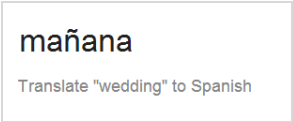
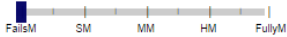

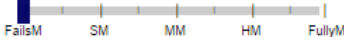


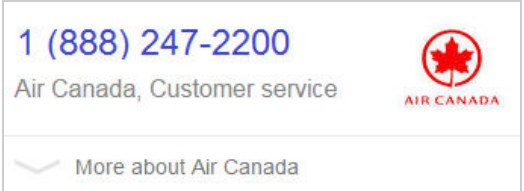
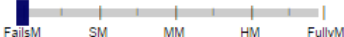
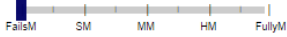


Query and User Intent	Result	Rating	Fails to Meet Explanation
Query: [what is wedding in spanish] User Intent: Find how to say the word “wedding” in Spanish.			<p>The translation in the result block is completely wrong and inaccurate.</p> <p>Mañana means “tomorrow,” not “wedding.”</p>
Query: [american express] User Intent: Go to the American Express card website or get information about the company and its products and services.	<p>The Lipstick Chronicles: November 2007 thelipstickchronicles.typepad.com/.../11/ Nov 30, 2007 - ... of infected machines to mount a brute force attack against, say, American Express or Wells Fargo.</p>		<p>The LP is a humorous blog post about a wife helping her husband to buy a suit. The page mentions “American Express,” but is insufficiently related to the query to be helpful for users, so it Fails to Meet the user intent.</p>
Query: [how to quit smoking] User Intent: Find information on ways to quit smoking.	<p>How to type a cigarette - ws.gy xe4c.ws.gy/fo The eGo is one of the most popular models in the e-cigarette industry. It's affordable, provides great battery life, has an .</p>		<p>This LP has gibberish text. Read this sentence: “How do you make a cigarette symbol on the keyboard? In.” The quality of the landing page is so low that the page Fails to Meet the user intent.</p>
Query: [starting order for today's nascar race] User Intent: Find information about the starting order of the Nascar race that day.			<p>This result shows a NASCAR schedule, but does not have the starting order. The content is not what the user is looking for and Fails to Meet the user intent.</p>
Query: [air canada phone number] User Intent: Find the customer service phone number for the airline Air Canada.			<p>Remember that you should check for the factual accuracy of answers. For this result, go to the company's page at www.aircanada.com/en/customer-care/int/ and select USA to check the number shown here. According to the airline's website, the correct phone number is 1-888-247-2262. Because this answer is incorrect, it should be rated Fails to Meet.</p>
Query: [obama news] User Intent: Find recent news about Barack Obama, the 44th president of the United States.	<p>Obama Announces Plans For A Third Term Presidential Run - News ... newsexaminer.net/.../obama-announces-plans-for-a-third-term... Washington, DC — President Barack Obama shocked the country this morning with news that he is running for a third term. ...</p>		<p>The MC of this page is an example of a demonstrably inaccurate news report, including a fictitious quotation by Barack Obama. Because the content is presented as a factual news article, it is inaccurate with an intent to deceive users and should be rated Fails to Meet.</p>