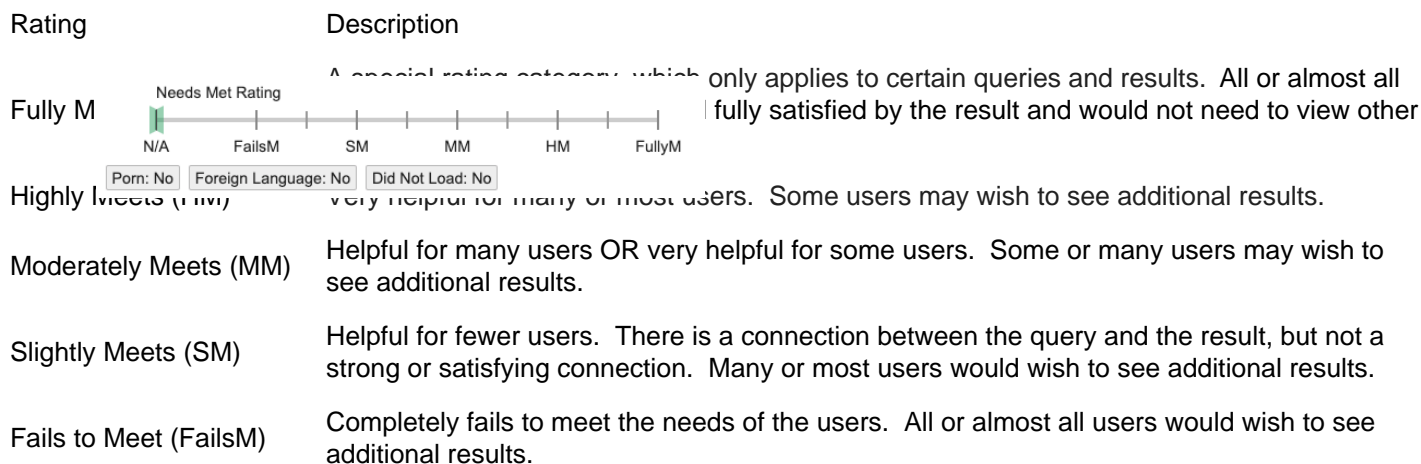


Part 3: Needs Met Rating Guideline

13.0 Rating Using the Needs Met Scale

There are many different kinds of queries and results, but the process of rating is the same: Needs Met rating tasks ask you to focus on user needs and think about how helpful and satisfying the result is for the users.

This is what the Needs Met rating slider looks like:



Please note that you may assign in-between ratings. Use in-between ratings if you think the rating of a result falls between two labels. You can either drag the slider or click on the point that you want the slider to land on.

13.1 Rating Result Blocks: Block Content and Landing Pages

For Needs Met rating, you will assign a rating to each result. Each result includes the content inside the result block and landing pages associated with the result.

Which part of the result do you rate? It depends on both the query and the result block:

Type of Block	What to Rate
Special Content Result Block (SCRB)	<p>The content inside this type of block should always play a large role in your rating.</p> <p>Some Special Content Result Blocks may have links to landing pages. In these cases, think about whether a user would click on the link in order to satisfy their user need.</p> <ul style="list-style-type: none">• If most users would not click, rate the Special Content Result Block based on the block content alone.• If some or many users would click, you may consider the helpfulness of the landing page(s) in addition to the content in the block. In this case, both need to be helpful to justify a high rating.
Note: Assume that interactive result blocks function as intended. Try to interact with the result block as some links, buttons, or other features in your rating task may work.	
Web Search Result Block	A click is required, and you should evaluate the landing page to assign a rating.

For example, think about the query [what does love mean].

Result Block

Query: [what does love mean]

Rating

Most users would probably not click on the Special Content Result Block, because the block contains a large amount of helpful content and has no obvious landing page link associated with it.

Therefore, base your rating on the content inside the block itself.

Special Content Result Block

[What Is Love? We Spoke to the Merriam-Webster Lexicographer ...](#)

www.themarysue.com/definition-of-love/

Mobile-friendly - Nov 7, 2013 - "Love" is a word we all use and understand, but **defining** such a complex idea seems like a daunting ...

Web Search

love
/ləv/

noun

1. an intense feeling of deep affection.
"babies fill parents with intense feelings of love"
synonyms: deep affection, [fondness](#), [tenderness](#), [warmth](#), [intimacy](#), [attachment](#), [endearment](#); [More](#)
2. a person or thing that one loves.
"she was the love of his life"
synonyms: [beloved](#), loved one, love of one's life, [dear](#), [dearest](#), dear one, [darling](#), [sweetheart](#), [sweet](#), [angel](#), [honey](#); [More](#)

verb

1. feel a deep romantic or sexual attachment to (someone).
"do you love me?"
synonyms: care very much for, feel deep affection for, hold very dear, [adore](#), think the world of, be devoted to, dote on, [idolize](#), [worship](#); [More](#)

Translations and more definitions

In this case, users would have to click on the web search result in order to get an answer to the question.

Therefore, base your rating on the content of the landing page.

Here are some examples of Special Content Result Blocks where the block should be rated primarily on the content inside the block itself. As always, please use your judgment.


Query

San Francisco weather


Query: [calories in a banana]

Movies near San Francisco


Genre
All Genres ▾



San Andreas




Spy



Entourage

Assassination

Query Abraham Lincoln, Cause of death



did Lincoln die

Query : [movies san francisco]

“How Did Lincoln Die? Everyone knows that the ball John Wilkes Booth fired into Abraham Lincoln’s brain inflicted a terrible, mortal wound. But when a prominent neurosurgeon began to investigate the **assassination**, he discovered persuasive evidence that Lincoln’s doctors must share the blame with Booth’s derringer.”

How Did Lincoln Die? | American History Lives at American Heritage

American Heritage › content › how-did-l...

More about Abraham Lincoln


Note: This is based on Quality

Banana / Energy Amount

105 calories

Bananas

1 medium (7" to 7-7/8" long) (118 g)



Needs Met ratings. For Special Content Result Blocks that have PQ ratings. In these cases, your PQ rating should always be more about the relationship between Needs Met and Page

The card security code is located on the back of MasterCard, Visa and Discover credit or debit cards and is typically a separate group of 3 digits to the right of the signature strip. On American Express cards, the card security

