

30.2 Rater-Identified Duplicates

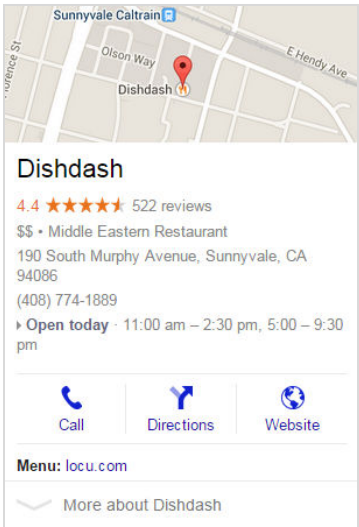

You are also asked to help identify duplicate results that have not been automatically detected. Please mark two results as dupes if they have essentially the same content on the main landing page AND you would not want a search engine to return both results for the query.

Please note that in Needs Met rating and other query-based tasks, dupe identification is **query-dependent**.

- **Specific queries:** For queries where the user is looking for a specific piece of content (such as queries looking for song lyrics, queries looking for a specific article, etc.), obtaining that piece of content from **different sites** could be helpful for users to verify the information, so they should **not** be rated as dupes.
- **Broad queries:** If the query is broad, then returning the same piece of content is not what the user is looking for, and hence those results **should** be flagged as dupes. Results may be considered dupes even if they have minor content differences on the page (such as different ads, images, or related links).

Please identify dupes both within the same side and across sides. Even for cross-side results, you should still ask yourself the question, “Would users want to see both results if they were returned by the same search engine?”

Note: If two result blocks have very different types of content or very different appearances, do not mark them as duplicates even if they have the same landing page URL. For example, these two blocks should not be marked as duplicates of each other.

	
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