

12.7.1 Know and Know Simple Queries

The intent of a **Know** query is to find information on a topic. Users want to **Know** more about something.

Know Simple queries are a special type of **Know** query. **Know Simple** queries seek a very specific answer, like a fact, diagram, etc. This answer has to be correct and complete, and can be displayed in a relatively small amount of space. As a general rule, if most people would agree on a correct answer, and it would fit in 1-2 sentences or a short list of items, the query can be called a **Know Simple** query.

Know Simple queries may be questions such as [how tall is barack obama]. Frequently, **Know Simple** queries do not have question words. For example, [barack obama height] has the same user intent as [how tall is barack obama], but is not in a question format.

Most queries are *not* **Know Simple** queries, such as:

- Broad, complex, and/or in-depth informational queries that do not have a short answer
- Ambiguous or unclear informational queries
- Informational queries on controversial topics
- Informational queries with no definitive “right answer”
- Queries where different users may want different types of information, or different sources of information

Here are some examples where the **Know Simple** query asks for a simple fact, which can be answered correctly and completely in a small amount of space, and the **Know** query answer is more complex.

Know Simple Query	Know Query	Explanation
[barack obama height] [how tall is obama]	[barack obama]	The Know query is a broad information query and different users may be looking for different things (e.g., biography, books, social media posts, etc.).
[new york city population 2013]	[new york city]	The Know query is a broad information query and different users may be looking for different things (e.g., tourist and trip planning information, facts, photographs, history).
[who is graves disease named after]	[graves disease]	The Know query is a broad query for medical information and different users may have different needs. There is no single “answer” for this query.
[macy’s store hours]	[macy’s gift wrap options]	The Know query is a broad query for a particular service offered by a department store, and does not have a short answer.
[what is the symbol for the element nickel]	[what nickel is used for]	The Know query is a broad query and there is no short, complete answer.
[who won the 2014 bcs national championship game]	[who is going to win the bcs national championship game]	The Know query asks for an opinion and there is no definitive answer.
[what is starbucks stock price]	[should i invest in starbucks stock]	Even though the Know query is theoretically a yes/no question, there is not a single answer that everyone would agree on.
[weather]	[how do people predict the weather]	<p>The query [weather] may seem like a broad information query, but most people likely have a fairly simple informational need: to find the current or upcoming temperature, and the chance of local weather events such as rain or snow. Therefore, consider queries like [weather], [weather today], [weather tomorrow], [weather this week] to be Know Simple queries.</p> <p>In contrast, the Know query is a broad information query and different users may be looking for different things.</p>