

# Complex Aspects of Seemingly Simple Information Needs

Jussi Karlgren

Gavagai

Sweden

KTH Royal Institute of Technology

Sweden

jussi@gavagai.se

## ABSTRACT

In commercial practice customers have seemingly simple information needs. What are customers and potential customers saying about my brand on line? Are our customers happy? What do our customers want from us? How could we make them happier? These questions are easy to pose and intuitively will provide a basis for commercial action if information to meet them is given by a system. But at least three non-trivial challenges lie in the way of fulfilling information needs of this kind: (1) formulating an information need in terms a system can accommodate; (2) curating, aggregating, and refining the relevant information sources of reasonable quality; (3) understanding client strategies and sometimes internal unstated organisational mechanisms on the client side. These are all in some sense gaps between technology offerings and business needs which need to be addressed for information access technology to progress from adhoc search.