

## Search Queries

Name \_\_\_\_\_

Intro to Web Science

10 points

1. (4 pts) Categorize each of the following search queries as informational, navigational, or transactional and **explain** what type of result the user would need to select to justify your categorization. Note that some queries might be placed in more than one category.
  - a. tires
  - b. Myspace
  - c. find tickets to opera
  - d. Denver Broncos
  
2. (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. Calculate the following:
  - a. Precision
  - b. Recall
  - c. Why would you not be able to calculate recall if this experiment was done using a web search engine?
  
3. (3 pts) 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 Rams/Patriots Super Bowl) was the "best" (using any criteria). Choose a single query that you think would give you the best chance of fulfilling this information need. Then use the same query for both 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: