

I'm Feeling Lucky

or

I'm Feeling Cheated

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RMIT

Aim

- To examine if user's relevance state/criteria changes when reading the results list returned by a search engine
- Secondary: how long does it take for a user to change their state?

Method

- From query logs, extract scenarios/topics
- Test user's prior knowledge on scenarios
- Present half of users with document without snippets (Feeling lucky)
- Present other half with results list and let them "choose" a doc to read
- Use eye tracking to monitor which snippets they read

QUERY LOG

12:35:01 128.256.34.12 Q mad cow disease

...

12:36:06 128.256.34.12 Q bovine spongiform encephalopathy

...

12:36:56 128.256.34.12 Q Creutzfeldt-Jakob disease prion

...

12:37:37 128.256.34.12 V <http://moleculesAreUs.net/cjd.php>

SCENARIO

What is the molecular structure of the protein responsible for mad cow disease?

Synonyms: BSE, CJD, prion, etc

[Official Mad Cow Disease Home Page](#)

The Internet's largest and most authoritative site for prions, **mad cow disease** (bovine spongiform encephalopathy or BSE), scrapie, Creutzfeldt-Jakob **Disease** ...

www.mad-cow.org/ - 24k - [Cached](#) - [Similar pages](#)

[Official Mad Cow Disease Home Page](#)

By far the Internet's largest site for **mad cow disease**, bovine spongiform encephalopath (BSE), scrapie, Creutzfeldt-Jacob **Disease** (CJD) prion **disease**, ...

www.mad-cow.org/~tom/mad_cow_disease.html - 4k - [Cached](#) - [Similar pages](#)

[Food and Drug Administration Mad Cow Information](#)

Bovine Spongiform Encephalopathy (BSE) or **mad cow disease** is a chronic, degenerative disorder affecting the central nervous system of cattle.

www.fda.gov/oc/opacom/hottopics/bse.html - 17k - [Cached](#) - [Similar pages](#)

[Mad Cow Disease \(CJD\)](#)

Information from the Organic Consumers' Association related to **mad cow/deer/pig/elk disease** in the USA.

www.organicconsumers.org/madcow.htm - 49k - [Cached](#) - [Similar pages](#)

[New mad cow woes](#)

new worries about **mad cow disease**, Creutzfeldt-Jacob **disease**, chronic wasting **disease** in Europe and United States.

whyfiles.org/012mad_cow/ - 19k - [Cached](#) - [Similar pages](#)

[Howstuffworks "How Mad Cow Disease Works"](#)

Mad cow disease is in the news again, with tests confirming the second case in the United States since December 2003. Learn how this brain **disease** affects ...

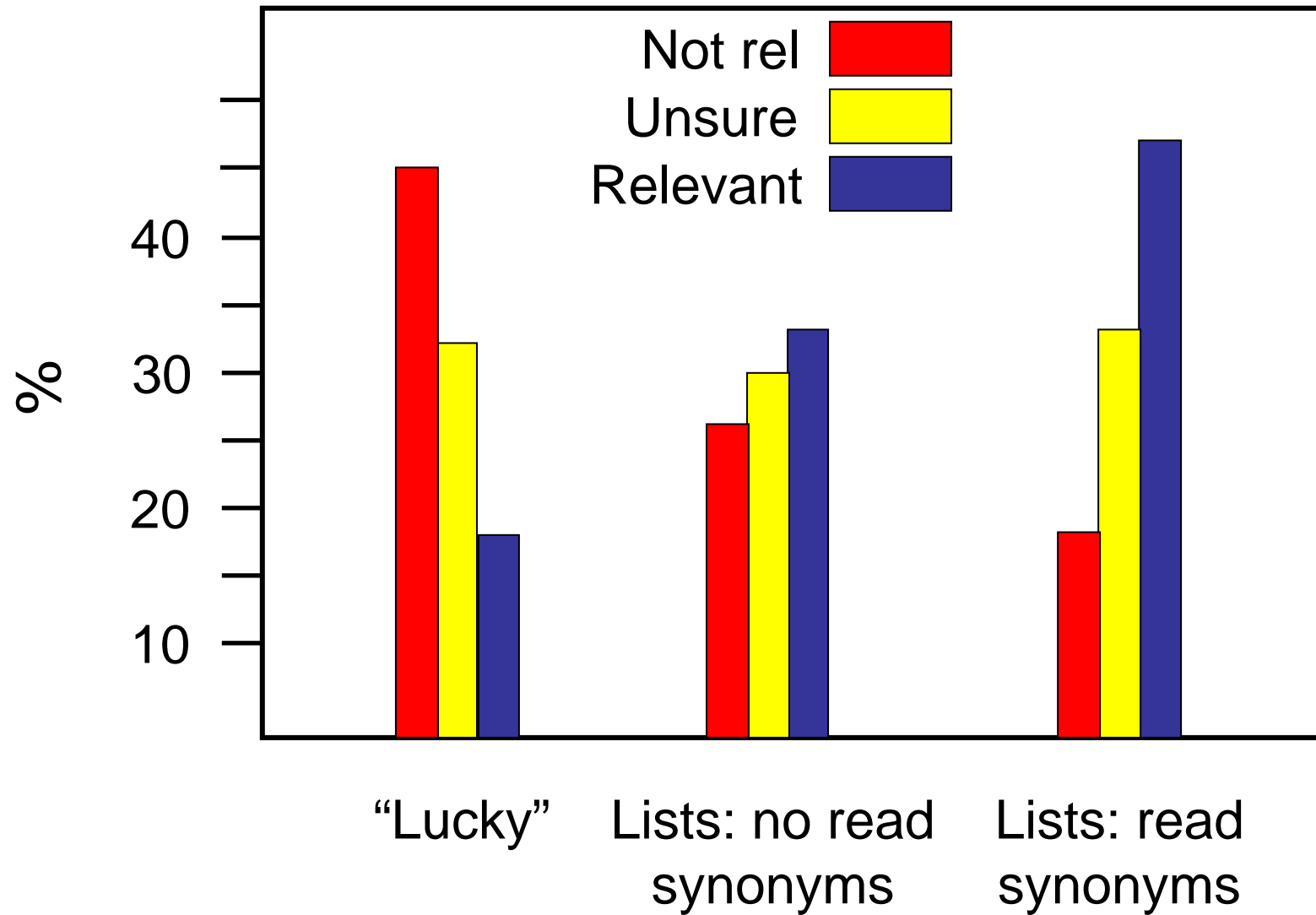
science.howstuffworks.com/mad-cow-disease.htm - 39k - [Cached](#) - [Similar pages](#)

[Bovine spongiform encephalopathy - Wikipedia, the free encyclopedia](#)

Bovine spongiform encephalopathy commonly known as **mad cow disease**, is a fatal, neurodegenerative **disease** of cattle, which infects by a mechanism that ...

en.wikipedia.org/wiki/Bovine_spongiform_encephalopathy - 46k - [Cached](#) - [Similar pages](#)

Proportion of documents judged relevant



NOT REAL DATA! I MADE THIS UP.

Conclusion

- Users do make use of information contained in all snippets
- IR experiments should take this into account: Cranfield model not suitable
- Snippet/UI construction...
- Relevance feedback...
- Evaluation...