Problem 3 - Object and Procedure

Problem #3.

Use double-blind testing method to evaluate the performances of three search engines.

- Object

  - When we think about performance of a search engine as a user, what most matters for a user is how relevant result does the search engine gives us. Therefore, we conducted double-blind test manually on three search engines; Bing, Google, and Yahoo, to figure out which search engine catches user's intention best and returns the most relevant result to the query.

- Procedure

  i. <u>Person 1</u> decide three queries to search and ask person 2 to do the search.

  ii. <u>Person 2</u> searches each query on Bing, Yahoo, and Google and record the result in three categories:

      - First page

        The first 10 links and summaries of them that appears on the web search(the first page that appears as the search result usually)

      - Related search

        The recommended search suggestions that is given by search engines. The suggestions are usually titled as "Related searches for..".

      - Image

        The first 15 images that appears when B clicks image search tab.

  iii. Before person 1 gets result from person 2, <u>person 1</u> write down a rubric to evaluate each query. Since person 1 is hiding his evaluation rubric, person 2 has no idea on what basis the search result will be evaluated. Also, person 2 has no option to choose what to include or exclude on the search result.

      This way, person 2 is blind to the experiment.

  iv. Once the search is done, <u>person 2</u> returns the result after removing the name of search engine and labeling them in random order. In our experiment we labelled the search engines as A, B, or C.

  v. <u>Person 1</u> can not change his rubric and has to evaluate the result following the rubrics. Most of all, person 1 has no idea about which result came from which search engine because it was relabeled randomly by person 2.

      Therefore, person 1 is also blind to the experiment.

- Experiment result and Analysis are under the folders: Problem-3-Full-Results.