

**Annex**

A simplified version of the website How Stuff Works together with coefficients used by the ACT-R model presented in Section 5.2. The user intention is to find out how coffee works. The numbers presented on the first line below each option are goal relevancies – semantic similarities between the word “coffee” and each link label, respectively. Numbers appearing on the second line are called back-coherence1 coefficients – semantic similarities between the previous selection and each option, respectively. Back-coherence2 coefficients are shown on the third line and they are calculated as semantic similarities between a two steps back selection and each option, respectively. Back-coherence3 and back-coherence4 coefficients are calculated in an analog way.

Home-page

auto	computer	electronics	home	health
.002	.007	.008	.039	.088
science	money	travel	entertainment	shop
.069	.038	.000	.079	.142

Shop-page

cars	computers	electronics	garden	jewelry	games
.044	.007	.008	.125	.049	.008
.44	.20	.08	.33	.14	.29

Health-page

diseases	drugs	fitness	care	nutrition	pregnancy
.015	.030	.009	.056	.010	.011
.48	.47	.06	.59	.19	.09

Science-page

engineering	life	supernatural
.009	.043	.019
.44	.24	.02

Entertainment-page

arts	games	movies	music	sports	television	toys
.038	.008	.001	.005	.006	.004	.116
.11	.24	.36	.26	.29	.44	.19

Drugs-page

performance	enhancing	nicotine	diet	hangover
.034	.018	.129	.036	.051
.02	.00	.03	.12	.08
.02	.04	.01	.27	.04

Care-page

Toys-page		Garden-page			
doodle	radio	décor	supplies	tools	irrigation
.079	.027	.052	.104	.069	.011
.15	.02	.05	.13	.01	.06
.01	.22	.09	.22	.23	.02

Tools-page		
mowers	shears	clippers
.045	.004	.008
.06	.01	.06
.06	.03	.01
.00	.02	.02

Nicotine-page				
brain	addictive	withdrawal	toxicity	cancer
.027	.064	.049	.044	.029
.04	.35	.12	.05	.00
.31	.02	.05	.01	.38
.20	.01	.02	.02	.41

Hangover-page			Doodle-page	
alcohol	nausea	aspirin	pen	eraser
.082	.011	.052	.015	.024
.19	.06	.08	.05	.19
.13	.08	.05	.03	.03
.20	.05	.05	.00	.02

Decor-page		
fountains	plaques	vanes
.024	.014	.006
.07	.01	.01
.04	.06	.03
.00	.01	.05

Supplies-page			
pool	accessories	filters	pumps
.126	.067	.028	.039
.08	.21	.13	.21
.19	.04	.03	.04
.10	.21	.04	.05

Addictive-page		Alcohol-page		
caffeine	marijuana	effects	warning	abuse
.147	.023	.003	.045	.029
.24	.10	.01	.01	.35
.28	.17	.04	.01	.09
.09	.22	.19	.10	.20
.05	.01	.29	.10	.18

Aspirin-page		Pool-page			
headache	heart	Covers	heaters	filters	pumps
.010	.014	.024	.021	.028	.039
.03	.03	.00	.01	.01	.04
.13	.01	.24	.00	.13	.21
.01	.43	.14	.03	.03	.04
.03	.19	.18	.04	.04	.05

Accessories-page	
fence	spa
.014	.019
.06	.03
.05	.04
.05	.03
.03	.07