

1 Compute clicks on documents

	D_1	D_2	D_3	...
Q_0	✓	✓	✗	
Q_1	✓	✗	✗	
	...			

2 Calculate ratios at each rank

D_1	D_2	D_3	...
$\frac{ \text{Clicks}_1 }{ Q }$	$\frac{ \text{Clicks}_2 }{ Q }$	$\frac{ \text{Clicks}_3 }{ Q }$	

3 Fit ratios to equation

$$p(\text{click}@k) = \varphi^k$$

Fitted value yields patience
parameter for clicking on
result summary link at rank k