

Web page relevance guidelines

Introduction

Please read the guidelines carefully. You will need to pass a qualification test to start rating. You will get three chances to pass this test, but you must obtain a minimum standard to do so. These guidelines will help you to understand what is required. Your work will be reviewed and payment withheld for fraud.

Task

Your task is to read a short description of a need for some information, and imagine you are in this situation. The description appears in a rating pane browser window, which you can resize to keep small. The URL of the page to rate is shown below the description (you don't need to click it). An example of the description and rating buttons appears below.

Description:
A friend who is always worried about her health was in the UK at the height of mad cow disease. To reassure her, you want to find information on mad cow disease symptoms in humans.

URL:
www.who.int/zoonoses/diseases/bse/en/

[1] Not Useful
 [2] Slightly Useful
 [3] Mostly Useful
 [4] Very Useful
 [5] Essential
 [6] Junk
 [7] NJ: Page Didn't Load
 [8] NJ: Login
 [9] NJ: Foreign

The page to examine will appear in a new browser window. Arrange it so that you can see both the rating pane window and the content page window. Look at the page as you would if you were doing this search for real (but don't click additional links).

After you have finished, you need to provide a rating of the page, with respect to the subject matter from the information need description.

Once you have provided the rating, a new hit will appear in the rating pane, and the content page will refresh with a new page as well.

The content page may take several seconds to load. If it hasn't loaded after 20-30 seconds, you may need to click the browser refresh button in the rating pane.

The rating pane occasionally doesn't recognize a rating being clicked. If necessary, simply refresh the browser window in the rating pane.

If there are some peripheral embedded resources on the page (such as ads or images) which fail to load (due to changes over time), please try to ignore them when rating.

Next we describe in more detail information need descriptions and each of the ratings and when you should use them.

Information need description

An information need description might be things like the following:

“You went to an eye safety lecture as part of starting a new job in a factory. The presenter said that there is one part of the eye that continues to grow throughout a person’s life. What is that part?”

“Your car recently got recalled by the manufacturer so that a small defect could be repaired. You start wondering how often cars get recalled, and what type of reasons are behind such recalls.”

Ratings

The 6 ratings you can give to a page are:

1. **Not Useful:** The content of this page does not provide useful information for this subject matter need. This rating is used even if the page discusses something related to the current topic but does not discuss the aspect that is the main part of the subject matter need. Also use this if the page appears to be off topic, even though it may provide useful information on other topics.
2. **Slightly Useful:** The content of this page provides some information on the subject matter need, although the amount of information may be only minimal, and this minimal but relevant information must be in the page content. Alternatively, it is also used if the page appears to be a valuable page for the general topic of the subject matter need and it contains several links that are likely to be full of useful information for the specific topic of the subject matter, even if there is no directly useful information within the page itself.
3. **Mostly Useful:** The content of this page provides substantial and valuable information on the subject matter needed, but may not be from an authoritative source or as comprehensive as you would need to be completely satisfied. You would most likely read other pages before you were satisfied.
4. **Very useful:** This page or site is dedicated to the subject matter of the information need description. It needs to be authoritative and comprehensive, well written and presented. After reading it, you might not need to read any other page to be satisfied.
5. **Essential:** This page represents a home page of a person, place, or organization directly sought in the description: the person should be searching for this. Alternatively, the page completely answers the need, is the obvious authoritative source of information for this subject matter, and is so entirely comprehensive that no other page is required. If there might be several good sources of information for this subject matter (e.g. for a generalized lyrics or recipe need), do not use this rating.
6. **Junk:** This page does not appear to be useful for any reasonable purpose; it may be spam or junk. If the page looks to be just full of the same kind of links to other sites, or full of ads, or otherwise is something that you would just return to the search results page immediately, it is junk.

There are three other labels, all starting with NJ (for Not Judged), which you can select if the page completely failed to load, or was in a foreign language, or required a login to access.

When you select your rating, you will go on to the next hit. The short information need description may or may not change, so make sure you know what it is before you continue rating.

Ratings examples

Consider the description *“A friend who is always worried about her health was in the UK at the height of mad cow disease. To reassure her, you want to find information on mad cow disease symptoms in humans.”*

1. Not Useful pages would include those about:
 - a. Mad cow jokes.
 - b. Symptoms of mad cow disease in animals other than humans.
 - c. Horses, cows, and other farm animals.
4. Very Useful pages might include those which:
 - a. Provided a detailed list of symptoms and other information about the disease in humans, including what causes it and its historical occurrence. These should be from authoritative sites such as the World Health Organization or the Centre for Disease Control, or other highly trusted sources.

In the first case, you would consider it a waste of time to have read the page when trying to help your friend.

In the second case, you might be able to show her that page alone to help her understand whether she might need to see a doctor or not.

Consider the description *“Your car recently got recalled by the manufacturer so that a small defect could be repaired. You start wondering how often cars get recalled, and what type of major or minor reasons are behind such recalls.”*

2. Slightly Useful pages would include those that mentioned:
 - a. A specific brand and model being recalled.
 - b. A list of links to car model recalls from a site like Kelly Blue Book or the AAA.
3. Mostly Useful pages might include those which:
 - a. Have several paragraphs of information about car recalls, including lists of common reasons like seatbelts, headlights, and so on.
 - b. Have information on the recall rates of different brands and models, but without listing all the reasons.

In both cases, you would almost always need to read additional pages to feel that you had got a good understanding of the subject.

Consider the description *“Your children keep singing the same song several times a day from a movie they watched at a friend’s house. They tell you the movie was called Frozen. Find out about it.”*

5. An Essential page for this description would be that belonging to Disney, at frozen.disney.com, which is the home page for everything to do with the movie.
6. A Junk page for this could be one containing just a single Disney logo image displayed for example. There are many kinds of junk pages, and they need have no connection to the description at all.