University of Cambridge

AlterEgo Evaluation Session

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1. Introduction

Dear participant,

Thank you for having volunteered to participate in the AlterEgo evaluation session!
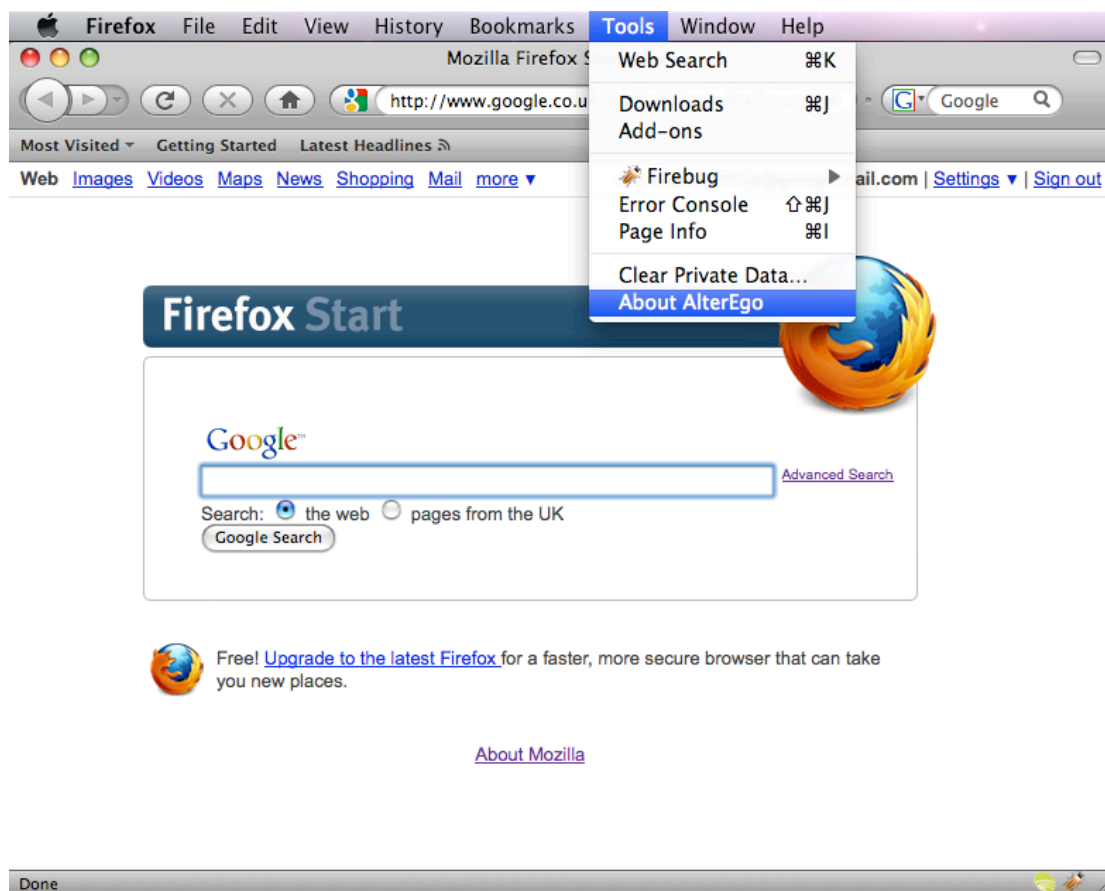
AlterEgo is my Masters research project, which involves creating a personalized search system. This means that it will try to make the search results coming out of search engines (like Google and Bing) more relevant to you, i.e. try to push down the documents that are not interesting to you and push up the documents that are interesting to you. In other words, make searching the Internet more effective for you.

In the first part of the project I have tried to learn your interest by looking at your browsing history and searches done in popular search engines. In order to capture all of this data, a FireFox add-on had been written, which has been kindly installed by you.

Today, you'll be giving relevance judgments for the documents returned for 12 different search queries. These results will be used to investigate the use of your personal profile for re-ranking search results coming out of a search engine and will allow me to calculate the effectiveness of it.
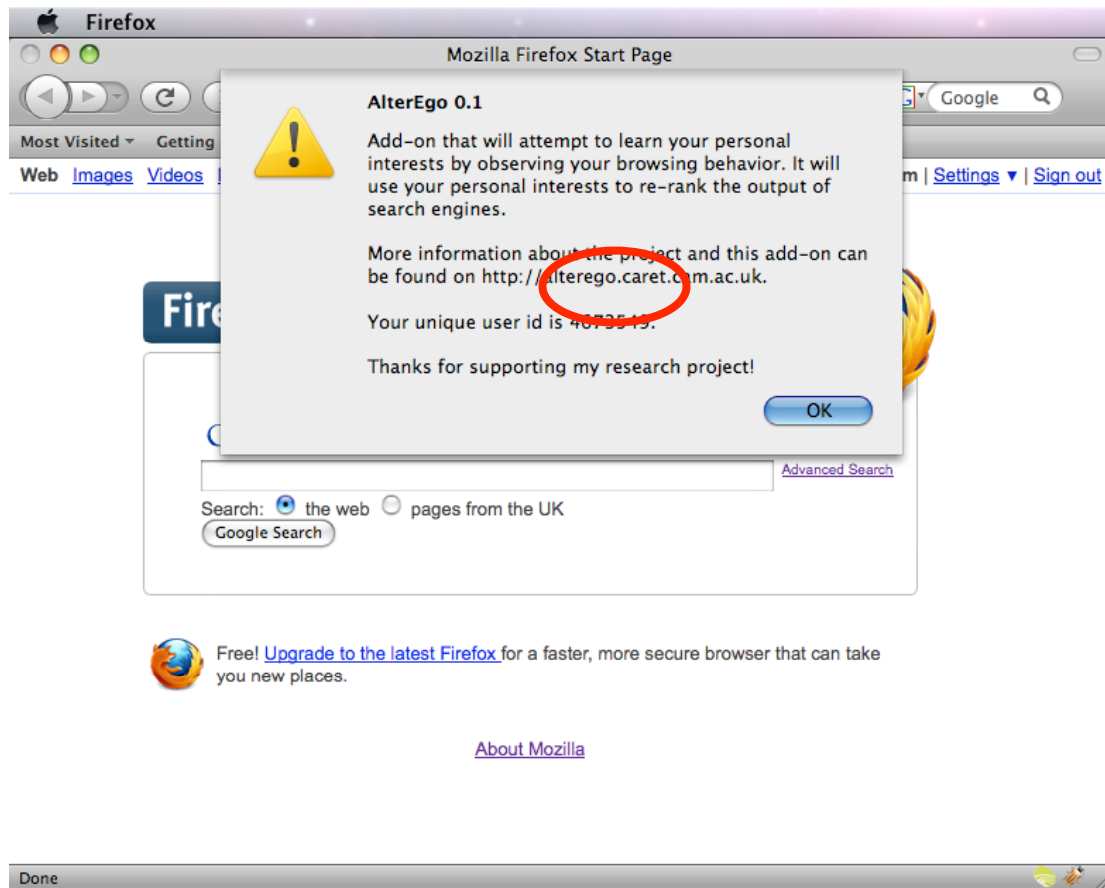
2. Getting started

First, I will need the unique user id that's associated to you so I can link the experiments that will be done today to your browsing history and interests. This can be found by opening FireFox, and clicking Tools --> About AlterEgo.

Your unique user id can be found in the pop-up that shows up. It should be where the red circle is located on the picture underneath.
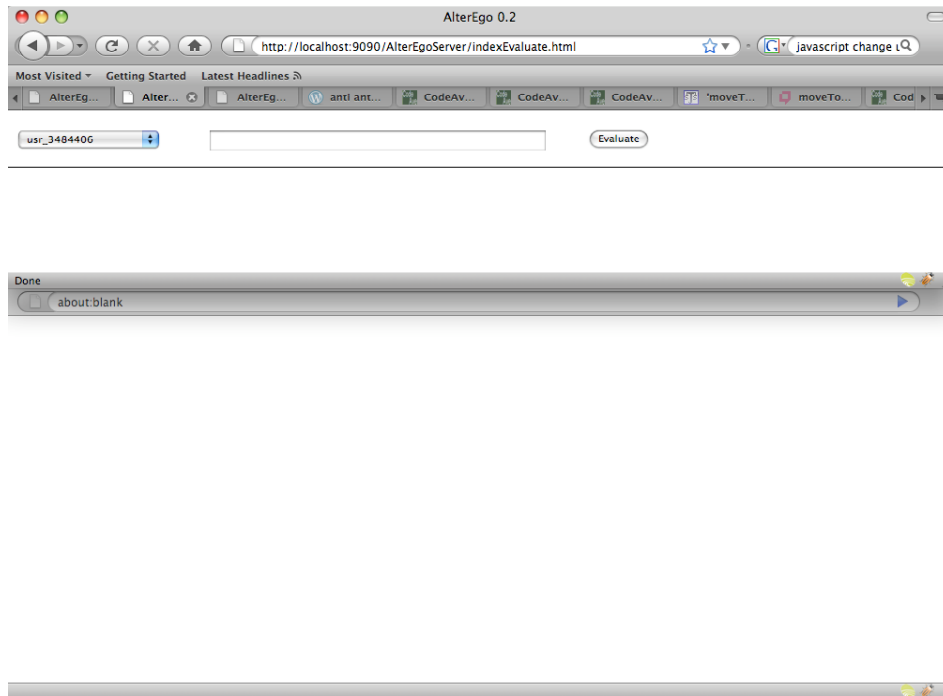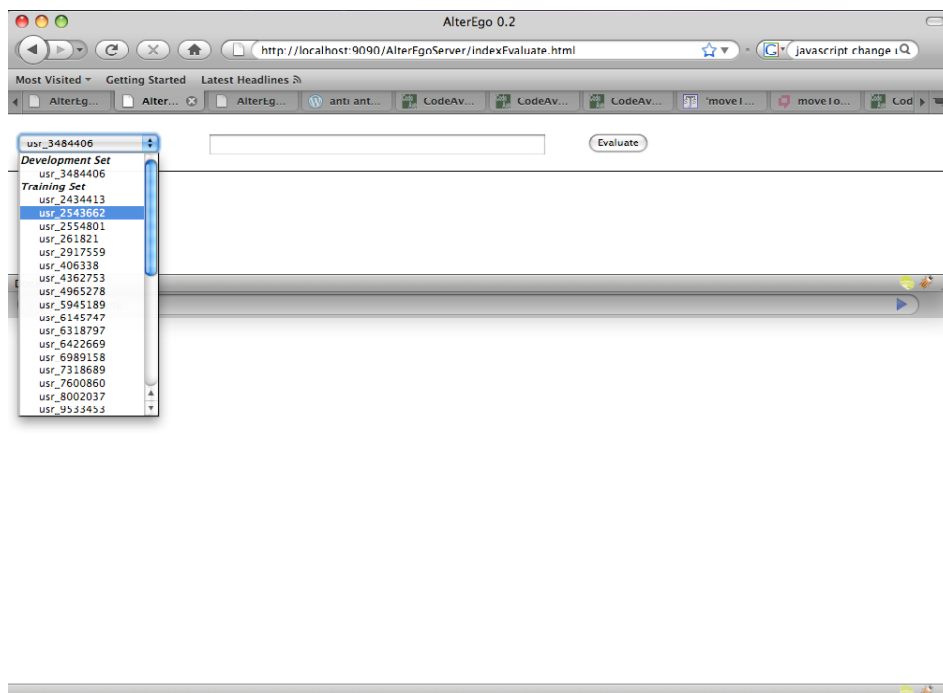
My unique user id is _____

Your task today will consist of providing relevance judgments for web pages given a certain search query. This will be explained in more detail further down.

First, open FireFox and go to http://nitre.local:9090/AlterEgoServer/indexEvaluate.html

You should now see something similar to this:

Now select your unique user id in the dropdown box in the top left corner. Note: it is important that your unique user id stays selected at all times, so check this regularly that this is still the case.
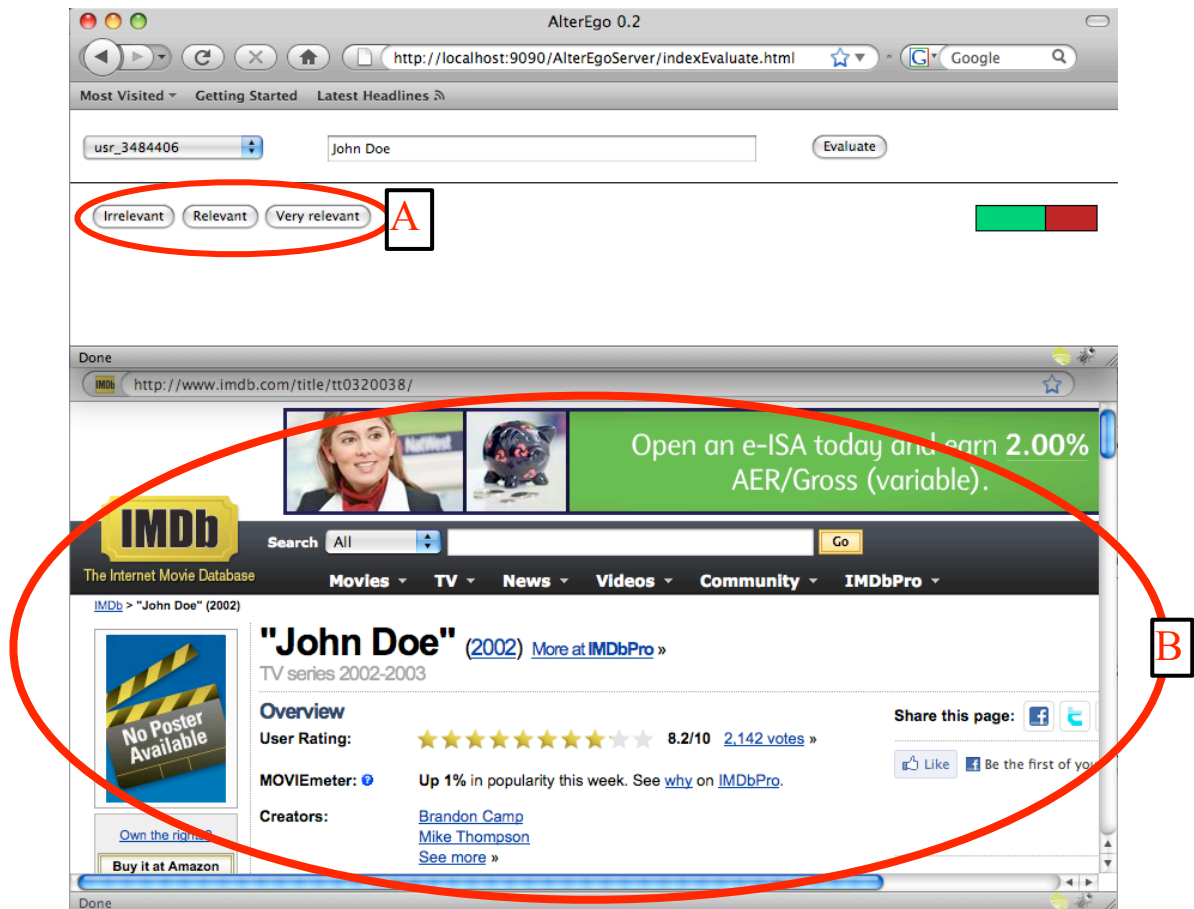
3. Exercise: Searching my name

We can now start doing some actual judgments.

The first search query you'll assess is your own name (i.e. Firstname Lastname). Enter your name in the search box and click Evaluate.

This will search Google for your name and it will save the first 50 results. You will now be asked to judge how relevant each of these 50 results are to you. The 50 documents will be presented to you in a random order. You will see a screen that looks similar to this:

You will see the document you're judging in B. You then have to assess using the buttons in A whether the document is Irrelevant, Relevant or Very Relevant.
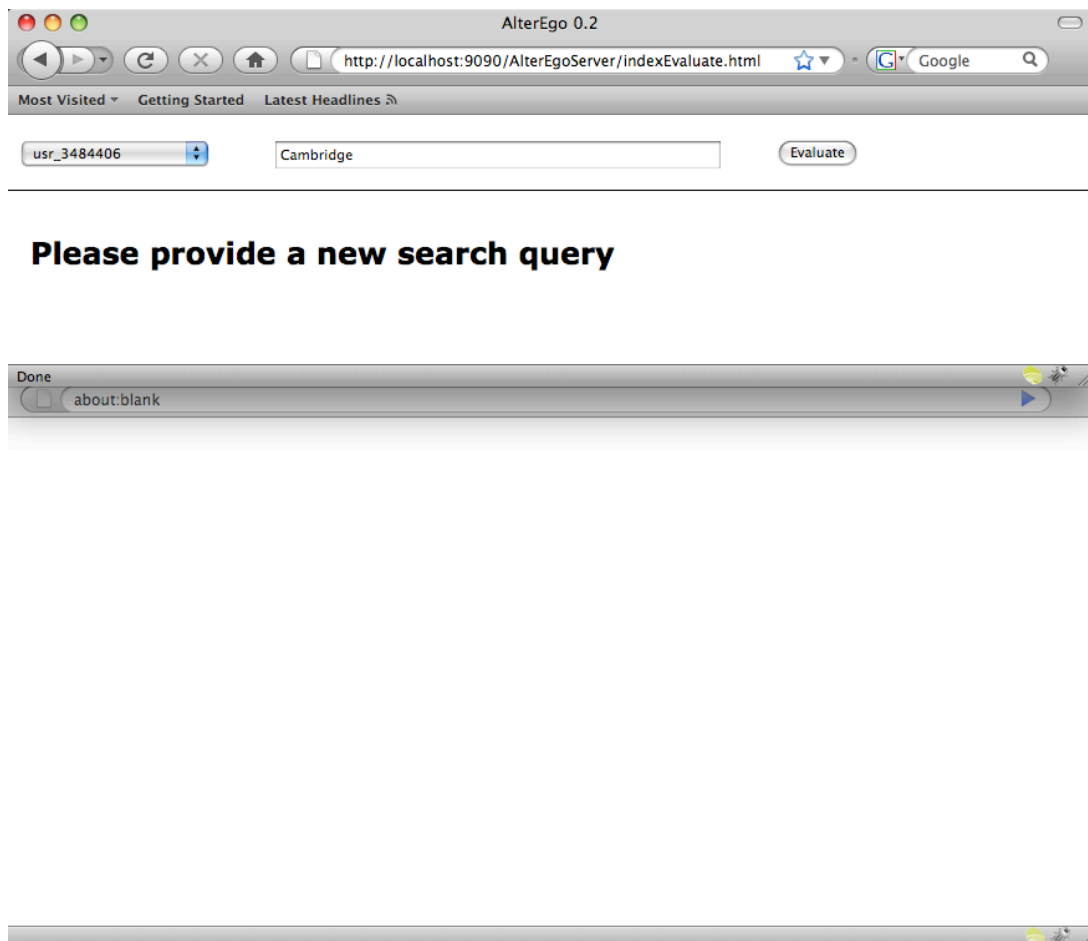
- Click ***Irrelevant*** if the document is not useful and not interesting to you.
- Click ***Relevant*** if the document is interesting to you, but isn't directly about what you were hoping to find. Also click *Relevant* if the document is somewhat useful to you, meaning that it touches on what you were hoping to find (maximum 1 paragraph), but not very extensively.
- Click ***Very Relevant*** if the document is useful or very interesting to you, i.e. it is what you were hoping to find.

For the current query (your name) this comes down to:

- Click ***Irrelevant*** if the document doesn't say anything about you.
- Click ***Relevant*** if the document mentions your name and maybe a couple of sentences about you, but the document isn't about you or if the document talks about a different person with your name who does something that's interesting (i.e. a blog that mentions your name)
- Click ***Very Relevant*** if the document is about you (i.e. your profile, your website, …)

Once you have made a judgment and clicked the appropriate button, the next document will be presented and a new judgment can be made.

You will have to do this 50 times for this query. When you have judged all of them, you will see the following screen:

4. Exercise: General search queries

Below, you can find a list of 40 general search queries. For this exercise, you have to pick 6 search queries which are most interesting or relevant to you, and which you would possibly use in real life, from this list. Please circle the search queries you have chosen.

gps
picturehouse
disneyland hotel
atari
university
development
map
defender
lower heart rate
caret
hln
design
appraisals
dogs for adoption
yahoo
euclid
volvo
conferences
diabetes education
solar panels
toilet
vue
air travel information
djs
cell phone
cheap internet
cambridge
pubs
restaurants
ajax
starbucks
diversity
map of the united states
website design hosting
elliptical trainer
dinosaurs
ps 2 game
poker tournaments
getting organized

Now enter the first query you have picked into the search box. You will then have to judge 50 documents on relevance for this query (keep the guidelines for relevance from Chapter 3 into account). Once this is finished, repeat the same process for the other 5 queries you have chosen.

5. Exercise: Recent Searches

Below, you can find a list of 40 most recent searches you have done. For this exercise, you have to pick 5 search queries of which you thought the returned results weren't as good as they could have been. Please circle the search queries you have chosen.

Recent search 1
Recent search 2
Recent search 3
Recent search 4
Recent search 5
Recent search 6
Recent search 7
Recent search 8
Recent search 9
Recent search 10
Recent search 11
Recent search 12
Recent search 13
Recent search 14
Recent search 15
Recent search 16
Recent search 17
Recent search 18
Recent search 19
Recent search 20
Recent search 21
Recent search 22
Recent search 23
Recent search 24
Recent search 25
Recent search 26
Recent search 27
Recent search 28
Recent search 29
Recent search 30
Recent search 31
Recent search 32
Recent search 33
Recent search 34
Recent search 35
Recent search 36
Recent search 37
Recent search 38
Recent search 39
Recent search 40

Now enter the first query you have picked into the search box. You will then have to judge 50 documents on relevance for this query (keep the guidelines for relevance from Chapter 3 into account). Once this is finished, repeat the same process for the other 4 queries you have chosen.

When you have finished all of this, you have come to the end of this evaluation session. Thanks for your help!!!