Side-by-Side Guidelines

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Part 1: Side-by-Side Rating Guidelines

1.0 Introduction

Welcome to Side-by-Side (SxS) rating! These guidelines discuss how to assign SxS ratings in Needs Met rating tasks that have a Side-by-Side rating scale. For more information about Needs Met rating, please refer to the General Guidelines.

1.1 What is SxS Rating?

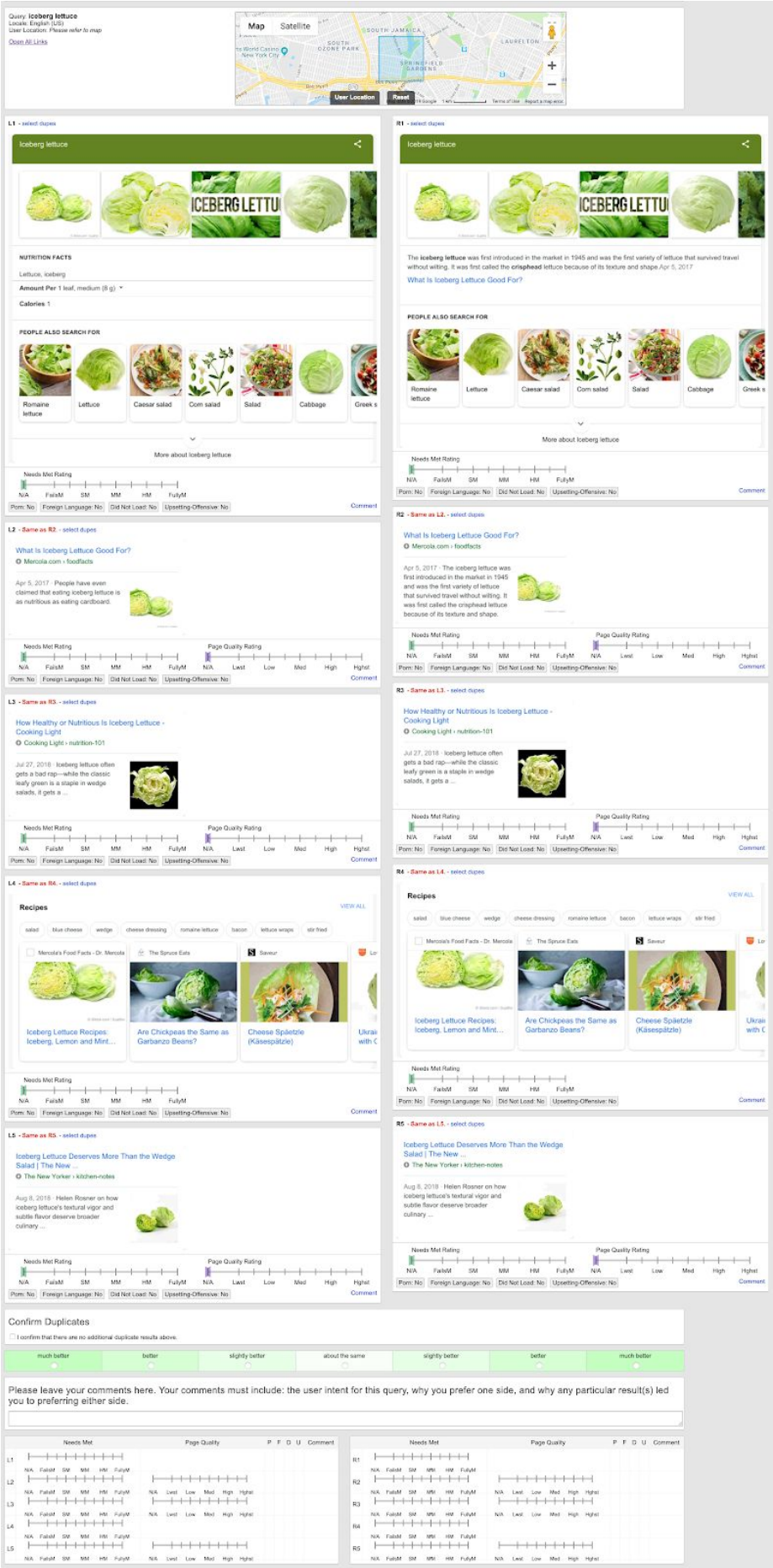
Side-by-Side rating asks you to compare two sets of things—in most Needs Met SxS tasks that means two sets of results for the same query—and then tell us which side is better using the scale: **much better**, **better**, **slightly better**, or **about the same**. Please note the following:

- Most standard Needs Met SxS tasks have 5 result blocks on each side, but some tasks may vary.
- Most result blocks in standard Needs Met SxS tasks have a result block link, but others may not. See Section 12.8 in the General Guidelines for more details on different types of result blocks, and Section 13.1 for guidance on which part of the result to rate.
- Many standard Needs Met SxS tasks have different types of result blocks. For example, you may see web, video, and image result blocks in the same Needs Met SxS task.
- Sometimes, special projects will ask you to compare other things, such as image results, video results, map results, product results, snippets, translations of text, etc. Special projects will usually have project-specific instructions that explain how to rate the results, and some may use different scales and buttons. For these projects, pay very close attention to the project-specific instructions and follow them.

For most SxS projects, you will complete each task by indicating which side you like better (and how much better), then explaining why. SxS rating allows you to tell us what you like and what you think a user would like to see, and your job is to share a well thought-out opinion.

Don't be shy—tell us what you think! If one side is truly better than the other, use the full SxS scale to indicate your preference. On the other hand, if the difference between the two sides is very small or would make no difference to users, **about the same** is probably the best rating.

Here is a screenshot of a standard Needs Met SxS task:



2.0 How to Rate Standard Needs Met SxS Tasks

These guidelines apply to standard Needs Met SxS tasks. Remember that for other kinds of SxS tasks (images, videos, map results, products, etc.), you should read and follow the project-specific instructions.

2.1 Rating Philosophy

First, here are the most important points to remember about SxS rating:

- **Users should find what they are looking for.** Respect their intent.
- **Users should get the best results in the most helpful order.** Order matters, especially on mobile devices with smaller screens.
- **Users should have many options and choices.** Not everyone likes the same websites or types of content.
- **Results should feel right for the user location and language.** Use your knowledge and rate from a local perspective.

2.2 Summary of Rating Steps for Standard Needs Met SxS Tasks

Here is a rough outline of the steps you should follow when rating standard Needs Met SxS tasks.

1. **Understand the query.** Think about likely user intents and query interpretations. What are users looking for when issuing the query?
2. **Assign Needs Met and Page Quality ratings to all results on each side.** Note that some special content result blocks may not ask for a Page Quality rating. Also, assign flags and mark duplicate results as needed.
3. **Decide which set of results is better for users in the rating language, locale, and user location.** This may be difficult when there are lots of factors to consider, so use your best judgment.
4. **Choose an overall SxS rating based on the results.** After deciding which set of results is better, choose a SxS rating. The rating depends on how much better one side is for users issuing the query.
5. **Write a comment to explain your rating.** Please explain your interpretation of the likely user intent and the reasoning behind your rating. In your comment, include notes on the specific results that you think would be most or least helpful for users. Note that comments are not required when you select **about the same**, but are encouraged because they help us understand your reasoning.

Your rating quality for these tasks is evaluated based on your Needs Met ratings, Page Quality ratings, overall SxS rating, and the reasoning behind your ratings as explained in your comments.

2.3 Thinking about Result Sets

When assigning SxS ratings, the most important consideration is how helpful each result set is as a whole. Because you are looking at a set of results, additional factors should be considered such as order and diversity of the results.

The considerations below are not in any particular order. For some queries, one consideration may be more important than another.

Result Set Consideration	Description
How helpful is the set of results?	The **set** of results must be considered as a whole—you should not just consider results individually. The helpfulness of an individual result may depend on other results in the set. True duplicate results may be useless; near duplicates may or may not add value depending on the query.
Order of results	The order of the results is extremely important, especially for mobile users with smaller devices. Most users look at the top results, so the best and most helpful results should appear at the top of the page. Results in lower positions get less attention from users, even if they are helpful. Useless results may discourage users from looking further down the page. Therefore, results should appear in order of helpfulness to users. Think about query interpretation and user intent. Really great results for the dominant interpretation or most likely user intent should be at the top. Mediocre or average results for a minor interpretation may not be worth showing at all.
Diversity of results	The results in the set should work together to address different aspects of query interpretation/user intent and provide a helpful collection of resources for users. We will call this rating consideration "diversity". Here are a few types of diversity to think about: 1. **Diversity in query interpretation/user intent**: If there is more than one reasonable user intent or query interpretation, the result set should reflect this. When the query is ambiguous or vague, a result set with many interpretations or user intents may be helpful. However, if there is only one interpretation or intent, the entire result set should address that one interpretation. 2. **Diversity of information sources/websites**: Sometimes, many different kinds of websites are helpful for a query. For travel queries, trip planning websites, reviews, and hotel and flight aggregators may all be helpful. Even when users are looking for specific information or a particular type of content, such as song lyrics, the result set should include several different sources. This gives users choices and provides confirmation that the information is correct. 3. **Diversity of result types**: Some queries really have only one type of helpful result. If the query asks for videos, then videos are the appropriate type of result. Some queries are well served by different types of results. For example, news, videos, blogs, and images may all be appropriate for a celebrity query. Also, some queries may benefit from having helpful special content result blocks, which provide immediate, on-page content. For example, special content result blocks may be helpful when users are looking for a specific fact or piece of information. 4. **Diversity of people and cultures represented:** For broad queries, consider the diversity of individuals and demographic backgrounds represented in the result set. For example, for a query like [weddings], users should be able to find results about all kinds of weddings: held in different settings, from different traditions and styles, large and small in size, etc. However, if the query is more specific, the result set should reflect diversity within the scope of the query. For example, [argentinian writers] should only return results about writers from Argentina, but would benefit from a diversity of authors by time period, genre, subject matter, gender, race, etc.

Result Set Consideration	Description
Number of results	Some result sets have many results; others have few results. Please keep in mind: ● More results is not necessarily better. Think about the helpfulness of the whole set. ● Truly useless results add little to nothing and may just be distracting or discouraging. ● Unsolicited pornography and malicious downloads are a poor user experience; none should appear in a result set.
Content in the Result Block	Some results show helpful content and/or media directly in the result block, saving users from clicking to load another page. You should prefer result sets with helpful content in result blocks that immediately satisfies mobile users. However, remember to think about query interpretation and user intent! Some types of content shown directly in result blocks might not be helpful at all. For example, a result block showing a map and nearby stores for the broad query [science] would be distracting and useless for nearly all users.
User Location and Language	Imagine that you are a mobile user in the specified user location, and think about what that user would want to see—the results need to feel right for a user in that location. For SxS ratings, think about which result set better addresses users in that location. Refer to the General Guidelines for more information on user location and language.
Page Quality	Users need results they can trust, therefore you should prefer high quality result sets to low quality result sets. Think about the trustworthiness of each result for mobile users, and evaluate which result set is more trustworthy as a whole.
Freshness	Some queries (for example, queries for current or recurring events) demand very recent or "fresh" information. Think about mobile users and which result set better addresses their immediate needs. Refer to the General Guidelines for more information on freshness.

2.4 SxS Rating Scale

For standard Needs Met SxS rating tasks, your rating choices will be **much better**, **better**, **slightly better**, or **about the same** for the two sets you are comparing.

The strength of the rating depends on the difference in helpfulness between the two sides—the bigger the difference for the user, the stronger the rating.

For example, the rating **much better** should be used when the user would have a much easier time accomplishing a goal or finding information. Higher placement of the best results, much better ordering of the results, or really helpful unique results could be reasons for a **much better** rating. Presence of an unsolicited upsetting or offensive result on one side could also justify a **much better** rating for the other side. If users would prefer one side but the difference is not as large, **slightly better** or **better** may be more appropriate.

However, sometimes even large differences between result sets make no difference to the user, making **about the same** appropriate. For example, both sides could have completely different, yet equally helpful or unhelpful sets of results.

2.5 SxS Rating Do's and Don'ts

Here is a table of Do's and Don'ts that reflect common rating scenarios.

SxS Rating Do's	SxS Rating Don'ts
Do think about how helpful the result set would be for mobile users.	**Don't** ignore how easy it is to see or find information users are looking for, or how the experience would be for mobile users.
Do compare the sets of results as a whole.	**Don't** just compare the first result on the left to the first result on the right, and then the second result on the left to the second result on the right, etc.
Do look at all results, including those that appear on both sides.	**Don't** ignore results that are the same on both sides. **Don't** rate based only on results that are different.
Do think about the differences in the result sets from a user perspective.	**Don't** use **much better** or **better** for changes that make little or no difference to users.
Do use the full rating scale. Good raters know when to use **about the same** and when to use **much better**.	**Don't** be afraid to use **much better** or **better** when one side is truly better than the other.
Do think about different query intents. A query can have more than one interpretation.	**Don't** assume all users are looking for the same thing.
Do think about user intent for result sets with special content shown directly in result blocks.	**Don't** automatically give a higher rating to the side with more special content in result blocks. For some queries, special content or media might be exactly what the user needs. For other queries, special content might be completely unhelpful.
Do give a higher rating to the side that is truly more helpful, even if it has fewer results.	**Don't** automatically give a higher rating to the side with more results. More results are not necessarily better. **Don't** assume that "something is better than nothing". This is very important for extra features or for comparing a side with no results to a side with results.
Do think about diversity. For some queries, diversity may be very important. For other queries, diversity may not be important at all.	**Don't** automatically give a higher rating to the side with more diversity.
Do use common sense and good judgment.	**Don't** blindly follow instructions without understanding the task.

2.6 SxS Rating Comments

Comments on your overall SxS rating are a very important part of SxS tasks. When your SxS ratings are reviewed, we look at these SxS task comments to understand your rating and review the quality of your work.

A comment explaining your rating is required when you select **slightly better**, **better**, and **much better** ratings. Rating comments are not required when you select **about the same**, but are encouraged because they help us understand your reasoning.

Your comment must include the following information:

1. Describe the user intent for the given query.
2. Describe why you prefer one side over the other, or (optionally) why you think both sides are about the same.
3. Describe any particular result(s) that led you to prefer either side.

All comments must be written in English. If you want to write full sentences, please do so. However, you can use abbreviations for results or objects in a list, as long as you adopt the same abbreviations found in the General Guidelines.

Please note the following:

- L1 refers to the first result on the left side; R3 refers to the third result on the right side.
- If you use shorthand notation, you should use uppercase "L" and "R", not lowercase "l" and "r".
- Do not use Internet slang types of abbreviations, such as IMO (an abbreviation for "in my opinion").
- The SxS rating interface allows you to write comments (take notes) about individual results as you rate, which may be helpful to you when assigning a SxS rating. You are not required to write comments about individual results as these comments are primarily for your own use.

The following tables display examples of good and bad rating comments. Please note that some of these comments are from tasks rated **about the same**.

Good Comment Examples	
All of these comments are helpful. They provide specific information that helps us understand why the rating was chosen.	The query has a dominant interpretation (the government spy agency). The user probably wants to go to the homepage. The query also has some other interpretations (a cooking school, an art school), but they are less likely. The L side has minor interpretations at the top followed by FailsM results. R1, R2, R3 give helpful coverage of the dominant interpretation, including the homepage, and a nice mix of other interpretations at R4, R5.
	User intent is to go the official homepage. L side has better results. R side has 5 foreign sites that are not helpful for users in the U.S. In addition, the R side has 3 minor dealer sites. By contrast, L side starts with the FullyM (missing from the R side) and has several other helpful results (L2, L4, L6).
	User wants to purchase a treadmill. Both sides are bad. L1 and R1 are the same and just barely helpful. L2 is a subpage of L1 that adds no value (and L1 wasn't helpful anyway). L4/R2 and L7/R3 no longer load. L3/R4 and L6/R5 are short-lived classified ads. R5 is keyword stuffing without real content.
	The user wants to go to the official page of the medicine or find information about it. R side order is much better because the most helpful result is at the top, as well as a Mayo Clinic page about the medicine. L side has useless results at the top: L1/R4, L2/R5.
	The left side is much better because R1 is an inappropriate porn result. This children's TV-show query shouldn't have any porn.
	The user may want to purchase this skin care product or read reviews about it. R side is mostly reviews and decent shopping sites (R1, R2, R4, R6). L2, L3, L4 are low quality commercial sites.
	The images on both sides are unrelated to this Mexican holiday and thus are equally useless. I don't have a preference for either side.
	L has more malicious pages (L3, L4, L5) but also more helpful results – L1, L2 are really helpful information results. R side is bad- R1, R2, R3 are all not related to the query.
	The user probably wants to make a reservation at a hotel in Dallas. R has the top travel websites (Tripadvisor, Travelocity, Orbitz, etc) and L has low quality travel sites and some malicious pages. I tried to make a reservation on L1 and L2, but wasn't able to.

Bad Comment Examples	
Hard to read—too many symbols	L1=R5, R5=L2, L4=R4, R1 >>L3, L5<R4, R2=FailsM
Non-specific and unhelpful. These comments do not explain the rating or help us understand which results are helpful.	I prefer the left side.
	Better order on L.
	They are about the same.
	Left side is more helpful
	Right side is better.
	The left side is better than the right side because the results on the left side are more satisfying for the query. The results on the right side are not as satisfying as the results on the left side.
Long and unhelpful. This comment does not explain the rating or help us understand which results are helpful.	On the right side, a few of the results have the complete biography of Barack Obama, which I like because I am a Barack Obama fan and I think any result about Barack Obama should tell the story of his life. I also liked L2 because of the picture of Barack Obama and his family. They look really nice and I love the dress Michelle is wearing. L10 is really helpful because it explains exactly what kind of dog Barack Obama is looking for, even though the query doesn't ask for it but I think it's important to consider anyway. And I didn't like L5 because one link on the left wasn't working when I tried it but I think all the others are working so maybe it isn't so bad but I still didn't like the site.

Part 2: Side-by-Side Rating Examples

This section has some standard Needs Met SxS rating examples and rating scenarios.

Each example will include a User Location in the form of a city and state. In cases where the location doesn't matter, it will show as New York City, New York. Note that in actual rating tasks, you will need to infer the User Location based on the map that is provided, as discussed in Section 28.0 of the General Guidelines.

3.0 Standard Needs Met SxS Rating Examples

Please note that the result blocks in the following examples are not clickable, and we are not asking you to try to visit the landing pages. Also keep in mind that websites change rapidly, so we use images or "snapshots" of result blocks and landing pages throughout. Please focus on the concepts illustrated by each example rather than particular website URLs or images.

Example 1

Query	[amazon.com]	User Location: New York City, New York
User Intent	Users are trying to navigate to the Amazon website at http://www.amazon.com. Most likely the only result of interest to users is amazon.com.	

L1 - Same as R4.

Amazon.com - Wikipedia, the free encyclopedia
https://en.wikipedia.org/wiki/**Amazon**_(company)
Amazon.com, Inc., often referred to as simply Amazon, is an American electronic commerce and cloud computing company with ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R1 - Same as L4.

Amazon.com: Online Shopping for Electronics, Apparel, ...
www.**amazon.com**/
Online retailer of books, movies, music and games along with electronics, toys, apparel, sports, tools, groceries and general home and garden items.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L2 - Same as R2.

Amazon.com: FREE Two-Day Shipping, Instant Streaming, ...
www.**amazon.com**/gp/prime/
Need a last minute gift? Can't get out of the house? Realize you forgot to pick up something? With FREE Two-Day Shipping from **Amazon.com**, ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R2 - Same as L2.

Amazon.com: FREE Two-Day Shipping, Instant Streaming, ...
www.**amazon.com**/gp/prime/
Need a last minute gift? Can't get out of the house? Realize you forgot to pick up something? With FREE Two-Day Shipping from **Amazon.com**, ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L3 - Same as R3.

Amazon to open second brick and mortar store - USA TODAY
http://www.usatoday.com > Tech
Mar 7, 2016 – **Amazon** plans to open a second brick and mortar bookstore, in San Diego, this summer. The online sales giant opened its ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R3 - Same as L3.

Amazon to open second brick and mortar store - USA TODAY
http://www.usatoday.com > Tech
Mar 7, 2016 – **Amazon** plans to open a second brick and mortar bookstore, in San Diego, this summer. The online sales giant opened its ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L4 - Same as R1.

Amazon.com: Online Shopping for Electronics, Apparel, ...
www.**amazon.com**/
Online retailer of books, movies, music and games along with electronics, toys, apparel, sports, tools, groceries and general home and garden items.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R4 - Same as L1

Amazon.com - Wikipedia, the free encyclopedia
https://en.wikipedia.org/wiki/**Amazon**_(company)
Amazon.com, Inc., often referred to as simply Amazon, is an American electronic commerce and cloud computing company with ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

much better	better	slightly better	about the same	slightly better	better	much better
○	○	○	○	○	○	●

Discussion	For URL queries and other Website queries, the target result should be at the top of the result set. In this case, the target result is in the top position on the right (R1), but in the 4th position on the left (L4). Users would have a much easier time finding amazon.com on the right side, so the right side is **much better**.

Example 2

Query	[amazon.com]	**User Location:** New York City, New York
User Intent	Users are trying to navigate to the Amazon website at http://www.amazon.com. Most likely the only result of interest to users is amazon.com.	

L1 - Same as R1.

Amazon.com: Online Shopping for Electronics, Apparel, …
www.**amazon.com**/
Online retailer of books, movies, music and games along with electronics, toys, apparel, sports, tools, groceries and general home and garden items.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R1 - Same as L1.

Amazon.com: Online Shopping for Electronics, Apparel, …
www.**amazon.com**/
Online retailer of books, movies, music and games along with electronics, toys, apparel, sports, tools, groceries and general home and garden items.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L2 - Same as R2.

Amazon.com: FREE Two-Day Shipping, Instant Streaming, …
www.**amazon.com**/gp/prime/
Need a last minute gift? Can't get out of the house? Realize you forgot to pick up something? With FREE Two-Day Shipping from **Amazon.com**, …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R2 - Same as L2.

Amazon.com: FREE Two-Day Shipping, Instant Streaming, …
www.**amazon.com**/gp/prime/
Need a last minute gift? Can't get out of the house? Realize you forgot to pick up something? With FREE Two-Day Shipping from **Amazon.com**, …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L3 - Same as R3.

Amazon.com: Books
www.**amazon.com**/books-used-books-textbooks/b?...
Online shopping from a great selection. ... Books at **Amazon.com** ... Best books of the Month · Award winners · Top 20 lists · Deals in Books …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R3 - Same as L3.

Amazon.com: Books
www.**amazon.com**/books-used-books-textbooks/b?...
Online shopping from a great selection. ... Books at **Amazon.com** ... Best books of the Month · Award winners · Top 20 lists · Deals in Books …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L4

Amazon.com - Wikipedia, the free encyclopedia
https://en.wikipedia.org/wiki/**Amazon.com**
Amazon.com, Inc., often referred to as simply Amazon, is an American electronic commerce and cloud computing company with ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R4

Amazon Indians Native Tribe Photos | Videos
www.**amazon**-indians.org/
Resource for photos and videos of native indigenous people of the **Amazon** Rainforest. It is an educational resource and an introduction ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

much better	better	slightly better	about the same	slightly better	better	much better
○	○	●	○	○	○	○

Discussion	Because the query is [amazon.com], the most important result is the target of the query: amazon.com, which both sides have at the top. The 2nd and 3rd results (which are subpages on amazon.com) are the same on both sides; only the 4th results are different. L4 is a Wikipedia article about amazon.com, while R4 is about the Amazon Indian tribe (a FailsM result). The left side is **slightly better**. Note: In this example, it's important to consider each result set as a whole. Even though the right side contains an unhelpful (FailsM) result in R4, the user intent is clearly met by the target result in R1, while R4 would get less attention from users since it appears further down. The left side is still more helpful overall, however, so **slightly better** is the appropriate rating (while better would be too extreme).

Example 3

Query	[amazon.com]	User Location: New York City, New York
User Intent	Users are trying to navigate to the Amazon website at http://www.amazon.com. Most likely the only result of interest to users is amazon.com.	

L1 - Same as R2.

Amazon - National Geographic
www.nationalgeographic.com/topics/**amazon**/
Amazon - Topics National Geographic provides free maps, photos, videos and daily news stories, as well as articles and features about animals …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R1 - Same as L2.

Amazon.com: Online Shopping for Electronics, Apparel, …
www.**amazon.com**/
Online retailer of books, movies, music and games along with electronics, toys, apparel, sports, tools, groceries and general home and garden items.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L2 - Same as R1.

Amazon.com: Online Shopping for Electronics, Apparel, …
www.**amazon.com**/
Online retailer of books, movies, music and games along with electronics, toys, apparel, sports, tools, groceries and general home and garden items.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R2 - Same as L1.

Amazon - National Geographic
www.nationalgeographic.com/topics/**amazon**/
Amazon - Topics National Geographic provides free maps, photos, videos and daily news stories, as well as articles and features about animals …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L3 - Same as R3.

Amazon.com - Wikipedia, the free encyclopedia
https://en.wikipedia.org/wiki/**Amazon.com**
Amazon.com, Inc., often referred to as simply Amazon, is an American electronic commerce and cloud computing company with ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R3 - Same as L3.

Amazon.com - Wikipedia, the free encyclopedia
https://en.wikipedia.org/wiki/**Amazon.com**
Amazon.com, Inc., often referred to as simply Amazon, is an American electronic commerce and cloud computing company with ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L4 - Same as R4.

Amazon Kindle: Welcome
https://kindle.**amazon.com**/
On kindle.**amazon.com**, you can... Review and remember more of what you read. Follow people of interest to you... Manage your books ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R4 - Same as L4.

Amazon Kindle: Welcome
https://kindle.**amazon.com**/
On kindle.**amazon.com**, you can... Review and remember more of what you read. Follow people of interest to you... Manage your books ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

much better	better	slightly better	about the same	slightly better	better	much better
○	○	○	○	○	○	●

Discussion	For URL queries and other Website queries, the target result should be at the top of the result set. In this case, the target result is in the top position on the right side (R1) and in the 2nd position on the left side (L2). This is not a big difference; however, the first result on the left (L1) is Fails to Meet, and showing such an unhelpful result at the top is a bad experience for users. Even though all other results are the same on both sides, the unhelpful result at L1 impacts the entire result set. Therefore, the right side is considered **much better** than the left.

Example 4

Query	[amazon.com]	User Location: New York City, New York
User Intent	Users are trying to navigate to the Amazon website at http://www.amazon.com. Most likely the only result of interest to users is amazon.com.	

L1 - Same as R1.

Amazon.com: Books
www.**amazon.com**/books-used-books-textbooks/b?...
Online shopping from a great selection. ... Books at **Amazon.com** ... Best books of the Month · Award winners · Top 20 lists · Deals in Books ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R1 - Same as L1.

Amazon.com: Books
www.**amazon.com**/books-used-books-textbooks/b?...
Online shopping from a great selection. ... Books at **Amazon.com** ... Best books of the Month · Award winners · Top 20 lists · Deals in Books ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L2 - Same as R2.

Amazon.com: FREE Two-Day Shipping, Instant Streaming, ...
www.**amazon.com**/gp/prime/
Need a last minute gift? Can't get out of the house? Realize you forgot to pick up something? With FREE Two-Day Shipping from **Amazon.com**, ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R2 - Same as L2.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L3 - Same as R4.

Amazon Kindle: Welcome
https://kindle.**amazon.com**/
On kindle.**amazon.com**, you can... Review and remember more of what you read. Follow people of interest to you... Manage your books ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R3 - Same as L4.

Amazon.com: Online Shopping for Electronics, Apparel, ...
www.**amazon.com**/
Online retailer of books, movies, music and games along with electronics, toys, apparel, sports, tools, groceries and general home and garden items.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L4 - Same as R3.

Amazon.com: Online Shopping for Electronics, Apparel, ...
www.**amazon.com**/
Online retailer of books, movies, music and games along with electronics, toys, apparel, sports, tools, groceries and general home and garden items.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R4 - Same as L3.

Amazon Kindle: Welcome
https://kindle.**amazon.com**/
On kindle.**amazon.com**, you can... Review and remember more of what you read. Follow people of interest to you... Manage your books ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

much better	better	slightly better	about the same	slightly better	better	much better
○	○	○	○	●	○	○

Discussion	For URL queries and other Website queries, the target result should be at the top of the result set. In this case, the target result is in the 4th position on the left side and the 3rd position on the right side. In both cases, users will have to scan or read down the result sets in order to pick out the target result. The right side is **slightly better**.

Example 5

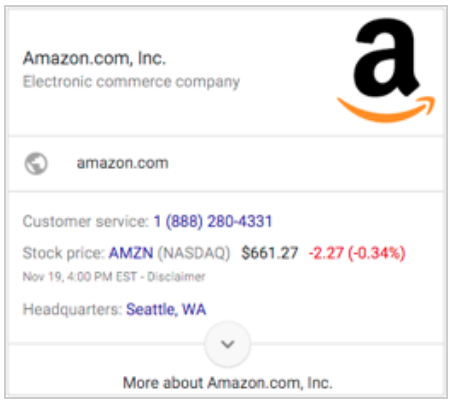
Query	[amazon]	User Location: New York City, New York
User Intent	Users most likely want to navigate to the Amazon.com website, even though the query leaves out the ".com" part of the URL this time. Some users might be looking for other things (such as information about the company, specific subpages, recent news stories, etc.), but website intent is by far the dominant query interpretation.	

L1 - Same as R2.

Amazon.com: Online Shopping for Electronics, Apparel, …
www.**amazon.com**/
Online retailer of books, movies, music and games along with electronics, toys, apparel, sports, tools, groceries and general home and garden items.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R1



Needs Met Rating: FailsM SM MM HM FullyM

L2

Amazon.com: FREE Two-Day Shipping, Instant Streaming, …
www.**amazon.com**/gp/prime/
Need a last minute gift? Can't get out of the house? Realize you forgot to pick up something? With FREE Two-Day Shipping from **Amazon.com**, …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R2 - Same as L1.

Amazon.com: Online Shopping for Electronics, Apparel, …
www.**amazon.com**/
Online retailer of books, movies, music and games along with electronics, toys, apparel, sports, tools, groceries and general home and garden items.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L3 - Same as R3.

Amazon Kindle: Welcome
https://kindle.**amazon.com**/
On kindle.**amazon.com**, you can... Review and remember more of what you read. Follow people of interest to you... Manage your books ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R3 - Same as L3.

Amazon Kindle: Welcome
https://kindle.**amazon.com**/
On kindle.**amazon.com**, you can... Review and remember more of what you read. Follow people of interest to you... Manage your books ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

much better	better	slightly better	about the same	slightly better	better	much better
○	●	○	○	○	○	○

Discussion	For Website queries, the target result should be at the top of the result set. In this case, the target result is in the top position on the left and the 2nd position on the right (L1/R2). On the right side, the top result (R1) is a special content result block showing information about Amazon as a company (logo, phone number, current stock price, etc.). While R1 is still a helpful result for the query, it takes up a lot of space on mobile devices and moves the target result further down. Since most users would prefer to go straight to the website, the left side is **better**. Note: Even though there is a website link in R1, it is not very satisfying for users who want to go to the website because it is not as informative as a web search result block with a title, snippet, and URL.

Example 6

Query	[chocolate chip cookie recipes]	User Location: New York City, New York
User Intent	Users are looking for chocolate chip cookie recipes.	

L1 - Same as R1.

Chocolate Chip Cookies Recipe : Food Network Kitchen ...
www.foodnetwork.com/recipes/.../chocolate-... Food Network
Rating: 4.3 - 456 reviews - 1 hr 5 min
Bake this easy, kid-friendly **Chocolate Chip Cookies recipe** from Food Network Kitchen. The dough is ultra-versatile and requires no special equipment.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R1 - Same as L1.

Chocolate Chip Cookies Recipe : Food Network Kitchen ...
www.foodnetwork.com/recipes/.../chocolate-... Food Network
Rating: 4.3 - 456 reviews - 1 hr 5 min
Bake this easy, kid-friendly **Chocolate Chip Cookies recipe** from Food Network Kitchen. The dough is ultra-versatile and requires no special equipment.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L2

Chocolate Chip Cookies recipe | Epicurious.com
www.epicurious.com/recipes/.../chocolate-chip-c... Epicurious
Rating: 4/4 - 371 reviews - 318 cal
Chocolate Chip Cookies. Adapted from Carla Rollins Gourmet October 2003. 4/4 fork user rating. reviews (371). 85%. make it again. **Chocolate Chip Cookies** ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R2

Simple Chocolate Chip Cookies Recipe : Food Network ...
www.foodnetwork.com/recipes/.../simple-cho... Food Network
Rating: 4.4 - 5 reviews - 1 hr 20 min
Get this all-star, easy-to-follow Simple **Chocolate Chip Cookies recipe** from Food Network Kitchen.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L3

Recipe Perfect Chocolate Chip Cookies - Cook's Illustrated
https://www.cooksillustrated.com/recipes/4... Cook's Illustrated
Our perfect **chocolate chip cookie recipe** had to produce a cookie that would be moist and chewy on the inside and crisp at the edges, with deep notes of toffee ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R3

Chewy Chocolate Chip Cookies Recipe : Food Network ...
www.foodnetwork.com/recipes/.../chewy-cho... Food Network
Rating: 4.3 - 60 reviews - 1 hr 10 min
Get this all-star, easy-to-follow Chewy **Chocolate Chip Cookies recipe** from Food Network Magazine.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L4

Worlds Best Chocolate Chip Cookies Recipe - Genius Kitchen
https://www.geniuskitchen.com/recipe/worlds-best-chocolate-chip-cookies-26849
Rating: 4.5 - 217 reviews - 27 min - 108 cal
Ingredients Nutrition. $^{3}/_{4}$ cup white sugar. 1 cup brown sugar. 1 cup butter, softened. 1 tablespoon vanilla. 2 large eggs, slightly beaten. 3 cups all-purpose flour. $^{3}/_{4}$ teaspoon baking soda. $^{3}/_{4}$ teaspoon salt.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R4

Classic Chocolate Chip Cookies Recipe : Food Network ...
www.foodnetwork.com/recipes/.../classic-cho... Food Network
1 hr 20 min
Get this all-star, easy-to-follow Classic **Chocolate Chip Cookies recipe** from Food Network Kitchen.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L5

Chocolate Chip Cookies Recipe - Bon Appétit
www.bonappetit.com/recipe/chocolate-chip-coo... Bon Appétit
Rating: 3.4 - 128 votes - 50.2 cal
Fold in **chocolate chips**. Spoon heaping tablespoonfuls of dough onto prepared baking sheets, spacing 1 1/2" apart. Bake, rotating pans halfway through, until ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R5

My Big, Fat Chocolate Chip Cookies Recipe : Tyler Florence ...
www.foodnetwork.com/recipes/.../my-big-fat... Food Network
Rating: 4.5 - 515 reviews - 45 min
Get this all-star, easy-to-follow My Big, Fat **Chocolate Chip Cookies recipe** from Tyler Florence.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

much better	better	slightly better	about the same	slightly better	better	much better
○	●	○	○	○	○	○

Discussion	The left side has a helpful collection of chocolate chip cookie recipes from five different well-known recipe websites. The right side has a helpful collection of chocolate chip cookie recipes from a **single** well-known recipe website. Even though both sides have helpful collections of chocolate chip cookie recipes, the left side is **better** because the recipes come from a diverse set of reliable sources (recipe websites).

Example 7

Query	[karate 7304 lakewood dr w, lakewood, wa]	**User Location:** Lakewood, Washington
User Intent	Users want information about the karate organization at this address in Washington state or to go to the organization's homepage.	

L1

Master Pae's World Class Martial Arts - Yelp
www.yelp.com > Active Life > Fitness & Instruction > Martial Arts
★★★★★ Rating: 5.0 - 1 review
1 review of Master Pae's World Class Martial Arts "We transferred to Master Pae's from another dojang … **7304 Lakewood Dr W** Ste 16. **Lakewood, WA**.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R1

Champion **Karate** American Kenpo System | Lake Martial Arts
www.champion**karate**fl.com
Champion **Karate** is a family oriented martial arts school in Lake Mary that teaches adults and children of all abilities in specialized programs.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R2

Traditional Wado **Karate** in Denver, Colorado
karatedenver.com
Karate classes in Denver, Colorado at Denwakan are friendly but formal. Come in for a free class and see for yourself!

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R3

Martial Arts | Martial Arts Training | Taekwondo | Fitness …
www.jgparksmartialarts.com/
Welcome to J.G. Parks US Taekwondo Academy - the best provider of martial arts classes in the **Lakewood**, Long Beach and Cerritos area …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R4

Jobs, Employment in **Lakewood, WA** | Indeed.com
www.indeed.com/l-**Lakewood,-WA**-jobs.html
Jobs 1 - 10 of 8699 Jobs available in **Lakewood, WA** on indeed.com. One search, all jobs.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R5

Korean **Karate** Center - **Lakewood**, Ohio
www.korean**karate**center.com/
At the Korean **Karate** Center, whether Sa Bom Nim Marlene Kachevas is teaching men, women, or children, the focus is on the total development. …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

much better	better	slightly better	about the same	slightly better	better	much better
●	○	○	○	○	○	○

Discussion	The left side has just one result, but it contains information that would be very helpful to most users. The right side has five results, but they are all unrelated to the query and completely unhelpful to users. Even though the left side has only one result, it is **much better** than the right side.

Example 8

Query	[lynn bozof]	User Location: New York City, New York
User Intent	Users want information about a person named Lynn Bozof.	

L1 - Same as R4.

Dr. Ryan **Bozof** - Comprehensive Internal Medicine
www.cimedicine.com/**bozof**.htm
Ryan **Bozof**, M.D. … Dr. Ryan **Bozof** is a Board Certified Internist who was a Magna Cum Laude graduate from the University of Georgia. ...

Needs Met Rating — FailsM SM MM HM FullyM
Page Quality Rating — Lowest Medium Highest

R1

Lynn Smith-Lovin - Duke University | Women's Studies: People
womenstudies.duke.edu/people?Gurl=&Uli=1849&subpage...
Lynn Smith-Lovin. Professor, Sociology; Women's Studies Program; 348A Soc/Psych Building; Campus Box 90088; Phone: (919) 660-5786; Fax: …

Needs Met Rating — FailsM SM MM HM FullyM
Page Quality Rating — Lowest Medium Highest

L2

Lynnhaven Mall - Premier Shopping, Dining, Entertainment in …
www.**lynn**havenmall.com/
Visit Lynnhaven Mall, The Best Shopping, Dining and Entertainment in Virginia Beach, Virginia. Learn about Shopping Events, Sales, Stores …

Needs Met Rating — FailsM SM MM HM FullyM
Page Quality Rating — Lowest Medium Highest

R2

Lynn University, Boca Raton, Florida
www.**lynn**.edu/
A private, coeducational institution located in Boca Raton, Florida. Founded in 1962, the University was acrredited by the Southern Association of …

Needs Met Rating — FailsM SM MM HM FullyM
Page Quality Rating — Lowest Medium Highest

L3

City of **Lynn** Website
www.ci.lynn.ma.us/
Mayor Judith Flanagan Kennedy welcomes you to the official website of **Lynn**, Massachusetts.

Needs Met Rating — FailsM SM MM HM FullyM
Page Quality Rating — Lowest Medium Highest

R3 - Same as L4.

Hal **Bozof**, DPM | Podiatrist in Ft. Meyers, Florida
www.ftmyersfootdoctor.com/podiatrist/
Hal **Bozof**, DPM is a Fort Myers, Florida Foot & Ankle Specialist. Dr. **Bozof** opened his private practice foot clinic in Ft. Myers, FL in 1986. Learn …

Needs Met Rating — FailsM SM MM HM FullyM
Page Quality Rating — Lowest Medium Highest

L4 - Same as R3.

Hal **Bozof**, DPM | Podiatrist in Ft. Meyers, Florida
www.ftmyersfootdoctor.com/podiatrist/
Hal **Bozof**, DPM is a Fort Myers, Florida Foot & Ankle Specialist. Dr. **Bozof** opened his private practice foot clinic in Ft. Myers, FL in 1986. Learn …

Needs Met Rating — FailsM SM MM HM FullyM
Page Quality Rating — Lowest Medium Highest

R4 - Same as L1.

Dr. Ryan **Bozof** - Comprehensive Internal Medicine
www.cimedicine.com/**bozof**.htm
Ryan **Bozof**, M.D. … Dr. Ryan **Bozof** is a Board Certified Internist who was a Magna Cum Laude graduate from the University of Georgia. ...

Needs Met Rating — FailsM SM MM HM FullyM
Page Quality Rating — Lowest Medium Highest

L5

Lawyer Alexander **Bozof** - Fairfax Attorney - Avvo.com
www.avvo.com > Tax Lawyers > Virginia > Fairfax
Read 5 client reviews. Compare Alexander **Bozof** to other Tax attorneys in Fairfax. Write a review. Read professional ratings.

Needs Met Rating — FailsM SM MM HM FullyM
Page Quality Rating — Lowest Medium Highest

R5

Lynn Bozof - National Meningitis Association
www.nmaus.org/awareness/georgia.htm
State Events. State M.O.M.s. **Lynn Bozof** Marietta, Georgia. One of five founding members of the National Meningitis Association. Mother of …

Needs Met Rating — FailsM SM MM HM FullyM
Page Quality Rating — Lowest Medium Highest

much better	better	slightly better	about the same	slightly better	better	much better
○	○	○	○	○	○	●

Discussion	The only helpful result on either side is the 5th result on the right side. Even though this helpful result is in a low position, the right side is **much better** because the left side is completely useless and unhelpful for users.

Example 9

Query	[batman]	**User Location:** New York City, New York
User Intent	Users could be looking for several different things. The most likely user intent is to find information about the most recent Batman movie, such as movie trailers, images, awards, cast information, etc. Other likely intents are Batman images, Batman comics, Batman TV series, Batman video games or toys, information about other Batman movies, etc.	

L1 - Same as R2.

Batman - Wikipedia, the free encyclopedia
en.wikipedia.com/wiki/**Batman**
Batman is a fictional character, a comic book superhero created by artist Bob Kane and writer Bill Finger. The character first appeared …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R1

Batman
Batman, Turkey
maps.google.com

Needs Met Rating: FailsM SM MM HM FullyM

L2 - Same as R3.

Batman Begins (2005) - IMDb
www.imdb.com/title/tt0372784/
★★★★☆ Rating: 7.6/10 - 179736 votes
When his parents were killed, millionaire playboy Bruce Wayne …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R2 - Same as L1.

Batman - Wikipedia, the free encyclopedia
en.wikipedia.com/wiki/**Batman**
Batman is a fictional character, a comic book superhero created by artist Bob Kane and writer Bill Finger. The character first appeared …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L3 - Same as R4.

Batman | DC Comics
www.dccomics.com/**batman**
Whatever you know him as, wherever you know him from—the blockbuster movies, TV shows, video games, cartoons, or millions of comics …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R3 - Same as L2.

Batman Begins (2005) - IMDb
www.imdb.com/title/tt0372784/
★★★★☆ Rating: 7.6/10 - 179736 votes
When his parents were killed, millionaire playboy Bruce Wayne …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L4

Batman (TV Series 1992–2005) - IMDb
www.imdb.com/title/tt103359/
★★★★☆ Rating: 8.1/10 - 24456 votes
This series features the adventures of the Dark Knight of Gotham City …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R4 - Same as L3.

Batman | DC Comics
www.dccomics.com/**batman**
Whatever you know him as, wherever you know him from—the blockbuster movies, TV shows, video games, cartoons, or millions of comics …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

much better	better	slightly better	about the same	slightly better	better	much better
●	○	○	○	○	○	○

Discussion	It is extremely unlikely that users in New York would be looking for a map of Batman, Turkey. This particular Turkish map is unhelpful for the query and extremely unlikely or even completely useless for users in New York. The left side is **much better** because of this inappropriate result in the top position on the right side.

Example 10

Query	[snakes]	**User Location:** New York City, New York
User Intent	Users could be looking for several different things, including information, images, videos, etc.	

L1 - Same as R1.

San Diego Zoo's Animal Bytes: **Snake**
www.sandiegozoo.org/animalbytes/**t-snake**.html
Get fun and interesting **snake** facts in an easy-to-read style from the San Diego Zoo's Animal Bytes. Buy tickets online and plan your visit today!

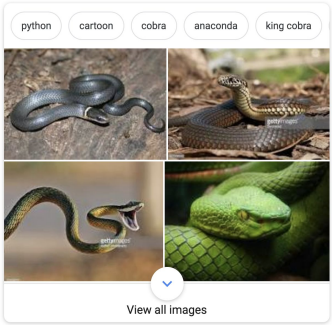
Needs Met Rating — FailsM SM MM HM FullyM
Page Quality Rating — Lowest Medium Highest

R1 - Same as L1.

San Diego Zoo's Animal Bytes: **Snake**
www.sandiegozoo.org/animalbytes/**t-snake**.html
Get fun and interesting **snake** facts in an easy-to-read style from the San Diego Zoo's Animal Bytes. Buy tickets online and plan your visit today!

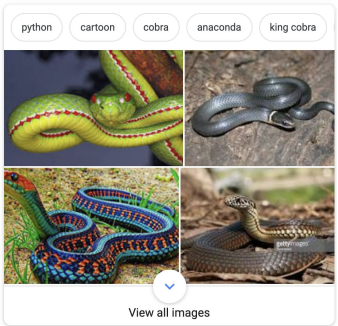
Needs Met Rating — FailsM SM MM HM FullyM
Page Quality Rating — Lowest Medium Highest

L2



Needs Met Rating — FailsM SM MM HM FullyM

R2



Needs Met Rating — FailsM SM MM HM FullyM

L3

BIGGEST SNAKES in the world found alive and caught on ...
https://www.youtube.com/watch?v=Z37hHgKgYfc
Jul 24, 2015 - Uploaded by Amazing Planet
BIGGEST **SNAKES** in the world found alive and caught on camera! (Mega **Snakes** Compilation Video!) 53 of ...
▶ 7:23

Needs Met Rating — FailsM SM MM HM FullyM
Page Quality Rating — Lowest Medium Highest

R3 - Same as L4.

Snake - Wikipedia, the free encyclopedia
en.wikipedia.com/wiki/**Snake**
Snakes are elongate, legless, carnivorous reptiles of the suborder Serpentes that can be distinguished from legless lizards by their ...

Needs Met Rating — FailsM SM MM HM FullyM
Page Quality Rating — Lowest Medium Highest

L4 - Same as R3.

Snake - Wikipedia, the free encyclopedia
en.wikipedia.com/wiki/**Snake**
Snakes are elongate, legless, carnivorous reptiles of the suborder Serpentes that can be distinguished from legless lizards by their ...

Needs Met Rating — FailsM SM MM HM FullyM
Page Quality Rating — Lowest Medium Highest

R4

Venomous sea snake washes ashore - CNN Video - CNN.com
www.cnn.com/.../sea-**snake**-washes-ashore-califor... CNN
Oct 17, 2015
A Ventura County, California, surfer made a strange discovery when he stumbled upon a venomous yellow ...
▶ 1:04

Needs Met Rating — FailsM SM MM HM FullyM
Page Quality Rating — Lowest Medium Highest

much better	better	slightly better	about the same	slightly better	better	much better
○	○	○	●	○	○	○

Discussion	Both sides in this example are very helpful to users. Although some of the specific results are different, both sides contain a good mix of information, images, and videos from high quality websites. The sides are **about the same**.

Example 11

Query	[snakes]	User Location: New York City, New York
User Intent	Users could be looking for several different things, including information, images, videos, etc.	

L1 - Same as R1.

San Diego Zoo's Animal Bytes: **Snake**
www.sandiegozoo.org/animalbytes/**t-snake**.html
Get fun and interesting **snake** facts in an easy-to-read style from the San Diego Zoo's Animal Bytes. Buy tickets online and plan your visit today!

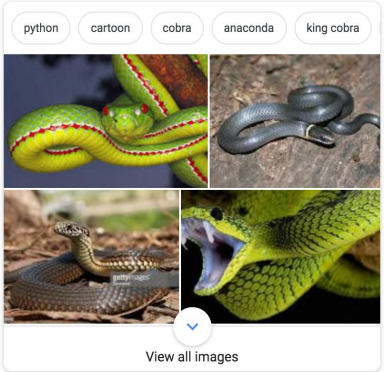
Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R1 - Same as L1.

San Diego Zoo's Animal Bytes: **Snake**
www.sandiegozoo.org/animalbytes/**t-snake**.html
Get fun and interesting **snake** facts in an easy-to-read style from the San Diego Zoo's Animal Bytes. Buy tickets online and plan your visit today!

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L2



Needs Met Rating: FailsM SM MM HM FullyM

R2

Snakes - ReptileChannel.com
www.reptilechannel.com/**snakes**/
Browse through our **snake** profiles or find articles on **snake** care and **snake** breeding.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L3 - Same as R3.

Snake - Wikipedia, the free encyclopedia
en.wikipedia.com/wiki/**Snake**
Snakes are elongate, legless, carnivorous reptiles of the suborder Serpentes that can be distinguished from legless lizards by their …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R3 - Same as L3.

Snake - Wikipedia, the free encyclopedia
en.wikipedia.com/wiki/**Snake**
Snakes are elongate, legless, carnivorous reptiles of the suborder Serpentes that can be distinguished from legless lizards by their …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L4

BIGGEST SNAKES in the world found alive and caught on ...

https://www.youtube.com/watch?v=Z37hHgKgYfc
Jul 24, 2015 - Uploaded by Amazing Planet
BIGGEST **SNAKES** in the world found alive and caught on camera! (Mega **Snakes** Compilation Video!) 53 of ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R4

Snakes - Reptiles Magazine
www.reptilesmagazine.com/**Snakes**/
Snake information ranging from caring and feeding **snakes** to information about wild **snakes**, venomous **snakes** and more …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

much better	better	slightly better	about the same	slightly better	better	much better
●	○	○	○	○	○	○

Discussion	Images and videos are helpful results for this query. Even though all results on both sides are **Highly Meets**, the left side is **much better** than the right side because it includes helpful image and video snake results among the result set. Also, for a broad query like this one, diversity is important both in the result set and type of content, which can be found in the left side.

Example 12

Query	[snakes]	**User Location:** New York City, New York
User Intent	Users could be looking for several different things, including information, images, videos, etc.	

L1 - Same as R1.

San Diego Zoo's Animal Bytes: **Snake**
www.sandiegozoo.org/animalbytes/**t-snake**.html
Get fun and interesting **snake** facts in an easy-to-read style from the San Diego Zoo's Animal Bytes. Buy tickets online and plan your visit today!

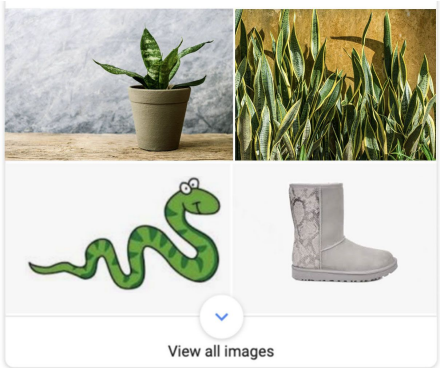
Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R1 - Same as L1.

San Diego Zoo's Animal Bytes: **Snake**
www.sandiegozoo.org/animalbytes/**t-snake**.html
Get fun and interesting **snake** facts in an easy-to-read style from the San Diego Zoo's Animal Bytes. Buy tickets online and plan your visit today!

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L2



Needs Met Rating: FailsM SM MM HM FullyM

R2

Snakes - ReptileChannel.com
www.reptilechannel.com/**snakes**/
Browse through our **snake** profiles or find articles on **snake** care and **snake** breeding.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L3 - Same as R3.

Snake - Wikipedia, the free encyclopedia
en.wikipedia.com/wiki/**Snake**
Snakes are elongate, legless, carnivorous reptiles of the suborder Serpentes that can be distinguished from legless lizards by their …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R3 - Same as L3.

Snake - Wikipedia, the free encyclopedia
en.wikipedia.com/wiki/**Snake**
Snakes are elongate, legless, carnivorous reptiles of the suborder Serpentes that can be distinguished from legless lizards by their …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L4

Snake Wave in Hip Hop Dancing - YouTube

https://www.**youtube**.com/watch?v=UAB-ih42trM
Apr 10, 2008 - Uploaded by expertvillage
Hip hop dance lessons! Get tips for doing the **snake** wave in this free video clip about **hip hop** dancing tips ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R4

Snakes - Reptiles Magazine
www.reptilesmagazine.com/**Snakes**/
Snake information ranging from caring and feeding **snakes** to information about wild **snakes**, venomous **snakes** and more …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

much better	better	slightly better	about the same	slightly better	better	much better
○	○	○	○	○	○	●

Discussion	Videos and images could be helpful results for this query, but the particular image and video results displayed on the left side are unhelpful for the query. They are taking up space that could be used to display helpful results. Although the other results on the left side are helpful, the right side is **much better** because it doesn't contain unrelated, distracting results.

Example 13

Query	[pregnancy symptoms]	User Location: New York City, New York
User Intent	Users are looking for trustworthy information about pregnancy symptoms. This is a Your Money or Your Life (YMYL) query.	

L1

Symptoms of **pregnancy**: What happens right away
www.mayoclinic.org > … > Getting pregnant > In-Depth
In addition to a missed period, the earliest signs and **symptoms** of **pregnancy** might include: Tender, swollen breasts. Fatigue. Cravings …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R1

Signs and **Symptoms** of **Pregnancy** > **Pregnancy Symptoms**
pregnancysymptoms.net/**pregnancy-symptoms**
As you suspect if you are **pregnant**, keep in mind that some of the **symptoms** of **pregnancy** may not be as specific for one woman or other.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L2

Pregnancy Symptoms: Early Signs That You Might Be **Pregnant**
www.webmd.com/baby/guide/**pregnancy**-am-i-**pregnant**
How soon can you know if you're **pregnant**? Learn the common early signs of **pregnancy** from WebMD.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R2

Pregnancy Signs and **Symptoms**
pregnancysymptoms.blogspot.net
Pregnancy Signs and **Symptoms** … **pregnancy** clothing and much more. Article Source: http://EzineArticles.com/?expert-Master-Wedding/...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L3

What are some common signs of **pregnancy**?
https://www.nichd.nih.gov/health/topics/**pregnancy**/.../Pages/signs.aspx
The primary sign of **pregnancy** is missing a menstrual period or two or more consecutive periods, but many women experience other symptoms ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R3

Signs & **Symptoms** of **Pregnancy** Besides Skipped Periods
www.ehow.com > Parenting
Signs & **Symptoms** of **Pregnancy** Besides Skipped Periods. **Pregnancy** can be an exciting and scary time. If you think you might be **pregnant**, …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L4

Pregnancy Week by Week - **Pregnancy Symptoms** & Signs
https://www.plannedparenthood.org/.../pregnancy/sta...
Women go through many changes during each stage of **pregnancy**. Many of the **pregnancy symptoms** they have and the changes they deal with ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R4

Symptoms of **Pregnancy** Questions, Answers, News … ChaCha
www.chacha.com > Categories > Health > Women's Health
The most important indicator of **pregnancy** is a late period, or a period that is not normal. Fatigue, hunger, nausea, backache, sore breasts, …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

much better	better	slightly better	about the same	slightly better	better	much better
●	○	○	○	○	○	○

Discussion	The left side has a collection of results primarily from well-known, authoritative websites about the subject of the query. The results on the right side contain very general, superficial information that come from unknown or suspect websites. Note: Even though the top two results on the right side have the query terms in the domain name, the landing pages are not very helpful. Users would have much more confidence in the results on the left.

Example 14

Query	[pregnancy symptoms]	User Location: New York City, New York
User Intent	Users are looking for trustworthy information about pregnancy symptoms. This is a Your Money or Your Life (YMYL) query.	

L1 - Same as R2.

Symptoms of **pregnancy**: What happens right away
www.mayoclinic.org > … > Getting pregnant > In-Depth
In addition to a missed period, the earliest signs and **symptoms** of **pregnancy** might include: Tender, swollen breasts. Fatigue. Cravings …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R1 - Same as L2.

Symptoms of **Pregnancy** Questions, Answers, News … ChaCha
www.chacha.com > Categories > Health > Women's Health
The most important indicator of **pregnancy** is a late period, or a period that is not normal. Fatigue, hunger, nausea, backache, sore breasts, …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L2 - Same as R1.

Symptoms of **Pregnancy** Questions, Answers, News … ChaCha
www.chacha.com > Categories > Health > Women's Health
The most important indicator of **pregnancy** is a late period, or a period that is not normal. Fatigue, hunger, nausea, backache, sore breasts, …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R2 - Same as L1.

Symptoms of **pregnancy**: What happens right away
www.mayoclinic.org > … > Getting pregnant > In-Depth
In addition to a missed period, the earliest signs and **symptoms** of **pregnancy** might include: Tender, swollen breasts. Fatigue. Cravings …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L3 - Same as R3.

Pregnancy Symptoms: Early Signs That You Might Be **Pregnant**
www.webmd.com/baby/guide/**pregnancy**-am-i-**pregnant**
How soon can you know if you're **pregnant**? Learn the common early signs of **pregnancy** from WebMD.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R3 - Same as L3.

Pregnancy Symptoms: Early Signs That You Might Be **Pregnant**
www.webmd.com/baby/guide/**pregnancy**-am-i-**pregnant**
How soon can you know if you're **pregnant**? Learn the common early signs of **pregnancy** from WebMD.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L4 - Same as R4.

What are some common signs of **pregnancy**?
https://www.nichd.nih.gov/health/topics/**pregnancy**/.../Pages/signs.aspx
The primary sign of **pregnancy** is missing a menstrual period or two or more consecutive periods, but many women experience other symptoms ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R4 - Same as L4.

What are some common signs of **pregnancy**?
https://www.nichd.nih.gov/health/topics/**pregnancy**/.../Pages/signs.aspx
The primary sign of **pregnancy** is missing a menstrual period or two or more consecutive periods, but many women experience other symptoms ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

much better	better	slightly better	about the same	slightly better	better	much better
○	●	○	○	○	○	○

Discussion	The top two results on both sides are the same, but in a different order. The remaining results are the same, in the same order. The result at L1 is from a highly authoritative and trustworthy site (important for the YMYL query), while the result at R1 is not very authoritative or trustworthy. Because the preferred result comes first on the left side, but shows up second on the right side, the left side is **better**.

Example 15

Query	[chicago weather]	User Location: Chicago, Illinois
User Intent	Users want to find the current weather or weather forecast information for the city of Chicago.	

L1

Needs Met Rating: FailsM SM MM HM FullyM

R1

Chicago Weather Forecast and Conditions - weather.com
www.weather.com/weather/today/Chicago+IL+USIL0225
Chicago weather forecast and **weather** conditions. Today's and tonight's **Chicago weather** forecast plus Doppler radar from **weather**.com.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L2 - Same as R2.

Chicago - Weather Underground
www.wunderground.com/weather-forecast/US/IL/Chicago.html
Chicago, IL. 8:09 AM CDT on May 21, 2014 (GMT -0500). West Loop - Old St. Pats (KILCHICA130) Elev 548 ft | 41.88 °N, 87.64 °W | Change Station.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R2 - Same as L2.

Chicago - Weather Underground
www.wunderground.com/weather-forecast/US/IL/Chicago.html
Chicago, IL. 8:09 AM CDT on May 21, 2014 (GMT -0500). West Loop - Old St. Pats (KILCHICA130) Elev 548 ft | 41.88 °N, 87.64 °W | Change Station.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L3 - Same as R3.

Chicago Weather - AccuWeather Forecast for IL 60608
www.accuweather.com/en/us/chicago-il/60608/weather-forecast/348308 Get the **Chicago weather** forecast. Access hourly, 10 day and 15 day forecasts along with up to the minute reports and videos for **Chicago**, IL ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R3 - Same as L3.

Chicago Weather - AccuWeather Forecast for IL 60608
www.accuweather.com/en/us/chicago-il/60608/weather-forecast/348308 Get the **Chicago weather** forecast. Access hourly, 10 day and 15 day forecasts along with up to the minute reports and videos for **Chicago**, IL ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L4 - Same as R4.

Chicago Mayor's Office - Chicago, IL ... – Facebook
www.facebook.com/ChicagoMayorsOffice
Chicago Mayor's Office, **Chicago**, IL. 14046 likes · 789 talking about this · 833 were here. Welcome to the official Facebook page for the Office of ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R4 - Same as L4.

Chicago Mayor's Office - Chicago, IL ... – Facebook
www.facebook.com/ChicagoMayorsOffice
Chicago Mayor's Office, **Chicago**, IL. 14046 likes · 789 talking about this · 833 were here. Welcome to the official Facebook page for the Office of ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

much better	better	slightly better	about the same	slightly better	better	much better
●	○	○	○	○	○	○

Discussion	The top result on the left side is an interactive block that displays the complete and correct answer (i.e., current weather and forecast for Chicago) prominently in the result block, in a way that is easy for users on mobile devices to read. The top result on the right side has similar details on Chicago weather. Both sides would satisfy users, but the L1 result summarizes the information in a way that's easy to digest immediately, and saves the user from clicking on a result. The interactive block also adds diversity to the result set, making the left side **much better** than the right side.

Example 16

Query	[what is einstein most famous for]	User Location: New York City, New York
User Intent	Users want to know what Albert Einstein is most famous for.	

L1

Einstein refrigerator
Albert Einstein, Inventions

Needs Met Rating: FailsM SM MM HM FullyM

R1

Albert **Einstein** - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Albert_**Einstein**
Albert **Einstein** was a German-born theoretical physicist. He developed the general theory of relativity, one of the two pillars ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L2 - Same as R2.

Albert **Einstein** - Biographical - Nobelprize.org
www.nobelprize.org/nobel_prizes/physics/.../**einstein**-bio.htm
Albert **Einstein** was born at Ulm, in Württemberg, Germany, on March 14, 1879. Six weeks later the family moved to Munich, where he later on ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R2 - Same as L2.

Albert **Einstein** - Biographical - Nobelprize.org
www.nobelprize.org/nobel_prizes/physics/.../**einstein**-bio.htm
Albert **Einstein** was born at Ulm, in Württemberg, Germany, on March 14, 1879. Six weeks later the family moved to Munich, where he later on ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L3 - Same as R3.

Albert **Einstein** - Biography, Facts and Pictures
www.famousscientists.org/albert-**einstein**/
Einstein continued to work in the patent office, during which time he made most of his greatest scientific breakthroughs. The University of Zurich ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R3 - Same as L3.

Albert **Einstein** - Biography, Facts and Pictures
www.famousscientists.org/albert-**einstein**/
Einstein continued to work in the patent office, during which time he made most of his greatest scientific breakthroughs. The University of Zurich ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L4 - Same as R4.

Albert **Einstein** Biography - Facts, Birthday, Life Story ...
www.biography.com/people/albert-**einstein**-9285408
In his paper on matter and energy, **Einstein** deduced the well-known equation E=mc2, suggesting that tiny ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R4 - Same as L4.

Albert **Einstein** Biography - Facts, Birthday, Life Story ...
www.biography.com/people/albert-**einstein**-9285408
In his paper on matter and energy, **Einstein** deduced the well-known equation E=mc2, suggesting that tiny ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L5 - Same as R5.

Isaac Newton - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Isaac_Newton
Sir Isaac Newton PRS MP (/ˈnjuːtən/; 25 December 1642 – 20 March 1727) ...
Isaac Newton was born (according to the Julian calendar in use ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R5 - Same as L5.

Isaac Newton - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Isaac_Newton
Sir Isaac Newton PRS MP (/ˈnjuːtən/; 25 December 1642 – 20 March 1727) ...
Isaac Newton was born (according to the Julian calendar in use ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

much better	better	slightly better	about the same	slightly better	better	much better
○	○	○	○	○	○	●

Discussion	The top result on the left side is distracting, misleading, and unhelpful for the query, taking the place of a potentially useful result. The top result on the right side is a high quality page that many users would find helpful. The rest of the results on both sides are the same, therefore, the right side is **much better** because of the very helpful result at the top.

Example 17

Query	[what is einstein most famous for]	User Location: New York City, New York
User Intent	Users want to know what Albert Einstein is most famous for.	

L1

Although he did not get his Nobel prize for it, **Einstein** is most **famous** for his theory of Relativity. Find out about gravity, relativity and **Einstein's** quantum description of light (for which he was awarded the Nobel prize).

Albert **Einstein** (1879-1955) - Planet Science
www.planet-science.com/categories/.../albert-**einstein**-(1879-1955).aspx

Needs Met Rating: FailsM SM MM HM FullyM

R1

Albert **Einstein** - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Albert_**Einstein**
Albert **Einstein** was a German-born theoretical physicist. He developed the general theory of relativity, one of the two pillars ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L2 - Same as R2.

Albert **Einstein** - Biographical - Nobelprize.org
www.nobelprize.org/nobel_prizes/physics/.../**einstein**-bio.htm
Albert **Einstein** was born at Ulm, in Württemberg, Germany, on March 14, 1879. Six weeks later the family moved to Munich, where he later on …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R2 - Same as L2.

Albert **Einstein** - Biographical - Nobelprize.org
www.nobelprize.org/nobel_prizes/physics/.../**einstein**-bio.htm
Albert **Einstein** was born at Ulm, in Württemberg, Germany, on March 14, 1879. Six weeks later the family moved to Munich, where he later on …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L3 - Same as R3.

Albert **Einstein** - Biography, Facts and Pictures
www.famousscientists.org/albert-**einstein**/
Einstein continued to work in the patent office, during which time he made most of his greatest scientific breakthroughs. The University of Zurich …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R3 - Same as L3.

Albert **Einstein** - Biography, Facts and Pictures
www.famousscientists.org/albert-**einstein**/
Einstein continued to work in the patent office, during which time he made most of his greatest scientific breakthroughs. The University of Zurich …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L4 - Same as R4.

Albert **Einstein** Biography - Facts, Birthday, Life Story ...
www.biography.com/people/albert-**einstein**-9285408
In his paper on matter and energy, **Einstein** deduced the well-known equation E=mc2, suggesting that tiny ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R4 - Same as L4.

Albert **Einstein** Biography - Facts, Birthday, Life Story ...
www.biography.com/people/albert-**einstein**-9285408
In his paper on matter and energy, **Einstein** deduced the well-known equation E=mc2, suggesting that tiny ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

much better	better	slightly better	about the same	slightly better	better	much better
●	○	○	○	○	○	○

Discussion	The top result on the left side displays the complete and correct answer prominently in the result block, in a way that is easy for users on mobile devices to read. The top result on the right side is Albert Einstein's Wikipedia page. Both sides would satisfy users, but the result at L1 summarizes the information immediately and saves the user from clicking on a result. The block also adds diversity to the result set, making the left side **much better** than the right side.

Example 18

Query	[how did lincoln die]	User Location: New York City, New York
User Intent	Users want to know how former U.S. president Abraham Lincoln died.	

L1 - Same as R2.

How Did **Lincoln Die**? - American Heritage
www.americanheritage.com/content/how-did-**lincoln-die**
But when a prominent neurosurgeon began to investigate the assassination, he discovered persuasive evidence that **Lincoln**'s doctors must share ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R1 - Same as L2.

Assassination of Abraham **Lincoln** – Wikipedia
en.wikipedia.org/wiki/Assassination_of_Abraham_**Lincoln**
While Booth and **Lincoln** did not know each other, **Lincoln** did know about... he was president, **Lincoln** might have known of his assassination…

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L2 - Same as R1.

Assassination of Abraham **Lincoln** – Wikipedia
en.wikipedia.org/wiki/Assassination_of_Abraham_**Lincoln**
While Booth and **Lincoln** did not know each other, **Lincoln** did know about... he was president, **Lincoln** might have known of his assassination…

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R2 - Same as L1.

How Did **Lincoln Die**? - American Heritage
www.americanheritage.com/content/how-did-**lincoln-die**
But when a prominent neurosurgeon began to investigate the assassination, he discovered persuasive evidence that **Lincoln**'s doctors must share ...

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L3 - Same as R3.

President **Lincoln dies** - History Channel
www.history.com/this-day-in-history/president-**lincoln-dies**
At 7:22 a.m., Abraham **Lincoln**, the 16th president of the United States, dies from a ... the simultaneous assassination of **Lincoln**, Vice President …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R3 - Same as L3.

President **Lincoln dies** - History Channel
www.history.com/this-day-in-history/president-**lincoln-dies**
At 7:22 a.m., Abraham **Lincoln**, the 16th president of the United States, dies from a ... the simultaneous assassination of **Lincoln**, Vice President …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L4 - Same as R4.

A Doctor's View of the **Lincoln** Assassination
www.abrahamlincolnonline.org/**lincoln**/education/medical.htm
Why wasn't he returned to the White House to **die** in his own bed? Did he bleed to death after being shot? Even if he hadn't been killed, would …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R4 - Same as L4.

A Doctor's View of the **Lincoln** Assassination
www.abrahamlincolnonline.org/**lincoln**/education/medical.htm
Why wasn't he returned to the White House to **die** in his own bed? Did he bleed to death after being shot? Even if he hadn't been killed, would …

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

much better	better	slightly better	about the same	slightly better	better	much better
○	○	○	○	●	○	○

Discussion	The top two results on both sides are the same, but in a different order. The remaining results are the same, in the same order. The result at L1 is a medical result that is very technical, which is more narrowly focused on the medical issues around Lincoln's death. The result at R1 is broader, and focuses on the historical aspect of Lincoln's death with some details about the wound itself. Because the result with the broader appeal comes first on the right side, it makes the right side **slightly better**.

Example 19

Query	[safeway]	**User Location:** Baltimore, Maryland
User Intent	Safeway is a national grocery chain. There are two possible strong user intents: most users probably want to visit a nearby Safeway location in person or go to the official website to find delivery info, browse weekly specials, etc.	

L1 - Same as R1.

Safeway – Official Site
www.safeway.com
Shop online for groceries, find out about our grocery stores, get health and nutritional information, and find all recipes and meal ideas.

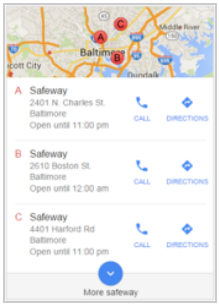
Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R1 - Same as L1.

Safeway – Official Site
www.safeway.com
Shop online for groceries, find out about our grocery stores, get health and nutritional information, and find all recipes and meal ideas.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L2



Needs Met Rating: FailsM SM MM HM FullyM

R2

Safeway Weekly Ad
www.safeway.com/Weekly-Specials
Visit **Safeway**'s Circular online for This Week's Specials & Promotions. You visited **safeway**.com earlier today.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L3 - Same as R3.

Safeway Food & Drug – Grocery – Charles Village - Yelp
www.yelp.com > Food > Grocery
25 Reviews of **Safeway** Food & Drug "Every time I go to **Safeway** ... 2401 N Charles St ... **Safeway** Food & Drug - Baltimore, MD, United States.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R4 - Same as L3.

Safeway Food & Drug – Grocery – Charles Village - Yelp
www.yelp.com > Food > Grocery
25 Reviews of **Safeway** Food & Drug "Every time I go to **Safeway** ... 2401 N Charles St ... **Safeway** Food & Drug - Baltimore, MD, United States.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L4 - Same as R4.

Safeway Grocery – 2610 Boston St– Baltimore, MD - Yelp
www.yelp.com > Food > Grocery
33 Reviews of **Safeway** Food & Drug "Pretty simple way to get **Safeway** - Disgusting plantains - tons of fruit" - Baltimore, MD, United States.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R4 - Same as L4.

Safeway Grocery – 2610 Boston St– Baltimore, MD - Yelp
www.yelp.com > Food > Grocery
33 Reviews of **Safeway** Food & Drug "Pretty simple way to get **Safeway** - Disgusting plantains - tons of fruit" - Baltimore, MD, United States.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

much better	better	slightly better	about the same	slightly better	better	much better
●	○	○	○	○	○	○

Discussion	The top result on both sides meets one of the two possible user intents: to go to Safeway's official website. However, only the left side immediately satisfies users who want to visit a nearby location in person (L2). This interactive result block also adds diversity to the results, by immediately showing a map, directions, and store hours for each nearby location. Since only the left side fulfills both of the possible strong user intents and offers more diversity, the left side is **much better**.

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Example 20

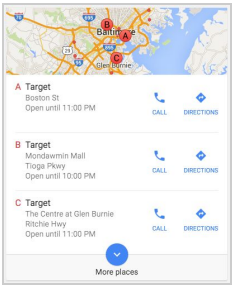
Query	[target]	User Location: Baltimore, Maryland
User Intent	Target is a national discount store chain. There are two possible strong user intents: most users probably want to visit a nearby Target location in person or go to the official website to shop online, research products, etc.	

L1 - Same as R2.

Target: Expect More. Pay Less.
www.target.com/
Mobile-friendly – Free shipping or free same day store pick up on every order plus free and easy returns. Save an extra 5% every day with a **Target** REDcard.

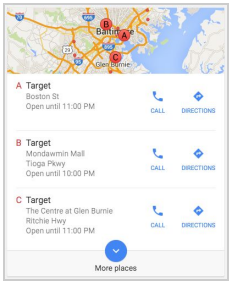
Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R1 - Same as L2.



Needs Met Rating: FailsM SM MM HM FullyM

L2 - Same as R1.



Needs Met Rating: FailsM SM MM HM FullyM

R2 - Same as L1.

Target: Expect More. Pay Less.
www.target.com/
Mobile-friendly – Free shipping or free same day store pick up on every order plus free and easy returns. Save an extra 5% every day with a **Target** REDcard.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L3 - Same as R3.

Target (@Target) | Twitter
https://twitter.com/Target
2 hours ago – With just 1 week to go, time to start your holiday shopping!

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R3 - Same as L3.

Target (@Target) | Twitter
https://twitter.com/Target
2 hours ago – With just 1 week to go, time to start your holiday shopping!

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

much better	better	slightly better	about the same	slightly better	better	much better
○	○	○	●	○	○	○

Discussion	The only difference between the two sides is the order of the top two results. These results meet both of the possible strong user intents: the website intent is met by the official website in L1/R2, while the visit-in-person intent is met by the result block in L2/R1, which shows a list of 3 Target stores close to the user location. Since we can't be sure which result users would prefer to see first, the most appropriate rating is **about the same.** However, you are encouraged to use your judgment for situations like this. If you believe one intent is stronger than the other for the specific query and user location, you might choose **slightly better** for the side where this intent is met by the first result in the result set. Yet, please note that better or much better would be too extreme. As always, please explain your reasoning in the SxS task comment.

Example 21

Query	[doordash]	User Location: Chicago, Illinois
User Intent	DoorDash is an online company based in Palo Alto, California, which offers delivery service from local businesses in several major cities including Chicago. Users want to go to the DoorDash homepage (or app if it is installed) or find information about the business.	

L1 - Same as R1.

DoorDash
www.doordash.com
Best local restaurants now deliver. Get lunch and dinner delivered from your favorite restaurants right to your doorstop with one easy click.

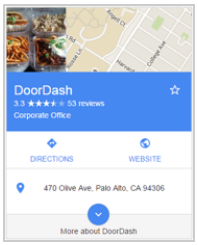
Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R1 - Same as L1.

DoorDash
www.doordash.com
Best local restaurants now deliver. Get lunch and dinner delivered from your favorite restaurants right to your doorstop with one easy click.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L2



Needs Met Rating: FailsM SM MM HM FullyM

R2 - Same as L3.

DoorDash | Facebook
www.facebook.com > DoorDash
DoorDash empowers small business owners to offer delivery in an affordable and convenient way.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L3 - Same as R2.

DoorDash | Facebook
www.facebook.com > DoorDash
DoorDash empowers small business owners to offer delivery in an affordable and convenient way.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R3 - Same as L4.

DoorDash (@doordash) | Twitter
www.twitter.com > doordash
The latest tweets from **DoorDash** (**@doordash**). Delightful food delivery across the US!

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

L4 - Same as R3.

DoorDash (@doordash) | Twitter
www.twitter.com > doordash
The latest tweets from **DoorDash** (**@doordash**). Delightful food delivery across the US!

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

R4

DoorDash | Crunchbase
www.crunchbase.com > doordash
DoorDash enables small businesses to provide its customers with local delivery services.

Needs Met Rating: FailsM SM MM HM FullyM
Page Quality Rating: Lowest Medium Highest

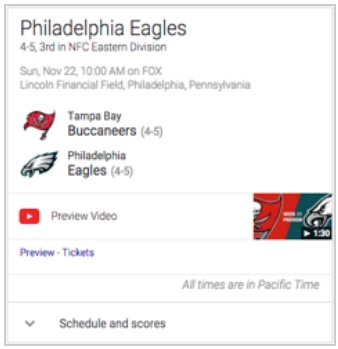
much better	better	slightly better	about the same	slightly better	better	much better
○	○	○	○	○	●	○

Discussion	The user intent is to go to DoorDash's homepage or find more information, which is immediately satisfied by the company's official website in the first result block on both sides (L1/R1). However, the result block in L2 shows information about how to visit or call DoorDash's corporate office, which is not helpful for an online company. (Very few people ever go to the corporate office, which is not open to the public. If someone did need to go to the office for an interview or business visit, they would need to get that information from someone at the company, or they would use a more specific query.) Also, L2 takes up extra space on the page and pushes down other, more useful results. Therefore, even though both sides have the most satisfying result at the top, the right side is **better**.

Example 22

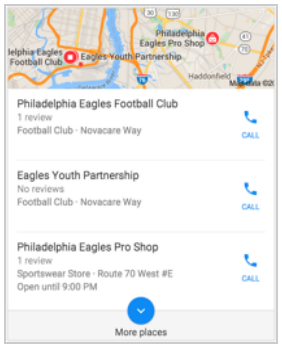
Query	[philadelphia eagles]	**User Location:** Philadelphia, Pennsylvania
User Intent	Users want to find information (e.g., schedules, scores, roster, recent news) about a professional football team called the Eagles based in Philadelphia, Pennsylvania.	

L1



Needs Met Rating

R1



Needs Met Rating

L2 - Same as R2.

Philadelphia Eagles (@Eagles) | Twitter
https://twitter.com/Eagles
2 hours ago – Coach Kelly: We prepare for every game…

Needs Met Rating

Page Quality Rating

R2 - Same as L2.

Philadelphia Eagles (@Eagles) | Twitter
https://twitter.com/Eagles
2 hours ago – Coach Kelly: We prepare for every game…

Needs Met Rating

Page Quality Rating

L3 - Same as R3.

Official Site of the Philadelphia Eagles
www.philadelphiaeagles.com/
Mobile-friendly – Official site of the **Philadelphia Eagles**. History of the **Eagles**. View All Videos … Get the **Eagles** Newsletter.

Needs Met Rating

Page Quality Rating

R3 - Same as L3.

Official Site of the Philadelphia Eagles
www.philadelphiaeagles.com/
Mobile-friendly – Official site of the **Philadelphia Eagles**. History of the **Eagles**. View All Videos … Get the **Eagles** Newsletter.

Needs Met Rating

Page Quality Rating

L4 - Same as R4.

Philadelphia Eagles Team Page at NFL.com
www.nfl.com/teams/philadelphiaeagles/profile?team=PHI…
Mobile-friendly – **Eagles** quarterback Sam Bradford left Sunday's loss to the Dolphins on a third-quarter hit. Get the latest scores …

Needs Met Rating

Page Quality Rating

R4 - Same as L4.

Philadelphia Eagles Team Page at NFL.com
www.nfl.com/teams/philadelphiaeagles/profile?team=PHI…
Mobile-friendly – **Eagles** quarterback Sam Bradford left Sunday's loss to the Dolphins on a third-quarter hit. Get the latest scores …

Needs Met Rating

Page Quality Rating

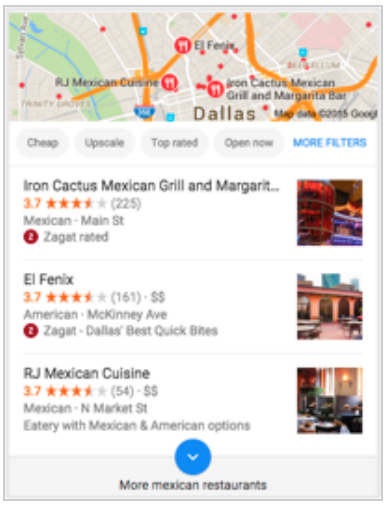
much better	better	slightly better	about the same	slightly better	better	much better
●	○	○	○	○	○	○

Discussion	The only difference between the two sides is the special content result blocks in the top positions (L1 and R1). L1 includes useful information about the Eagles (upcoming games, videos, scores, etc.), while R1 shows information to visit the Eagles team headquarters, a local youth club, or a sportswear shop in person. Even though L1 and R1 both seem related to the query at first glance, it is very unlikely that users would want to go anywhere in person for this query, so R1 completely fails to meet the user's needs. Therefore, the left side is **much better.**

Example 23

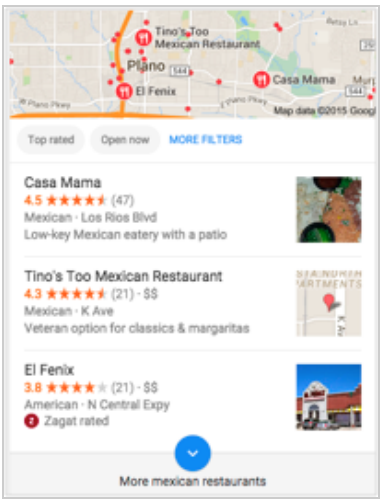
Query	[mexican restaurants]	User Location: Dallas, Texas
User Intent	Users want to find restaurants that serve Mexican food near the user location in Dallas, Texas, which is indicated by the **blue dot** on the map on the next page.	

L1



Needs Met Rating

R1



Needs Met Rating

L2 - Same as R3.

Dallas **Mexican** Food **Restaurants**: 10 Best **Restaurants**
www.10best.com/destinations/texas/dallas/**restaurants/mexican/**
Find Dallas **Mexican** food **restaurants** in Dallas, TX. Read the 10Best Dallas **Mexican restaurant** reviews and view users' ratings.

Needs Met Rating

Page Quality Rating

R2 - Same as L3.

Best Authentic **mexican restaurants** in Dallas, TX - Yelp
www.yelp.com/search?find_desc...Mexican+Restaurants
Reviews on Authentic **mexican restaurants** in Dallas, TX Mi Cocina, Meso Maya, Tipico's, Tacos La Banqueta, Avilas **Mexican Restaurant**, …

Needs Met Rating

Page Quality Rating

L3 - Same as R2.

Best Authentic **mexican restaurants** in Dallas, TX - Yelp
www.yelp.com/search?find_desc...Mexican+Restaurants
Reviews on Authentic **mexican restaurants** in Dallas, TX Mi Cocina, Meso Maya, Tipico's, Tacos La Banqueta, Avilas **Mexican Restaurant**, …

Needs Met Rating

Page Quality Rating

R3 - Same as L2.

Dallas **Mexican** Food **Restaurants**: 10 Best **Restaurants**
www.10best.com/destinations/texas/dallas/**restaurants/mexican/**
Find Dallas **Mexican** food **restaurants** in Dallas, TX. Read the 10Best Dallas **Mexican restaurant** reviews and view users' ratings.

Needs Met Rating

Page Quality Rating

L4

Mi Cocina - 106 Photos - **Mexican** - Uptown - Dallas, TX
www.yelp.com › **Restaurants** › **Mexican**
★★★★☆ Rating: 4.0 - 228 reviews - Price range: $$
Read 228 reviews for Mi Cocina **Mexican restaurant** in Dallas and add your own review! Join millions of Yelpers by telling us …

Needs Met Rating

Page Quality Rating

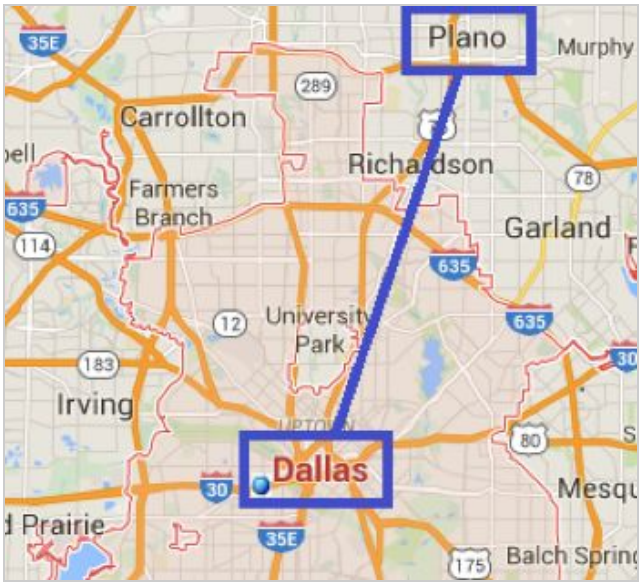
R4

Mi Cocina - 82 Photos - **Mexican** – 5760 Legacy Dr - Plano, TX
www.yelp.com › **Restaurants** › **Mexican**
★★★★☆ Rating: 4.0 - 50 reviews - Price range: $$
Read 133 reviews for Mi Cocina **Mexican restaurant** in Plano and add your own review! Join millions of Yelpers by telling us …

Needs Met Rating

Page Quality Rating

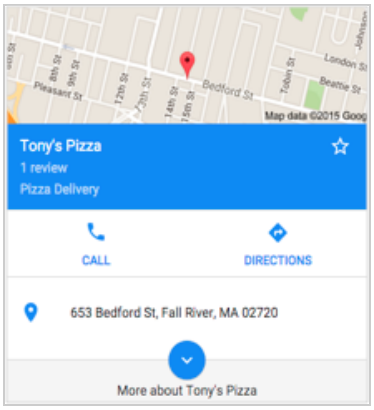
much better	better	slightly better	about the same	slightly better	better	much better
●	○	○	○	○	○	○

Query	[mexican restaurants]	User Location: Dallas, Texas
User Intent	Users want to find restaurants that serve Mexican food near the user location in Dallas, Texas, which is indicated by the **blue dot** on the map below.	
Discussion	Users searching for Mexican restaurants in Dallas would like to see a list of choices nearby. There are many high-quality and diverse options in the city, therefore most users would not be willing to drive a long distance. The top result on both sides shows interactive blocks with a list of options. However, the restaurants in R1 are in the suburb of Plano. As you can see in the map, Plano is located outside of Dallas, approximately 20 miles north of the user location **(blue dot)**. Similarly, L4 and R4 are Yelp pages for two different locations of a popular Mexican restaurant (Mi Cocina), but R4 is in Plano. Since users would prefer Mexican restaurants nearby, the left side is **much better** for showing results in the user location.	

Example 24

Query	[tonys pizza fall river]	User Location: Westport, Massachusetts
User Intent	Users are looking for information about Tony's Pizza, a local pizza restaurant in Fall River, Massachusetts that was open for business at the time this example was written. Users might want to visit the restaurant in person, go to the official website, or find reviews and other information.	

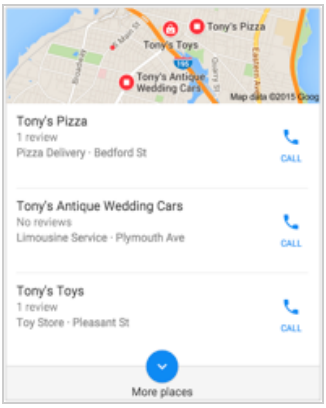
L1



Needs Met Rating

FailsM SM MM HM FullyM

R1



Needs Met Rating

FailsM SM MM HM FullyM

L2 - Same as R2.

Tony's Pizza: Pizza & Subs in Fall River
www.tonyspizzafallriver.com/
Tony's Pizza eat-in, take out and delivery. Delicious pizza, subs, salads …

Needs Met Rating

FailsM SM MM HM FullyM

Page Quality Rating

Lowest Medium Highest

R2 - Same as L2.

Tony's Pizza: Pizza & Subs in Fall River
www.tonyspizzafallriver.com/
Tony's Pizza eat-in, take out and delivery. Delicious pizza, subs, salads …

Needs Met Rating

FailsM SM MM HM FullyM

Page Quality Rating

Lowest Medium Highest

L3 - Same as R3.

Tony's Pizza – 21 Photos – Pizza – Fall River, MA
www.yelp.com › Restaurants › Pizza
★★★★★ Rating: 5.0 - 17 reviews - Price range: $

Needs Met Rating

FailsM SM MM HM FullyM

Page Quality Rating

Lowest Medium Highest

R3 - Same as L3.

Tony's Pizza – 21 Photos – Pizza – Fall River, MA
www.yelp.com › Restaurants › Pizza
★★★★★ Rating: 5.0 - 17 reviews - Price range: $

Needs Met Rating

FailsM SM MM HM FullyM

Page Quality Rating

Lowest Medium Highest

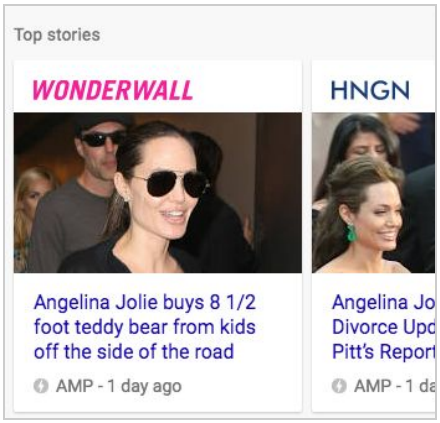
much better	better	slightly better	about the same	slightly better	better	much better
○	●	○	○	○	○	○

Discussion	The only difference between the two sides is the special content result blocks in the top positions (L1 and R1). Both of these results show visit-in-person information for the correct Tony's Pizza, including interactive maps which allow users to get directions to the restaurant. However, R1 also includes information for two unrelated businesses that happen to have "Tony's" in their name. Even though L1 and R1 both successfully address the visit-in-person intent of the query, L1 focuses on the exact restaurant users are seeking, while R1 is less satisfying due to the other unrelated and distracting businesses in the list. Therefore, the left side is **better.** Note: For this example, much better would be too extreme because R1 still gives users the information they need, and all other results are the same on both sides.

Example 25

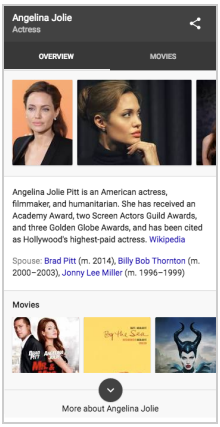
Query	[angelina jolie]	**User Location:** New York City, New York
User Intent	Users are looking for biographical information (e.g., filmography), current news/celebrity gossip, images, or a brief description of the actress Angelina Jolie.	

L1 - Same as R2.



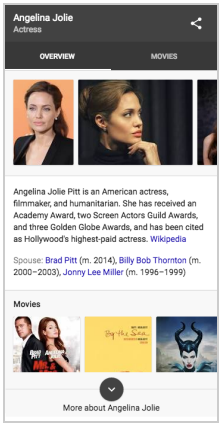
Needs Met Rating

R1 - Same as L2.



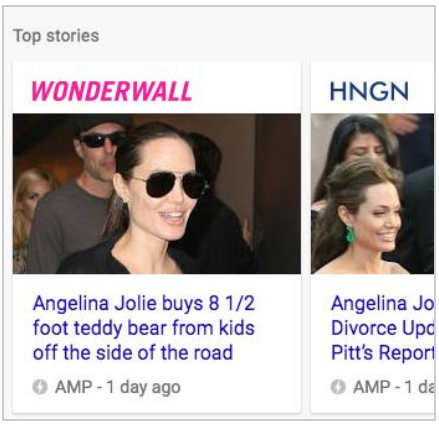
Needs Met Rating

L2 - Same as R1.



Needs Met Rating

R2 - Same as L1.



Needs Met Rating

L3 - Same as R3.

Angelina Jolie - IMDb
www.imdb.com/name/nm0001401/
Angelina Jolie, Actress: Maleficent. **Angelina Jolie** is an Oscar-winning actress who became popular after playing the title role in the "Lara Croft" ....
Biography · Filmography · Awards · News

Needs Met Rating

Page Quality Rating

R3 - Same as L3.

Angelina Jolie - IMDb
www.imdb.com/name/nm0001401/
Angelina Jolie, Actress: Maleficent. **Angelina Jolie** is an Oscar-winning actress who became popular after playing the title role in the "Lara Croft" ....
Biography · Filmography · Awards · News

Needs Met Rating

Page Quality Rating

much better	better	slightly better	about the same	slightly better	better	much better
○	○	○	●	○	○	○

Discussion	For very broad Know queries like this one, different users may be looking for different things: biographical information, news, images, etc. For this reason, different users may prefer different types of results at the top—no exact ordering would be perfect for all users. All of the results on both sides are highly satisfying. The only difference between the two sides is in the order of the interactive SCRBs in the top two positions. The SCRB in L1/R2 shows a selection of recent news stories focused on Angelina Jolie. The SCRB in L2/R1 shows a variety of helpful content about her directly on the page with an option to see more. While no single particular result will satisfy all users, most users could easily find a satisfying result for their needs in either set of results. Therefore, since either side would offer a highly satisfying user experience and the overall differences in user experience are small, the most appropriate rating is **about the same.** However, there is some room for judgement in situations like this. If the recent news stories shown are particularly interesting, you might choose **slightly better** for the left side where the news appears at the top. Alternatively, if the recent news seems less interesting, you might decide the right side is **slightly better**. Yet, please note that better or much better for either side would be too extreme for this particular set of results.

4.0 Standard Needs Met SxS Rating Scenarios

Here are some examples of standard Needs Met SxS rating task scenarios including general advice you should follow. Please assume that these tasks have 5 results on each side.

We are aware that these scenarios do not include all the information you would have in real rating tasks, but we hope they provide some additional guidance. We understand that raters will have different opinions and that you may disagree with our suggested ratings.

Please note that this is just a small sample of the types of rating scenarios you may encounter, and that we are providing general advice, not strict rules.

Scenario 1		
Query	[nintendo.com]	**User Location:** New York City, New York
User Intent	This is a **Website** query. The target of the query is www.nintendo.com.	
Description	● One side has the www.nintendo.com result in the 5th position, with nintendo.com subpages and news/information pages about Nintendo in the other positions. ● The other side has nintendo.com subpages and news/information pages about Nintendo, but does not have the target of the query.	
Rating	The side with the target of the query is **much better** than the other side, even though the result is not at the top of the result set.	

Scenario 2		
Query	[nintendo.com]	**User Location:** New York City, New York
User Intent	This is a **Website** query. The target of the query is www.nintendo.com.	
Description	● The target result www.nintendo.com is at the top on both sides. ● The second result on one side is a porn result. ● The second result on the other side is a Wikipedia article on leisure activities in general, which is completely unhelpful for the query intent. ● The other results are the same on both sides.	
Rating	The side without the porn result is **much better**. Even though the target result is at the top on both sides, displaying unsolicited porn leads to such a poor user experience that the **much better** rating is appropriate. Note: The same reasoning should apply to other types of results that cause very poor user experiences, such as malicious download pages, results with unsolicited upsetting or offensive content, etc. Please use your judgment and represent users in your locale.	

Scenario 3		
Query	[how long does a teenager have to pay the fine for a speeding ticket in carrollton, texas]	**User Location:** New York City, New York
User Intent	The user wants to know the answer to this question.	
Description	None of the results on either side answers the question.	
Rating	The sides are equally bad or unhelpful. The rating should be **about the same**.	

Scenario 4		
Query	[britney spears]	**User Location:** New York City, New York
User Intent	Users are probably looking for Britney Spears' official homepage, gossip, images, videos, recent news, etc.	
Description	Both sides have excellent collections of results for the query, including her homepage in the top position, important recent articles, great information pages, images, etc.	
Rating	The sides are equally helpful. The rating should be **about the same**.	

Scenario 5		
Query	[britney spears]	**User Location:** New York City, New York
User Intent	Users are probably looking for Britney Spears' official homepage, images, videos, recent news, etc.	
Description	● The left side has her official homepage in the top position. ● The right side has a special content result block showing recent news stories in the top position, followed by her official homepage further down in the results. ● The other results on both sides are equally helpful and diverse, including more news stories, images, videos, music, and excellent information pages.	
Rating	The best rating depends on the helpfulness of recent news about Britney Spears, which changes on a daily basis. If the news stories indicate that she recently made breaking news or released a new album at the top of the charts, you might rate the right side as **better** since showing news stories directly in the results would be very useful for many users, or even **much better** if the news is truly stunning and worthy of front-page headlines**.** If the news stories are mostly random gossip or trivial articles, you might prefer the left side with her official homepage at the top since the news is not especially fresh or helpful. Please explain your reasoning in your SxS task comment in situations like this.	

Scenario 6		
Query	[map of inca]	**User Location:** New York City, New York
User Intent	The user wants to find a map of the Inca Empire.	
Description	● One side has three results that display maps of the Inca Empire and are easy to navigate on a mobile phone. The remaining two results on the side are not very helpful. ● The other side has no maps of the Inca Empire, but one result displays a map of Inca Street in Denver, Colorado, a highly unlikely interpretation.	
Rating	The side which has three map results of the Inca Empire should be rated **much better**.	

Scenario 7		
Query	[apple]	**User Location:** New York City, New York
User Intent	● The dominant query interpretation is Apple Inc., maker of computers, iPhones, iPods, etc. ● Many users want to go to the Apple company homepage www.apple.com. ● Some users might want information about Apple products, such as the computers, iPhones, iPods, etc. ● There are minor interpretations for this query as well, such as the apple fruit or the singer Fiona Apple.	
Description	● Both sides have apple.com at the top. ● Both sides have a helpful result for the iPhone and iPod. ● One side has Fiona Apple's official homepage at the bottom of the result set.	
Rating	Most users are looking for the Apple website or information on Apple products. It's important that the result sets do a good job with this interpretation. A few people might be interested in results about Fiona Apple, but it's unlikely. Diversity of query interpretation isn't as important for this query. The correct rating is **about the same** or perhaps **slightly better** for the side that contains the result about Fiona Apple.	

Scenario 8		
Query	[ADA]	**User Location:** New York City, New York
User Intent	● There are many common interpretations of this query. The four most common are American Dental Association, American Diabetes Association, Americans with Disabilities Act and American Dietetic Association. There are many other less likely possibilities as well, such as Auto Design Association, American Dance Awards, Alternative Distribution Alliance, etc. ● Users are either looking for information about one of these interpretations or are trying to navigate to the homepage of one of these interpretations.	
Description	● One side has a diverse mix of very minor interpretations. ● The other side only has results for the American Dental Association, including the homepage of the organization at the top and informational results below.	
Rating	Neither side is helpful. Because there are so many possible meanings for this query, the result set should be diverse in query interpretation. But, it's also important for the result set to include the most likely interpretations. This kind of task is hard, and the exact rating would depend on the actual results. But here is the question to ask: which side will be helpful for more users? If you think more users would be more likely to find what they are looking for on the side with the common interpretation, use **slightly better** or **better**. If you think both sides are equally bad, choose **about the same**. Our rating choice here is **slightly better** for the side with the American Dental Association interpretation. Because both sides are bad, the **much better** rating is too extreme. For some or many users, both sides would be equally unhelpful. When the task is difficult to rate, make sure you explain your choice.	

Scenario 9		
Query	[wizard of oz]	**User Location:** New York City, New York
User Intent	The user is most likely looking for information about the popular movie, but minor interpretations include the Andrew Lloyd Webber musical or the novel.	
Description	● The left side has helpful results about the movie, which is the dominant interpretation for this query. ● The right side has results from several local, very small theater groups performing the Wizard of Oz musical. Some of the results are stale, including the top two results, because the performance dates have passed.	
Rating	In this example, both sides have only addressed one interpretation. The left side is the dominant interpretation and has very helpful results. The right side addresses a minor interpretation with unhelpful results at the top. Therefore, the left side is **much better** than the right side.	

Scenario 10		
Query	[red wine vs. white wine making]	**User Location:** New York City, New York
User Intent	The user wants information on this topic.	
Description	● The first result on both sides is a Wikipedia article on wine in general, which is not helpful for the query intent. ● The second result on the left side doesn't load, while the second result on the right side is an article that explains the differences between making red and white wines. ● The rest of the results on both sides are the same. Of those results, only the 5th result on both sides is helpful.	
Rating	The right side should be rated **better** or **much better** than the left side because it has one of the two helpful results in a high position.	

Scenario 11		
Query	[plane crash john f kennedy jr]	**User Location:** New York City, New York
User Intent	John F. Kennedy, Jr. died in a plane crash in 1999. The user wants information on this topic.	
Description	● The left side has 5 informative newspaper articles on the subject of the query. All of the articles were published in 1999 and 2000. ● The right side has 5 informative results about other members of the Kennedy family. All of the articles were published within the last month.	
Rating	The left side should be rated **much better** than the right side because it has articles related to the topic of the query. Because the plane crash occurred in 1999, it is logical that most helpful results would have been published around that time. Very recent articles that are unrelated to the topic of the query are not helpful.	

Scenario 12		
Query	[olympic figure skating results]	**User Location:** New York City, New York
User Intent	The user wants information on this topic.	
Description	● The left side has Olympic figure skating results from 2006 and 2010 only. There are no results from the most recent Winter Olympics. ● The right side has Olympic figure skating results from the most recent Winter Olympics (which took place in 2016 at the time this scenario was written).	
Rating	Unless the user specifies otherwise, we will assume that he or she is interested in the most recent results. The right side is **much better** than the left because it displays results from the most recent Winter Olympics.	

Scenario 13		
Query	[olympic figure skating results 2002]	**User Location:** New York City, New York
User Intent	The user wants information on this topic.	
Description	● The left side has Olympic figure skating results for 2002. ● The right side has Olympic figure skating results from the most recent Winter Olympics (which took place in 2016 at the time this scenario was written).	
Rating	The user is specifically interested in Olympic figure skating results for 2002. The left side is **much better** than the right side.	

Scenario 14		
Query	[toys]	**User Location:** New York City, New York
User Intent	The user wants to find children's toys to buy.	
Description	● All results on the left are related to children's toys. There are three shopping-related results and two news results with articles about toy safety. ● Four of the results on the right are the same as or similar to the results on the left side. ● The right side has one result related to adult sex toys.	
Rating	Porn-related results are unacceptable for this query which clearly has non-porn intent. The left side should be rated **much better** than the right side.	

Scenario 15	
Description	● One side has no search results and displays the message "This side did not generate any results". ● The other side displays search results, but none are related to the subject of the query.
Rating	In this scenario, we have to ask ourselves whether it is better to display no search results or to display unhelpful search results. When both sides are so obviously unhelpful, usually the best rating is **about the same**. In some situations, you might find results that are borderline **SM/FailsM** and could possibly be of use to some users. In this case, the side with results could be **slightly better**. On the other hand, you may encounter a situation where the results are so clearly Fails to Meet that they would just frustrate users or waste their time. In that case, the side with no results could also be **slightly better**. In any of these situations, both sides are still nearly useless and you should not use strong ratings. Please explain your reasoning in your SxS task comment in situations like this.

Scenario 16		
Query	[google adsense]	**User Location:** New York City, New York
User Intent	The user wants to go to the AdSense website, learn more about the program, or sign in to their account.	
Description	● The top result on both sides is the homepage, which is rated Fully Meets. ● The second result on the left side is a dupe of the top (Fully Meets) result. ● The bottom three results on each side are the same.	
Rating	The Fully Meets result in the second position on the left has no added value, because it is a dupe of the top result. Because the right side has no dupes, and the bottom results are the same, the right side has an additional unique result. If R2 has a Highly Meets rating, then the right side is **much better**. If R2 has a Fails to Meet rating, then the two sides are **about the same**. In this scenario, the final SxS rating depends on the Needs Met rating of the additional unique result since the other results are the same. Therefore, a rating in the range from **about the same** to **much better** could be justified. Please explain your reasoning in your SxS task comment in situations like this.	

Scenario 17		
Query	[cinemark san mateo]	**User Location:** Redwood City, California
User Intent	● The user is looking for information about a Cinemark movie theater in San Mateo, California, which is close to the user location. ● Most users want to visit the theater in person, buy tickets, and/or look up information in advance such as showtimes, prices, movie information, etc.	
Description	● Both sides show helpful results about the correct movie theater, including special content result blocks in the top positions for the specific Cinemark location the user wants. ● The special content result block on the left shows movie showtimes for the theater. ● The special content result block on the right shows visit-in-person information for the theater, including an interactive map to get directions.	
Rating	Both sides could potentially provide exactly what users are looking for when issuing this query. Some users might be immediately ready to visit the theater in person, while other users might need to see showtimes, purchase tickets, or find other information first. This kind of task is hard, because it's difficult to know which situation applies to most users, and both sides contain excellent results for the query. You might choose **about the same** if you think showtimes and visit-in-person information are equally useful, or you might decide one side is **slightly better** if you think seeing one type of content directly in result blocks is more immediately helpful than the other. However, please note that in this type of scenario, better or much better would be too extreme. Please use your best judgment in choosing a rating, and explain your reasoning in your SxS task comment.	

Scenario 18		
Query	[hotels in pacifica]	**User Location:** San Francisco, California
User Intent	The user is looking for information about hotels located in Pacifica, California, in order to research, call, visit, or make a reservation online.	
Description	● The top result on the left side is an interactive result block showing information about several hotels in Pacifica (including reviews, contact info, directions, etc. for each hotel). ● The top result on the right side is an interactive result block showing information for a single hotel in Pacifica (including similar information such as reviews, contact info, etc. for this specific hotel). ● The remaining results are the same on both sides.	
Rating	Users are searching broadly for hotels in the area, rather than one specific hotel. Even if the single hotel shown on the right is a really excellent, top-rated hotel, it's important to give users many options and choices for this query. Therefore, the left side should be rated **much better** because the top/most prominent result offers multiple hotel options and choices to meet users' needs.	

Part 3: Using the Evaluation Platform for SxS Rating

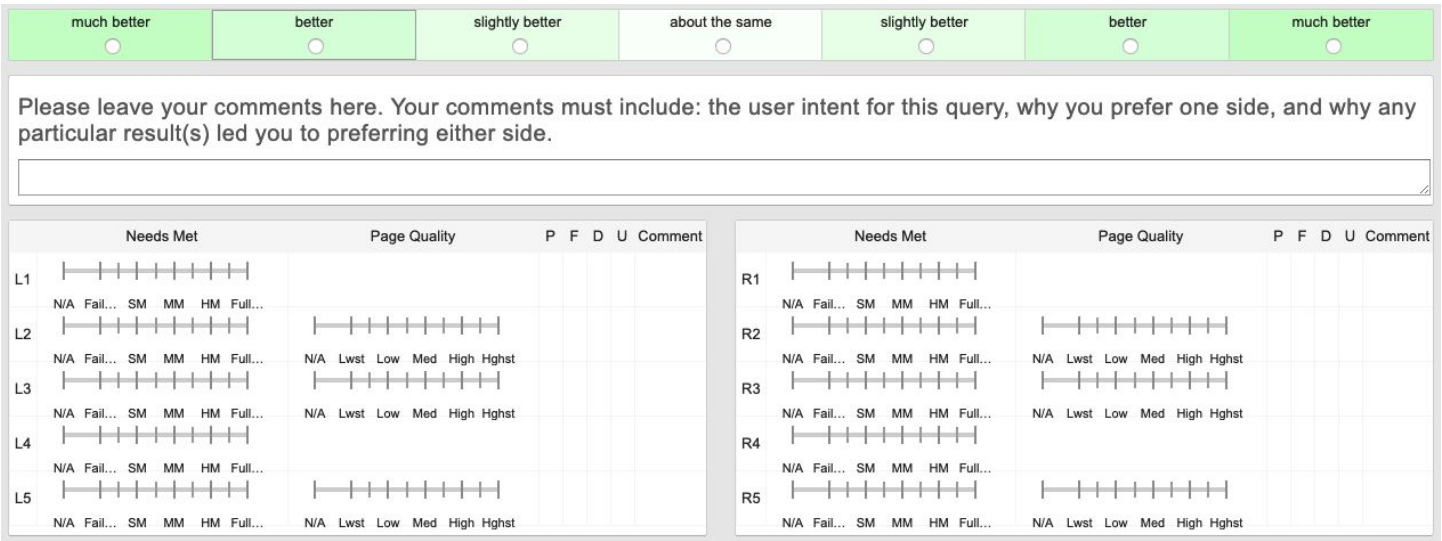
This section of the Side-by-Side Rating Guidelines is about aspects of the Needs Met template that pertain to SxS rating. Please see Part 4 of the General Guidelines for general information about using the Evaluation Platform.

5.0 The Needs Met SxS Rating Interface

The Needs Met SxS rating interface includes the following at the bottom of the task page:

- Side-by-Side rating scale
- Summary tables that show your Needs Met ratings, Page Quality ratings, flags, and comments for individual results

Here is a screenshot of this portion of the task page.



See Section 1.1 for a screenshot of the full standard SxS Needs Met task page.