

# Instructions

The test shows you two groups of Google results responding to a search query, written at the top of the page. You are asked to judge whether the search results presented on the right or left are best. If you are unable to markedly distinguish between the two, you should click “Basically the same”. At the end of the test, please send the results string to the test administrator.

The two sets of results will likely be quite similar. Your judgements should be based not only on the links that are presented but also the order in which they appear.

We recommend that you follow some of the links presented for each query, on each side. You should aim to spend around one minute on each comparison.

Some criteria you may want to consider when deciding whether the right or left results are better include:

- How helpful the results would be to the person who wrote the search query
  - This may or may not exactly align with the precise meaning of the search query
- The quality of the resources present in each set of results
- How repetitive the results are (where varied might be better)
- The quality of the very first result, or first couple of results

Please do not leave the page during the test, shut off your computer, or refresh the page. These actions will force you to start the test again.

If you have any questions before or during the test, please contact the test administrator.