**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.

**\*\*\*\*\*\*\*\*\*\***

**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.