Page Recommendations: Judging a webpage abstract

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# Task Overview

In this task, we will ask you to analyze a webpage and to determine, if a user would be interested in visiting the second web page judging by an abstract of it (on the right).

You may visit the second webpage too, if needed, by clicking on the link. But please **don't forget that it is the abstract you are judging, not the second page in full**

**To help complete this task, please use**[**Chrome browser**](https://www.google.com/chrome/)**, and install** [**UHRS Chrome Extension**](https://chrome.google.com/webstore/detail/uhrs-extension/ipgondbceeejmemchckjbgmmjgaabfhd/related)**.  
It will help display some pages in the HitApp properly.**

If you see a blank screen please open the page in a new tab by clicking the url.

If it does not open in the new tab either, choose 'Can't judge'- 'Page Didn’t Load'

Judgement Values

##### **NOT Useful**

 Unrelated to the viewed page, the subject is completely different

##### **Duplicate/Almost duplicate to given page**

 Has a high intent/content overlap with the viewed page and is either exact duplicate or almost duplicate content as given page. Does not provide any additional information at all, compared to the initial webpage

##### **Somewhat Useful**

In general, Somewhat Useful pages are pages that are almost Highly Useful but miss on a key aspect of the viewed page. They differ from Not Useful pages because they are still acceptable to show a user without causing dissatisfaction, and some slice of users may find them useful.

 Too broad: Connection between viewed page and recommended page is too general: The recommended page is related to the higher-level topic of the viewed page but does not consider one or more key intents.

 Too specific: Only useful for some specific search intents of users who viewed this page

##### **Highly Useful**

 Provides a different perspective on the user intent

 Encourages the user to continue their exploration of a topic in a coherent manner

 Reasonable next step in the most likely task a user had in mind following a click on the viewed page

 Provides another option to complete the task the user has in mind

##### **Can't Judge**

 Recommended or viewed page contains adult/illegal/offensive content

 Content is in language you do not understand.

 You cannot access page content, even after opening it in a new tab or incognito window: it is either not opening or gives Error messages (404, 403, 503 etc.)

Using Tags

Once you select your answer to the core HitApp question from the above guidelines, you may also see some tags appear that ask you to provide a more specific label for your choice:

Изображение выглядит как текст

Автоматически созданное описание

If you see these appear, please select the tag that matches the reason you chose for your response. If no tag appears or matches your decision, please leave a comment instead.

Judging Guidelines

## **Not Useful**

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| **Situation** | **Positive Example** | **Negative Example** |
| Unrelated to the viewed page | A recommended page about the **best waterparks** in the state and a viewed page about the **income taxes** are completely unrelated. | The viewed page is the homepage for the **Franklin Country auditor** and the recommended page is the homepage for the **Franklin County recorder** would be considered **Somewhat Useful.** While the auditor isn’t directly in the office of the auditor, these two pages are still related at a topical level enough to be useful. |

## **Duplicate/Almost duplicate to given page**

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| **Situation** | **Positive Example** | **Negative Example** |
| Is the exact same or almost same as the viewed page | The two pages have the same URL or very minor differences in URLs and an exactly same content  (e.g. <https://www.amazon.com/SYLVANIA> [Dimmable-Equivalent-](https://www.amazon.com/SYLVANIA-Dimmable-Equivalent-Google-Assistant/dp/B088G2B48D/ref=sr_1_17?m=ATXPNO3SPGCJ4)  [GoogleAssistant/dp/B088G2B48D/ref=sr\_1\_](https://www.amazon.com/SYLVANIA-Dimmable-Equivalent-Google-Assistant/dp/B088G2B48D/ref=sr_1_17?m=ATXPNO3SPGCJ4)  [17?m=ATXPNO3SPGCJ4](https://www.amazon.com/SYLVANIA-Dimmable-Equivalent-Google-Assistant/dp/B088G2B48D/ref=sr_1_17?m=ATXPNO3SPGCJ4) and  [https://www.amazon.com/SYLVANIA -](https://www.amazon.com/SYLVANIA-Dimmable-Equivalent-Google-Assistant/dp/B088G2B48D)  [Dimmable-Equivalent-](https://www.amazon.com/SYLVANIA-Dimmable-Equivalent-Google-Assistant/dp/B088G2B48D)  [GoogleAssistant/dp/B088G2B48D](https://www.amazon.com/SYLVANIA-Dimmable-Equivalent-Google-Assistant/dp/B088G2B48D)) | The two pages have very similar products but not the same. A recommendation with [https://www.lowes.com/pd/Top-](https://www.lowes.com/pd/Top-Choice-2-in-x-4-in-x-14-ft-Fir-Lumber-Common-1-5-in-x-3-5-in-x-14-ft-Actual/4082900)  [Choice-2-in-x-4-in-x-14-ft-Fir-Lumber-](https://www.lowes.com/pd/Top-Choice-2-in-x-4-in-x-14-ft-Fir-Lumber-Common-1-5-in-x-3-5-in-x-14-ft-Actual/4082900)  [Common-1-5-in-x-3-5-in-x-14-ft-](https://www.lowes.com/pd/Top-Choice-2-in-x-4-in-x-14-ft-Fir-Lumber-Common-1-5-in-x-3-5-in-x-14-ft-Actual/4082900)  [Actual/4082900 a](https://www.lowes.com/pd/Top-Choice-2-in-x-4-in-x-14-ft-Fir-Lumber-Common-1-5-in-x-3-5-in-x-14-ft-Actual/4082900)s the viewed URL and [https://www.lowes.com/pd/TopChoice2-in-x-4-in-x-16-ft-Fir-LumberCommon1-5-in-x-3-5-in-x-16-ftActual/4082902 a](https://www.lowes.com/pd/Top-Choice-2-in-x-4-in-x-16-ft-Fir-Lumber-Common-1-5-in-x-3-5-in-x-16-ft-Actual/4082902)s the  recommended URL are not duplicates, as these are different items and may have different purposes, although they look very similar. |
| Has a high intent/content overlap with the viewed page but is not an exact duplicate | The viewed page is a **Drugs.com page listing the side effects**, and the recommended page is a **WebMD**  **article listing the side effects**, those may be marked Duplicate because  the content will  be very similar between the two  pages. It is unlikely someone would be interested in reading both unless the recommended page contained some other supplemental information. | The viewed page **is a recipe for baking sugar cookies one way** and the recommended page is **a different recipe for baking sugar cookies** would be considered **Highly Useful.** Even though the recipes may contain some  similar steps and ingredients, this is true  for almost all recipes. It is likely this user is looking to explore different recipes before picking one, and the differences may be significant. |

## Somewhat Useful

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| **Situation** | **Positive Example** | **Negative Example** |
| Too broad: Connection between viewed page and recommended page is too general: The recommended page is related to the higher-level topic of the viewed page but does not consider one or more key intents. | The viewed page is the **homepage for downloading Minecraft** and the recommended page is the **download page for League of Legends**, we would consider this  Somewhat Useful. A Highly Useful recommendation would ideally key into the Minecraft part of the search intent, but in this case, the recommendation is not useless because it was still connected to the topicality of the viewed page  (recommending popular games). | The viewed page is the home page for **Republic car parking bill payment** and the recommended page is t**he bill payment page for Comcast interne**t would be considered **Not Useful.** Although both sites are bill pay sites, they are for totally different and unrelated services, and there is no reason to connect the two sites in any other way. In this case, the connecting topic is too broad for there to be a useful connection. |
| Too specific: highly  useful for only some search intents of users who viewed this page | The viewed page is the **Burlington County times newspaper homepage** and a recommended page for obituaries from the **Burlington Free**  **Press Obituaties** would be **Somewhat Useful.**  While the main intent can be inferred to be reading news in the Burlington area, some people may find the relevant obituaries page useful, since it is usually published in the area newspaper. | The viewed page is a **travel portal for finding cheap flights** and the recommended page is a **page listing extreme tours to Greenland**, this is considered to be too specific of an intent since the slice of people who might be interested in extreme tours to Greenland when searching for cheap flights is likely too small to be of general use, so this would be **Not Useful.** |

## Highly Useful

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| **Situation** | **Positive Example** | **Negative Example** |
| Provides a different perspective on the user intent | The viewed page is a page from a rat owner forum with answers the question: **“How to bathe a rat”** and the recommended page is an article written by a vet explaining **why rats must never be bathed.** Highly Useful, since it provides some additional perspective for the user. | The viewed page is an article from Space.com on **the history of Earth** and the recommended page is a page on **the flat earth theory.** The second page is obviously wrong and therefore provides no additional perspective, so it would be marked **Not Useful.** |
| Encourages the user to continue their exploration of a topic in a coherent manner | The viewed page is the **IRS page on IRA taxes** and the recommended page is an **article from a financial services company on how to minimize taxes on your IRA distributions** is **Highly Useful.** Someone who is interested in learning more about IRA taxes is likely to be very interested in how to minimize taxes for these kinds of investments as well. | The viewed page listing the **movies featuring Tom Cruise.** A recommended page detailing **the life of Tom Cruise’s cousin** would be Not Useful because although he is related to Tom Cruise, he has nothing to do with his movies and does not expand on the intent in a logical manner. It is too big a jump to suggest his extended relatives when the intent is around the actor and his movies. |
| Reasonable next step in the most likely task a user had in mind following a click on the clicked page | The viewed page is an article reviewing **the top 10 best floating water mats to buy**, and a recommended page that is a shopping site page **for buying floating water mats** would be **Highly Useful.** The user is likely interested in possibly purchasing a floating water mat, and the shopping site is the logical next step for someone who is researching the best one to buy. | The viewed page is an article about the **costs and requirements for installing lap pool** and the recommended page is the **best open water swimming races** in the area would get a label of **Not Useful.** While it is conceivable that someone who swims might be interested in both, it’s too far of a leap to assume someone who is interested in installing a pool would also be  interested in nearby outdoor swimming races. |
| Provides another option to complete the task the user has in mind | The viewed page is **an official website for a certain brand of Isotonic Nasal Wash,** and the recommended page is a **doctor’s article stating, that saline or even salted water** can be used for the same effect., the rating should be Highly Useful. | The viewed page is the homepage for **Des Moines Community College** and the recommended page is for the **University of Iowa.** Both are higher education in Iowa, but they are not a full match on intent because community college is very different from the 4-year University of Iowa. It also does not fall under  Somewhat Useful since these 2 institutions can’t be alternative choices for the user. |

Can’t Judge

Some hits may be impossible to judge due to one of the following reasons:

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| **Situation** | **Positive Example** | **Negative Example** |
| Recommended or viewed page contains  inappropriate/illegal content | Page contains content that is illegal, like drugs or piracy  Page contains pornographic or  adult content  Page contains malware or otherwise malicious content | Pages that are informational about potentially illegal/inappropriate information, like a legal help page on the legality of growing marijuana or an interview with a former adult actress |
| You cannot view the content, even after opening it in a new tab or incognito window | Pages with 404 or other loading errors  Pages with content behind privacy warnings from your browser Blockers due to being served from another country | Pages behind soft paywalls or logins where you can exit the popup easily |
| You can’t understand the content of one or both pages | One or more of the pages are in a foreign language  Spam or excessive advertisements make it so you cannot access the content | Pages where the understanding of the content might require some extra thought but are still written in the language of the task. |