12.6   Query Meanings Can Change Over Time

Remember to think about the query and its current meaning as you are rating. We will assume users are looking for current information about a topic, the most recent product model, the most recent occurrence of a recurring event, etc., unless otherwise specified by the query.

User in 1994	User in 2004
 41st US president	 43rd US president	Query: [George Bush] Locale: English (US)	Query: [George Bush] Locale: English (US)

User in 2007	User in 2022
 iphone 1	 iphone 13

The interpretation of the query [iphone], English (US) has changed over time as new iPhone models are released. The first iPhone was introduced in 2007. Users searching for [iphone], English (US) at that time were looking for the new (at the time) first iPhone model. Most users now are looking for the most recent or upcoming iPhone model. In the future, new models will come out and the dominant interpretation will change again.

12.7   Understanding User Intent

It can be helpful to think of queries as having one or more of the following intents.

- **Know** query, some of which are **Know Simple** queries
- **Do** query, when the user is trying to accomplish a goal or engage in an activity
- **Website** query, when the user is looking for a specific website or webpage
- **Visit-in-person** query, some of which are looking for a specific business or organization, some of which are looking for a category of businesses