

## Supplementary Material

Table A.1: User study tasks (E: *knowledge-learning* tasks; S: *question-search* tasks)

ID	Task Title	Category	Main Entity	Type
1	Find the names of games running on macbook pro	Computer & Internet	Macbook Pro	E
2	Find which components of thinkpad notebooks are usually asked	Computer & Internet	Thinkpad	E
3	How to ps body using photoshop cs2	Computer & Internet	Photoshop CS2	E
4	Questions about the best canon laser printer for a mac	Computer & Internet	Laser printer	S
5	Questions about how to connect Xbox 360 to Laptop or PC using a router	Computer & Internet	Xbox 360	S
6	Questions about green screen problem of Windows Movie Maker	Computer & Internet	Windows Movie Maker	S
7	Find the cities compared with Edinburgh	Travel	Edinburgh	E
8	Find the names of animals on myrtle beach	Travel	Myrtle Beach	E
9	Find the names of cities in Portugal	Travel	Portugal	E
10	Questions about looking for good hostels in Madrid	Travel	Madrid	S
11	Questions about how to get a low price ticket to Hong Kong Disneyland	Travel	Disneyland	S
12	Questions about how to go to Chinatown in Chicago	Travel	Chicago	S
13	Find the brand of running shoes that users have asked	Sports	Running shoes	E
14	Find football players that compared with messi	Sports	Messi	E
15	Find the names of skiing places that users have asked	Sports	Skiing	E
16	Questions asking horse racing website	Sports	Horse racing	S
17	Questions about who will win the MVP in NBA this year	Sports	NBA	S
18	Questions about when is the next match between Barcelona and Real Madrid	Sports	Real Madrid	S
19	Find the brand of cars that have been compared with Toyota	Cars & Transportation	Toyota	E
20	Which aspects of Jeep Wrangler have been asked	Cars & Transportation	Jeep Wrangler	E
21	Finding the names of sports cars being asked	Cars & Transportation	Sports cars	E
22	Questions which compare Mercedes Benz and BMW	Cars & Transportation	Mercedes Benz	S
23	Questions about the price to tow a suv from Newark to Florida	Cars & Transportation	SUV	S
24	Questions about How to reset the oil light for a 95 Honda civic	Cars & Transportation	Honda Civic	S

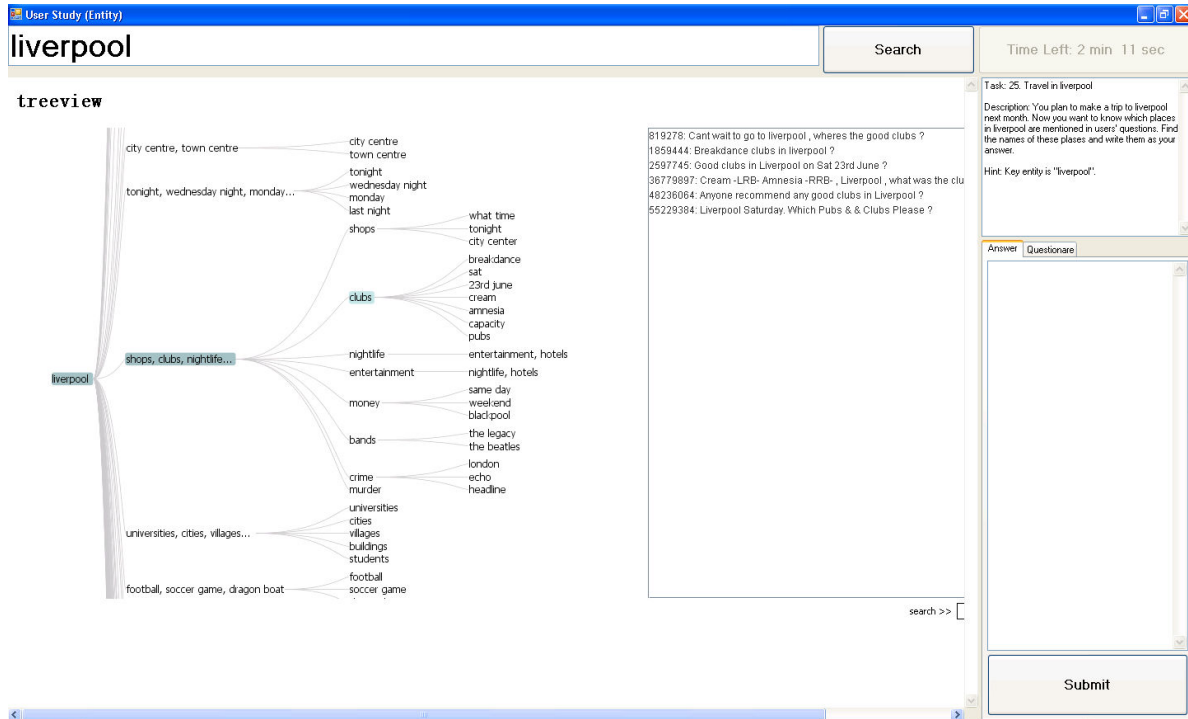


Figure A.1: The interface of CET-based program. The CET-based program works as follows. When the user types an entity name and clicks the search button, the corresponding CET with the searched entity as the root will be displayed. In each CET, we label each entity cluster with the top three most frequent entities. When the user clicks on one single-node cluster, the corresponding questions which contain the entity and its superior entities will be displayed in the right of CET. In every task, we allow 3 minutes to find information and fill in the answer in the answer panel. When a participant collects all she wants, she may click the submission button to enter the questionnaire part. If the participant fails to submit her answer within 3 minutes, the software will store the current answer, disable the submission button, and forcibly jump to the questionnaire part. After the participant finishes the questionnaire, the program provides the next task. When all tasks are finished, the program exits automatically. The list-based program follows the same process.