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

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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

Quality Assurance Special Interest Group - QA SIG Home
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
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

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