IR Assignment 1

Input Navigational Queries:

1. Faculty Names:
2. Emma Aguila Price

Overlap : 2

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| --- | --- |
| Google Results | Relevance |
| https://priceschool.usc.edu/emma-aguila/ | 1 |
| https://bedrosian.usc.edu/faculty/emma-aguila/ | 1 |
| https://priceschool.usc.edu/oct16-faculty-spotlight-aguila/ | 0.5 |
| www.rand.org › About › Policy Experts › A | 0.5 |
| https://www.rand.org/content/dam/rand/people/a/aguila\_emma.pdf | 0.5 |

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| --- | --- |
| Bing Results | Relevance |
| **prices**chool.usc.edu/**emma-aguila** | 1 |
| <https://bedrosian.usc.edu/faculty/emma-aguila> | 1 |
| healthpolicy.usc.edu/Faculty.aspx | 0 |
| profiles.sc-ctsi.org/**emma.aguilavega** | 0.5 |
| healthpolicy.usc.edu/ListItem.aspx?ID=80&CategoryIX=1 | 0.25 |

1. Antonio Bento Price

Overlap : 1

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| --- | --- |
| Google Results | Relevance |
| https://priceschool.usc.edu/antonio-m-bento/ | 1 |
| <https://priceschool.usc.edu/files/2015/08/BentoCV_August2015.pdf> | 1 |
| https://dyson.cornell.edu/people/antonio-bento/ | 0.5 |
| https://ideas.repec.org/f/pbe765.html | 0.25 |
| https://twitter.com/amb396 | 0.25 |

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| Bing Results | Relevance |
| <https://priceschool.usc.edu/antonio-m-bento> | 1 |
| [www.nber.org/people/antonio\_bento](http://www.nber.org/people/antonio_bento) | 0.25 |
| <https://urbangrowth.usc.edu/files/2015/10/Antonio-Bento-flyer.pdf> | 1 |
| <https://urbangrowth.usc.edu/2015-fall-semester-seminars/october-6-antonio-bento/> | 0.25 |
| https://www.amazon.com/Foreign-Language-Fiction-Literature-Books/b?ie=UTF8&node=16260301 | 0 |

1. Ali Abbas Price

Overlap : 2

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| Google Results | Relevance |
| https://priceschool.usc.edu/ali-e-abbas/ | 1 |
| ise.usc.edu/directory/ali-abbas.htm | 1 |
| http://viterbi.usc.edu/news/news/2014/ali-abbas-named-director-of-usc-create-dhs-center-of-excellence.htm | 0.5 |
| www.futhead.com › FIFA 15 Players › Ali Abbas 63 | 0 |
| www.artscenegalleries.com/painting-detail.asp?Artist=ALI%20ABBAS | 0 |

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| Bing Results | Relevance |
| https://priceschool.usc.edu/ali-e-abbas/ | 1 |
| ise.usc.edu/directory/ali-abbas.htm | 1 |
| https://wefut.com/player/16/6002/**ali-abbas** | 0 |
| http://viterbi.usc.edu/academics/faculty/faculty-directory/profile.php?faculty=abbas\_ali.xml | 0.5 |
| https://www.linkedin.com/in/**aliabbas**2 | 0 |

1. Faculty Departments:
2. Public Policy Price

Overlap : 1

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| --- | --- |
| Google Results | Relevance |
| https://priceschool.usc.edu/ | 1 |
| <https://twitter.com/USCPrice> | 0.5 |
| https://priceschool.usc.edu/programs/masters/mpp | 0.5 |
| priceschool.usc.edu/programs/undergraduate/ | 0.5 |
| https://priceschool.usc.edu/programs/masters/ | 0.5 |

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| Bing Results | Relevance |
| **prices**chool.usc.edu | 1 |
| [www.usc.edu/directories/dept/price.html](http://www.usc.edu/directories/dept/price.html) | 0 |
| <https://news.usc.edu/tag/price-school-of-public-policy> | 0.5 |
| catalogue.usc.edu/content.php?catoid=2&navoid=307 | 0 |
| **public**admin.usc.edu | 0 |

1. Urban Planning Price

Overlap : 3

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| Google Results | Relevance |
| https://priceschool.usc.edu/urban-planning/ | 1 |
| priceschool.usc.edu/programs/masters/mpl/ | 0.5 |
| https://priceschool.usc.edu/programs/phd/upd/ | 0.5 |
| https://priceschool.usc.edu/programs/undergraduate/bs-urban-studies-planning/urb-plan-track/ | 0.5 |
| https://priceschool.usc.edu/urban-development/ | 0.5 |

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| Bing Results | Relevance |
| https://priceschool.usc.edu/urban-planning/ | 1 |
| **prices**chool.usc.edu/programs/masters/mpl | 0.5 |
| https://taubmancollege.umich.edu/urbanplanning/facilities-resources/media-center/prices | 0 |
| **www.usc.edu**/schools/**price**/programs/phd/upd | 0.5 |
| <https://www.bls.gov/ooh/Life-Physical-and-Social-Science/Urban-and-regional-planners.htm> | 0 |

1. Public Administration Price

Overlap : 2

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| Google Results | Relevance |
| https://priceschool.usc.edu/programs/masters/mpa/ | 0.5 |
| https://priceschool.usc.edu/public-administration/ | 1 |
| https://priceschool.usc.edu/programs/masters/mpa/admission/ | 0.5 |
| https://priceschool.usc.edu/programs/masters/mpa/curriculum/ | 0.5 |
| https://online.usc.edu/programs/master-of-public-administration/ | 0.5 |

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| Bing Results | Relevance |
| **prices**chool.usc.edu/programs/masters/mpa | 0.5 |
| **prices**chool.usc.edu/**public-administration** | 1 |
| **public**admin.usc.edu | 1 |
| **www.usc.edu**/schools/sppd/programs/masters/mpa | 0.5 |
| https://**prices**tudentblog.usc.edu/category/**public-administration** | 0.5 |

1. School Location : “Price USC map”

Overlap : 1

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| --- | --- |
| Google Results | Relevance |
| https://priceschool.usc.edu/mind-the-map-the-next-generation-of-maps-offers-new-discoveries/ | 0 |
| web-app.usc.edu/maps/ | 1 |
| priceschool.usc.edu/admission/graduate-orientation/ | 0 |
| https://housing.usc.edu/index.php/interactive-map/ | 0 |
| https://web-app.usc.edu/maps/map.pdf | 1 |

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| Bing Results | Relevance |
| web-app.usc.edu/maps/ | 1 |
| **prices**chool.**usc**.edu | 0 |
| **prices**chool.**usc**.edu/naut/info/getting/**directions** | 0 |
| visit.**usc**.edu/**maps**-**directions** | 1 |
| visit.**usc**.edu/**maps**-**directions**/**university-park-campus** | 1 |

1. Founder : “Sol Price”

Overlap : 4

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| Google Results | Relevance |
| https://en.wikipedia.org/wiki/Sol\_Price | 1 |
| www.nytimes.com/2009/12/16/business/16price.html | 1 |
| https://priceschool.usc.edu/ | 0 |
| http://articles.latimes.com/1989-04-28/local/me-1702\_1\_sol-price-price-clubs-emotional-distress | 0.5 |
| http://www.sandiegouniontribune.com/news/sdut-sol-price-club-costco-city-heights-fedmart-2016jul01-story.html | 0.5 |

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| Bing Results | Relevance |
| https://en.wikipedia.org/wiki/Sol\_Price | 1 |
| www.nytimes.com/2009/12/16/business/16price.html | 1 |
| https://priceschool.usc.edu/ | 0 |
| http://articles.latimes.com/1989-04-28/local/me-1702\_1\_sol-price-price-clubs-emotional-distress | 0 |
| https://socialinnovation.usc.edu/files/2013/05/Ch1011.pdf | 0.5 |

1. School Alumni : “USC Price Alumni”

Overall : 2

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| --- | --- |
| Google Resutls | Relevance |
| https://priceschool.usc.edu/alumni/ | 1 |
| https://priceschool.usc.edu/alumni/alumni-board/ | 1 |
| https://priceschool.usc.edu/alumni/stories/ | 1 |
| https://priceschool.usc.edu/initiatives/nonprofits-and-philanthropy/alumni/ | 1 |
| https://priceschool.usc.edu/programs/masters/mpa/alumni-stories/ | 1 |

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| Bing Results | Relevance |
| https://priceschool.usc.edu/alumni/ | 1 |
| https://priceschool.usc.edu/alumni/alumni-board/ | 1 |
| <https://www.facebook.com/USCPriceAlumniAssociation> | 1 |
| <https://pricestudentblog.usc.edu/tag/alumni> | 0 |
| https://news.usc.edu/50796/usc-price-alumni-ahead-of-the-competition-in-china/ | 0 |

Input Informational Queries

1. Degree Requirements: “USC Public Policy Master degree requirements”

Overlap : 1

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| Google Resutls | Relevance |
| https://priceschool.usc.edu/programs/masters/mpp/ | 0.5 |
| https://priceschool.usc.edu/programs/masters/mpp/curriculum/ | 0 |
| https://priceschool.usc.edu/programs/masters/mpp/admission/ | 0.5 |
| https://priceschool.usc.edu/programs/masters/mpa/ | 0 |
| https://priceschool.usc.edu/programs/masters/mpp/curriculum/prerequisites/ | 1 |

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| --- | --- |
| Bing Results | Relevance |
| https://priceschool.usc.edu/programs/masters/mpp/ | 0.5 |
| priceschool.**usc**.edu | 0.5 |
| www-bcf.**usc**.edu/~**ippam**/**degree**\_**requirements**.html | 0 |
| catalogue.**usc**.edu/content.php?catoid=2&navoid=307&print | 0 |
| https://online.**usc**.edu/programs/**master-of-public-administration** | 0 |

1. “USC Public Policy and Management PhD degree requirements”

Overlap : 2

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| --- | --- |
| Google Results | Relevance |
| https://priceschool.usc.edu/programs/phd/ppm/ | 0.5 |
| priceschool.usc.edu/programs/phd/ | 0.5 |
| https://priceschool.usc.edu/programs/phd/admission/ | 0.5 |
| https://priceschool.usc.edu | 0.5 |
| catalogue.usc.edu/content.php?catoid=2&navoid=307 | 0 |

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| --- | --- |
| Bing Results | Relevance |
| https://priceschool.usc.edu/programs/phd/ppm/ | 0.5 |
| catalogue.**usc**.edu/preview\_program.php?catoid=2&poid=1754&returnto=307 | 0 |
| priceschool.**usc**.edu | 0.5 |
| health**policy**.**usc**.edu/Under**graduate**-Programs.aspx | 0 |
| https://sowkweb.usc.edu/master-of-social-work/msw-degree/dual-degrees/public-policy | 0 |

1. “USC Public Policy undergraduate degree requirements”

Overlap : 0

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| --- | --- |
| Google Results | Relevance |
| https://priceschool.usc.edu/programs/undergraduate/curriculum/ | 1 |
| priceschool.usc.edu/programs/undergraduate/ | 0.5 |
| http://catalogue.usc.edu/preview\_program.php?catoid=2&poid=1710&returnto=307 | 0 |
| https://priceschool.usc.edu/programs/undergraduate/bs-public-policy/curriculum/ | 0 |
| https://priceschool.usc.edu/programs/undergraduate/admission/ | 0.5 |

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| --- | --- |
| Bing Results | Relevance |
| priceschool.**usc**.edu | 0.5 |
| health**policy**.**usc**.edu/**Undergraduate**-Programs.aspx | 0 |
| catalogue.**usc**.edu/content.php?catoid=2&navoid=307 | 0 |
| gould.**usc**.edu/academics/curriculum/**dual-degree-programs** | 0 |
| academics.**usc**.edu/**publicpolicy**-planning-and-development | 0 |

Creating a query:

“USC Price Mike Davis”

Overlap : 0

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| --- | --- |
| Google Results | Relevance |
| https://priceschool.usc.edu/michael-harris/ | 0 |
| https://priceschool.usc.edu/michael-b-nichol/ | 0 |
| priceschool.usc.edu/newsletter/november-2010/eml/ | 1 |
| https://priceschool.usc.edu/mpa-capstones-showcase-innovative-design-of-public-sector-solutions/ | 0.5 |
| https://priceschool.usc.edu/category/faculty/page/4/ | 0 |

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| --- | --- |
| Bing Results | Relevance |
| [www.gamecocksonline.com/sports/m-footbl/mtt/mike\_davis\_793008.html](http://www.gamecocksonline.com/sports/m-footbl/mtt/mike_davis_793008.html) | 0 |
| [www.usctrojans.com/sports/m-footbl/mtt/davis\_mike01.html](http://www.usctrojans.com/sports/m-footbl/mtt/davis_mike01.html) | 0 |
| http://www.greenvilleonline.com/story/sports/college/usc/2015/02/19/uscs-mike-davis-shows-good-quip-nfl-combine/23705029/ | 0 |
| http://www.greenvilleonline.com/story/sports/college/usc/2015/04/22/mike-davis-south-carolina-gamecocks-nfl-draft/26185365/?from=global&sessionKey=&autologin= | 0 |
| https://en.wikipedia.org/wiki/Mike\_Davis\_(running\_back) | 0 |

Q1. Which Search Engine performs best when considering first five results of a given query?

Ans. Google. Almost for all the queries google provided a relevant links in the top five results. While Bing provided the results having high relevance it failed to perform when considering pages with a lower relevance. Ex: Bing results included all the pages directly linked to the school’s main page. However, could not generate more relevant results in the links not directly pointed by the school’s main page. When in this case, Google not only provided links on the school’s home page but also gave relevant links from other sources. Google’s performance in informational queries was not good compared to navigational queries, where relevance was extremely high. However, It provided better results than Bing.

Q2. Is there a difference in relevance between the search engines when considering informational queries and navigational queries, respectively?

Ans. In general, both the search engines performed well in in navigational queries compared to informational queries. However, not all navigational queries resulted in excellent results. Few queries (particularly with infamous person or department) returned irrelevant queries and performed much below the par in comparison with the informational queries. Also, both search engines returned high relevant results directly from the home page in case of navigational queries. Informational queries had more links from other sources which was not true in case of navigational queries. Also, the overlap in the queries is from google and Bing is high when we consider the navigational queries. In particular, Google performed bad with informational queries compared to its own standard of performance in navigational queries. Google’s return of irrelevant queries was more in informational queries. However, Google, in comparison with Bing, performed better in both cases.