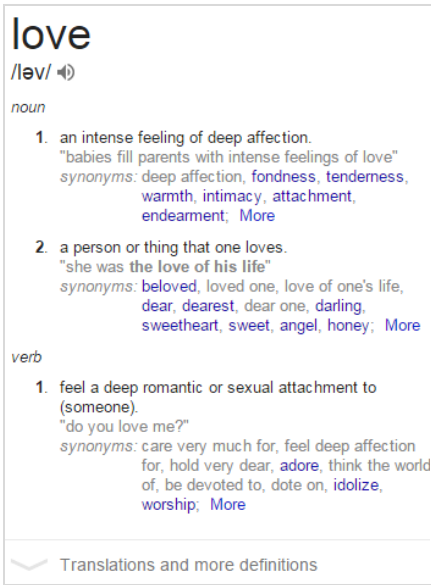



For example, think about the query [what does love mean].

Result Block	Query: [what does love mean]	Rating
Special Content Result Block	 <p>The screenshot shows a dictionary entry for the word "love". It includes the pronunciation /ləv/ with a speaker icon, the part of speech "noun", and two numbered definitions. Definition 1 describes love as an intense feeling of deep affection, with synonyms like "deep affection, fondness, tenderness, warmth, intimacy, attachment, endearment". Definition 2 describes love as a person or thing that one loves, with synonyms like "beloved, loved one, love of one's life, dear, dearest, dear one, darling, sweetheart, sweet, angel, honey". Below the noun section, it shows the part of speech "verb" and a single numbered definition: "feel a deep romantic or sexual attachment to (someone)", with synonyms like "care very much for, feel deep affection for, hold very dear, adore, think the world of, be devoted to, dote on, idolize, worship". At the bottom, there is a link to "Translations and more definitions".</p>	<p>Most users would probably not click on the Special Content Result Block, because the block contains a large amount of helpful content and has no obvious landing page link associated with it.</p> <p>Therefore, base your rating on the content inside the block itself.</p>
Web Search Result Block	 <p>The screenshot shows a web search result snippet. The title is "What Is Love? We Spoke to the Merriam-Webster Lexicographer ...". The URL is "www.themarysue.com/definition-of-love/". The text of the snippet reads: "Mobile-friendly - Nov 7, 2013 - 'Love' is a word we all use and understand, but defining such a complex idea seems like a daunting ...".</p>	<p>In this case, users would have to click on the web search result in order to get an answer to the question.</p> <p>Therefore, base your rating on the content of the landing page.</p>