
Goals affect information seeking behavior

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Résumé

In this study, we investigate how goals influence information-seeking strategies in an active learning categorization task. Previous work in this area compared different sampling heuristics (reflecting different information-seeking strategies) while holding constant participants' goals (in this case, the incentivized test following the active learning opportunity). In a behavioral experiment, we examine the effect of generative versus discriminative goals on information-seeking strategies by manipulating the (pre-declared) test condition across subjects. Our results suggest that goals affect sampling behavior, with discriminative tasks leading to more sampling around class borders ("label-margin sampling"). These findings highlight the importance of considering goals in understanding human information-seeking behavior.

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