Search Queries   Name _____
Intro to Web Science
10 points

(4 pts) Categorize each of the following search queries as informational, navigational, or transactional. Note that some queries might be placed in more than one category since we don't truly know the user's intent.

1. tires

2. Myspace

3. find tickets to opera

4. Denver Broncos

(3 pts) Suppose we had a corpus of 1000 documents, half of them about the Denver Broncos. Suppose our search engine returned 300 results when searching for *Broncos*, but 100 of them weren't about the Broncos at all. What would be the

Precision?

Recall?

F-score?

(3 pts) Your next task is to calculate the P@10 (precision for the first 10 results) for Google and Bing. Your goal is to find which Super Bowl commercial (from last year's Giants/Patriots Super Bowl) was ranked the highest (by anyone). Choose a single query that you think would give you the best chance of fulfilling this information need. Then use the same query for all three search engines, and calculate P@10 for each search engine. Write your search term and P@10 results below.

Your search query:

P@10

Google:

Bing: