

DELIVERING RELEVANT SEARCH RESULTS

With a focus on queries with location-specific intent

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OVERVIEW

- User intent behind a search query
- A relevant search result.
- Query frequency pattern
- Location specific intent
- Metrics
- Judgments
- Sample reports
- Challenges

USER INTENT

- Query: paris hilton.
- User intent could be:
 - Celebrity of that name
 - Locations for Hilton hotels in and around Paris
 - If the latter, then which Paris?
- Query: U.S. open results
 - Golf tournament
 - Tennis tournament
- Local intent:
 - Hotels in Las Vegas
 - Pizza in Alameda Ridge

RELEVANT RESULTS

- Query: sasqag

[Seattle Area Software Quality Assurance Group](#)

The \$99 Day is Back. On September 30, Jim Benson will be leading a session on Flow and Kanban for Better Testing and a Happier Workplace. Click here for details and ...

www.sasqag.org - Cached page

[SASQAG Membership - Seattle Area Software Quality Assurance Group](#)

Sign up now. **SASQAG's** Charter. PURPOSE: To Promote Professional Software Quality Practices. OBJECTIVES: To provide educational and certification opportunities in a non ...

www.sasqag.org/membership.html - Cached page

[PNSQC, SeaSPIN, SASQAG & Bing jobs blog on Testing Online Services ...](#)

Sep 18, 2010 - ←VALID 2010 (2nd Int'l Conf. on Advances in System Testing and Validation Lifecycle)

testmuse.wordpress.com/2010/09/18/pnsqc-seaspin-sasqag-bing-jobs-blog-on-testing... - Cached page

Related Searches for **sasqag**

[Qasig](#) [Software Testing Training Sea...](#)

[Saag - Wikipedia, the free encyclopedia](#)

Saag or sag is a spinach and/or mustard leaf-based dish eaten in Pakistan and India with bread such as roti or naan, or rice (in Odisha and West Bengal). Saag can be ...

en.wikipedia.org/wiki/Saag - Cached page

Content >

[Quality Assurance Special Interest Group - QA SIG Home](#)

SASQAG \$99 Day - September 30, 2011. Using Flow and Kanban for Better Testing and Happier Workplace, a workshop presented by **SASQAG** and led by Jim Benson.

qasig.org - Cached page

[Serum-ascites albumin gradient - Wikipedia, the free encyclopedia](#)

The serum-ascites albumin gradient (SAAG) is a calculation used in medicine to help determine the cause of ascites The SAAG may be a better discriminant than the older ...

en.wikipedia.org/wiki/Serum-ascites_albumin_gradient - Cached page

[SASSA - What does SASSA stand for? Acronyms and abbreviations by ...](#)

Acronym Definition; SASSA: South African Social Security Agency; SASSA: Soil Analysis Support System for Archaeologists; SASSA: South Asian Studies Students ...

acronyms.thefreedictionary.com/SASSA - Cached page

[Left 4 Dead 3 - The New Special Infected HD - YouTube](#)

By jasper561996 · 1 min · 336,716 views · Added 6/28/2010

Jun 28, 2010 · This are some ideas for the new infected in the upcoming game Left 4 Dead 3! Guys thanks for the views!

www.youtube.com/watch?v=4v3N_SASQag - Cached page

YouTube

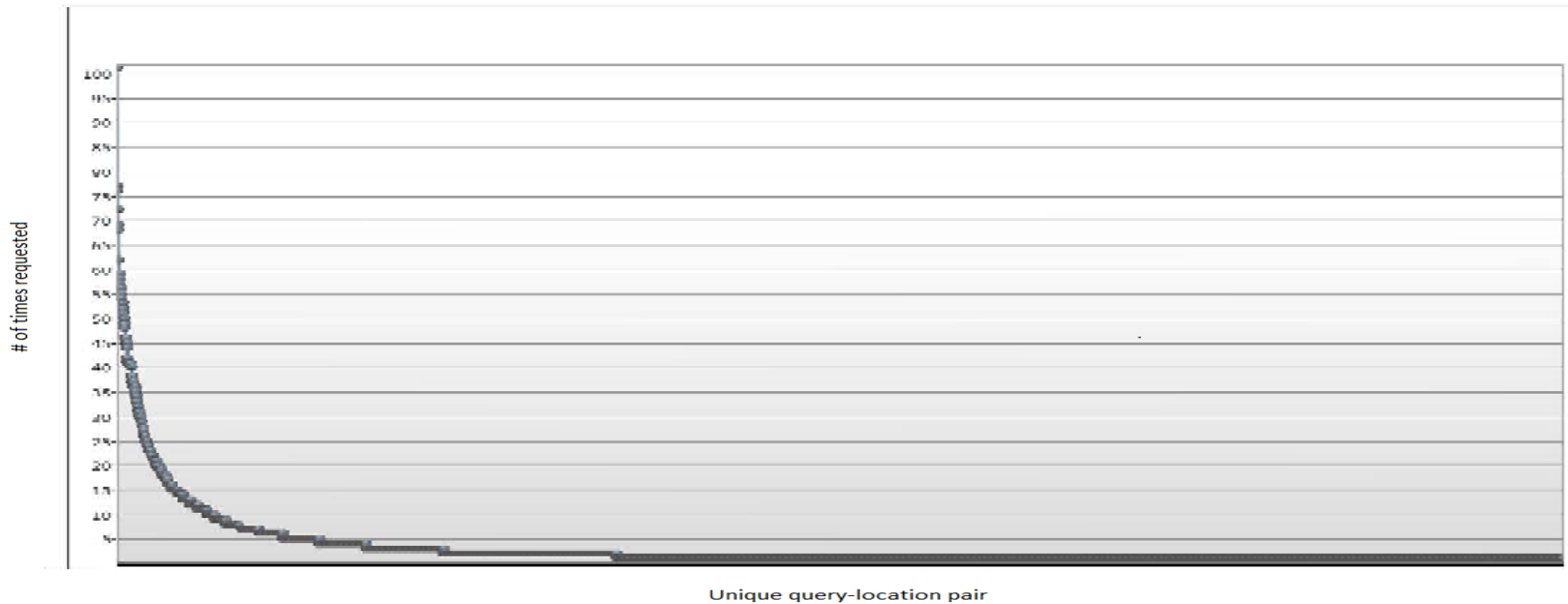
Preview >

QUERIES WITH LOCAL INTENT

- What are they?
- Query + Location pair
- Implicit & Explicit Locations
- “medical clinics”
- “*debugging*”
- “hotels in las vegas”
- Markets
 - “italian restaurants in los angeles”
 - “wineries in Melbourne, Australia”

QUERIES FOR TESTING

- Number of unique search queries: infinite.
- Statistically random sample.
- Query distribution: long tail



METRICS CALCULATED

- DCG
 - Discounted Cumulative Gain: builds on Cumulative Gain, penalizing the engine if relevant results are returned lower.
- Precision
 - Among all the results returned, the fraction of results that are relevant to the search.
 - Obtained by summing over all individual results across the query set, then take fraction
- Recall
 - Among all the results that are relevant to the search, the fraction of the results that are successfully returned
 - Obtained by summing over all individual results across the result set, then take fraction

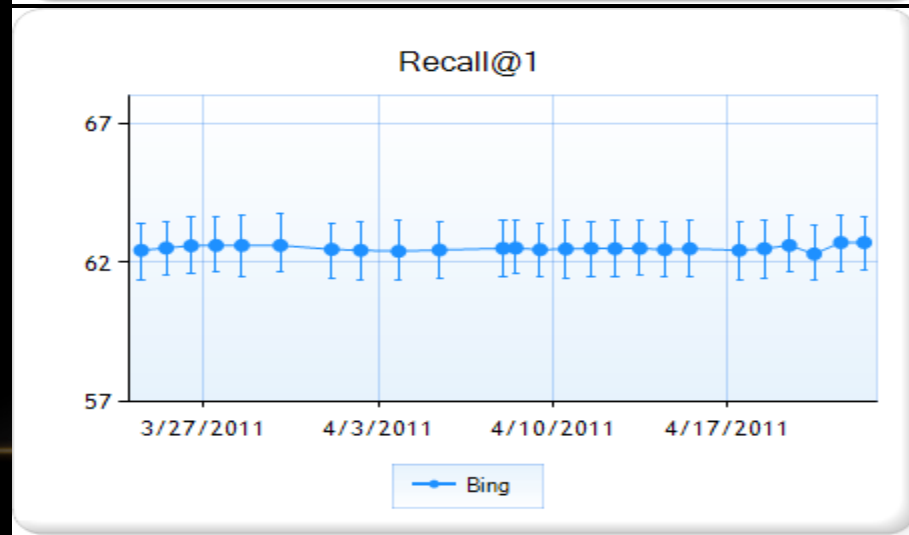
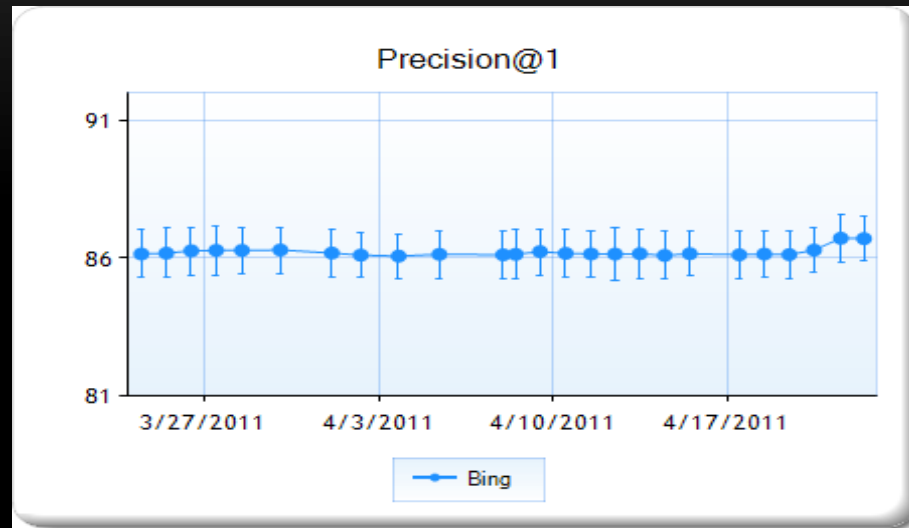
JUDGMENT GUIDELINES

Query	Local Search result returned	Rating
Ikea in Seattle, WA	<u>Ikea at 601 SW 41st Street, Renton, WA</u>	“Perfect”; The nearest location of a specialty store
dilbeck realty los angeles CA	Dilbeck Realtors GMAC RI Est 2486 Huntington Dr, San Marino, CA 91108	“Excellent”; A relevant result close to Los Angeles was returned.
lane bryant from Elmhurst, Illinois	Lane Bryant 101 Oakbrook Ctr, Oak Brook, IL 60523	“Good”; Result matched query, although it was not exactly at the specified location.
Pets Mart Seattle	<u>Pets Mart at 1203 N Landing Way, Renton, WA</u>	“Fair”; The Pets Mart franchise has a location in the city of Seattle
Hong Kong Express Seattle	<u>Hong Kong Airlines</u>	“Bad”; The result is not relevant to the query. The user is looking for a restaurant and is returned an airline.

OBTAINING METRICS

- Run queries through the engine.
- Obtain results.
- Get results judged.
- Calculate metrics.

SAMPLE REPORTS



ANALYSIS AND FOLLOW-UP

- A version with a drop in recall.
- Distribution of queries and results.
- Identify patterns.
- Gauge impact.
- Re-baseline

CHALLENGES

- Results change over time.
- Freshness
- Multiple dependencies
 - “pizza hug” - speller
 - “tully” – location
- Moving parts.