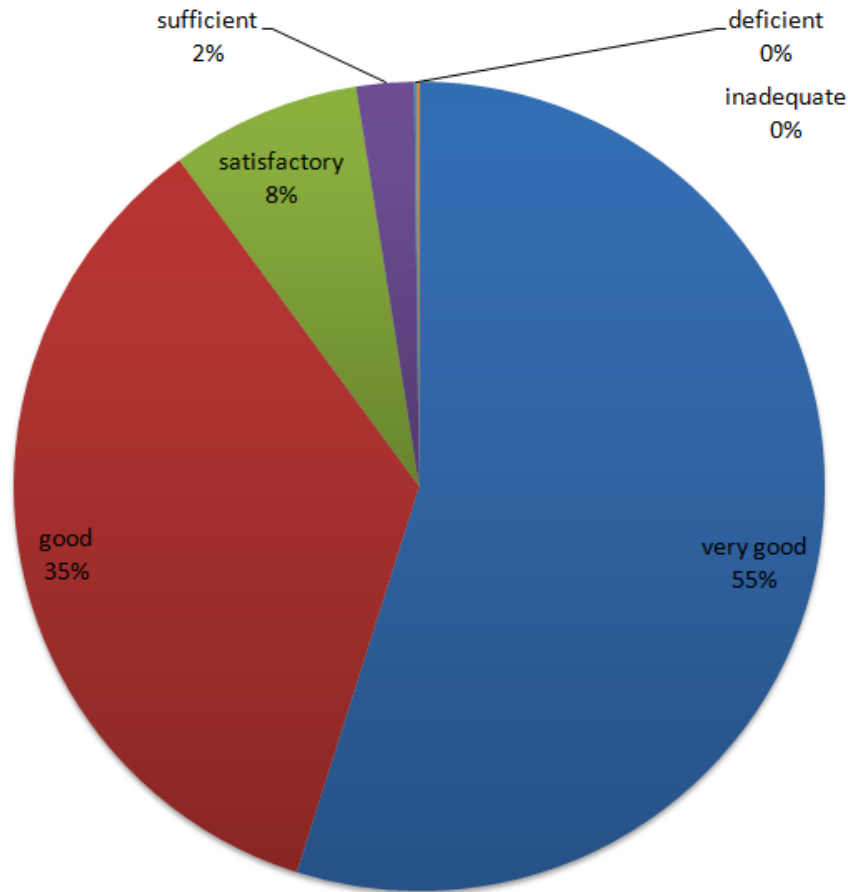
Representative online survey of 1000 Italian internet users

- Part 1: Questions regarding the use of the Google search engine, the estimation of one's own research capabilities, and the familiarity with the various services provided by Google
- Part 2: Click study based on the screenshots provided by Google (adapted to the respective local language)
- Part 3: Post-test questions pertaining to the perception of the displayed content and the labeling of the search results pages



Part 1: Questions regarding the use of the Google search engine, the estimation of one's own research skills, and the familiarity with the various services provided by Google

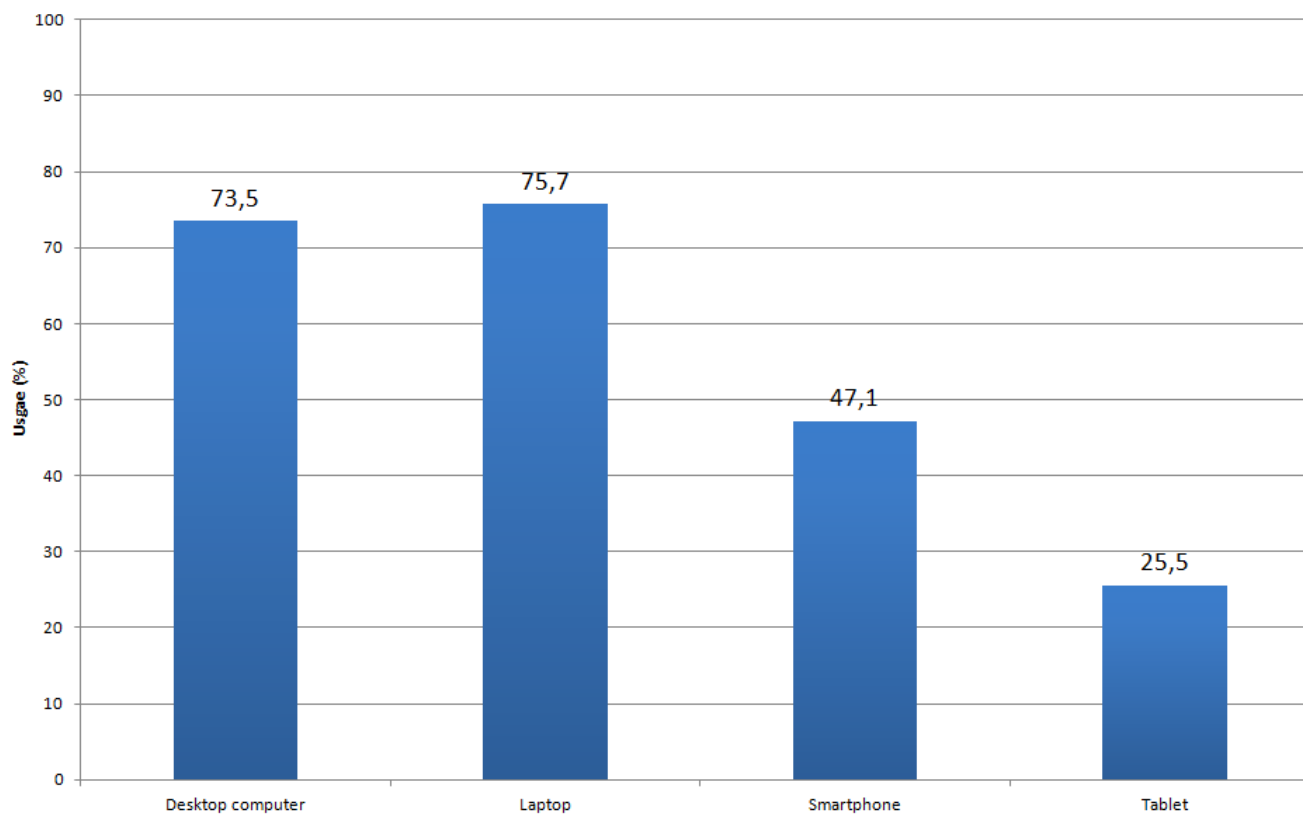
Self-assessment of research skills in percent (n = 1000)



Question:
How would you rate your own ability to do research using a web search engine such as Google? Please grade yourself.

Use of Google on devices

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Question:
Which devices do you use
Google on?

Contents of Google search results pages (1/4)

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Layout of a Google results page

Google Ads

Question:

Which of the items have you previously seen on the search results pages when using Google?

Google shopping results

Organic results with Universal search results (images, videos, news)

Contents of Google search results pages (2/4)

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Risultati di Google Shopping Sponsorizzati ⓘ

Nikon D5100 SLR-	FINEPIX S4500 -	Nikon D3100 KIT 18-55VR	NIKON D7000 Fotocamera	Nikon D5100 + AF-S DX 18-105
474,72 € MisterPrice	172,95 € Olio store	374,00 € FotoGiudici C...	660,88 € Pixmania IT	541,95 € BOW

Ricerca su [Idealo](#), [Confrontoprezzi](#), o [Ciao](#)

Shopping results

News

Notizie relative a **obama** ⓘ

[Siria, Obama: «Aiuti ai ribelli»](#)

Il Secolo XIX - 2 ore fa

New York - In Siria la "linea rossa" spesso evocata dal presidente americano, Barack **Obama**, è stata superata: il regime di Assad - afferma per ...

Books

[Barack Obama: come e perché l'America ha scelto un nero alla Casa ...](#)

[books.google.it/books?isbn=8822063031](#)

Luciano Clerico - 2008 - Anteprima



Videos

[Barack e Michelle Obama ballano il Gangnam Style: incredibile, ma ...](#)



[www.oggi.it > Video](#)

15/nov/2012

Barack Obama scatenato nel ballo-tormentone del momento. Con tanto di Michelle al seguito ...

Immagini relative a **rane** ⓘ



Segnala immagini non appropriate

Images

Scientific articles

[Pesci rossi, etologi, psicolinguisti e altri animali](#)

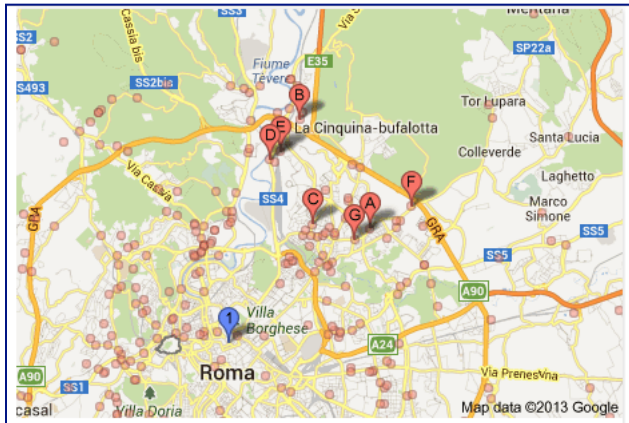
[G Vallortigara](#), [L Tommasi](#), VA Sovrano - *Giornale italiano di psicologia*, 2002 - [rivisteweb.it](#)

... Page 4. 196 (mammiferi) e alla **rana** (**anfibia**) che non per trovare un antenato co- mune a noi e al canarino (uccello). Però non si può dire, per questo, che la **rana** sia «primitiva» rispetto al canarino o che sia «meno evolu- ta». Sono evoluti entrambi. E noi lo siamo quanto loro. ...

Articoli correlati Tutte e 2 le versioni Cita

Contents of Google search results pages (3/4)

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Maps

Bios of famous people

Barack Obama

Barack Hussein Obama II è un politico statunitense, 44° e attuale presidente degli Stati Uniti d'America. Wikipedia

Ristorante I Due Leoni www.ristoranteidueleoni.it/ Punteggio: 7 / 30 · 10 recensioni Google	A Via Ugo Ojetti, 416 Roma 06 829 2169
Bel Poggio www.ristoranteromanord.com/ Punteggio: 19 / 30 · 109 recensioni Google	B Via del Monte di Casa, 36 Roma 06 888 9296
El Duende Ristorante Srl www.elduenderistorante.it/ Punteggio: 19 / 30 · 15 recensioni Google	C Via di Valle Melaina, 68 Roma 06 8719 4923

Addresses

Ads

Nikon D5000 - Fotocamere a prezzi imbattibili

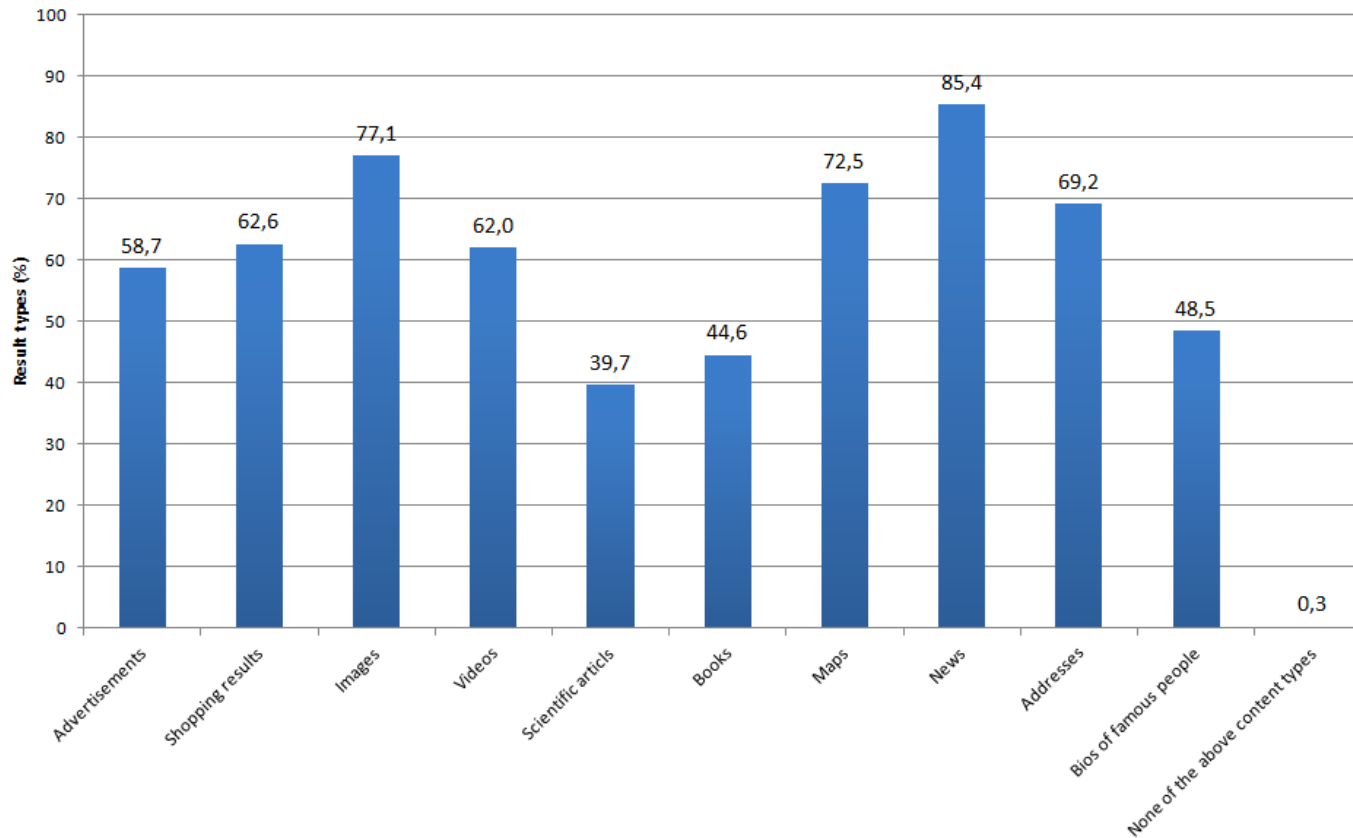
www.ciao.it/Nikon+D5000

Compara prezzi e risparmia!

Annunci ⓘ

Contents of Google search results pages (4/4)

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Question:

Which of the items have you previously seen on the search results pages when using Google?



Part 2: Click study based on the screenshots provided by Google (adapted to the respective local language)

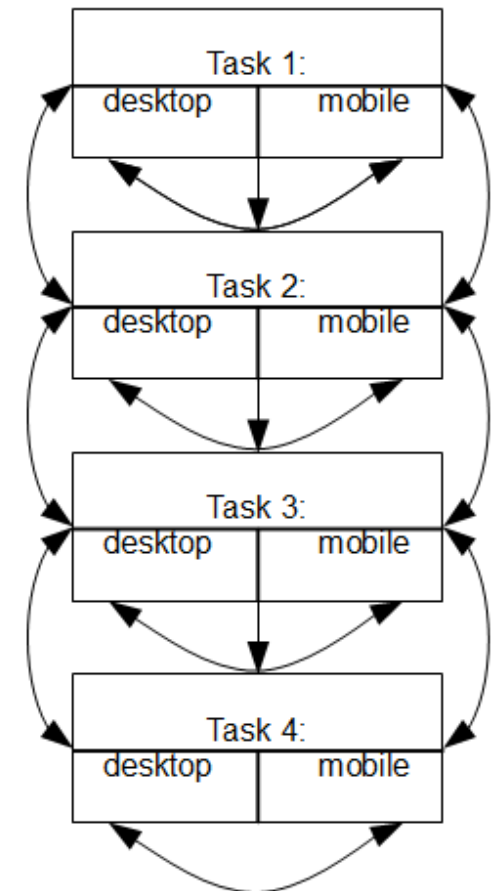
Design and execution for click tasks (1/2)

- Saving the search results pages for the search requests provided by Google in the Proposed Commitments.*
- Modification of the saved pages with highlighted passages and the layout from the Google Commitments in a desktop version, a laptop version, and a mobile layout for smartphone users.
- Definition of individual clickable areas to make it possible to describe where the study participants clicked and simulation of the hover texts for the information icons within the desktop layout.
- Randomization of the order of tasks and the respective layouts.
- Logging the clicks on the clickable areas as well as the interaction with an information icon (📘), which promises to provide additional information on results from Google's vertical search services.
- Counting the clicks on the clickable areas.

* http://ec.europa.eu/competition/antitrust/cases/dec_docs/39740/39740_8608_5.pdf

Design and execution for click tasks (2/2)

- All tasks are assigned in random order.
- Both layouts are displayed for each task in random order.
- A click on a result on the displayed pages leads to the next task until all tasks have been completed.

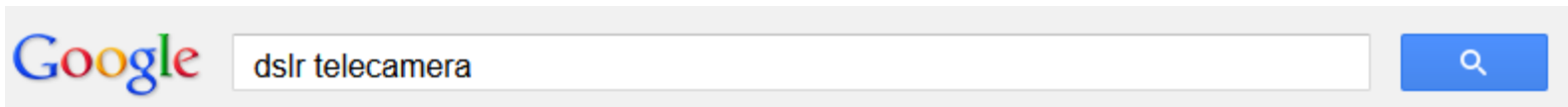


Tasks (1/2)

1

Let's assume you would like to find information on single lens reflex cameras and compare prices. Google gives you the following results for your search.

What would you spontaneously click on?



2

Let's assume you would like to find information on restaurants close to you. Searching with Google gives you the following results.

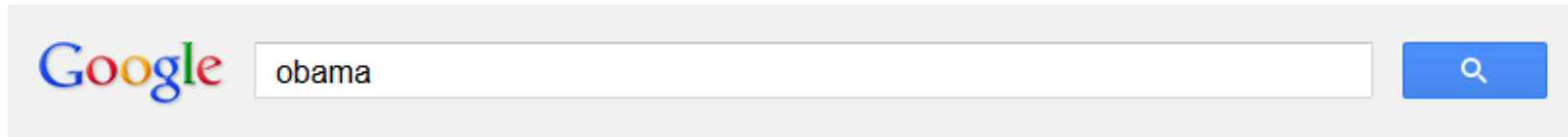


Tasks (2/2)

3

You would like to find information on current news stories about the current US president, Barack Obama. Searching Google gave you the following results.

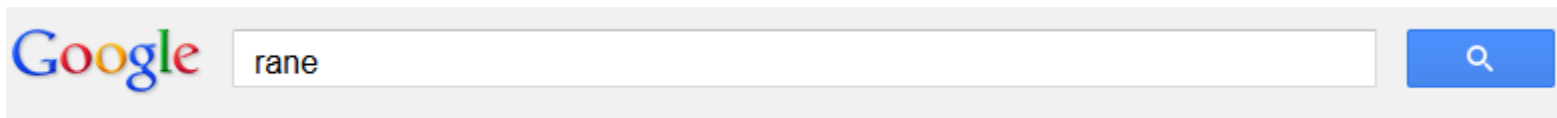
What would you spontaneously click on?



4

You would like to find pictures of frogs. Searching Google gives you the following results.

What would you spontaneously click on?





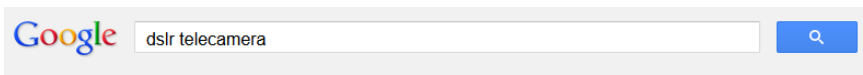
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Task 1: DSLR camera

Hover effect for the information icons

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Desktop layout



Web Immagini Maps Shopping Applicazioni Più contenuti ▼ Strumenti di ricerca

Circa 167.000 risultati (0,33 secondi)

Information icon with hover text



[Fotocamere reflex DSLR come le videocamere professionali ...](#)

[www.sabatini.ws/speciali/video-dslr/fotocamere-dslr-qualita-video/](#)

Il mondo del video da tempo si confronta con nuove attrezzature e le fotocamere DSLR, con sensori e processori sempre più evoluti sono diventate un'opzione.

[Leggi argomento - \[Consiglio\] dslr o telecamera per ...](#)

[www.videomakers.net](#) > ... > Telecamere > Telecamere - Generale

05/gen/2012 - 42 post - 5 autori

Arriviamo al dunque...vorrei acquistare una videocamera ma sono indeciso se puntare su una dslr o un camcorder. Vorrei spendere sui ...

[Telecamera o DSLR e audio IN per filmmaking? - Yahoo! Answers](#)

[it.answers.yahoo.com](#) > ... > Elettronica di consumo > Videocamere

22/lug/2011 - mmmh, allora, parlo da professionista, per quanto riguarda le DSLR, sicuramente hanno una buona resa visiva, e a favore hanno sicuramente ...

[Girare un corto: meglio DSLR o Videocamera tradizionale? Q&A su ...](#)

[www.vfxwizard.com](#) > Italiano > Forum > Ripresa Digitale

04/ott/2011 - A meno che il tuo corto non sia al 100% primi piani a macchina ferma, ti trovi senz'altro meglio con una videocamera tradizionale. E questo ...



Clickable areas

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Desktop layout

Google dslr telecamera

Web Immagini Maps Shopping Applicazioni Più contenuti Strumenti di ricerca

Circa 167.000 risultati (0,33 secondi)

Risultati di Google Shopping Sponsorizzati

Nikon D5100 SLR: 474,72 € MisterPrice	FINEPIX S4500 - 172,95 € Olio store	Nikon D3100 KIT 18-55VR 374,00 € FotoGiudici C.	NIKON D7000 Fotocamera ... 660,88 € Pixmania IT	Nikon D5100 + AF-S DX 18-105 ... 541,95 € ROW

Ricerca su [Idealo](#), [Confrontoprezzi](#), o [Ciao](#)

Fotocamere reflex DSLR come le videocamere professionali ...
[www.sabatini.ws/speciali/video-dslr/fotocamere-dslr-qualita-video/](#)
Il mondo del video da tempo si confronta con nuove attrezzature e le fotocamere DSLR, con sensori e processori sempre più evoluti sono diventate un'opzione.

Leggi argomento - [Consiglio] dslr o telecamera per ...
[www.videomakers.net](#) > ... > [Telecamere](#) > [Telecamere - Generale](#)
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04/ott/2011 - A meno che il tuo corto non sia al 100% primi piani a macchina ferma, ti trovi senz'altro meglio con una videocamera tradizionale. E questo ...

Information icon with
hover text

Google Ads

Information icon

Google shopping results

Rival links

Organic results

Mobile layout

Google nikon d5000

Web Immagini Video Notizie Più contenuti

Nikon D5000 - Fotocamere a prezzi imbattibili
[www.ciao.it/Nikon+D5000](#)
Compara prezzi e risparmia!

Risultati di Google Shopping Sponsorizzati

Nikon D5000 Fotocamera
★★★★★ 417 Recensioni
[Walmart](#) 469,95 €

[Other sites](#)

Nikon D5000 - Wikipedia
[it.wikipedia.org/wiki/Nikon_D5000](#)
La Nikon D5000 è una fotocamera DSLR a pentaspechio. La fotocamera è stata annunciata dalla ...

Annuncio

Sponsorizzati

Other sites

Other sites

Clickable areas with additional information displayed

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Desktop layout

Google dslr telecamera

Web Immagini Maps Shopping Applicazioni Più contenuti Strumenti di ricerca

Circa 167.000 risultati (0,33 secondi)

Risultati di Google Shopping Sponsorizzati ⓘ

Nikon D5100 SLR: **FINE!**
474,72 € 172,9 €
MisterPrice Ollo store FOTOGIUDICI.COM Fixmatia.it BOW

Ricerca su [Idealo](#), [Confrontoprezzi](#), o [Ciao](#)

Organic results

[Fotocamere reflex DSLR come le videocamere professionali ...](#)
[www.sabatini.ws/speciali/video-dslr/fotocamere-dslr-qualita-video/](#)
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[it.answers.yahoo.com](#) > ... > [Elettronica di consumo](#) > [Videocamere](#)
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[www.vfxwizard.com](#) > [Italiano](#) > [Forum](#) > [Ripresa Digitale](#)
04/ott/2011 - A meno che il tuo corto non sia al 100% primi piani a macchina ferma, ti trovi senz'altro meglio con una **videocamera** tradizionale. E questo ...

Information icon with hover text

Close icon

Google shopping results

Rival links

Close button

Organic results

Mobile layout

Google nikon d5000

Web Immagini Video Notizie Più contenuti

Nikon D5000 - Fotocamere a prezzi imbattibili
[www.ciao.it/Nikon+D5000](#)
Compara prezzi e risparmia!

Risultati di Google Shopping Sponsorizzati ⓘ

Questo link viene inserito per mostrare più risultati di Google Shopping.

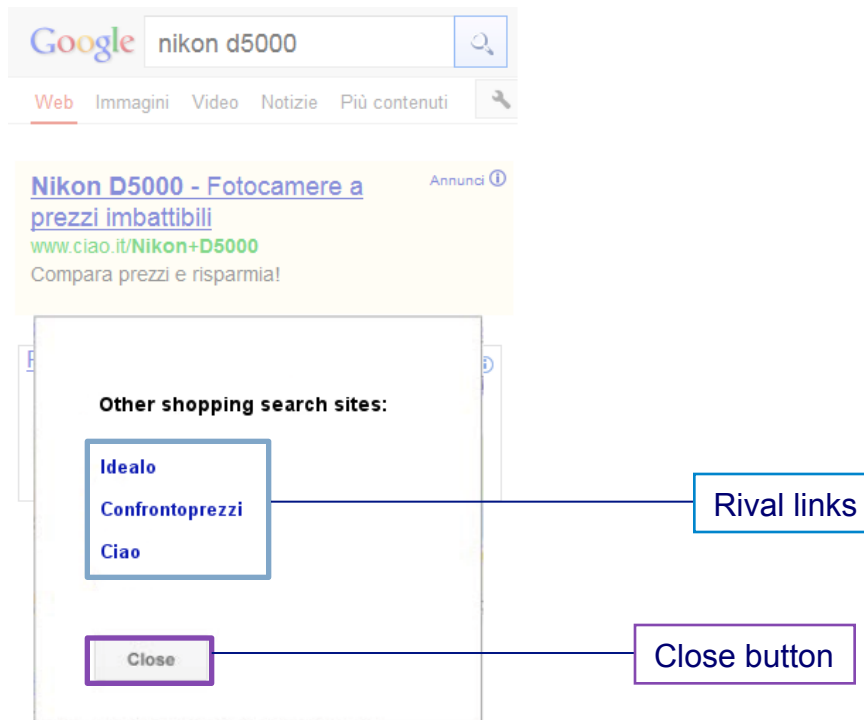
Per i risultati sullo shopping di altri fornitori corrispondenti, tocca altri siti oppure consulta gli altri risultati della ricerca di Google.

Close

Clickable areas with rival links

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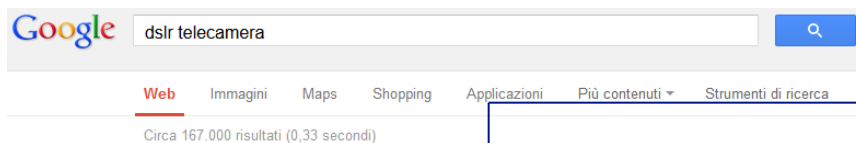
Mobile layout



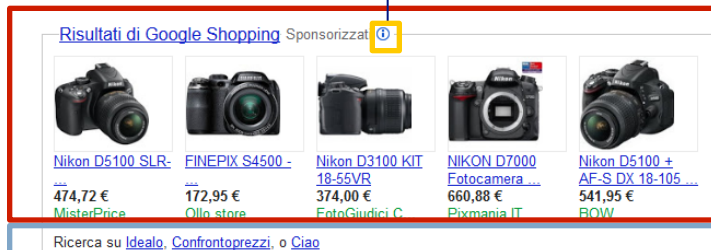
Logged clicks (desktop layout)

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Desktop layout



0 clicks (0%)

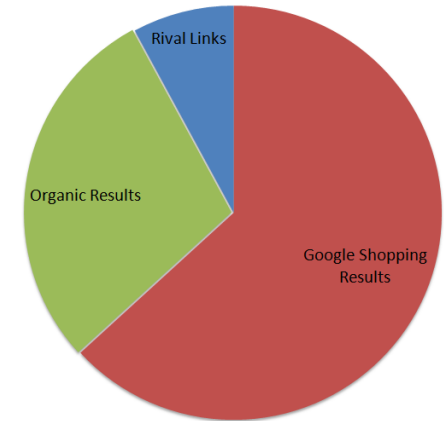


632 clicks (63.2%)



79 clicks (7.9%)

289 clicks (28.9%)



Total number of clicks:
1000

Number of clicks on
shopping results and links
to rival offerings: 711

Most of the clicks were on
organic results and Google
shopping results (92,1%).



Clicks on rival offerings (desktop layout)

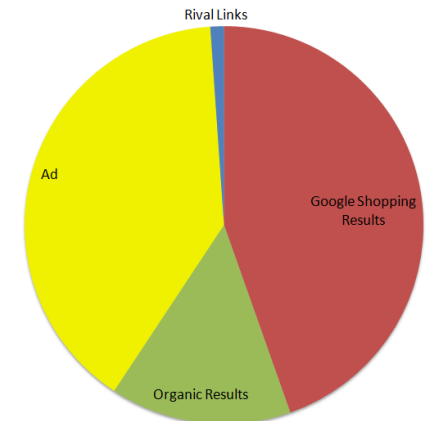
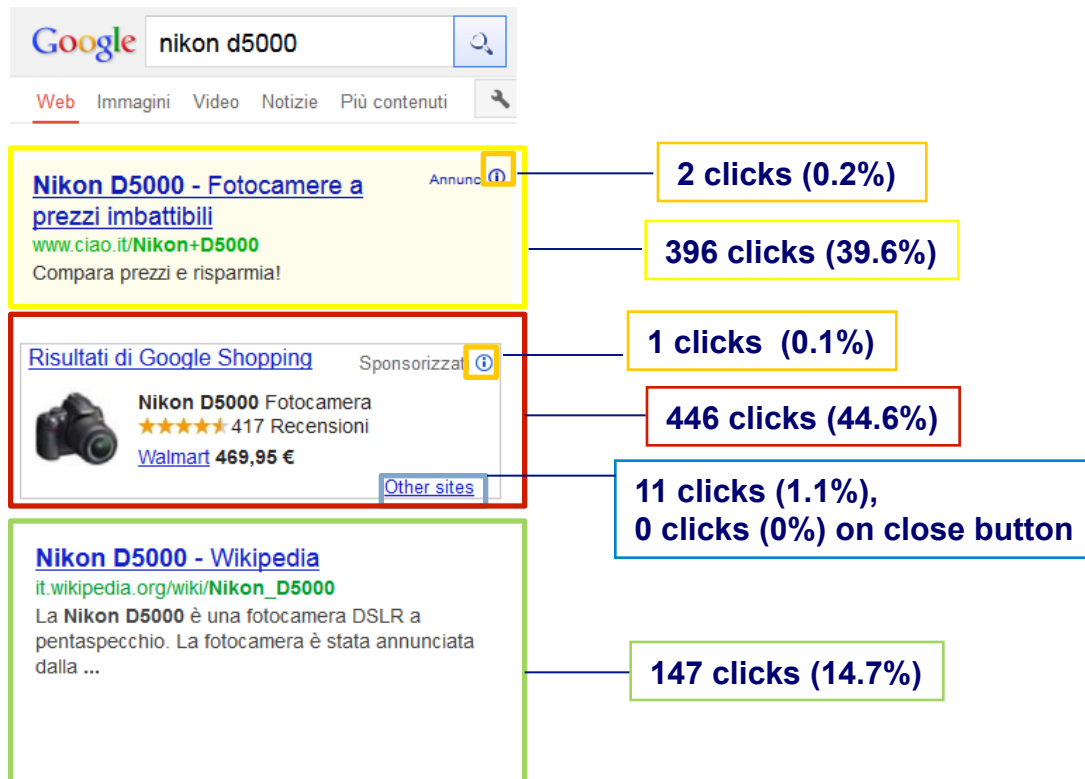
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Idealo	Confrontoprezzi	Ciao	Total number of clicks
2	62	15	79

Logged clicks (mobile layout)

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Mobile layout



**Total number of clicks
1000**

**Number of clicks on
shopping results and links
to rival offerings: 457**

**Most of the clicks were on
organic results and Google
Ads (84,2%).**

Clicks on rival offerings (mobile layout)

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Idealo	Confrontoprezzi	Ciao	Total number of clicks
1	8	2	11

Summary of clicks (desktop vs. mobile layout)

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The majority of users did not click on rival offerings.

	Google Shopping results	Organic results	Rival links	Info icon	Close Button (rival links)	All clicks
Desktop	632	289	79	0	n/a	1000
Mobile	446 (+ 396 on ad)	147	11	3	0	1003



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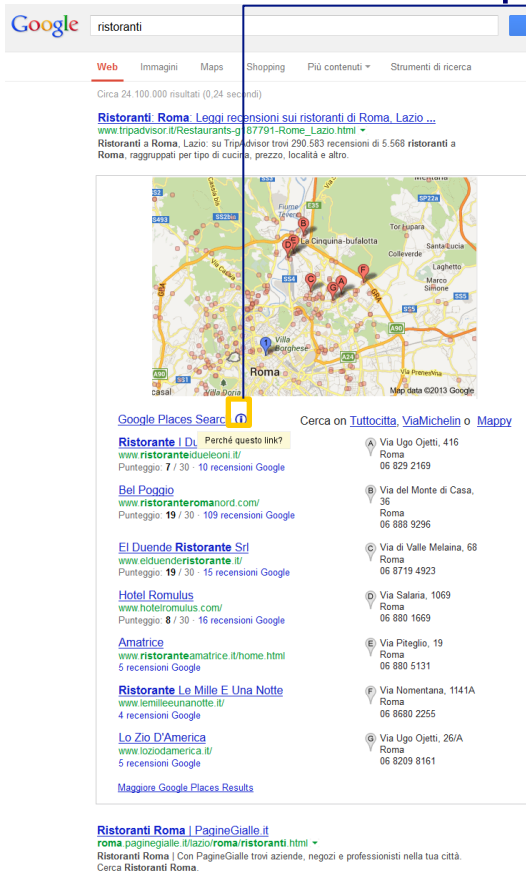
Task 2: restaurants

Hover effect for the information icons

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Desktop layout

Information icon with hover text



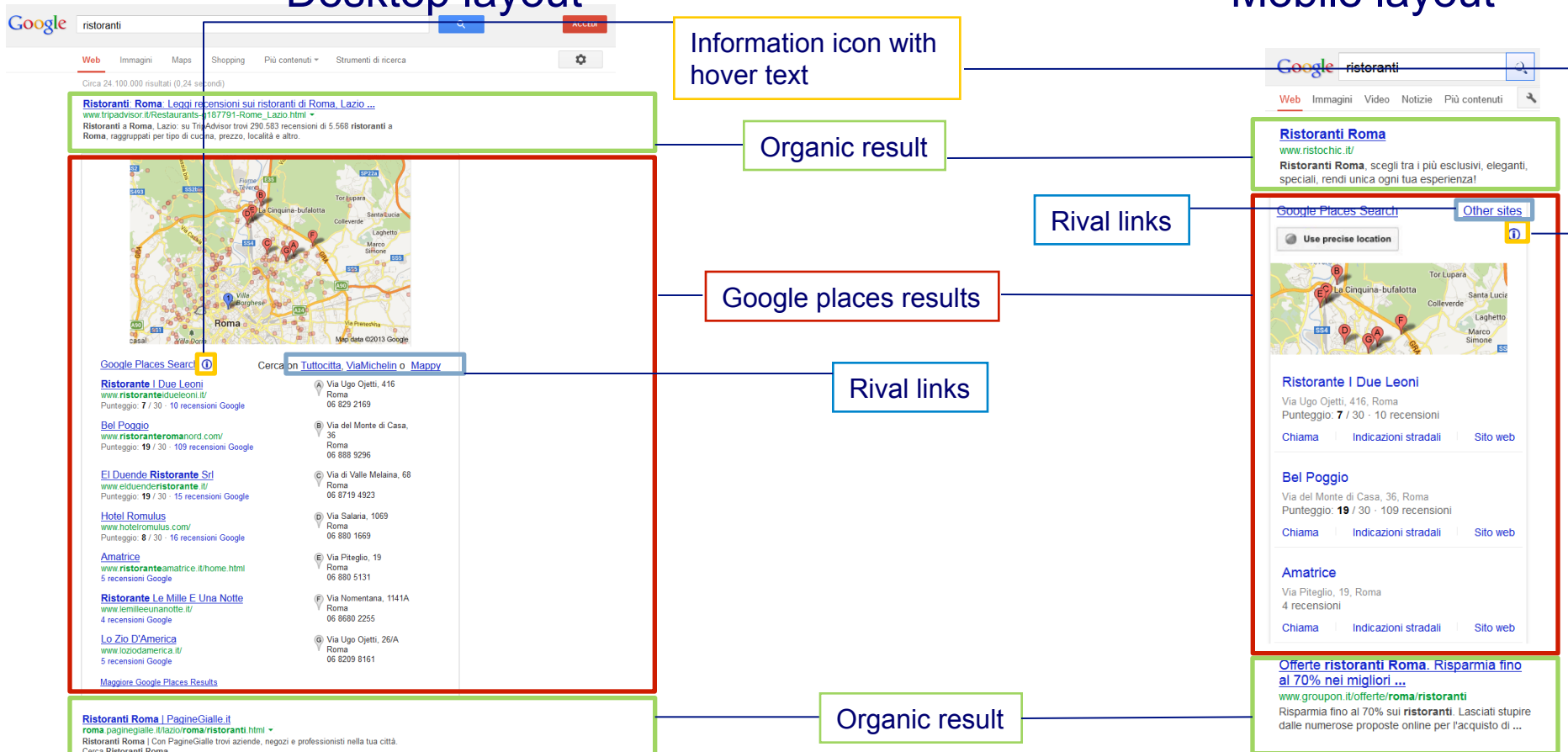


Clickable areas

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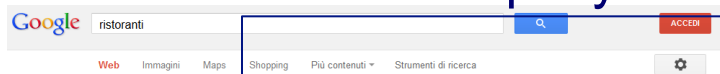
Desktop layout

Mobile layout



Clickable areas with additional information displayed

Desktop layout



Information Icon with hover text

Organic result

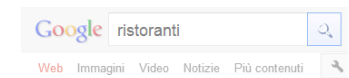
Google places results

Rival links

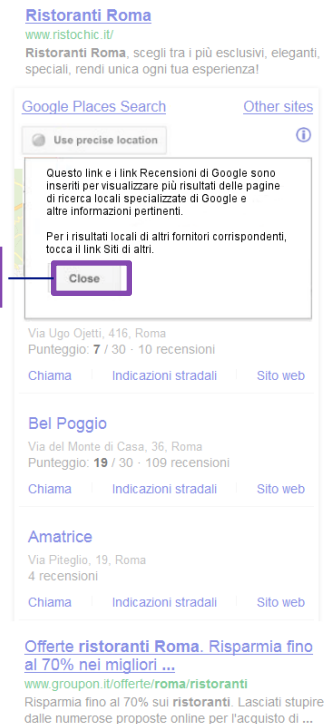
Close icon

Organic result

Mobile layout



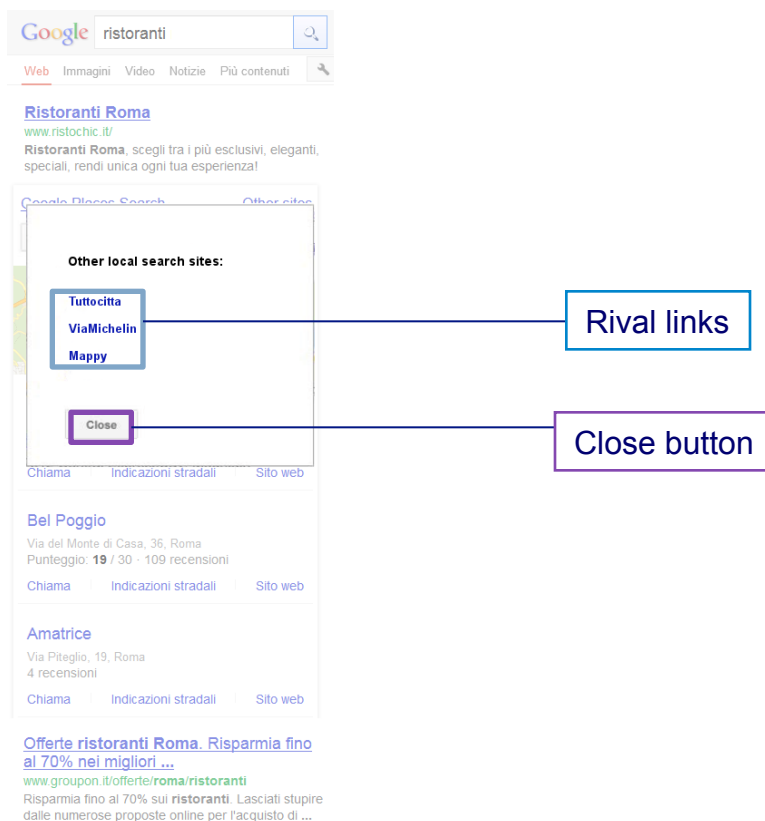
Close button



Clickable areas with rival links

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Mobile layout



Logged clicks (desktop layout)

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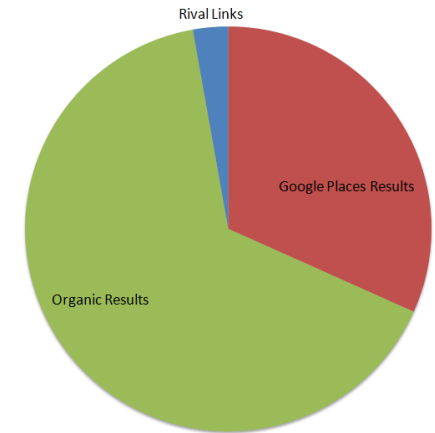
Desktop layout

1 clicks (0.1%)

655 clicks (65.6%)

317 clicks (31.7%)

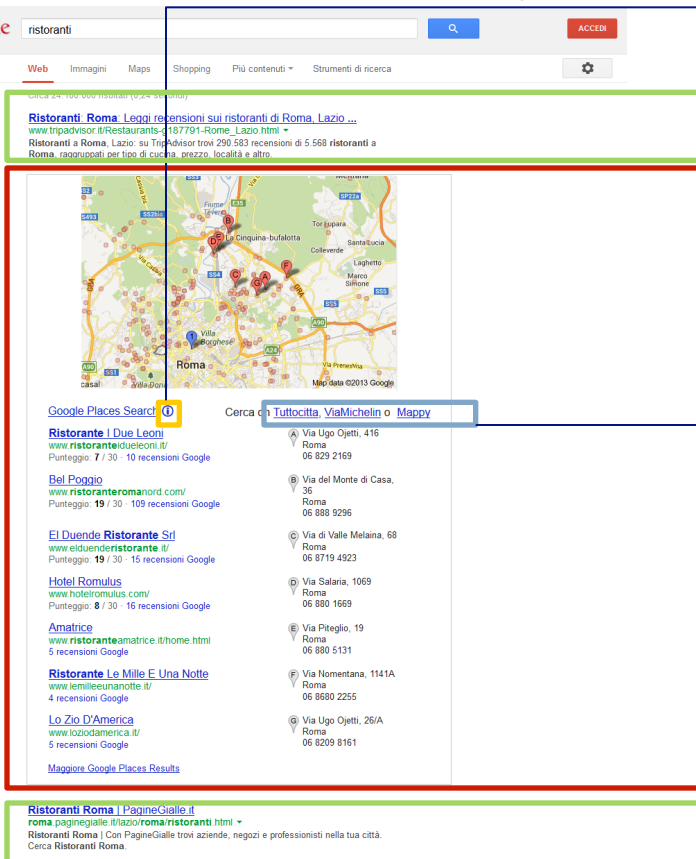
28 clicks (2.8%)



Total number of clicks:
1000

Number of clicks on places
results and links to rival
offerings: 345

Most of the clicks were on
organic results and Google
Places results (97,3%).





Clicks on rival offerings (desktop layout)

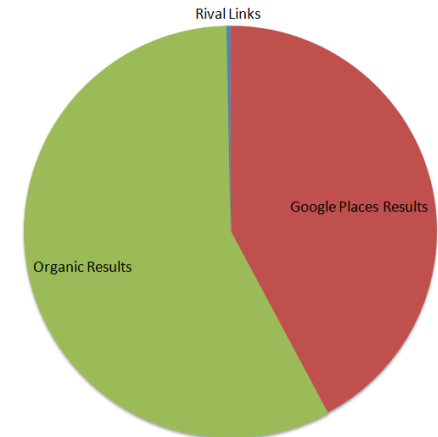
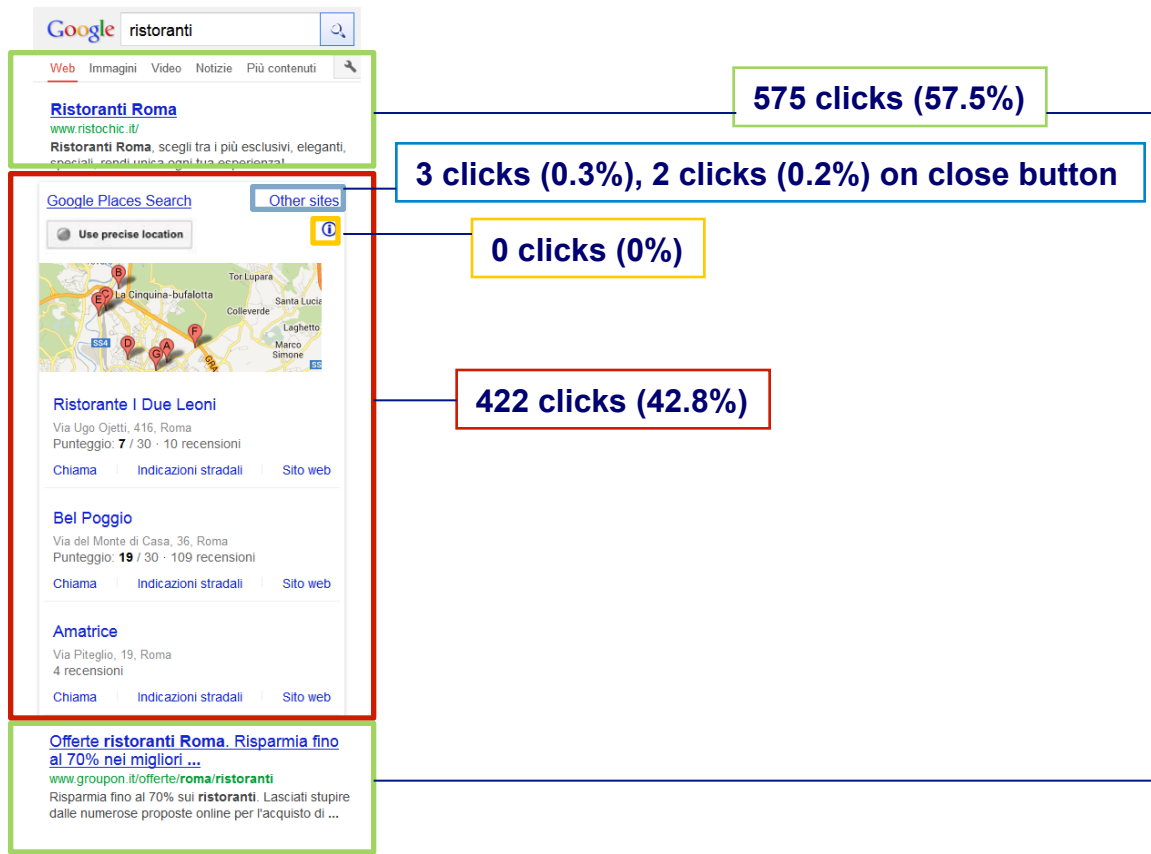
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Tuttocitta	ViaMichelin	Mappy	All clicks
20	8	0	28

Logged clicks (mobile layout)

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Mobile layout



**Total number of clicks:
1000**

**Number of clicks on
shopping results and links
to rival offerings: 425**

**Most of the clicks were on
organic results and Google
Places results (99,7%).**



Clicks on rival offerings (mobile layout)

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Tuttocitta	ViaMichelin	Mappy	All clicks
3	0	0	3

Summary of clicks (desktop vs. mobile layout)

The majority of users did not click on rival offerings.

	Google Places results	Organic results	Rival links	Info icon	Close Button (rival links)	All clicks
Desktop	317	655	28	1	n/a	1001
Mobile	422	575	3	0	2	1000



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Task 3: Obama

Hover effect for the information icons

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Desktop layout



Google obama ACCEDI

Web Immagini Maps Shopping Notizie Più contenuti Strumenti di ricerca

Circa 663.000.000 risultati (0,20 secondi)

Barack Obama - Wikipedia
it.wikipedia.org/wiki/Barack_Obama
Barack Hussein Obama II (pron. [bəˈrɑːk huːˈseɪn ouˈbɑːmə]; Honolulu, 4 agosto 1961) è un politico statunitense, 44° e attuale presidente degli Stati Uniti ...

Notizie relative a obama

Siria, Obama: «Aiuti Perché questo link?
Il Secolo XIX - 2 ore fa
New York - In Siria la "linea rossa" spesso evocata dal presidente americano, Barack Obama, è stata superata: il regime di Assad - afferma per ...

Obama, Assad ha usato armi chimiche
ANSA.it - 10 ore fa
Siria: Bill Clinton critica linea Obama
ANSA.it - 17 ore fa

Barack Obama - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Barack_Obama Traduci questa pagina
In 2004, Obama received national attention during his campaign to represent Illinois in the United States Senate with his victory in the March Democratic Party ...

Barack Obama
www.barackobama.com Traduci questa pagina
Official re-election campaign website of President Barack Obama provides the latest updates, election news, videos, local events and ways to volunteer and ...

President Barack Obama | The White House
www.whitehouse.gov The Administration Traduci questa pagina
Barack H. Obama is the 44th President of the United States. His story is the American story — values from the heartland, a middle-class upbringing in a strong ...

Barack Obama (BarackObama) on Twitter
https://twitter.com/BarackObama
The latest from Barack Obama (@BarackObama). This account is run by Organizing for Action staff. Tweets from the President are signed -bo. Washington, DC.

Obama, Assad ha usato armi chimiche - Top News - ANSA.it
www.ansa.it Top News
11 ore fa - Obama, Assad ha usato armi chimiche, Aiuti militari a ribelli, ancora no decisione su 'noffy zone', Topnews, Ansa.

Information icon with hover text



Barack Obama

Barack Hussein Obama II è un politico statunitense, 44° e attuale presidente degli Stati Uniti d'America. [Wikipedia](#)

Data di nascita: 4 agosto 1961 (età 51), Honolulu, Hawaii, Stati Uniti d'America

Altezza: 1,85 m

Genitori: Ann Dunham, Barack Obama, Sr.

Figli: Natasha Obama, Malia Ann Obama

Fratelli: Maya Soetoro-Ng, Malik Abongo Obama, George Obama, Altro

Film: Yes We Can

Ricerche correlate

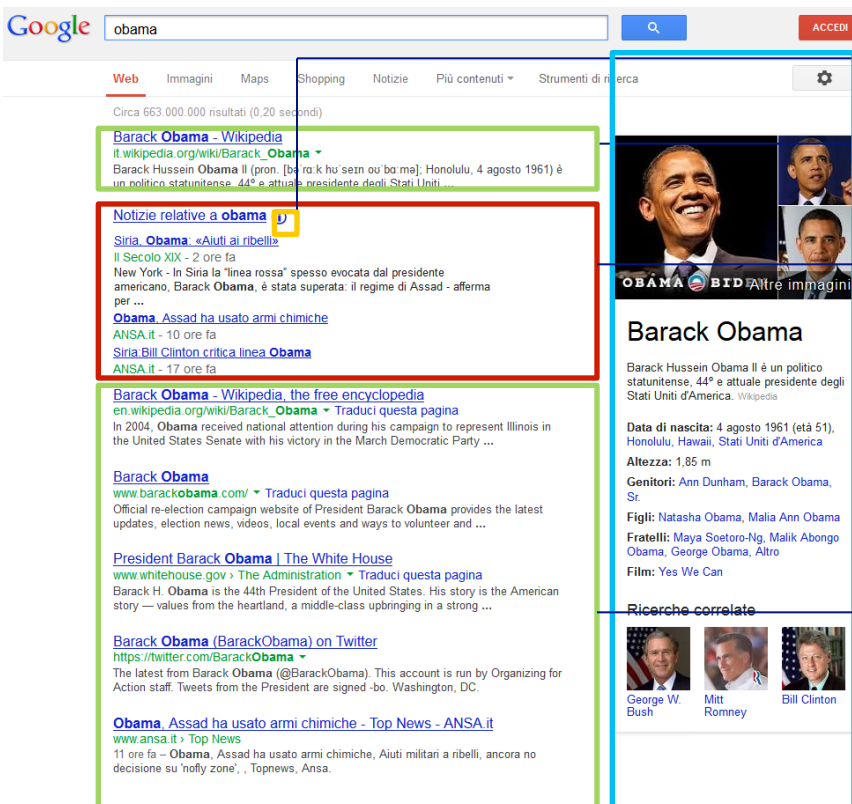
 George W. Bush  Mitt Romney  Bill Clinton



Clickable areas

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Desktop layout



Information icon
with hover text

Organic results

News result

News results

Knowledge Graph

Organic results

Mobile layout



Google obama

Web Immagini Video Notizie Più contenuti

Notizie relative a obama

Siria, Obama: «Aiuti ai ribelli»
Il Secolo XIX - 2 ore fa
New York - In Siria la "linea rossa" spesso evocata dal presidente americano, Barack ...

Barack Obama - Wikipedia

it.wikipedia.org/wiki/Barack_Obama
Barack Hussein Obama II (pron. [bəˈrɑːk huˈseɪn ouˈbɑːmə]; Honolulu, 4 agosto 1961) è un ...

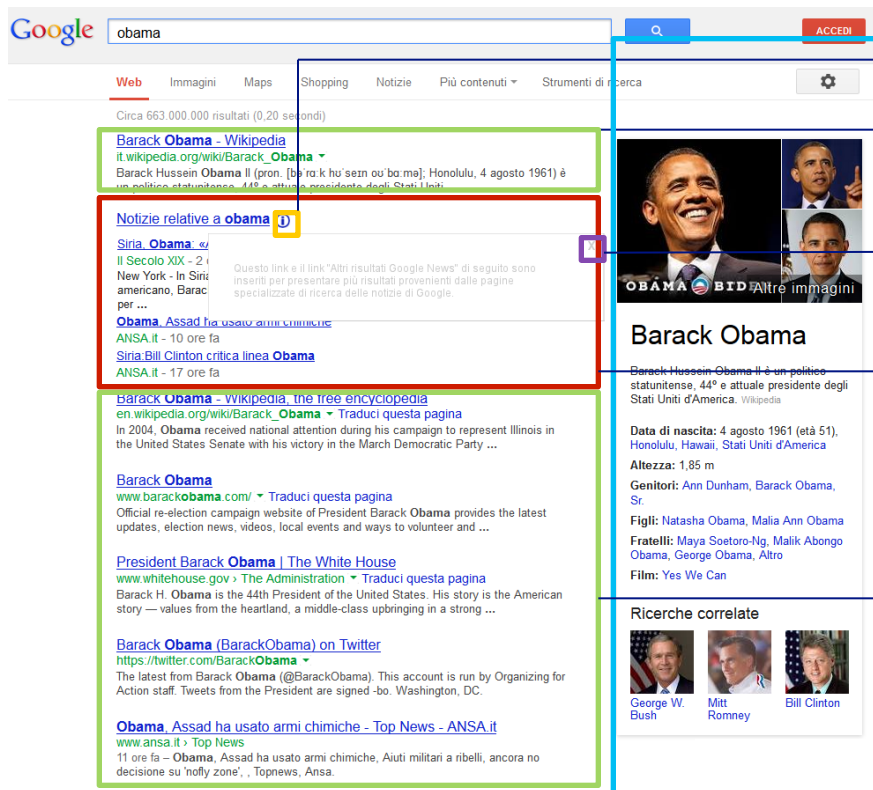
Barack Obama

www.barackobama.com/
6 ore fa - Official re-election campaign website of President Barack Obama provides the latest ...

Clickable areas with additional information displayed

Desktop layout

Mobile layout



Information Icon with hover text

Organic results

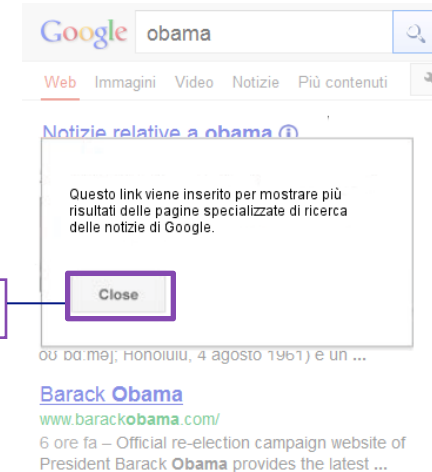
Close icon

Close button

News results

Knowledge Graph

Organic results



Notizie relative a obama

Questo link viene inserito per mostrare più risultati delle pagine specializzate di ricerca delle notizie di Google.

Close

ou da.maj; Honolulu, 4 agosto 1961) e un ...

Barack Obama

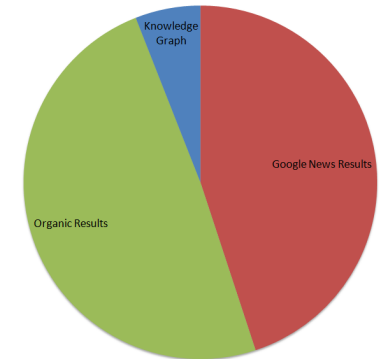
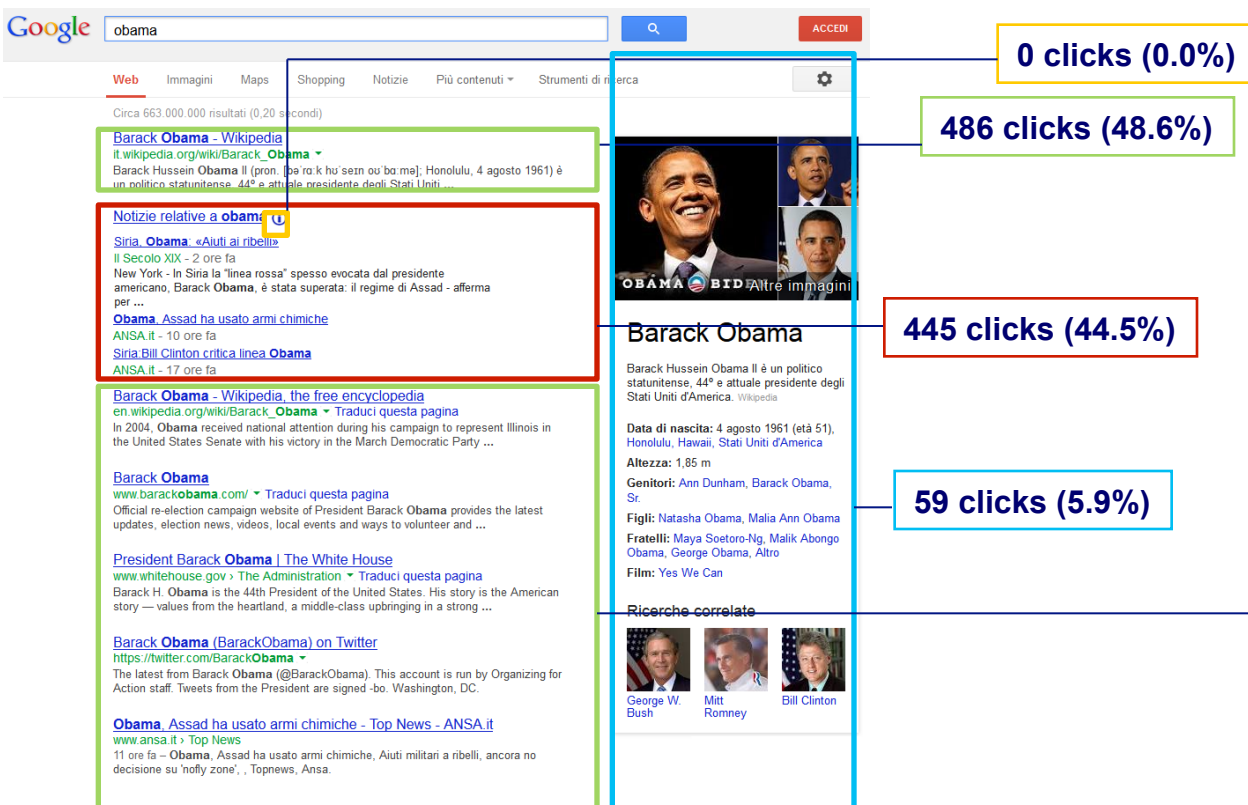
www.barackobama.com/

6 ore fa – Official re-election campaign website of President Barack Obama provides the latest ...

Logged clicks (desktop layout)

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Desktop layout



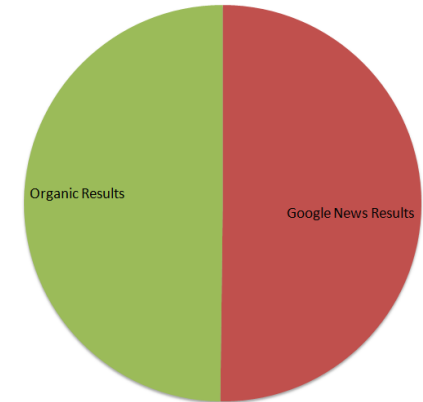
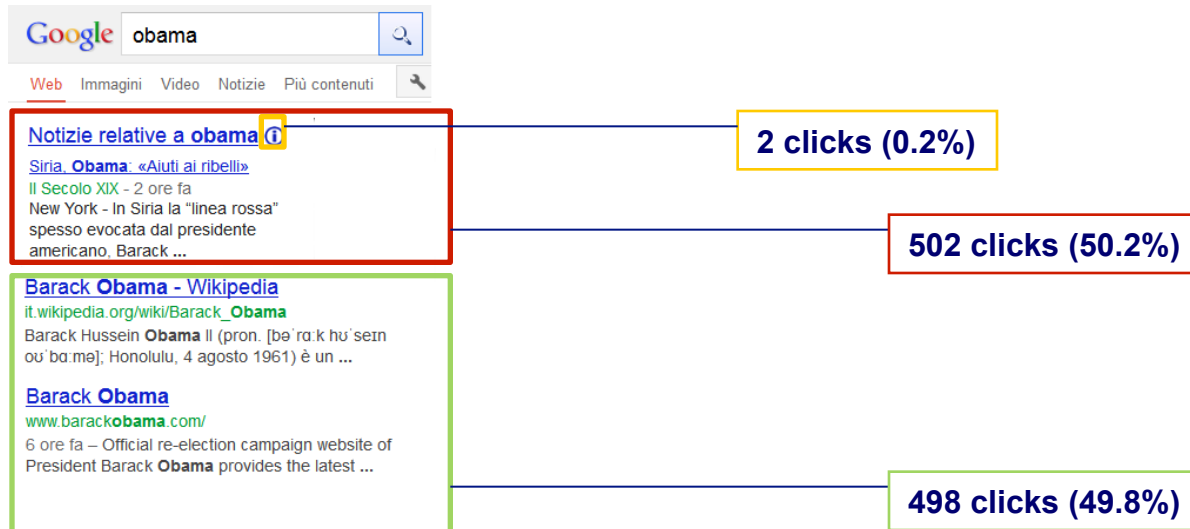
Total number of clicks:
1000

Most of the clicks were on organic results and news results (93.1%).

Organic Result Position	Clicks
1	292
2	23
3	81
4	37
5	16
6	37

Logged clicks (mobile layout)

Mobile layout



Total number of clicks:
1000

Most of the clicks were on organic results and news results.

Summary of clicks (desktop vs. mobile layout)

The majority of users ignored the information icon.

	Google News results	Organic results	Knowledge Graph	Info icon	All clicks
Desktop	445	486 (292 of thee on the first organic result)	59	0	1000
Mobile	502	498	n/a	2	1002

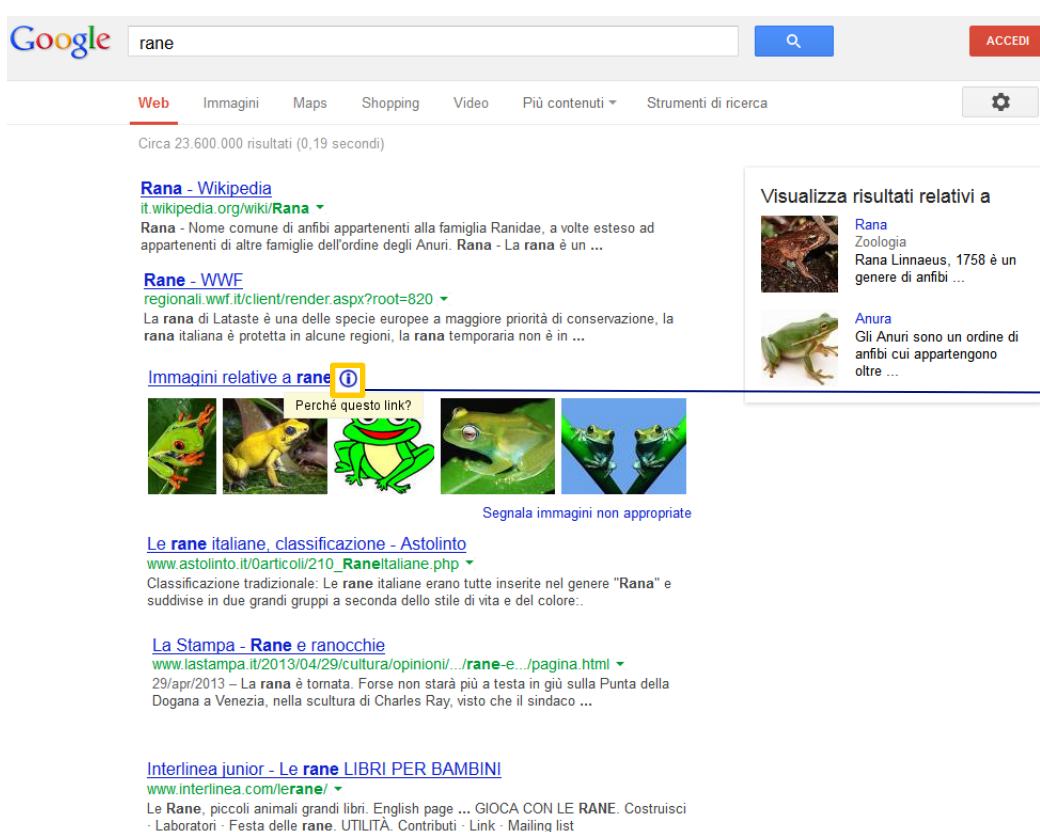


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Task 4: Frogs

Hover effect for the information icons

Desktop layout



Google rane ACCEDI

Web Immagini Maps Shopping Video Più contenuti Strumenti di ricerca

Circa 23.600.000 risultati (0,19 secondi)

Rana - Wikipedia
it.wikipedia.org/wiki/Rana
Rana - Nome comune di anfibii appartenenti alla famiglia Ranidae, a volte esteso ad appartenenti di altre famiglie dell'ordine degli Anuri. **Rana** - La rana è un ...

Rane - WWF
regionali.wwf.it/client/render.aspx?root=820
La rana di Lataste è una delle specie europee a maggiore priorità di conservazione, la rana italiana è protetta in alcune regioni, la rana temporaria non è in ...

Immagini relative a rane ⓘ

Perché questo link?

Segnala immagini non appropriate

Visualizza risultati relativi a

Rana
Zoologia
Rana Linnaeus, 1758 è un genere di anfibii ...

Anura
Gli Anuri sono un ordine di anfibii cui appartengono oltre ...

Le rane italiane, classificazione - Astolinto
www.astolinto.it/0articoli/210_Raneitaliane.php
Classificazione tradizionale: Le rane italiane erano tutte inserite nel genere "Rana" e suddivise in due grandi gruppi a seconda dello stile di vita e del colore:..

La Stampa - Rane e ranocchie
www.lastampa.it/2013/04/29/cultura/opinioni/.../rane-e.../pagina.html
29/apr/2013 - La rana è tornata. Forse non starà più a testa in giù sulla Punta della Dogana a Venezia, nella scultura di Charles Ray, visto che il sindaco ...

Interlinea junior - Le rane LIBRI PER BAMBINI
www.interlinea.com/lerane/
Le Rane, piccoli animali grandi libri. English page ... GIOCA CON LE RANE. Costruisci
Laboratori - Festa delle rane. UTILITÀ. Contributi - Link - Mailing list

Information Icon with hover text

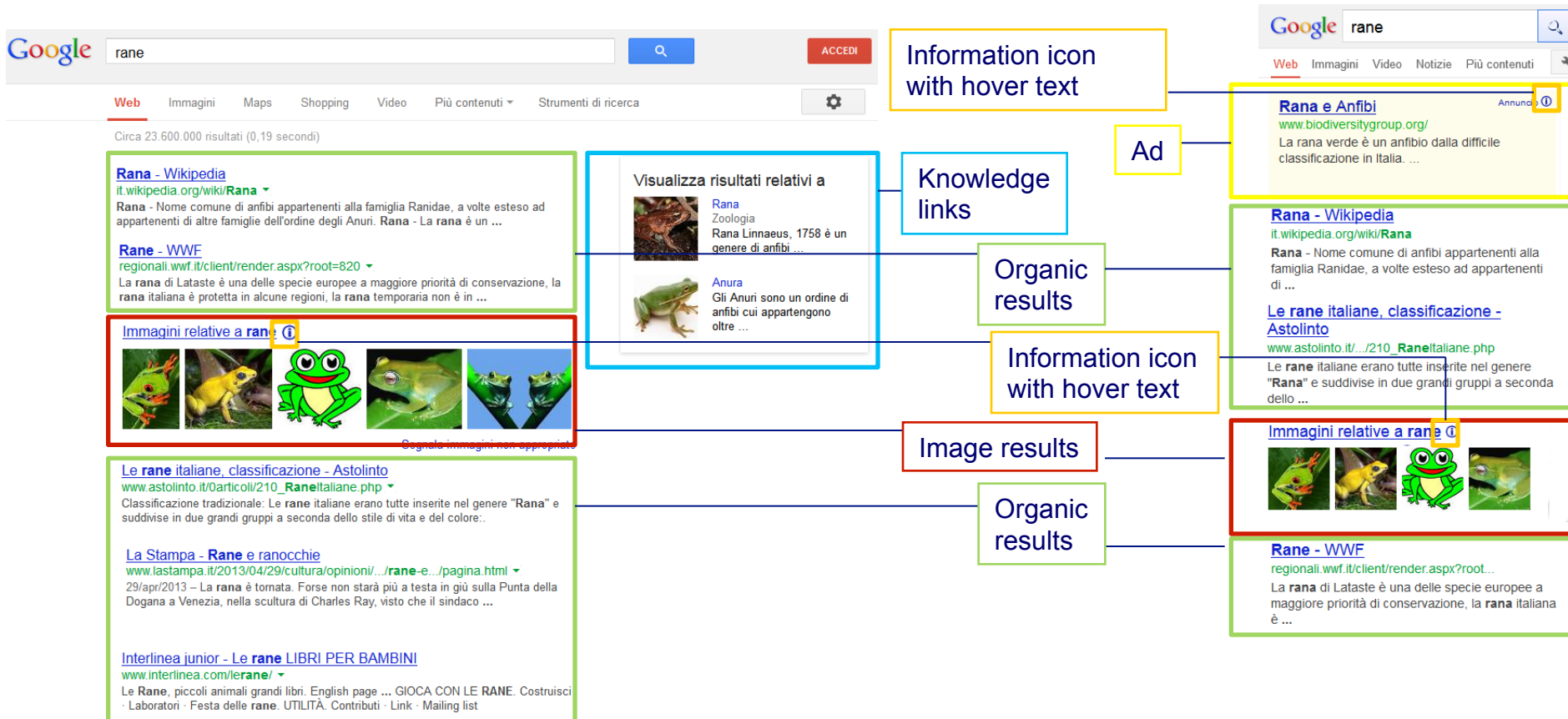


Clickable areas

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Desktop layout

Mobile layout





Clickable areas with additional information displayed

Hochschule für Angewandte Wissenschaften Hamburg
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Desktop layout

Mobile layout

Google rane ACCEDI

Web Immagini Maps Shopping Video Più contenuti Strumenti di ricerca

Circa 23.600.000 risultati (0,19 secondi)

Rana - Wikipedia
it.wikipedia.org/wiki/Rana
Rana - Nome comune di anfibii appartenenti alla famiglia Ranidae, a volte esteso ad appartenenti di altre famiglie dell'ordine degli Anuri. Rana - La rana è un ...

Rane - WWF
regionali.wwf.it/client/render.aspx?root=820
La rana di Lataste è una delle specie europee a maggiore priorità di conservazione, la rana italiana è protetta in alcune regioni, la rana temporaria non è in ...

Immagini relative a rane
Questo link viene inserito per mostrare più risultati delle pagine specializzate di ricerca delle immagini di Google
Segnala immagini non appropriate

Visualizza risultati relativi a
Rana
Zoologia
Rana Linnaeus, 1758 è un genere di anfibii ...
Anura
Gli Anuri sono un ordine di anfibii cui appartengono oltre ...

Knowledge links

Organic results

Image results

Close icon

Close button

Organic results

Information icon with hover text

Google rane

Web Immagini Video Notizie Più contenuti

Rana e Anfibii
www.biodiversitygroup.org/
La rana verde è un anfibio dalla difficile classificazione in Italia. ...

Rana - Wikipedia
it.wikipedia.org/wiki/Rana
Rana - Nome comune di anfibii appartenenti alla famiglia Ranidae, a volte esteso ad appartenenti di ...

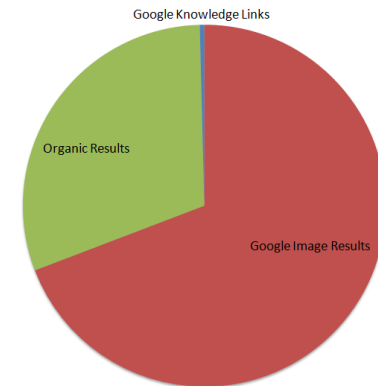
Le rane italiane, classificazione - Astolinto
www.astolinto.it/.../210_Raneitaliane.php
Le rane italiane erano tutte inserite nel genere "Rana" e suddivise in due grandi gruppi a seconda dello ...

Immagini relative a rane
Questo link viene inserito per mostrare più risultati delle pagine specializzate di ricerca delle immagini di Google.
Close

Logged clicks (desktop layout)

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Desktop layout



Google search results for "rane" (Circa 23.600.000 risultati (0,19 secondi))

Web Immagini Maps Shopping Video Più contenuti ▾ Strumenti di ricerca

Rana - Wikipedia
it.wikipedia.org/wiki/Rana ▾
Rana - Nome comune di anfibii appartenenti alla famiglia Ranidae, a volte esteso ad appartenenti di altre famiglie dell'ordine degli Anuri. Rana - La rana è un ...

Rane - WWF
regionali.wwf.it/client/render.aspx?root=820 ▾
La rana di Lataste è una delle specie europee a maggiore priorità di conservazione, la rana italiana è protetta in alcune regioni, la rana temporaria non è in ...

Immagini relative a rane

Visualizza risultati relativi a

Rana
Zoologia
Rana Linnaeus, 1758 è un genere di anfibii ...

Anura
Gli Anuri sono un ordine di anfibii cui appartengono oltre ...

Le rane italiane, classificazione - Astolinto
www.astolinto.it/0articoli/210_Raneitaliane.php ▾
Classificazione tradizionale: Le rane italiane erano tutte inserite nel genere "Rana" e suddivise in due grandi gruppi a seconda dello stile di vita e del colore:.

La Stampa - Rane e ranocchie
www.lastampa.it/2013/04/29/cultura/opinioni/.../rane-e-.../pagina.html ▾
29/apr/2013 - La rana è tornata. Forse non starà più a testa in giù sulla Punta della Dogana a Venezia, nella scultura di Charles Ray, visto che il sindaco ...

Interlinea junior - Le rane LIBRI PER BAMBINI
www.interlinea.com/lerane/ ▾
Le Rane, piccoli animali grandi libri. English page ... GIOCA CON LE RANE. Costruisci
Laboratori · Festa delle rane. UTILITÀ. Contributi · Link · Mailing list

4clicks (0.4%)

304 clicks (30.4%)

1 clicks (0.1%)

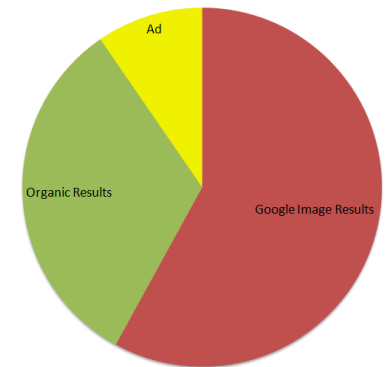
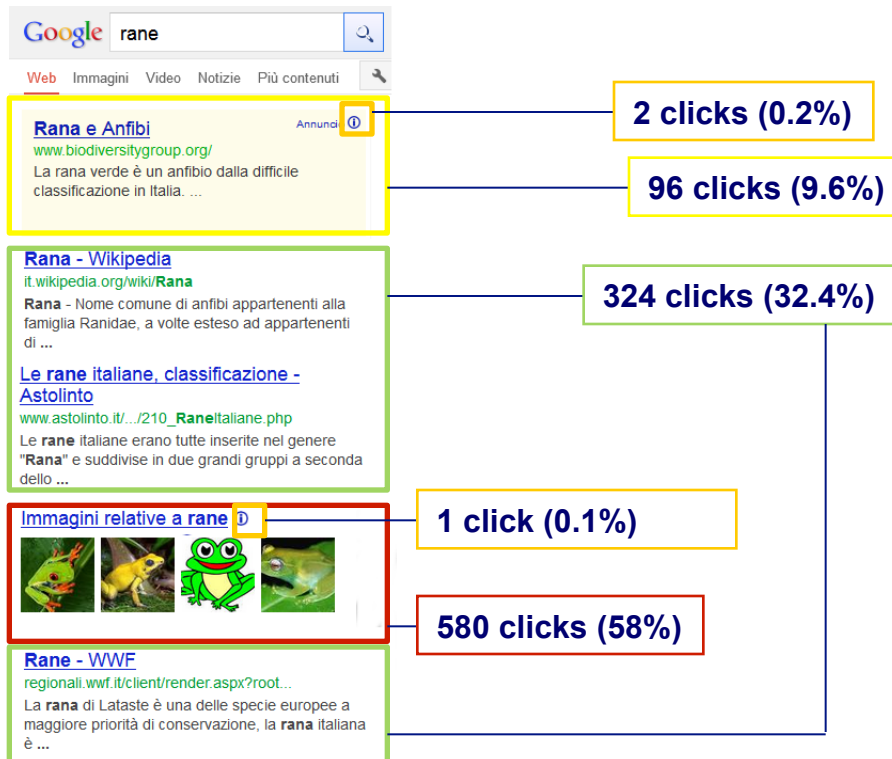
692 clicks (69.2%)

Total number of clicks:
1000

Most of the clicks were on organic results and image results.

Logged clicks (mobile layout)

Mobile layout



**Total number of clicks:
1020**

**Most of the clicks were on
organic results and image
results.**

Summary of clicks (desktop vs. mobile layout)

The majority of users click on images.

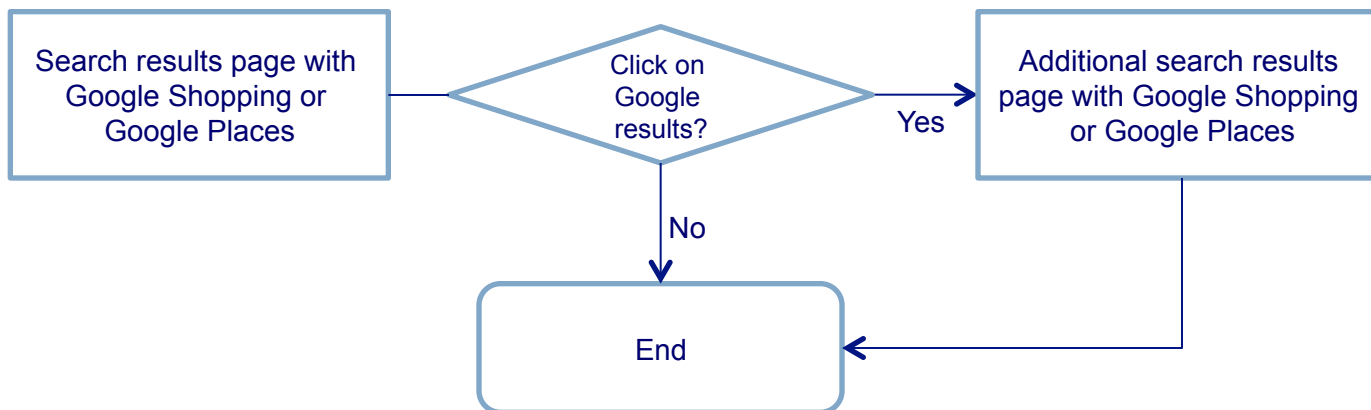
	Google Image results	Organic results	Google Knowledge Graph	Info icon	All clicks
Desktop	692	304	4	1	1001
Mobile	580 (+ 96 on ad)	324	n/a	2	1002



Supplemental tasks to assess the perception and usage of competing offers placed on Google results pages

Additional tasks: Methods

- Use of click dummies from task 1 (product search) and test 2 (local search) within the desktop layout
- Users are instructed to click on the search results pages of one of the competing search engines
 - Example task 1: "Now you will see another search results page for the search about the digital single lens reflex camera. Please look for a link within these results that will take you to a comparison shopping engine and click on it."
- If the user selects Google as the comparison shopping engine, the task is repeated.





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Additional task 1: DSLR camera

Shopping results and rival links

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Google dslr telecamera

Web Immagini Maps Shopping Applicazioni Più contenuti ▾ Strumenti di ricerca

Circa 167.000 risultati (0,33 secondi)

Risultati di Google Shopping Sponsorizzati

<p>Nikon D5100 SLR- 474,72 € MisterPrice</p>	<p>FINEPIX S4500 - 172,95 € Ollo store</p>	<p>Nikon D3100 KIT 18-55VR 374,00 € FotoGiudici C...</p>	<p>NIKON D7000 Fotocamera ... 660,88 € Pixmania IT</p>	<p>Nikon D5100 + AF-S DX 18-105 ... 541,95 € BOW</p>
-------------------------------------------------------------	-----------------------------------------------------------	-----------------------------------------------------------------------------	---------------------------------------------------------------------------	-------------------------------------------------------------------------

Ricerca su [Idealo](#), [Confrontoprezzi](#), o [Ciao](#)

Google shopping results

Rival links

[Fotocamere reflex DSLR come le videocamere professionali ...](#)
[www.sabatini.ws/speciali/video-dslr/fotocamere-dslr-qualita-video/](#)

Il mondo del video da tempo si confronta con nuove attrezzature e le fotocamere DSLR, con sensori e processori sempre più evoluti sono diventate un'opzione.

[Leggi argomento - \[Consiglio\] dslr o telecamera per ...](#)
[www.videomakers.net](#) > ... > Telecamere > Telecamere - Generale ▾
05/gen/2012 - 42 post - 5 autori

Arriviamo al dunque...vorrei acquistare una videocamera ma sono indeciso se puntare su una dslr o un camcorder. Vorrei spendere sui ...

[Telecamera o DSLR e audio IN per filmmaking? - Yahoo! Answers](#)
[it.answers.yahoo.com](#) > ... > Elettronica di consumo > Videocamere ▾

22/lug/2011 - mmmh, allora, parlo da professionista, per quanto riguarda le DSLR, sicuramente hanno una buona resa visiva, e a favore hanno sicuramente ...

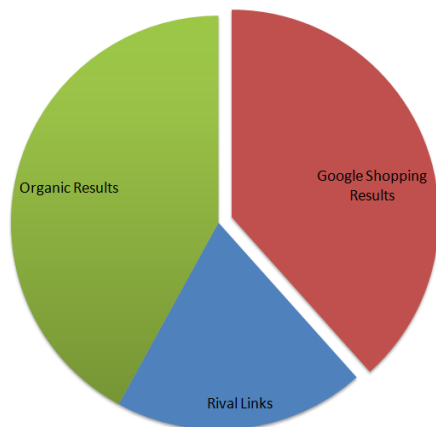
[Girare un corto: meglio DSLR o Videocamera tradizionale? Q&A su ...](#)
[www.vfxwizard.com](#) > Italiano > Forum > Ripresa Digitale ▾

04/ott/2011 - A meno che il tuo corto non sia al 100% primi piani a macchina ferma, ti trovi senz'altro meglio con una videocamera tradizionale. E questo ...

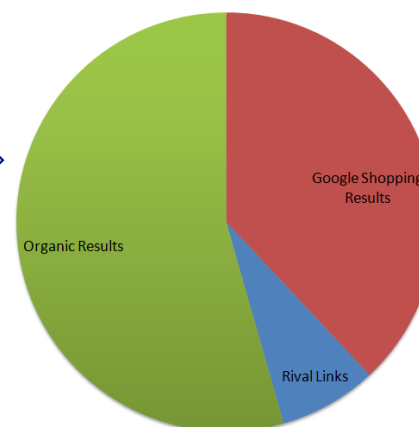
Results

A large number of users continue to click on Google shopping even when they are prompted a second time to click on a competing offer.

Initial request to click (n = 1000)



Second request to click (n = 452)



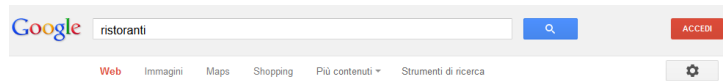
	1st step	2nd step	Percentage after the second step
Clicks on Google Shopping	384 (38.4%)	146 (38%)	
Clicks on rival search engine	196 (19.6%)	29 (7.6%)	225 (22.5%)



Additional task 2: restaurants

Google places results and rival links

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Circa 24.100.000 risultati (0,24 secondi)

Ristoranti Roma Leggi recensioni sui ristoranti di Roma, Lazio ...

www.tripadvisor.it/Restaurants-g187791-Rome_Lazio.html

Ristoranti a Roma, Lazio: su TripAdvisor trovi 290.583 recensioni di 5.568 ristoranti a Roma, raggruppati per tipo di cucina, prezzo, località e altro.

Google Places Search

Cerca on [Tuttocitta](#), [ViaMichelin](#) o [Mappy](#)

<p>Ristorante I Due Leoni www.ristorantedueleoni.it/ Punteggio: 7 / 30 - 10 recensioni Google</p> <p>Bel Poggio www.ristoranteromanord.com/ Punteggio: 19 / 30 - 109 recensioni Google</p> <p>El Duende Ristorante Srl www.elduenderistorante.it/ Punteggio: 19 / 30 - 15 recensioni Google</p> <p>Hotel Romulus www.hotelromulus.com/ Punteggio: 8 / 30 - 16 recensioni Google</p> <p>Amatrice www.ristoranteamatrice.it/home.html 5 recensioni Google</p> <p>Ristorante Le Mille E Una Notte www.lemilleeunanotte.it/ 4 recensioni Google</p> <p>Lo Zio D'America www.loziodamerica.it/ 5 recensioni Google</p> <p>Maggiori Google Places Results</p>	<p>A Via Ugo Ojetti, 416 Roma 06 829 2169</p> <p>B Via del Monte di Casa, 36 Roma 06 888 9296</p> <p>C Via di Valle Melaina, 66 Roma 06 8719 4923</p> <p>D Via Salaria, 1069 Roma 06 880 1669</p> <p>E Via Piteglio, 19 Roma 06 880 5131</p> <p>F Via Nomentana, 1141A Roma 06 8680 2255</p> <p>G Via Ugo Ojetti, 26/A Roma 06 8209 8161</p>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Google places results

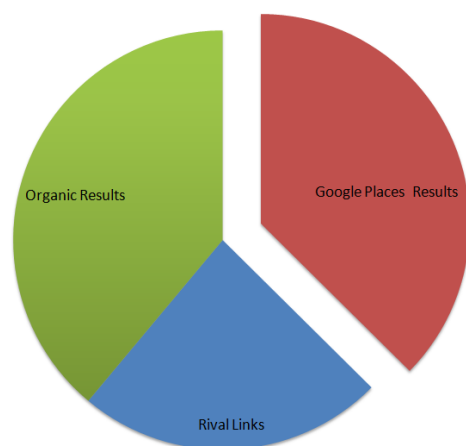
Rival links

Ristoranti Roma | PagineGialle.it
roma.paginegialle.it/luoghi/ristoranti.html
Ristoranti Roma | Con PagineGialle trovi aziende, negozi e professionisti nella tua città.
Cerca Ristoranti Roma.

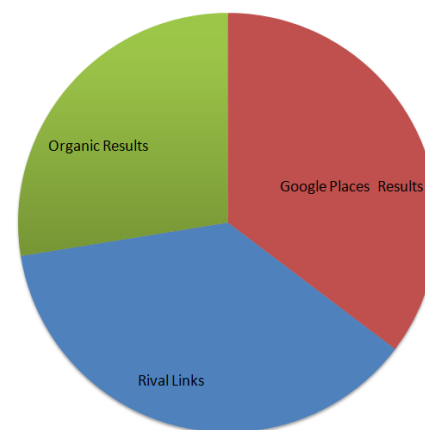
Results

A large number of users continue to click on Google shopping even when they are prompted a second time to click on a competing offer.

Initial request to click (n = 1000)



Second request to click (n = 294)



	1st step	2nd step	Percentage after the second step
Clicks on Google Places	374 (37.4%)	132 (35.3%)	
Clicks on rival search engine	237 (23.7%)	139 (37.2%)	376 (37.6%)



Part 3: Post-test questions pertaining to the perception of the displayed content and the labeling of the search results pages

Post-test questionnaire

- Post-test questionnaire on the types of results and designations noticed during the click study
 - A question regarding the labeling of the results types
 - A question on the pictograms used in the search results pages
- In both cases, actually existing labels as well as imagined labels were reported.
- The order of the results types and pictograms presented was randomized.
- Evaluation for two conditions: 1. without tolerance threshold, 2. with tolerance threshold (an incorrect answer is tolerated).

Perception of the result type labeling on the search results pages

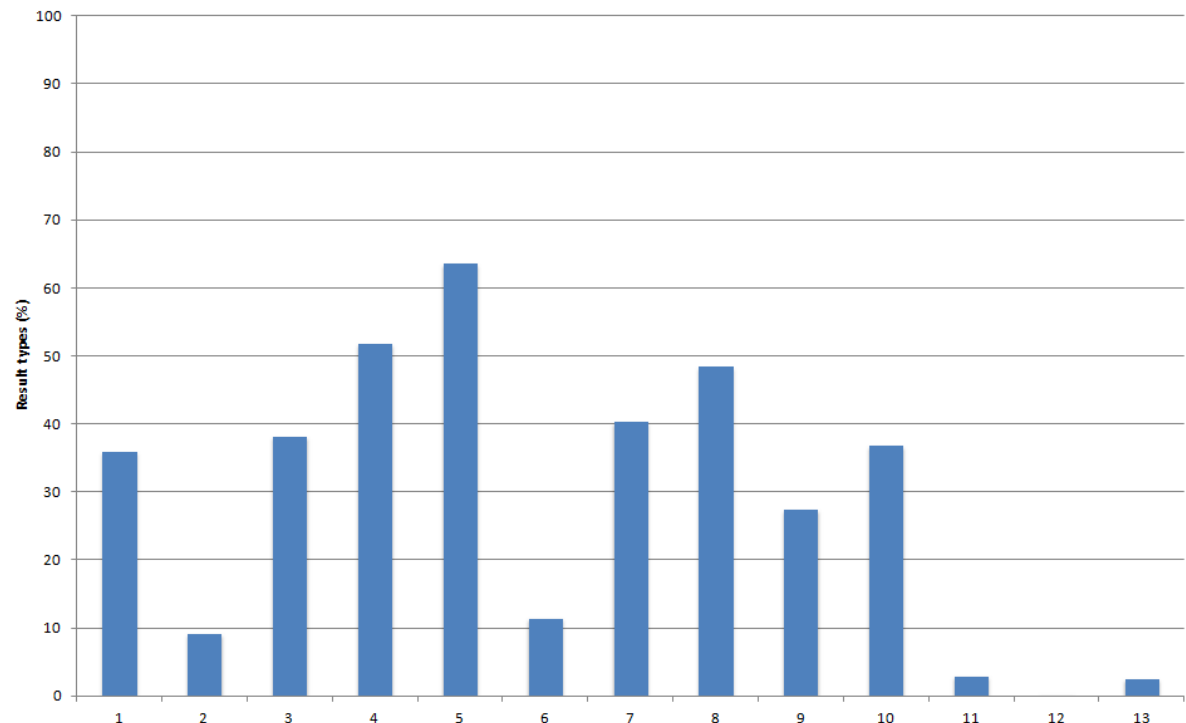
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Hamburg University of Applied Sciences

Question: Which of the following labels and/or content on the results page did you notice when completing the tasks?

Possible answers (multiple answers possible):

- 1 = advertisements
- 2 = paid results
- 3 = sponsored links
- 4 = images of
- 5 = Google Maps search
- 6 = videos of
- 7 = news about
- 8 = Google Shopping results for
- 9 = show all results
- 10 = related searches
- 11 = Safe Search
- 12 = Other sites
- 13 = I didn't see any of the listed content items.

Most users were able to name at least one of the labels. But only a few users were able to completely name all the labels correctly.










Perception of the pictograms on the search results pages

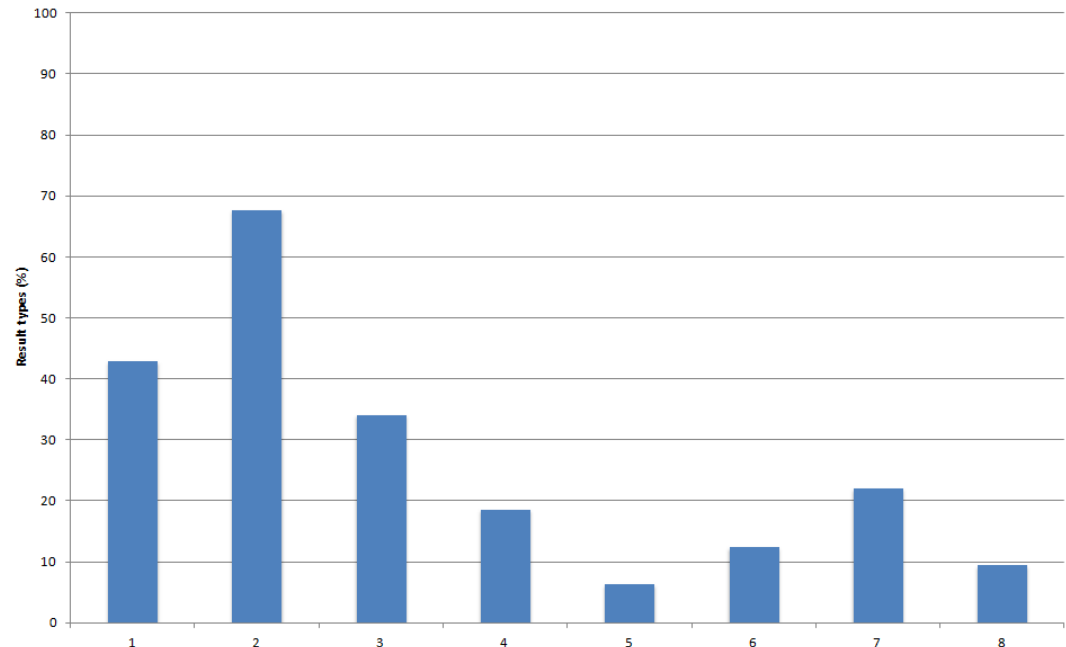
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Question: Which of the following icons did you see when completing the assigned tasks?

Possible answers:

- 1 – 
- 2 – 
- 3 – 
- 4 –  (incorrect response)
- 5 –  (incorrect response)
- 6 – 
- 7 –  (incorrect response)
- 8 – None of the icons listed

Most users were able to name at least one of the pictograms. But only a few users were able to completely name all the pictograms correctly.





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Appendix

Appendix 1: Study outline

Research objectives	Verification of the search results page layouts suggested by Google with respect to <ul style="list-style-type: none">• the selection behavior of German internet users for desktop and mobile search• how the labels used are perceived
Method	<ul style="list-style-type: none">• Online survey with search tasks<ul style="list-style-type: none">• Pre-test and post-test questionnaires• The study's main component was carried out as an interactive click study on the search results page layout suggested by Google for the following searches:<ul style="list-style-type: none">• dslr camera (product search scenario)• restaurants (local search scenario)• Obama (news search scenario)• frogs (image search scenario)
Sample	<ul style="list-style-type: none">• A representative sample 1000 Italian internet users
Fieldwork and tests conducted	<ul style="list-style-type: none">• June 17-23, 2013• Survey conducted by eResult GmbH, Göttingen, Germany



Appendix 2: Complete questionnaire (English; 1/5)

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Pre-test questionnaire

1	Have you used the Google search engine in the past three months?	1= yes 2= no
2	How would you rate your own ability to use a web search engine such as Google? Please grade yourself.	1 = very good 2 = good 3 = satisfactory 4 = sufficient 5 = deficient 6 = inadequate
3	Which devices do you use Google on?	1 = desktop computers (at home or in the office) 2 = laptop 3 = smartphone 4 = tablet 5 = other, specifically ... (open-ended response)
4	Which of the following types of content have you seen on search results pages when using Google in the past?	<div>1 = advertisements 2 = shopping results 3 = images 4 = videos 5 = scientific articles 6 = books</div> <div>7 = maps 8 = news 9 = addresses 10 = bios of famous people 11 = none of the above content types</div>

Appendix 2: Complete questionnaire (English; 2/5)

Task group 1

5	Let's assume you would like to find information on single lens reflex cameras and compare prices. Google gives you the following results for your search. What would you spontaneously click on?	
6	Let's assume you would like to find information on restaurants close to you. Searching with Google gives you the following results. What would you spontaneously click on?	
7	You would like to find information on current news stories about the current US president, Barack Obama. Searching Google gave you the following results. What would you spontaneously click on?	
8	You would like to find pictures of frogs. Searching Google gives you the following results. What would you spontaneously click on?	








Appendix 2: Complete questionnaire (English; 3/5)

Task group 2

9	Now you will see another search results page for the search about the digital single lens reflex camera. Please look for a link within these results that will take you to a comparison shopping engine and click on it.	
(9a)	Task 9 is repeated if Google is selected as the comparison shopping engine. (If Google is selected again, go to next task/question.)	
10	Here you will see another search results page for the restaurant search. Please look for a link within these results that will take you to an online map service and click on it.	
(10a)	Task 10 is repeated if Google is selected as the online map service. (If Google is selected again, go to next task/question.)	

Appendix 2: Complete questionnaire (English; 4/5)

Post-test questionnaire

11	<p>Please recall for a moment the tasks which you have completed.</p> <p>Which of the following labels and/or content on the results page did you notice when completing the tasks?</p>	<p>Response choices (multiple responses possible — choices are randomized):</p> <p>1 = advertisements 2 = paid results 3 = sponsored links 4 = images of 5 = Google Maps search 6 = videos of</p>	<p>7 = news about 8 = Google Shopping results for 9 = show all results 10 = related searches 11 = Safe Search 12 = I didn't see any of the listed content items.</p>
12	<p>Which of the following icons did you see when completing the tasks?</p>	<p>Response choices (multiple responses possible — choices are randomized):</p> <p>1 =  2 =  3 =  4 = </p>	<p>5 =  6 =  7 =  8 = None of the icons listed</p>



Appendix 2: Complete questionnaire (English; 5/5)

Demographic data

13	Please indicate your gender	1 = female 2 = male
14	Please provide your age	
15	Please select the highest level of education you have completed	1 = none 2 = Hauptschulabschluss (lower secondary education level) 3 = mittlere Reife (secondary education, high school diploma)
16	Please select your current employment status	1 = attending vocational training or university 2 = employed 3 = not seeking employment or unemployed



Appendix 3: Complete questionnaire (Italian; 1/5)

Hochschule für Angewandte Wissenschaften Hamburg
Hamburg University of Applied Sciences

Pre-test questionnaire

1	Negli ultimi 3 mesi hai utilizzato il motore di ricerca Google?	1 = sì 2 = no	
2	Come ritieni che siano le tue capacità di effettuare ricerche con un motore web come Google? Datti un voto, come a scuola.	1 = ottimo 2 = buono 3 = discreto 4 = sufficiente 5 = scarso 6 = insufficiente	
3	Su quali dispositivi utilizzi Google?	1 = computer desktop (a casa o in ufficio) 2 = computer portatile 3 = smartphone 4 = tablet 5 = altro (specificare)	
4	Quali dei seguenti contenuti hai visto nelle pagine dei risultati della ricerca utilizzando Google? (sono possibili più risposte)	1 = annunci 2 = shopping 3 = immagini 4 = video 5 = articoli scientifici 6 = libri	7 = cartine 8 = notizie 9 = indirizzi 10 = brevi biografie di persone famose 11 = nessuno di questi

Appendix 3: Complete questionnaire (Italian; 2/5)

Task group 1

5	<p>Immagina di voler trovare informazioni sulle macchine fotografiche reflex e di confrontarne i prezzi. Google fornisce i seguenti risultati per la tua ricerca.</p> <p>Istintivamente su quale faresti clic?</p>	
6	<p>Supponiamo che tu voglia informazioni sui ristoranti della tua zona. La ricerca di Google ha prodotto i seguenti risultati.</p> <p>Istintivamente su quale faresti clic?</p>	
7	<p>Vuoi leggere le ultime notizie sul Presidente degli Stati Uniti Obama. Una ricerca con Google ha prodotto i seguenti risultati.</p> <p>Istintivamente su quale faresti clic?</p>	
8	<p>Vuoi trovare immagini di rane. La ricerca con Google produce i seguenti risultati.</p> <p>Istintivamente su quale faresti clic?</p>	








Appendix 3: Complete questionnaire (Italian; 3/5)

Task group 2

9	<p>Vedi di nuovo una pagina dei risultati della ricerca di una macchina fotografica reflex digitale.</p> <p>In questi risultati cerca un link che porti a un motore di ricerca simile per il confronto dei prodotti e fai clic.</p>	
(9a)	Hai di nuovo scelto i risultati Shopping di Google. Cerca nei risultati un altro fornitore per la ricerca di prodotti.	
10	<p>Qui vedi ancora una volta una pagina dei risultati della ricerca di ristoranti.</p> <p>In questi risultati cerca un link che porti a un servizio di cartine e fai clic.</p>	
(10a)	Hai di nuovo scelto Google Places. Cerca nei risultati un altro servizio di cartine.	

Appendix 3: Complete questionnaire (Italian; 4/5)

Post-test questionnaire

11	<p>Ripensa agli esercizi che hai svolto. Definire gli identificativi...</p> <p>Durante gli esercizi, quali dei seguenti identificativi e/o contenuti ti sono saltati all'occhio nelle pagine dei risultati? (sono possibili più risposte)</p>	<p>1 = annunci 2 = risultati a pagamento 3 = link sponsorizzati 4 = immagini su 5 = ricerca Google Maps 6 = video su</p>	<p>7 = notizie su 8 = risultati Google Shopping per 9 = mostra tutti i risultati 10 = ricerche correlate 11 = filtro famiglia 12 = non ho visto nessuno di questi contenuti.</p>
12	<p>Quali dei seguenti simboli hai visto durante lo svolgimento degli esercizi? (sono possibili più risposte)</p>	<p>1 = </p> <p>2 = </p> <p>3 = </p> <p>4 = </p>	<p>5 = </p> <p>6 = </p> <p>7 = </p> <p>8 = nessuno dei simboli mostrati</p>



Appendix 3: Complete questionnaire (Italian; 5/5)

Demographic data

13	Indica il tuo sesso.	1 = donna 2 = uomo
14	Indica la tua età.	
15	Indica il tuo grado d'istruzione.	1 = nessuno 2 = licenza media 3 = licenza ginnasiale 4 = diploma di scuola superiore 5 = laurea
16	Seleziona la tua condizione lavorativa.	1 = apprendista o studente 2 = occupato 3 = disoccupato o non più occupato