CSCI572 Homework Assignment 1
Name: Shurui Liu
USC ID Number: xxxx-xxxx-70

Since my USC ID ends up with 70, my homework will be done with information about Marshall School of Business.

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Query 1
Faculty Names

Scott Abrams Marshall

First 5 results from Google
URL: https://www.marshall.usc.edu/faculty/directory/sabrams-0
Relevance = 1

URL: https://www.marshall.usc.edu/faculty/directory/sabrams
Relevance = 1

URL: https://www.linkedin.com/in/scott-abrams-2b1458
Relevance = 1

URL: http://poetsandquantsforundergrads.com/2016/02/15/top-business-majors-name-their-favorite-professors/4/
Relevance = 0.25

URL: https://us.sagepub.com/en-us/nam/author/scott-r-abrams
Relevance = 0

First 5 results from Bing
URL: http://www.marshall.usc.edu/faculty/directory/sabrams
Relevance = 1

URL: https://www.marshall.usc.edu/faculty/directory/sabrams-0
Relevance = 1

URL: https://www.linkedin.com/in/scott-abrams-2b1458
Relevance = 1

URL: https://www.linkedin.com/pub/dir/scott/abrams
Relevance = 0.25

URL: http://students.marshall.usc.edu/cis/files/2012/05/SIF2017-Information_Session.pdf
Relevance = 0.25

Query 2
Faculty Names

Jack Barcal Marshall

First 5 results from Google
URL: https://www.marshall.usc.edu/faculty/directory/jbarcal
Relevance: 1

URL: http://www.marshall.usc.edu/node/28488
Relevance: 0.25

URL: https://www.facebook.com/USCLawCLE/posts/736566983051196
Relevance: 0.25

URL: https://prezi.com/09m9mwxtyi9v/marshall/
Relevance: 0.25

URL: http://www.zollalaw.com/wp-content/uploads/archive/pdf/events-usc-brochure.pdf
Relevance: 0.25

First 5 results from Bing
URL: https://www.marshall.usc.edu/faculty/directory/jbarcal
Relevance: 1

URL: http://www.marshall.usc.edu/node/28488
Relevance: 0.25

URL: http://weblaw.usc.edu/why/academics/cle/te/assets/docs/TEC15%20Brochure.pdf
Relevance: 0.25

URL: http://waatp.com/people/jack-barcal/47637469/
Relevance: 0

URL: http://info.marshall.usc.edu/dept/marshallonline/Pages/News.aspx
Relevance: 0.25

Query 3
Faculty Names

Linda Hagen Marshall

First 5 results from Google
URL: https://www.marshall.usc.edu/faculty/directory/lindahagen
Relevance: 1

URL: http://www.linda-hagen.com/uploads/4/6/8/3/46831813/hagen_cvjune2016.pdf
Relevance: 0.25

URL: https://www.linkedin.com/in/linda-hagen-29a4b68a
Relevance: 0.25

URL: https://www.linkedin.com/in/linda-hagen-b3401983
Relevance: 0

URL: https://www.linkedin.com/in/linda-hagen-9b172b1a
Relevance: 0

First 5 results from Bing
URL: http://www.marshall.usc.edu/faculty/directory/lindahagen
Relevance: 1

URL: http://www.linda-hagen.com/
Relevance: 1

URL: https://www.linkedin.com/in/linda-hagen-29a4b68a
Relevance: 0.25

URL: https://msbfile03.usc.edu/digitalmeasures/ahagen/pci/Hagen_CVDec2016-1.pdf
Relevance: 0.25

URL: https://msbfile03.usc.edu/digitalmeasures/ahagen/pci/Hagen%20Linda-1.pdf
Relevance: 0

Query 4
Department Names

Accounting Marshall

First 5 results from Google
URL: https://www.marshall.usc.edu/faculty/leventhal
Relevance: 1

URL: https://www.marshall.usc.edu/undergrad/acct
Relevance: 0.5

URL: https://www.marshall.usc.edu/faculty/leventhal/faculty
Relevance: 0.5

URL: https://www.marshall.usc.edu/macc
Relevance: 0.5

URL: http://www.marshall.edu/cob/accounting/
Relevance: 0

First 5 results from Bing
URL: https://www.marshall.usc.edu/faculty/leventhal
Relevance: 1

URL: http://www.marshall.usc.edu/undergrad/acct
Relevance: 0.5

URL: https://www.monster.com/jobs/q-accounting-jobs-l-marshall,-mn.aspx
Relevance: 0

URL: http://accountingflorida.com/
Relevance: 0

URL: http://www.marshallcpas.com/
Relevance: 0

Query 5
Department Names

Marketing Marshall

First 5 results from Google
URL: https://www.marshall.usc.edu/faculty/marketing
Relevance: 1

URL: https://www.marshall.usc.edu/faculty/marketing/faculty
Relevance: 0.5

URL: http://www.marshall.usc.edu/Msmkt/overview
Relevance: 0.5

URL: https://www.marshall.usc.edu/faculty/marketing/programs/msmkt
Relevance: 0.5

URL: http://www.marshallmarketingusa.com/
Relevance: 0

First 5 results from Bing
URL: https://www.marshall.usc.edu/faculty/marketing
Relevance: 1

URL: http://www.marshallmarketingusa.com/
Relevance: 0

URL: http://www.yellowpages.com/marshall-mi/marketing
Relevance: 0

URL: https://www.marshall.usc.edu/faculty/marketing/research
Relevance: 0.5

URL: http://classic.marshall.usc.edu/marketing/about/about.htm
Relevance: 0.5

Query 6
Department Names

Data Sciences and Operations Marshall

First 5 results from Google
URL: https://www.marshall.usc.edu/faculty/iom
Relevance: 1

URL: https://www.marshall.usc.edu/faculty/iom/faculty
Relevance: 0.5

URL: https://www.marshall.usc.edu/faculty/iom/contact
Relevance: 0.5

URL: http://students.marshall.usc.edu/iom/
Relevance: 0.5

URL: https://www.marshall.usc.edu/faculty/iom/curriculum
Relevance: 0.5

First 5 results from Bing
URL: http://www.marshall.usc.edu/faculty/iom/about
Relevance: 0.5

URL: http://www.marshall.usc.edu/faculty/iom
Relevance: 1

URL: https://students.marshall.usc.edu/iom/contact-us/
Relevance: 0.5

URL: http://students.marshall.usc.edu/iom/
Relevance: 0.5

URL: http://web-app.usc.edu/ws/soc_archive/soc/term-20153/classes/dso/
Relevance: 0.5

Query 7
Determine School Location

Marshall USC map

First 5 results from Google
URL: http://www-marshall.usc.edu/marketing/maps-and-directions.htm
Relevance: 1

URL: http://www.marshall.usc.edu/
Relevance: 0

URL: https://www.marshall.usc.edu/undergrad/buad/passion
Relevance: 0

URL: http://hospitality.usc.edu/dining-map/
Relevance: 0

URL: http://students.marshall.usc.edu/undergrad/advising/sample-course-plans/
Relevance: 0

First 5 results from Bing
URL: http://web-app.usc.edu/maps/
Relevance: 1

URL: http://classic.marshall.usc.edu/marketing/maps-and-directions.htm
Relevance: 1

URL: http://students.marshall.usc.edu/undergrad/international-programs/iep/marshall-students-studying-abroad/marshall-google-map/
Relevance: 0

URL: https://www.marshall.usc.edu/
Relevance: 0

URL: http://stage.marshall.usc.edu/cmc/sitemap.htm
Relevance: 0

Query 8
Determine the Founder

Gordon Marshall

First 5 results from Google
URL: https://en.wikipedia.org/wiki/Gordon_S._Marshall
Relevance: 1

URL: http://www.latimes.com/local/obituaries/la-me-0604-gordon-marshall-20150603-story.html
Relevance: 1

URL: https://news.usc.edu/82292/usc-trustee-and-electronics-entrepreneur-gordon-s-marshall-95/
Relevance: 1

URL: http://www.uclabruins.com/roster.aspx?rp_id=1250
Relevance: 0

URL: http://www.pasadenastarnews.com/obituaries/20150604/usc-trustee-gordon-marshall-95-dies-in-pasadena
Relevance: 1

First 5 results from Bing
URL: https://en.wikipedia.org/wiki/Gordon_Marshall_(sociologist)
Relevance: 0

URL: https://en.wikipedia.org/wiki/Gordon_Marshall_(footballer,_born_1964)
Relevance: 0

URL: https://www.healthgrades.com/physician/dr-gordon-marshall-xwrdt
Relevance: 0

URL: http://www.marshall.usc.edu/videos/happy-birthday-gordon-marshall
Relevance: 0.5

URL: http://www.latimes.com/local/obituaries/la-me-0604-gordon-marshall-20150603-story.html
Relevance: 1

Query 9
Determine School Alumni News web page

USC Marshall Alumni

First 5 results from Google
URL: https://www.marshall.usc.edu/alumni
Relevance: 1

URL: https://www.marshall.usc.edu/alumni/chapters/los_angeles
Relevance: 1

URL: https://thenetwork.usc.edu/aboutmaa
Relevance: 1

URL: http://classic.marshall.usc.edu/alumni/
Relevance: 1

URL: https://en.wikipedia.org/wiki/USC_Marshall_School_of_Business
Relevance: 0.25

First 5 results from Bing
URL: http://www.marshall.usc.edu/alumni
Relevance: 1

URL: http://www-marshall.usc.edu/alumni/
Relevance: 1

URL: http://thenetwork.usc.edu/alumni
Relevance: 1

URL: https://alumni.usc.edu/campus/
Relevance: 0

URL: https://thenetwork.usc.edu/
Relevance: 1

Query 10
Requirements for an undergraduate degree in a given department

USC Accounting Undergraduate degree requirements

First 5 results from Google
URL: http://catalogue.usc.edu/preview_program.php?catoid=2&poid=1038&returnto=361
Relevance: 1

URL: https://www.marshall.usc.edu/sites/default/files/PDF/ACCT-Major-Requirement-for-students-entering-usc-prior-to-fall-2013.pdf
Relevance: 1

URL: https://www.marshall.usc.edu/undergrad/acct
Relevance: 0

URL: https://www.marshall.usc.edu/undergrad/buad/passion
Relevance: 0

URL: http://catalogue.usc.edu/content.php?catoid=2&navoid=1279
Relevance: 1

First 5 results from Bing
URL: http://www.marshall.usc.edu/undergrad/acct
Relevance: 0

URL: https://www.marshall.usc.edu/undergrad
Relevance: 0

URL: http://undergrad.usc.edu/programs/progressive/
Relevance: 0

URL: http://catalogue2014.usc.edu/schools/business/undergraduate/
Relevance: 1

URL: http://catalogue.usc.edu/preview_program.php?catoid=2&poid=1040&returnto=361
Relevance: 1

Query 11
Requirements for a Masters degree in a given department

USC Accounting Masters degree requirements

First 5 results from Google
URL: https://www.marshall.usc.edu/macc
Relevance: 0.5

URL: https://www.marshall.usc.edu/macc/admissions
Relevance: 0.5

URL: https://www.marshall.usc.edu/macc/academics/requirements
Relevance: 1

URL: https://www.marshall.usc.edu/macc/academics
Relevance: 0.5

URL: https://www.marshall.usc.edu/mbt/academics/requirements
Relevance: 0.5

First 5 results from Bing
URL: http://www.marshall.usc.edu/macc/academics/requirements
Relevance: 1

URL: http://undergrad.usc.edu/programs/progressive/
Relevance: 0

URL: http://www-marshall.usc.edu/leventhal/curriculum/macc/master-of-accounting-degree-requirements.htm
Relevance: 1

URL: http://www.marshall.usc.edu/macc
Relevance: 0.5

URL: http://www-marshall.usc.edu/leventhal/macc/master-of-accounting-degree-requirements.htm
Relevance: 1

Query 12
Requirements for a Ph.D. degree in a given department

USC Accounting Ph.D. degree requirements

First 5 results from Google
URL: https://www.marshall.usc.edu/phd/fields
Relevance: 0

URL: https://www.marshall.usc.edu/phd/admissions
Relevance: 0

URL: https://www.marshall.usc.edu/phd/admissions/application_requirements
Relevance: 0

URL: http://www.marshall.usc.edu/phd/departments/accounting
Relevance: 0.5

URL: https://www.marshall.usc.edu/faculty/leventhal/phd
Relevance: 0

First 5 results from Bing
URL: https://www.marshall.usc.edu/macc/academics/requirements
Relevance: 0

URL: http://undergrad.usc.edu/programs/progressive/
Relevance: 0

URL: http://www-marshall.usc.edu/leventhal/macc/master-of-accounting-degree-requirements.htm
Relevance: 0

URL: https://gapp.usc.edu/graduate-programs/masters/industrial-systems-engineering/engineering-management
Relevance: 0

URL: http://www.marshall.usc.edu/phd/fields/act
Relevance: 0

Query 13
A customized query about USC Marshall

My query is "usc marshall job secret"

First 5 results from Google
URL: https://www.marshall.usc.edu/mbacareer/recruiters
Relevance: 0.5

URL: http://www.marshall.usc.edu/MSMkt/career-resources
Relevance: 0.25

URL: http://www.forbes.com/colleges/university-of-southern-california/marshall-school-of-business/
Relevance: 1

URL: https://en.wikipedia.org/wiki/USC_Marshall_School_of_Business
Relevance: 0.5

URL: https://www.eventbrite.com/e/usc-marshall-alumni-san-diego-career-panel-the-labor-market-navigating-career-change-and-managing-tickets-31227326775
Relevance: 0.5

First 5 results from Bing
URL: http://www.marshall.usc.edu/
Relevance: 0.25

URL: http://www.marshall.usc.edu/feeds/all
Relevance: 0

URL: http://thenetwork.usc.edu/jobboard
Relevance: 0.5

URL: https://www.linkedin.com/jobs/usc-marshall-jobs
Relevance: 0.25

URL: https://www.glassdoor.com/Reviews/USC-Marshall-Reviews-E498138.htm
Relevance: 0.5

Research Questions

RQ1: Which search engine performs best when considering the first five results for a given query?
Answer: based on my search queries, I think Google performs relatively better and gives better results.

RQ2: Is there a difference in relevance between the search engines when considering informational queries and navigational queries, respectively?
Answer: based on my search queries, I think for most of the informational queries, both Google and Bing are able to produce at least some useful information. I can find useful information even from those queries have relatively low relevance.

For navigational queries, since the queries I gave to search engine is like asking a question, and the search engine needs to interpret and understand my queries as questions and give corresponding answers/search results. I am not sure if there is any algorithm behind to support search engine to give appropriate results like an AI system, but the relevance scores are lower for navigational queries than informational queries because my queries are not exactly the keywords that will be shown in the result. For example, if I ask "how to graduate from Marshall", the search engine might not be able to understand this as "the degree requirement in Marshall". This is what caused the relevance scores are low for navigational queries.