

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

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

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