Subjective Superlative (SSH)

A Short Hypothesis on How AIs Rank Web Content

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Status: This is a hypothesis.

Statement

AI systems that read web pages tend to rank pages higher when their text contains more **relevant**, **strong**, and **unique** positive claims about the user's facet of interest.

- **Relevance (R):** proximity to the user's stated need or constraint (e.g., "organic," "Bratislava," "espresso").
- **Strength (S):** intensity of positive assertions (superlatives, commitments; fewer hedges).
- **Amount (A):** density and coverage of positive, on-facet claims, with diminishing returns.
- **Uniqueness (U):** near-duplicate claims receive reduced credit; paraphrases of the same idea count once or a few times, not many.

Simple Scoring Sketch

$$SSHScore(p, q) = w\_R * R + w\_S * S + w\_A * Dedup(A, U)$$

implies higher inclusion likelihood in assistant answers.

Predictions

1. Adding on-facet, high-intensity claims increases inclusion odds.
2. Duplicate phrasing yields small gains after the first instance.
3. Adding a facet to the query (e.g., "organic") raises the weight of matching claims.

Motivation (anonymized)

A promoted anonymized service with a superlative-forward tone and many evidence-backed claims began appearing in assistant recommendations months after launch. Competitors used conservative phrasing. Retrieval and other signals also matter, but the observation aligns with SSH.

Limits

Retrieval position, policies, knowledge graphs, locality, and freshness can dominate. Over-claiming without evidence may be down-ranked.

Implementation Note

Detection and weighting of R, S, A, U, and duplicate handling are left to implementers. Any method is acceptable if it enforces on-facet emphasis, calibrated strength, and uniqueness-aware counting.