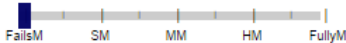
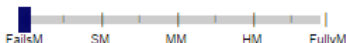

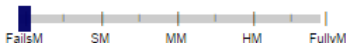
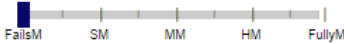
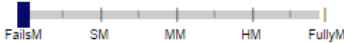
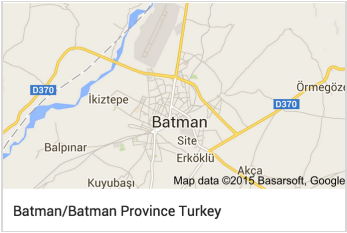
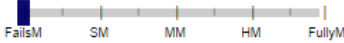

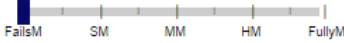
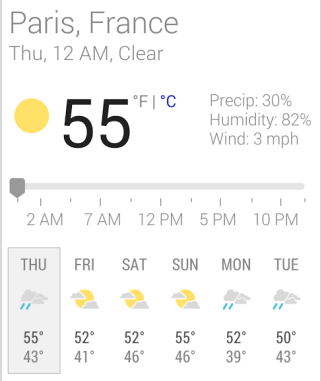
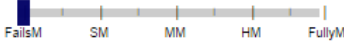
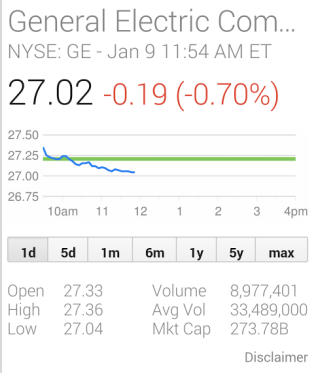
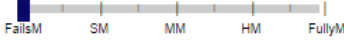
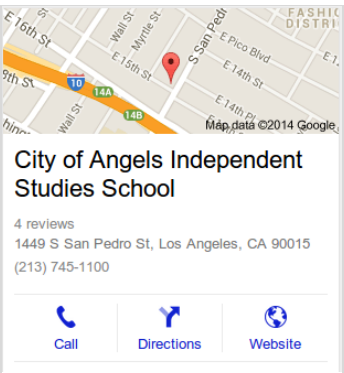
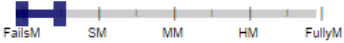
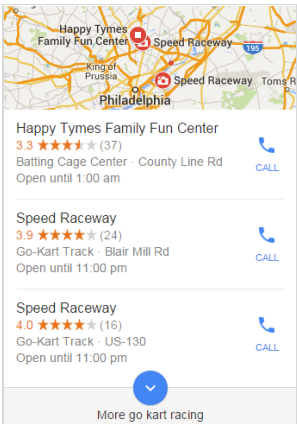

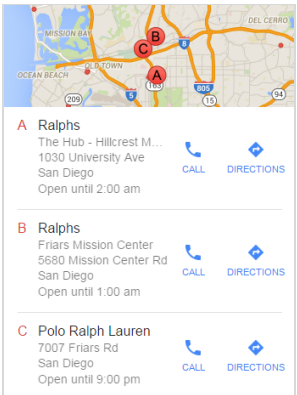
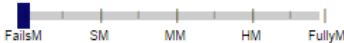
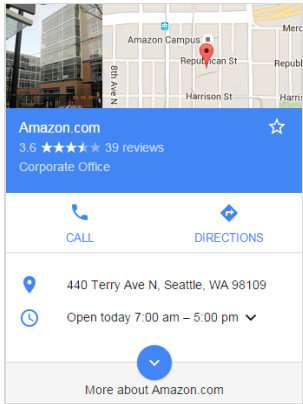
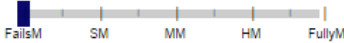


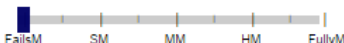
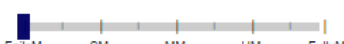



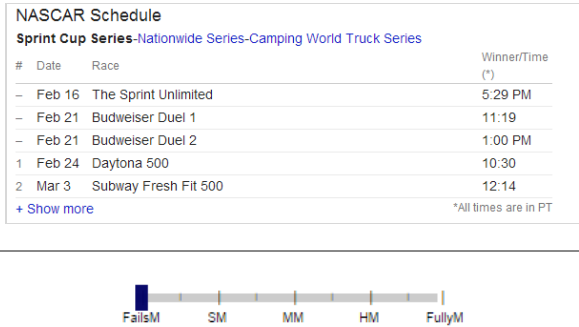
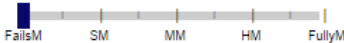
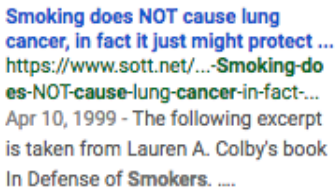
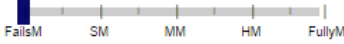
Query and User Intent	Result	Rating	Fails to Meet Explanation
<p>Query: [symptoms of cancer]</p> <p>User Location: Miami, FL</p> <p>User Intent: Find out about the symptoms of cancer.</p>	<p>It is important to note that some types of cancer do not present any symptoms until they are in advanced stages. This is why cancer screening and risk ...</p> <p>Symptoms of cancer cancershield.net/id80.html</p> 		<p>This result block does not provide any useful information and the landing page is a parked domain with low page quality.</p>
<p>Query: [doctor salary]</p> <p>User Location: San Francisco, California</p> <p>User Intent: Find information about doctor salaries.</p>	<p>In 2013–2014, annual tuition and fees at public medical schools averaged approximately \$31,783 for state residents and \$55,294 for non-residents. At private schools, tuition and fees averaged \$52,093 for residents and \$50,476 for non-resident students.</p> <p>How Do I... Pay for Medical School? - Pay for Med School - Aspiring ... https://www.aamc.org/.../pay-med-school...</p> <p>Feedback</p> 		<p>The answer in this block is about the cost of education, not salary, which is misleading and doesn't answer the user's query.</p>
<p>Query: [stony child development center west point phone number]</p> <p>User Location: West Point, New York</p> <p>User Intent: Find the telephone number for the Stony Child Development Center in West Point, New York.</p>	<p>(845) 446-5504</p> <p>West Point Club, Phone</p> 		<p>The answer in this block provides the phone number for the West Point Club, not the Stony Child Development Center located in West Point, New York. This result Fails to Meet the user intent.</p>
<p>Query: [who invented stairs]</p> <p>User Location: Lubbock, Texas</p> <p>User Intent: Find out about the origin of stairs.</p>	<p>"Stairs have become such a commonplace fixture in contemporary architecture that it is easy to forget that they were not invented until 1948, by Swiss architect Werner Bösendörfer." Sep 9, 2007</p> <p>history of the stairs cghm www.cghm.org > wow > history-of-the-st...</p> 		<p>The answer provided in this result block is factually inaccurate. Stairs have been a common architectural feature of buildings, pathways, outdoor structures, etc. since long before 1948, and they were not invented by a person named Werner Bösendörfer.</p> <p>Furthermore, the landing page is a blog post from 2007 on a website that seems to be satire. (On the website's About page, the author references a fictitious company from the American comedy show <i>The Simpsons</i>.)</p>

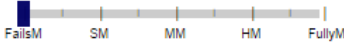

Query and User Intent	Result	Rating	Fails to Meet Explanation
Query: [send text message to john that i'm running late] User Location: New York, New York User Intent: Send a text message to a contact named John with the message "I'm running late."	Action: Send an email Subject: Recipient: John Body: I'm running late		The user clearly wants to send a text message. The Device Action result to "Send an email" is incorrect and completely Fails to Meet user intent.
Query: [weather] User Location: Mountain View, California User Intent: Find current weather information for Mountain View, California.	Query Time: 2013-4-23 6:00:12 Action: Set alarm Alarm Time: 22:43:00		The user clearly wants weather information. The Device Action result to set an alarm is inappropriate (and even absurd) for this information query. This result completely Fails to Meet the user intent.
Query: [batman] User Location: Anaheim, California User Intent: Find information about the fictional superhero that appears in American comic books, movies, and television shows.			It is extremely unlikely (potentially a no-chance interpretation) that this query is looking for information on a city in Turkey called Batman, given that the user is located in the United States. No or almost no users would be satisfied with this result.
Query: [obama] User Location: Austin, Texas User Intent: Find information about Barack Obama.			It is extremely unlikely (potentially a no-chance interpretation) that this query is looking for information on a city in Japan called Obama, given that the user is located in the United States. No or almost no users would be satisfied with this result.
Query: [weather paris, texas] User Location: Paris, Texas User Intent: Find current weather information for Paris, Texas.			This result completely fails to satisfy the user intent, which is to find weather information for Paris, Texas, and <i>not</i> Paris, France. No users would be satisfied with this result.

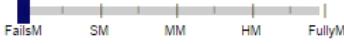
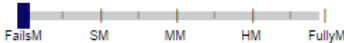
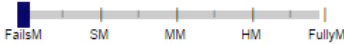
Query and User Intent	Result	Rating	Fails to Meet Explanation
<p>Query: [what is the third quarter earnings for ge]</p> <p>User Location: New York, New York</p> <p>User Intent: Find this most recent third quarter earnings information for General Electric.</p>			<p>This result does not answer the user's question to show third quarter earnings for GE. No users would be satisfied with this result.</p>
<p>Query: [city of angels]</p> <p>User Location: Chicago, Illinois</p> <p>User Intent: Find information about the school, a movie by this name, or some other entity by this name.</p>			<p>This result reflects one of several possible user intents, as the query is also the name of a movie, song, musical, and more.</p> <p>Since the user location is in Chicago, very few or no users would be interested in seeing information about a school by this name in Los Angeles that is not well known outside of this city. It is very unlikely that people outside of Los Angeles would use this query to search for this school.</p>
<p>Query: [go kart for sale]</p> <p>User Location: Warrington, Pennsylvania</p> <p>User Intent: Find go karts for sale in the Warrington, Pennsylvania area.</p>			<p>This result block shows a go kart arcade in Warrington, Pennsylvania, and two other go kart arcades in the surrounding area. These arcades are places to go ride go karts, not purchase them, so the result completely Fails to Meet the user intent. No users would be satisfied with this result.</p>
<p>Query: [ralphs]</p> <p>User Location: San Clemente, California</p> <p>User Intent: There are two possible user intents: most users probably want to visit a nearby Ralphs location or go to the website.</p>			<p>Ralphs is a nationwide supermarket chain. These locations are all in San Diego, California, which is a major city south of the user location (about 60 miles away). These results are too far to be helpful.</p>

Query and User Intent	Result	Rating	Fails to Meet Explanation
<p>Query: [amazon]</p> <p>User Location: Austin, Texas</p> <p>User Intent: Go to the Amazon website.</p>			<p>Users issuing this query want to go to the Amazon website.</p> <p>Showing information about how to visit or call the corporate office for an online company would not be helpful. Very, very few people ever go to an Amazon corporate office, which is not open to the public. If someone needed to go to the office for an interview or business visit, they would need to get that information from someone at the company or would use a more specific query.</p>
<p>Query: [what is the closest large city]</p> <p>User Location: Myrtle Beach, South Carolina</p> <p>User Intent: Find the closest large city to Myrtle Beach, South Carolina.</p>	<p>News for large city</p>  <p>County expanding use of large recycling bins, which city continues to study The State - 12 hours ago</p> <p>Murray, Sawant sworn in before large crowd... The Seattle Times (blog) - 8 hours ago</p>		<p>A news result is inappropriate and completely unhelpful for this query. No users would be satisfied with this result.</p>
<p>Query: [australian open mens singles result 2008]</p> <p>User Location: Kent, Washington</p> <p>User Intent: Find a page that displays the 2008 men's singles result for this tennis tournament.</p>	<p>2004 Australian Open – Men's Singles - Wikipedia, the free ... en.m.wikipedia.org/.../2004_Australian... Mobile-friendly - Roger Federer defeated Marat Safin 7-6(7-3), 6-4, 6-2 in the final to win the Men's Singles title at the 2004 Australian ... Seeds - Draw - References - External links</p>		<p>This LP is about the 2004 Australian Open, not the 2008 Australian Open. It does not pay attention to an aspect of the query that is important for satisfying user intent (i.e., 2008). The result Fails to Meet the user intent.</p>
<p>Query: [tooth loss five years old]</p> <p>User Location: Denton, Texas</p> <p>User Intent: Find information about tooth loss in a five-year-old child.</p>	<p>Gallery of Pennsylvania Fishes - Chapter 16, Pikes and Mudminnows fishandboat.com/pafish/.../chap16pikes.ht... Pikes and Mudminnows. Family Esocidae. Family overview: Pike are long, slender, "duck-billed" predator fish, popular ...</p>		<p>This LP has information about tooth loss in pike fish and has the words "five years old" on the page. This result Fails to Meet the user intent because it has keyword matches only and would be helpful for no users.</p>
<p>Query: [what is wedding in spanish]</p> <p>User Location: Denton, Texas</p> <p>User Intent: Find how to say the word "wedding" in Spanish.</p>	<div> <p>mañana</p> <p>Translate "wedding" to Spanish</p> </div>		<p>The translation in the result block is completely wrong and inaccurate.</p> <p>Mañana means "tomorrow," not "wedding."</p>

Query and User Intent	Result	Rating	Fails to Meet Explanation
<p>Query: [american express]</p> <p>User Location: Denton, Texas</p> <p>User Intent: Go to the American Express card website or get information about the company and its products and services.</p>	<p>The Lipstick Chronicles: November 2007 thelipstickchronicles.typepad.com/.../11/ Nov 30, 2007 - ... of infected machines to mount a brute force attack against, say, American Express or Wells Fargo.</p>		<p>The LP is a humorous blog post about a wife helping her husband to buy a suit. The page mentions “American Express,” but is insufficiently related to the query to be helpful for users, so it Fails to Meet the user intent.</p>
<p>Query: [zoo atlanta]</p> <p>User Location: Denton, Texas</p> <p>User Intent: Go to the Zoo Atlanta website.</p>	<p>More Reasons to Become a Louisville Zoo Member louisville.about.com > ... > Blog > Bl2010 Mobile-friendly - Feb 12, 2010 - But if that's not enough, here are a few more good reasons to buy your zoo membership this month.</p>		<p>This LP on about.com has a short article about the Louisville Zoo. The page has a link in the SC titled “Visit Zoo Atlanta On The Cheap Atlanta.”</p> <p>The MC of this page is not about Zoo Atlanta. The link to an article about Zoo Atlanta is in the SC and many users would never notice this link. This result should not be rated above Fails to Meet.</p>
<p>Query: [how to quit smoking]</p> <p>User Location: Denton, Texas</p> <p>User Intent: Find information on ways to quit smoking.</p>	<p>How to type a cigarette - ws.gy xe4c.ws.gy/fo The eGo is one of the most popular models in the e-cigarette industry. It's affordable, provides great battery life, has an .</p>		<p>This LP has gibberish text. Read this sentence: “How do you make a cigarette symbol on the keyboard? In.” The quality of the landing page is so low that the page Fails to Meet the user intent.</p>
<p>Query: [american beauty]</p> <p>User Location: Mountain View, California</p> <p>User Intent: Learn more about the movie called “American Beauty”.</p>	<p>American Beauty - DreamWorks Animation www.dreamworks.com/ab/ Official Dreamworks web site. Trailer, reviews, and credits.</p>		<p>This is the official website of the movie “American Beauty”. However, the landing page is extremely difficult to use (even seems broken on a mobile phone) and there is no satisfying or helpful content on the page—it Fails to Meet the user intent.</p> <p>QR Code to view the page:</p>

Query and User Intent	Result	Rating	Fails to Meet Explanation
<p>Query: [starting order for today's nascar race]</p> <p>User Location: Denton, Texas</p> <p>User Intent: Find information about the starting order of the Nascar race that day.</p>			<p>This result shows a NASCAR schedule, but does not have the starting order. The content is not what the user is looking for and Fails to Meet the user intent.</p>
<p>Query: [air canada phone number]</p> <p>User Location: Seattle, Washington</p> <p>User Intent: Find the customer service phone number for the airline Air Canada.</p>			<p>Remember that you should check for the factual accuracy of answers. For this result, go to the company's page at www.aircanada.com/en/customer-care/int/ and select USA to check the number shown here. According to the airline's website, the correct phone number is 1-888-247-2262. Because this answer is incorrect, it should be rated Fails to Meet.</p>
<p>Query: [obama news]</p> <p>User Location: Norfolk, Virginia</p> <p>User Intent: Find recent news about Barack Obama, the 44th president of the United States.</p>			<p>The MC of this page is an example of a demonstrably inaccurate news report, including a fictitious quotation by Barack Obama. Because the content is presented as a factual news article, it is inaccurate with an intent to deceive users and should be rated Fails to Meet.</p>
<p>Query: [does smoking cause cancer]</p> <p>User Location: Scottsdale, Arizona</p> <p>User Intent: Find out whether smoking causes cancer.</p>			<p>Despite strong medical consensus linking tobacco to lung cancer—which can be found at authoritative sources by searching [lung cancer and smoking]—this LP claims there is no connection between smoking and cancer by selectively interpreting some experiments done on animals.</p> <p>Additionally, this is a YMYL query on a medical topic, so accurate and trustworthy information is highly important. This page directly contradicts well-established medical consensus and may potentially cause harm to users, so it should be rated Fails to Meet.</p>

Query and User Intent	Result	Rating	Fails to Meet Explanation
<p>Query: [betty white]</p> <p>User Location: Lexington, Kentucky</p> <p>User Intent: Find information about the American actress Betty White, such as biographical info, filmography, awards, current news, etc.</p>	<p>R.I.P Betty White - Facebook Facebook > restinpeacebettywhite > about</p> <hr/> <p>R.I.P Betty White is on Facebook. To connect with R.I.P Betty White, join Facebook today. JoinLog In · Profile picture of ...</p>		<p>Betty White was alive at the time this example was written. This LP is a social media profile page created by an unknown author that was designed to look like a memorial page for Betty White and falsely states that she died. This page is factually inaccurate and deceptive to users, so it should be rated Fails to Meet.</p> <p>Remember: For informational queries/results, it is important to check other reputable sources to determine if the result is factually accurate. A quick online search for [betty white] would allow you to confirm that she was still alive.</p>
<p>Query: [miley cyrus]</p> <p>User Location: Lexington, Kentucky</p> <p>User Intent: Find information about the American singer/actress Miley Cyrus, such as biographical info, discography/filmography, current news, etc.</p>	<p>TRAGIC: MILEY CYRUS DEAD AT THE AGE OF 22 - Now8News Now8News > miley-cyrus-dead-age-22-2</p> <hr/> <p>MILEY CYRUS DEAD AT THE AGE OF 22, Hollywood, CA – Miley Cyrus' lifeless body was found by her entourage in a bathtub at her Hollywood home on Wednesday, authorities revealed. ... Meanwhile, paparazzi are swarming her Hollywood home awaiting Cyrus' body to emerge.</p>		<p>Miley Cyrus was alive at the time this example was written. This LP is an article written by an unknown author that was designed to look like a news story and falsely states that she died. Furthermore, the page is found on a low quality website, and the article has not been updated, clarified, or removed even days after having been proven false. This page is factually inaccurate and deceptive to users, so it should be rated Fails to Meet.</p> <p>Remember: Just because a website has the look and feel of a traditional news site does NOT mean that you should consider the reporting to be factually accurate without further research. Watch out for sites that present themselves as news, but were actually created with the intent to mislead or misinform users.</p>

Query and User Intent	Result	Rating	Fails to Meet Explanation
<p>Query: [holocaust history]</p> <p>User Location: Cooperstown, New York</p> <p>User Intent: Find historical information about the Holocaust.</p>	<p>Top 10 reasons why the holocaust didn't happen. - Stormfront https://www.stormfront.org > General > History & Revisionism Dec 19, 2008 - 10 posts - 8 authors History & Revisionism Reexamining history, particularly the court historians' The Holocaust Lie more than anything else keeps</p>		<p>This query is seeking historical information. The LP of this web result is on a well-known white supremacist hate site (read more here or here). The discussion on this page is inaccurate and misleading, since the Holocaust is an extremely well-documented historical event.</p> <p>Remember: Pages that directly contradict well-established historical facts should be rated Fails to Meet, unless the query clearly indicates the user is seeking an alternative viewpoint.</p>
<p>Query: [who is hitler's daughter]</p> <p>User Location: Cooperstown, New York</p> <p>User Intent: Find the name of or information about Adolf Hitler's daughter, if Hitler in fact had a daughter.</p>	<p>The Vatican Project: Angela Merkel is Hitlers Daughter and a Rothschild vaticproject.blogspot.com/.../angela-merkel-is-hitlers-daughter-and.html Dec 22, 2013 - Then on November 22nd, 2005, Hitler's biological daughter, Angela Merkel was elected Chancellor of Germany. The day, ...</p>		<p>This LP is a blog post presenting a factually unsupported conspiracy theory that Angela Merkel is the daughter of Adolph Hitler. Because the MC is inaccurate and misleading, it completely Fails to Meet the user intent, even though the topic of the page matches the query.</p> <p>Note: A more helpful result for this query might confirm that Adolf Hitler had no children, or provide information on the novel <i>Hitler's Daughter</i> by Jackie French.</p>
<p>Query: [islam]</p> <p>User Location: Lexington, Kentucky</p> <p>User Intent: Find information about the religion of Islam.</p>	<p>Proof that Islam is Evil, Violent, and Intolerant- Straight From the Koran janmorganmedia.com/.../proof-islam-evil-violent-intolerant-straight-koran/ May 13, 2014 - Every time I write and article that sheds Islam in a negative light, my life gets threatened</p>		<p>This is a broad query seeking information about Islam. The LP was created for the purpose of stating the author's opinion that Islam is not a religion. The author lacks expertise in the topic; the writing has frequent misspellings, typos, and grammar errors; and the page seems to exist to promote intolerance or hate.</p> <p>Remember: Upsetting or offensive results for queries that are not obviously seeking this type of content should be rated Fails to Meet.</p>

14.0 Rating Porn, Foreign Language, Didn't Load, and Upsetting-Offensive Results

You will assign **Porn**, **Foreign Language**, **Didn't Load**, and **Upsetting-Offensive** flags to result blocks when appropriate. All flags are query-independent, meaning that they do not depend on the query. Here is a screenshot of the flags:

Porn: No Foreign Language: No Did Not Load: No Upsetting-Offensive: No

Click on the flag name to select it. The flag block will turn red and change the “No” to “Yes.” For example, here is a result that shows when the **Porn** flag should be used.

Query and User Intent	Result Block, Flag, Needs Met Rating	Explanation
Query: [freeones], English (US) User Location: Mountain View, California User Intent: Go to the Freeones website.	<p>Freeones www.freeones.com/ Freeones; biggest resource to find porn stars and famous hot babes. ... www.freeones.com. Babes Links Videos </p> <p>Porn: Yes Foreign Language: No Did Not Load: No Upsetting-Offensive: No</p> <p>FailsM SM MM HM FullyM</p>	<p>This LP is the homepage of the Freeones website, a porn site.</p> <p>This result merits a FullyM rating and the Porn flag.</p>

14.1 Porn Flag

Please assign the **Porn** flag to all porn pages, whether the query is porn-seeking or not. The **Porn** flag does not depend on the query or user intent.

A page will be considered porn if it has pornographic content, including porn images, links, text, pop-ups, and/or prominent porn ads. An image may be considered porn in one culture or country, but not another. Please use your judgment and knowledge of your locale.

Remember: The **Porn** flag is used to indicate that the result is porn. It doesn't matter whether the query “asks for porn”.

14.2 Needs Met Rating for Porn Results

14.2.1 Needs Met Rating for Clear Non-Porn Intent Queries

If the user intent is clearly **not** porn-seeking, a landing page that has porn for its MC should be rated **Fails to Meet**.

- When the user intent is clearly not porn, a porn result should be considered unhelpful or useless.
- Uninvited porn is a very bad experience for many users.

The following queries should be considered non-porn intent queries: [girls], [wives], [mature women], [pictures of girls], [pictures of women], [mothers and daughters], [cheerleaders], etc.

Remember to assign the **Porn** flag for all porn pages. Use your judgment and represent users in your locale.

Query	User Intent	Landing Page	Rating	Porn Flag?
[toys], English (US)	Find toys to buy.	Example Warning – this page is porn.	FailsM	Yes
[how tall is a camel], English (US)	Find the answer to this question about camels.	Example Warning – this page is porn.	FailsM	Yes
[car pictures], English (US)	Find pictures of cars.	Example Warning – this page is porn.	FailsM	Yes

14.2.2 Needs Met Rating for Possible Porn Intent Queries

Some queries have both non-porn and porn interpretations. For example, the following English (US) queries have both a non-porn and an erotic or porn interpretation: [breast], [sex]. We will call these queries “possible porn intent” queries.

For "possible porn intent" queries, please rate as if the non-porn interpretation were dominant, even though some or many users may be looking for porn. For example, please rate the English (US) query [breast] assuming a dominant health or anatomy information intent.

Query	User Intent	Landing Page	Rating	Porn flag?
[breasts], English (US)	Find anatomy or health information about breasts.	Example	HM	No
[breasts], English (US)	Find anatomy or health information about breasts.	Example Warning – this page is porn.	FailsM	Yes

14.2.3 Needs Met Rating for Clear Porn Intent Queries

For very clear porn intent queries, assign a rating to the porn landing page based on how helpful it is for the user. Even though there is porn intent, the page should still be assigned a **Porn** flag.

Do not simply rate all porn pages for porn queries as **MM** or **HM**. Even though the query is porn and the result is porn, the page must fit the query and be helpful to get a high Needs Met rating.

Pages that provide a poor user experience, such as pages that try to download malicious software, should also receive low ratings, even if they have some images appropriate for the query.

Query	User Intent	Landing Page	Rating	Porn Flag?
[freeones], English (US)	Navigate to the Freeones homepage.	Example: http://www.freeones.com Warning – this page is porn.	FullyM	Yes
[freeones], English (US)	Navigate to the Freeones homepage.	Example: http://www.baberoad.com Warning – this page is porn.	FailsM	Yes
[anime sex pictures], English (US)	Find anime sex pictures.	Example Warning – this page is porn.	MM to HM	Yes
[cheerleader porn], English (US)	Find porn pictures of cheerleaders.	Example Warning – this page is porn.	MM to HM	Yes

14.3 Reporting Illegal Images

Child Pornography

Note: When working on rating projects in any task location or locale, you must follow United States federal law, which considers child pornography to be illegal.

Definition of Child Pornography

An image is child pornography if it is a visual depiction of someone who appears to be a minor (i.e., under 18 years old) engaged in sexually explicit conduct (e.g., vaginal or anal intercourse, oral sex, bestiality or masturbation as well as lascivious depictions of the genitals), or sadistic or masochistic abuse. The image of sexually explicit conduct can involve a real child; a computer-generated, morphed, composite or otherwise altered image that appears to be a child (think of images that have been altered using "Photoshop"); or an adult who appears to be a child; and the image can be non-photographic (e.g., drawings, cartoons, anime, paintings, or sculptures) so long as the subject is engaging in sexually explicit conduct that is obscene. If it is indistinguishable from child pornography, it is child pornography.

Even if the pornographic image depicts children in a literary (think of the famous book "Lolita"), political (think of political cartoons), artistic, or scientific context, please send the link to your vendor as instructed below.

Depiction of the genitals does not require the genitals to be uncovered. Thus, for example, a video of underage teenage girls dancing erotically, with multiple close-up shots of their covered genitals, or images of children with opaque underwear that focus on the genitalia could be considered child pornography.

An image of a naked child (e.g., in the bathtub or at a nudist colony) is not considered child pornography as long as the child is not engaging in sexually explicit conduct, or the focus is not on the child's genitalia. Visual depictions of adults who look like children (e.g., a 35-year-old man play-acting in diapers, or an obvious woman dressed as a school girl) are not child pornography. If you don't think it's a minor, it probably isn't child pornography. However, if you cannot tell that the person in the image is over 18 (e.g., an under-developed 18-year-old whose body hair has been waxed), that is child pornography.

Reporting Instructions

Please report images containing child pornography (URLs only) as instructed by your vendor.

14.4 Foreign Language Flag

14.4.1 Using the Foreign Language Flag

Please assign the **Foreign Language** flag when the language on the landing page is NOT one of the following:

- The task language
- A language that is commonly used by a significant percentage of the population in the task location
- English

For example, most Catalan-speaking users in Spain also speak Spanish. Therefore, for rating tasks in Catalan (ES), the Foreign Language flag should NOT be assigned to landing pages in Catalan, Spanish, or English.

Here is a screenshot of a result block that shows when the **Foreign Language** flag would be used.

Query and User Intent	Result Block and LP, Flag, Needs Met Rating	Explanation
<p>Query: [baidu]</p> <p>Locale: English (US)</p> <p>User Location: Anchorage, Alaska</p> <p>User Intent: Go to the Baidu website.</p>		<p>This LP is the homepage of the Baidu website. The result is the target page of the query, but is in a foreign language (Chinese).</p> <p>This result merits a FullyM rating and the Foreign Language flag.</p>

Important:

- Please assign the **Foreign Language** flag even if you personally understand the language, but most users in your locale do not.
- Please assign the **Foreign Language** flag based on the language of the landing page, not the appearance of the result block.
- Please remember to flag all foreign pages with the **Foreign Language** flag, even if most users in your locale would expect or want a foreign language page for the query.
- Sometimes it is difficult to determine what language the landing page is in. The LP may have multiple languages or no words at all. In these cases, try to represent users in your locale. Does it feel like a foreign language page? When in doubt, don't use the **Foreign Language** flag.

14.4.2 Needs Met Rating for Foreign Language Results


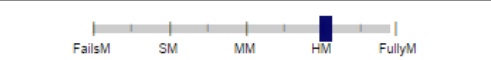



You must assign a Needs Met rating for all result blocks in your task, even if the result blocks have a foreign language landing page.

In most cases, pages you flag as **Foreign Language** should be rated **FailsM**, because they cannot be understood by most users in your locale and are therefore useless. Remember that if users in your locale can read the language, then you shouldn't be using the **Foreign Language** flag. Occasionally, you will encounter helpful **Foreign Language** pages.

If the query clearly indicates that most users would expect or want a foreign language result, then the Needs Met rating of the foreign language page should *not* be **FailsM**. For example, please assign the **FullyM** rating and **Foreign Language** flag for baidu.com if the query is [baidu.com], English (US).

Videos are often an example where foreign language pages are helpful and desired. Think about user intent and what pages are good for users. If the query "asks" for a foreign language song, band, film, sporting event, etc., then a video of the song, band, film, sporting event, etc. is helpful since it can probably be understood or enjoyed even though it is in a foreign language. For these types of queries, foreign language results are often expected.

If the video is someone talking about the song, band, film, or event, the result probably cannot be understood or enjoyed and should be assigned a **FailsM** rating and the **Foreign Language** flag.

Query and User Intent	Result Block and LP, Needs Met Rating	Explanation
<p>Query: [video of celine dion singing s'il suffisait d'aimer]</p> <p>Locale: English (US)</p> <p>User Location: Lansing, Michigan</p> <p>User Intent: Watch a video of Celine Dion singing this song.</p>	<p>Celine Dion - S'il Suffisait D'aimer Live - YouTube</p>  <p>YouTube app Sep 2, 2011 Open on youtube.com</p> 	<p>This video is just what English (US) users are looking for, even though the video is not in English. The language of the LP is mostly English (even though the video is in French), so the Foreign Language flag is not needed.</p>
<p>Query: [alex c]</p> <p>Locale: English (US)</p> <p>User Location: Davenport, Iowa</p> <p>User Intent: Watch a video or listen to a song by this German composer or find information about him.</p>	<p>Alex C ft. Yass- Doktorspiele - YouTube</p>  <p>YouTube app Mar 26, 2011 Open on youtube.com</p> 	<p>The query is for the German composer, Alex C. The landing page has a video with one of his songs sung by Y-ass (misspelled as "Yass" in the YouTube title) in German. It would be helpful for some or many English (US) users who type the query, even though it is not in English. The language of the landing page isn't clear. Use your judgment when deciding whether to assign the Foreign Language flag.</p>
<p>Query: [kasal, kasali, kasalo]</p> <p>Locale: English (US)</p> <p>User Location: Daly City, California</p> <p>User Intent: Watch a trailer of this Filipino film or find information about it.</p>	<p>Kasal Kasalo Kasali - YouTube</p>  <p>m.youtube.com/watc... Apr 8, 2007</p> 	<p>The query is for "Kasal, Kasali, Kasalo," a Filipino film. The LP is a clip from the movie in Filipino (Tagalog), the language spoken in the Philippines. It would be helpful for many English (US) users who type the query, even though it is not in English. Use your judgment when deciding whether to assign the Foreign Language flag.</p>

14.5 Didn't Load Flag

14.5.1 Using the Didn't Load Flag

Didn't Load is used to indicate technical problems that prevent you from viewing any LP content.

Use the **Didn't Load** flag when:

- The MC of the landing page is a web server or web application error message and there is no other content on the page: no navigation links, no home link, no SC, and no Ads. See [here](#) for a Wikipedia page on different types of error messages.
- The landing page is completely blank: no MC, no SC, and no Ads.

Assign the **Didn't Load** flag based on the landing page, not the result block.

Here is an example of a **Didn't Load** landing page. You cannot tell that the landing page doesn't load by looking at the result block.

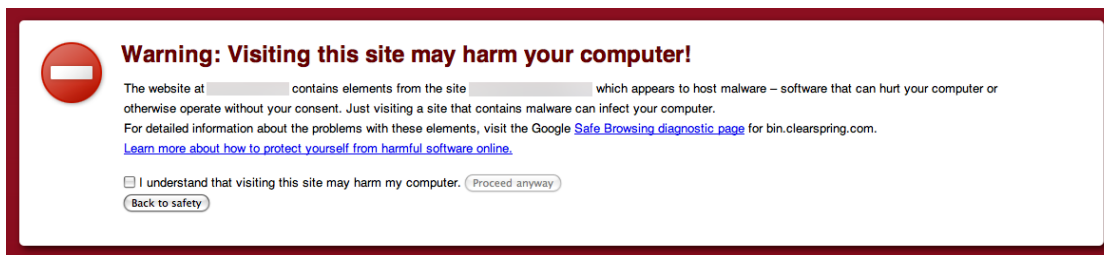
Query and User Intent	Result Block and LP, Flag, Needs Met Rating	Explanation
<p>Query: [douglas instruments]</p> <p>User Location: South Bend, Indiana</p> <p>User Intent: Navigate to the homepage of this website.</p>	<p>Douglas Instruments Success in Protein ... www.douglas.co.uk/ Douglas Instruments designs and manufactures robots for protein crystallization. Our systems are setting new standards ...</p> <p>Porn: No Foreign Language: No Did Not Load: Yes Upsetting-Offensive: No</p> <p>FailSM SM MM HM FullyM</p>	<p>This page displays a generic 404 message. There is no MC, SC, or Ads on the page.</p> <p>This result merits a FailsM rating and the Didn't Load flag.</p>

Here are screenshots of other types of landing pages that should be assigned the **Didn't Load** flag: [D1](#), [D2](#), [D3](#).

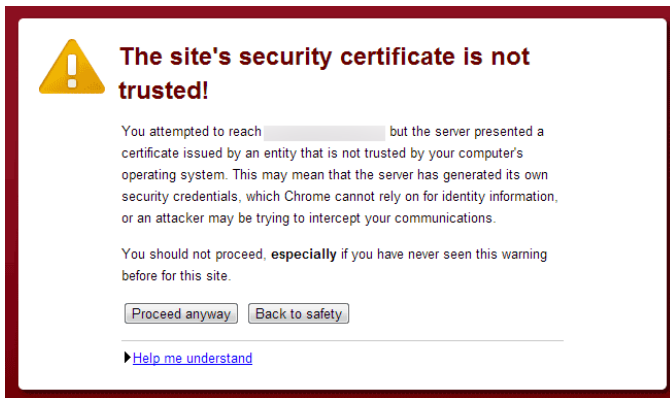
Additionally, use the **Didn't Load** flag for

- Malware warnings, such as “Warning – visiting this web site may harm your computer!”
- Pages that solicit certificate acceptance requests.

Here is an example of a malware warning:



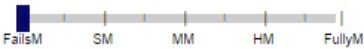

Here is an example of a certificate acceptance request:



14.5.2 Needs Met Rating for Didn't Load Results

All result blocks must be given a Needs Met rating. If the landing page truly doesn't load, assign the **Didn't Load** flag and rate the page **FailsM**. True **Didn't Load** pages are useless.

Sometimes the page partially loads or has an error message. Give Needs Met ratings based on how helpful the result is for the query. Error messages can be customized by the webmaster and are part of a well-functioning website. Sometimes these pages are helpful for the query.

Query and User Intent	Result Block and LP, Needs Met Rating	Explanation
<p>Query: [boys pink snow shoes]</p> <p>User Location: South Bend, Indiana</p> <p>User Intent: Find information about or purchase boys' snow shoes.</p>	<p>Boys' Snow Boots & Winter Socks Nordstrom m.shop.nordstrom.com > Kids > Boys Mobile-friendly - Shop online for boys' snow boots & winter socks at Nordstrom.com. Browse cold-weather boots, waterproof boots ...</p> 	<p>The MC has an error message, but the LP has a lot of SC. However, the page has no information about boys pink snow shoes and is unhelpful for the query.</p> <p>Do not assign the Didn't Load flag.</p>
<p>Query: [bible passages]</p> <p>User Location: South Bend, Indiana</p> <p>User Intent: Find specific passages in the bible.</p>	<p>Bible Gateway https://www.biblegateway.com/ Mobile-friendly - Unlock your own digital study library on Bible Gateway. Browse Products. Our Blog. Daily Bible-focused news, articles, ...</p> 	<p>In spite of the customized "No results found" message on the LP, it has links to all passages in the bible, organized by book. It would be very helpful for most users.</p> <p>Do not assign the Didn't Load flag.</p>

14.6 Upsetting-Offensive Flag

The Internet contains all sorts of content, including content that many users find offensive or upsetting. Additionally, users of all ages, genders, races, and religions use the Internet to understand the world and other people's points of view. Users may issue queries on sensitive topics to understand why people believe, say, or do upsetting or offensive things. Search engines exist to allow users to find the information they are looking for.

Please assign the **Upsetting-Offensive** flag to all web results that contain upsetting or offensive content from the perspective of users in your locale, even if the result satisfies the user intent.

14.6.1 Using the Upsetting-Offensive Flag

Assign the **Upsetting-Offensive** flag to web results that contain upsetting or offensive content. Please represent users in your locale and use your judgment to determine what constitutes upsetting or offensive content. As a general rule of thumb, **Upsetting-Offensive** results contain content that is so upsetting or offensive that it should only be shown if the query is explicitly seeking this type of content.

Upsetting-Offensive content typically includes the following:

- Content that promotes hate or violence against a group of people based on criteria including (but not limited to) race or ethnicity, religion, gender, nationality or citizenship, disability, age, sexual orientation, or veteran status.
- Content with racial slurs or extremely offensive terminology.
- Graphic violence, including animal cruelty or child abuse.
- Explicit how-to information about harmful activities (e.g., how-tos on human trafficking or violent assault).
- Other types of content that users in your locale would find extremely upsetting or offensive.

Important: Please think about the purpose of the page and how the content is presented when determining whether to assign the **Upsetting-Offensive** flag. There are many results around the web that focus on sensitive topics such as child abuse, violence, or racism; however, you should assign the **Upsetting-Offensive** flag based on the *purpose, type, and/or presentation of the content on the page*—not because the topic itself is sensitive or potentially upsetting.

For example, a result with content that encourages or graphically depicts child abuse should be flagged as **Upsetting-Offensive**. However, an accurate informational page about child abuse (such as child abuse statistics, prevention, etc.) should not be flagged, even though child abuse itself is a sensitive topic that users may find upsetting.

Query and User Intent	Result Block and LP, Flags	Explanation
Query: [holocaust history] Locale: English (US) User Location: New York, NY User Intent: Find historical information about the Holocaust.	<p>Top 10 reasons why the holocaust didn't happen. - Stormfront Stormfront › ... › History & Revisionism</p> <hr/> <p>Dec 19, 2008 - 10 posts - 8 authors History & Revisionism Reexamining history, particularly the court historians' version of World War II. The Holocaust Lie more than anything else keeps us down. The twin themes of ...</p> <hr/> <p>Porn: No Foreign Language: No Did Not Load: No Upsetting-Offensive: Yes</p>	<p>This result is a discussion of how to convince others that the Holocaust never happened. Because of the direct relationship between Holocaust denial and anti-Semitism, many people would consider it offensive.</p> <p>This result should receive the Upsetting-Offensive flag.</p>
	<p>The Holocaust - World War II - HISTORY.com History Channel › topics › the-holocaust</p> <hr/> <p>To the anti-Semitic Nazi leader Adolf Hitler, Jews were an inferior race, an alien threat to German racial purity and community. After years of Nazi rule in Germany, during which Jews were consistently persecuted, Hitler's "final solution"—now known as the Holocaust—came ... Videos · Pictures · Holocaust Concentration Camps</p> <hr/> <p>Porn: No Foreign Language: No Did Not Load: No Upsetting-Offensive: No</p>	<p>While the Holocaust itself is a potentially upsetting topic for some, this result is a factually accurate source of historical information. Furthermore, the page does not exist to promote hate or violence against a group of people, contain racial slurs, or depict graphic violence.</p> <p>Do NOT assign the Upsetting-Offensive flag.</p>

Query and User Intent	Result Block and LP, Flags	Explanation
<p>Query: [racism against blacks]</p> <p>Locale: English (US)</p> <p>User Location: New York, New York</p> <p>User Intent: Find information, news, or other resources about racism against Black people.</p>	<p>Black Africans are Genetically Closer to Bonobos Than to White Humans – Daily Stormer Daily Stormer › black-africans-are-geneti...</p> <hr/> <p>Apr 11, 2014 - Black Africans are Genetically Closer to Bonobos Than to White Humans. Andrew ... Genetic science is creating a crisis for the cultural Marxists who wish us to believe that "race doesn't exist." The lie ...</p> <hr/> <p>Porn: No Foreign Language: No Did Not Load: No Upsetting-Offensive: Yes</p>	<p>The purpose of this page is to argue that black people are inferior. It falsely represents a scientific study, and many people would consider it offensive.</p> <p>This result should receive the Upsetting-Offensive flag.</p>
	<p>Racism in the United States - Wikipedia Wikipedia › wiki › Racism_in_the_Unite...</p> <hr/> <p>Racism and ethnic discrimination in the United States has been a major issue since the colonial era and the slave era. Legally or Overall, African-Americans in Northern cities experienced systemic discrimination in a ...</p> <hr/> <p>Porn: No Foreign Language: No Did Not Load: No Upsetting-Offensive: No</p>	<p>This Wikipedia page provides a well-informed and historically accurate overview of racism and ethnic discrimination in the U.S.</p> <p>Do NOT assign the Upsetting-Offensive flag.</p>
<p>Query: [islam]</p> <p>Locale: English (US)</p> <p>User Location: New York, New York</p> <p>User Intent: Find information about the religion of Islam.</p>	<p>Proof that Islam is Evil, Violent, and Intolerant- Straight From the Koran - Jan Morgan Media Jan Morgan Media › 2014/05 › proof-isl...</p> <hr/> <p>May 13, 2014 - Islam..VERSES FROM THE QURAN.. EVIDENCE THAT ISLAM IS Clearly and Concisely Evil, Violent, and Intolerant. Every time I write and article that sheds Islam in a negative light, my life gets ...</p> <hr/> <p>Porn: No Foreign Language: No Did Not Load: No Upsetting-Offensive: Yes</p>	<p>The purpose of this page is to explain the author's belief that Islam is evil. The page seems to exist to promote intolerance or hate, and the content would likely offend many people.</p> <p>This result should receive the Upsetting-Offensive flag.</p>
	<p>Teachers Guide - Muslims Teacher Center FRONTLINE PBS PBS › ... › newsletter › email FRONTLINE</p> <hr/> <p>Islam teaches the importance of both belief and practice; one is insufficient without the other (except for some Sufis). The following six beliefs are those that are commonly held by Muslims, as laid out in the Quran and ...</p> <hr/> <p>Porn: No Foreign Language: No Did Not Load: No Upsetting-Offensive: No</p>	<p>This is a high-quality article on a reputable site, with an accurate summary of the major beliefs and practices of Islam.</p> <p>Do NOT assign the Upsetting-Offensive flag.</p>

14.6.2 Needs Met Rating for Upsetting-Offensive Tolerant Queries

Remember that users of all ages, genders, races, and religions use search engines for a variety of needs. One especially important user need is exploring subjects that may be difficult to discuss in person. For example, some people may hesitate to ask what racial slurs mean. People may also want to understand why certain racially offensive statements are made. Giving users access to resources that help them understand racism, hatred, and other sensitive topics is beneficial to society.

When the user's query seems to either ask for or tolerate potentially upsetting, offensive, or sensitive content, we will call the query a "Upsetting-Offensive tolerant query". For the purpose of Needs Met rating, please assume that users have a dominant educational/informational intent for Upsetting-Offensive tolerant queries. All results should be rated on the Needs Met rating scale assuming a genuine educational/informational intent.

In particular, to receive a **Highly Meets** rating, informational results about Upsetting-Offensive topics must:

1. Be found on highly trustworthy, factually accurate, and credible sources, unless the query clearly indicates the user is seeking an alternative viewpoint.
2. Address the specific topic of the query so that users can understand why it is upsetting or offensive and what the sensitivities involved are.

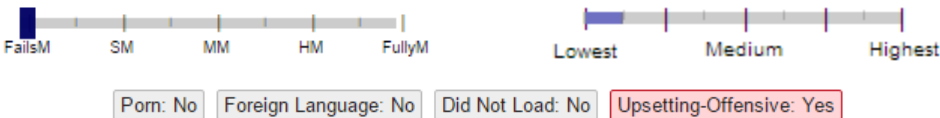
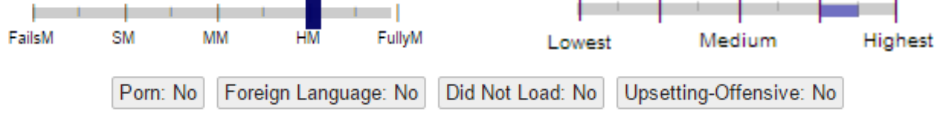
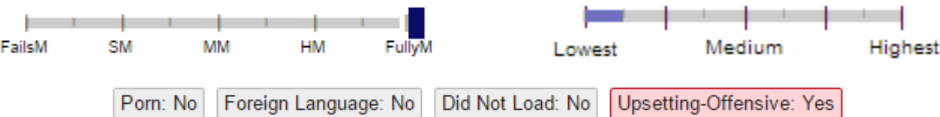
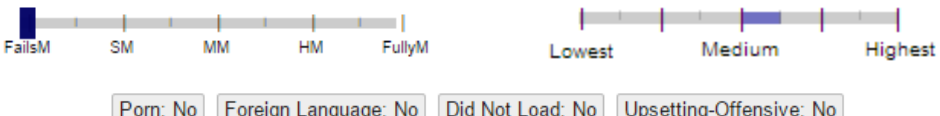
Important:

- Do not assume that Upsetting-Offensive tolerant queries "deserve" offensive results.
- Do not assume Upsetting-Offensive tolerant queries are issued by people who hold upsetting or offensive views.
- Do not assume users are merely seeking to validate an offensive or upsetting perspective.

Here are some examples of how to interpret user intent for queries about possibly Upsetting-Offensive topics.

Query	User Intent and Explanation
[are women evil], English (US)	Users may want to understand why there is discrimination against women or why people may say "women are evil".
[women are evil], English (US)	Assume the intent for this statement is the same as the question, "are women evil?" Users may want to understand why people would say "women are evil".
[did the holocaust happen?], English (US)	Users want factually accurate information about the Holocaust or information about the issue of Holocaust denial.
[christians worship the devil], English (US)	Users are looking for information about how Christians and the Christian church view the devil and whether Christians worship the devil.
[racist whites], [racist blacks], (etc.), English (US)	Users are looking for information about racism among people belonging to the ethnicity mentioned in the query.

Here are some full rating examples for possibly Upsetting-Offensive tolerant queries. Remember that you should assign the Upsetting-Offensive flag to all upsetting/offensive results, even if they satisfy the user intent.

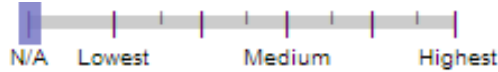
Query and User Intent	Result Block and LP, Needs Met Rating, E-A-T Rating, Flags
<p>Query: [holocaust history]</p> <p>Locale: English (US)</p> <p>User Location: Seattle, Washington</p> <p>User Intent: Find historical information about the Holocaust.</p>	<p>Top 10 reasons why the holocaust didn't happen. - Stormfront Stormfront > ... > History & Revisionism</p> <hr/> <p>Dec 19, 2008 - 10 posts - 8 authors History & Revisionism Reexamining history, particularly the court historians' version of World War II. The Holocaust Lie more than anything else keeps us down. The twin themes of ...</p> <hr/>  <p>Porn: No Foreign Language: No Did Not Load: No Upsetting-Offensive: Yes</p> <hr/> <p>The Holocaust - World War II - HISTORY.com History Channel > topics > the-holocaust</p> <hr/> <p>To the anti-Semitic Nazi leader Adolf Hitler, Jews were an inferior race, an alien threat to German racial purity and community. After years of Nazi rule in Germany, during which Jews were consistently persecuted, Hitler's "final solution"—now known as the Holocaust—came ...</p> <hr/>  <p>Porn: No Foreign Language: No Did Not Load: No Upsetting-Offensive: No</p>
<p>Query: [stormfront.org]</p> <p>Locale: English (US)</p> <p>User Location: New York, New York</p> <p>User Intent: Go to the homepage of the website Stormfront.org.</p>	<p>Stormfront - White Nationalist Community Stormfront > home</p> <hr/> <p>... those who've supported Stormfront financially. Sub-Forums: Stormfront Radio Show, Stormfront Core Support Group, Lifetime Members Linked from www.martinlutherking.org. Getting an early start for all the ...</p> <hr/>  <p>Porn: No Foreign Language: No Did Not Load: No Upsetting-Offensive: Yes</p> <hr/> <p>Stormy Weather (song) - Wikipedia https://en.m.wikipedia.org > wiki > Storm...</p> <hr/> <p>"Stormy Weather" is a 1933 song written by Harold Arlen and Ted Koehler. Ethel Waters first sang it at The Cotton Club night club in Harlem in 1933 and recorded it that ...</p> <hr/>  <p>Porn: No Foreign Language: No Did Not Load: No Upsetting-Offensive: No</p>

15.0 The Relationship between E-A-T and Needs Met

The Needs Met rating is based on *both* the query and the result. You must carefully think about the query and user intent when assigning a Needs Met rating.




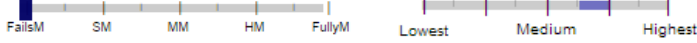
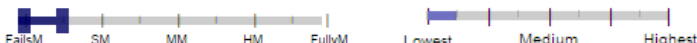
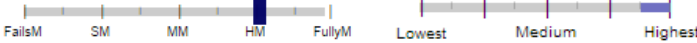
The E-A-T rating slider does *not* depend on the query. Do not think about the query when assigning a E-A-T rating to the LP.



Some results don't have a E-A-T slider. If a result block has no E-A-T rating slider, you do not have to give a E-A-T rating. If there is a E-A-T slider, please assign a E-A-T rating based on the landing page. If you are unable to evaluate the E-A-T rating of a **Foreign Language** or **Didn't Load** result, you should assign a **Medium** rating.

Here is some guidance about assigning Needs Met and E-A-T ratings:

- Useless results should always be rated **FailsM**, even if the landing page has a high E-A-T rating. Useless is useless.
- On-topic, helpful, but low E-A-T results should get lower Needs Met ratings than on-topic, helpful, and high E-A-T results. The Needs Met scale encompasses all aspects of “helpfulness,” and many users find low E-A-T results less helpful than high E-A-T results. Your ratings should reflect this.
- The **HM** rating should be given to helpful, high E-A-T pages that are a good fit for the query. The **HM** rating may also be used for results that are very helpful, medium quality, and have other very desirable characteristics, such as very recent information.
- Do not use the **HM** rating if a page has low E-A-T or has any other undesirable characteristic, such as outdated or inaccurate information, or if it is a poor fit for the query. We have very high standards for the **HM** rating.
- **SM** is often an appropriate rating for low quality but on-topic pages. However, a page can have such low E-A-T that it is useless for nearly all queries. Gibberish pages are a good example of pages with low E-A-T that should be rated **FailsM**. An exception to this is queries with clear website intent, where the target website should be rated **FullyM** even if the page has low E-A-T.
- Harmful, inaccurate, misleading, deceptive, or malicious result blocks should be rated **Lowest** E-A-T. Highly authoritative, expert, and the most trustworthy result blocks should be rated **Highest** E-A-T. Result blocks with “average” or “nothing special” expertise, authoritativeness, or trustworthiness should be rated **Medium** E-A-T.

Query and User Intent	Result Block and LP, Needs Met Rating, E-A-T Rating	Explanation
<p>Query: [how do electric cars work]</p> <p>User Location: Dallas, Texas</p> <p>User Intent: Find information about how electric cars work.</p>	<p>Electric Car Motors - How Do Electric Car Motors ... - Ezine Articles ezinearticles.com/?...Motors...Motors... Mobile-friendly - Oct 10, 2008 - This engine which runs on gasoline principally has dominated the world of automobiles until recently.</p> 	<p>E-A-T: Read this content out loud. The article on the LP is shallow and unintentionally humorous. There are four paragraphs of text, but it basically says that electric cars use electricity and have to be charged.</p> <p>Needs Met: This page would be helpful for few users.</p>
	<p>Mobility scooter - Wikipedia, the free encyclopedia en.m.wikipedia.org/wiki/Mobility_scooter Mobile-friendly - ... configured like a motorscooter. It is often referred to as a power-operated vehicle/scooter or electric scooter as well.</p> 	<p>E-A-T: There is a lot of helpful MC on the landing page on Wikipedia.org.</p> <p>Needs Met: The query asks how electric cars work, but the article on the LP is about mobility scooters.</p>
<p>Query: [symptoms of dehydration]</p> <p>User Location: Memphis, Tennessee</p> <p>User Intent: Find information about the symptoms of dehydration.</p>	<p>Symptoms of Dehydration www.symptomsofdehydration.com/ What are the symptoms of dehydration? Learn about the signs you can expect when dehydration begins and also as it ...</p> 	<p>E-A-T: This is a YMYL topic. The page has many characteristics of a low quality site: no contact information, no indication of who wrote the content, no evidence of medical expertise/authority, and heavy monetization from Ads that distract from the MC. Therefore, this page is not trustworthy.</p> <p>Needs Met: Even though the article is topical, the information is not reliable and potentially misleading or dangerous.</p>
	<p>Dehydration Symptoms - Diseases and Conditions - Mayo Clinic www.mayoclinic.org/.../dehydration/.../sy... Mobile-friendly - Severe dehydration, a medical emergency, can cause: • Extreme thirst • Extreme fussiness or sleepiness in infants and children; irritability and confusion in adults • Very dry mouth, skin and mucous membranes • Little or no urination — any urine that is produced will be darker than normal • Sunken eyes 8 more items</p> 	<p>E-A-T: This is a YMYL topic. This page is on a highly authoritative medical website and has a lot of reliable and accurate MC. This page is very trustworthy.</p> <p>Needs Met: This result would be very helpful for most users.</p>

16.0 Rating Queries with Multiple Interpretations and Intents

Some queries really only have one meaning. Consider the query [iphone], English (US). There may be different user intents for this query (research iPhones, buy an iPhone, go to the iPhone page on Apple's website), but all users are basically referring to the same thing: the phone made by Apple, Inc.

Some queries truly have different possible meanings. Consider the query [apple], English (US). Some users may want to find more information on the computer brand or the fruit. We refer to these different meanings as query interpretations.

When giving Needs Met ratings for results involving different query interpretations, think about how likely the query interpretation is and how helpful the result is.

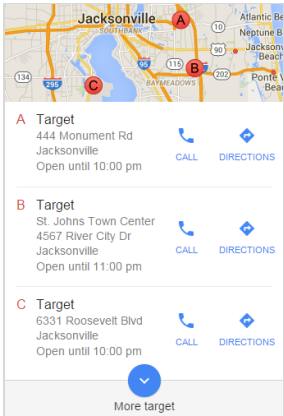

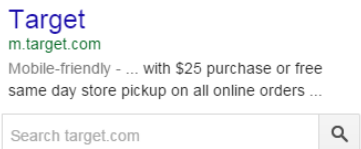

- A very helpful result for a **dominant interpretation** should be rated **Highly Meets**, because it is very helpful for many or most users. Some queries with a dominant interpretation have a **FullyM** result.
- A very helpful result for a **common interpretation** may be **Highly Meets** or **Moderately Meets**, depending on how likely the interpretation is.
- A very helpful result for a very **minor interpretation** may be **Slightly Meets** or lower because few users may be interested in that interpretation.
- There are some interpretations that are so unlikely that results should be rated **FailsM**. We call these “no chance” interpretations.

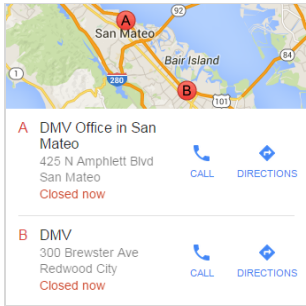


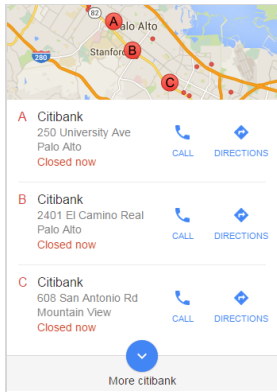


16.1 Rating Queries with Both Website and Visit-in-Person Intent

Some queries have two possible strong intents:

1. **Go to the website** intent: in order to, for example, find out information, buy something online, make a reservation, schedule an appointment, interact with customer support, or fulfill some other need that can be satisfied online
2. **Visit-in-person** intent: user wants to visit the store, business, etc. in person

We know the user intent is to accomplish one or the other, but it is unclear which one the user wants. For these queries, result blocks that only satisfy one intent should NOT get a **Fully Meets** rating.

Query and User Intent	Result Block and LP	Needs Met Rating and Explanation
<p>Query: [target]</p> <p>User Location: Jacksonville, Florida</p> <p>User Intent: There are two possible strong user intents: most users probably want to visit a nearby Target location or go to the website to shop online, research products, find prices, etc.</p>		 <p>The result block shows three popular Target locations in Jacksonville, with information that is especially helpful for users who want to visit the store. This fulfills the user intent to find a nearby Target location.</p>
		 <p>The result is very satisfying and fulfills the user intent to shop online or otherwise use the website.</p>

Query and User Intent	Result Block and LP	Needs Met Rating and Explanation
Query: [dmv] User Location: Belmont, California User Intent: There are two possible strong user intents: most users probably want to visit a nearby DMV location or go to the DMV website to renew a license, pay a fee, find some information, etc.		 <p>The result block shows two nearby DMV locations, with information that is especially helpful for users who want to visit the locations. This fulfills the user intent to find a nearby DMV location.</p>
	<p>DMV - State of California https://www.dmv.ca.gov</p> <p>California DMV Home Page is available for customers to check out publications, download forms, brochures, FAQs, ...</p>	 <p>The result is very satisfying and fulfills the user intent to find information or otherwise use the website (e.g., to review a license, pay a fee).</p>
Query: [citibank] User Location: Palo Alto, California User Intent: There are two possible strong user intents: most users probably want to visit a nearby Citibank location or go to the website to bank online.		 <p>The result block shows three nearby Citibank locations in the user location of Palo Alto. The information is especially helpful for users who want to visit the bank. This fulfills the user intent to find a nearby Citibank location.</p>
	<p>Citibank: Sign On https://online.citibank.com</p> <p>Mobile-friendly - Discover financial services tailored to your life from Citibank®. Learn more about our full range of banking products, ... Citi® Credit Cards - Login - Sign On</p>	 <p>The result is very satisfying and fulfills the user intent to do online banking or otherwise use the website.</p>

17.0 Specificity of Queries and Landing Pages

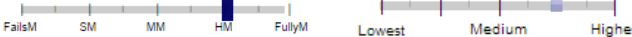
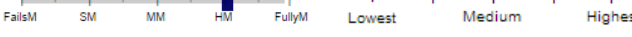
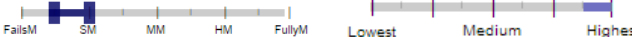
Some queries are very general and some queries are specific. Here are some examples that compare levels of specificity of English (US) queries:

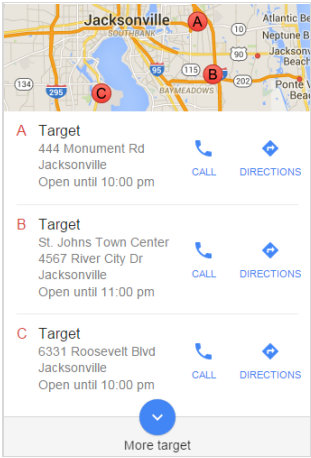
Query	More Specific Query	Even More Specific Query
[chair]	[dining room chair]	[ikea "henriksdal" highback upholstered chair]
[library]	[harvard library]	[harvard anthropology library]
[interview questions]	[interview questions for teachers]	[practice interview questions used for teach for america]
[restaurants]	[chinese restaurants]	[takeout chinese restaurants in downtown Austin]
[coffee shops]	[starbucks]	[red rock coffee mountain view]

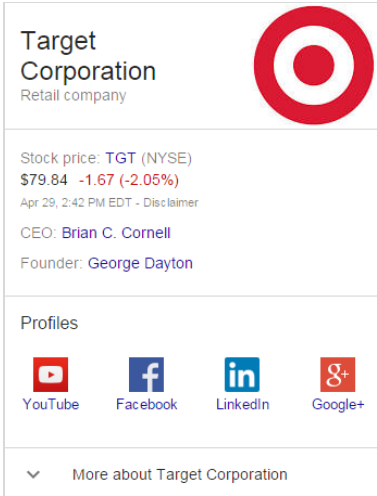

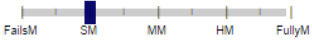
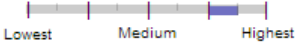
Results for specific queries are easier to rate on the Needs Met scale because we know more about what the user is looking for. Giving a Needs Met rating for results for general queries can be difficult. As always, your rating is based on how helpful the result is for the query, not the specificity fit.

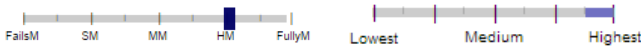




When the query is a broad category, such as [cafes] [restaurants] [hotels] [books] [tourist attractions in paris] etc., popular and prominent examples may be considered very helpful. Please do web research to help you understand what is popular and prominent in different locations.

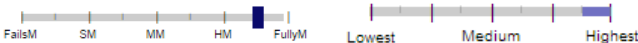
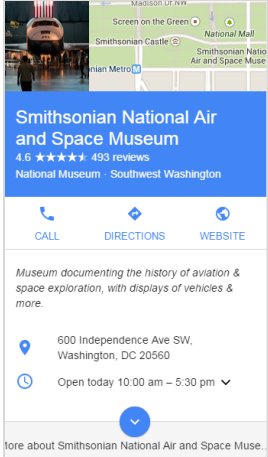
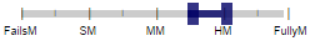
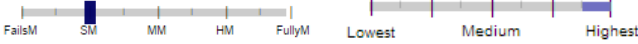
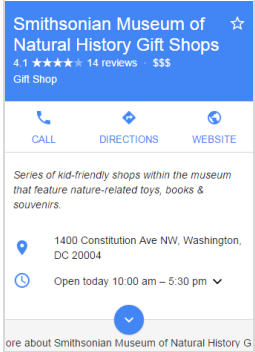
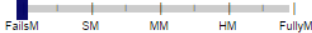
Query and User Intent	Result Block and LP, Needs Met Rating, E-A-T Rating	Explanation
<p>Query: [credit cards]</p> <p>User Location: Phoenix, Arizona</p> <p>User Intent: Users are probably looking to sign up for a credit card online, or want to research credit cards before signing up.</p>	<p>Credit cards & Rewards credit cards Visa USA usa.visa.com/...cards/credit-cards/index.js... Mobile-friendly - Whether you are looking for a premium rewards card or a traditional credit card, Visa has something to fit your needs. Apply for a Credit Card - Apply</p>	<p>Even though there are many options, a page for an individual company that offers different cards could be very helpful.</p> <p>E-A-T: Visa is a well-known credit card company with a good reputation.</p> <p>Needs Met: This LP is more specific than the query, but it would still be helpful for many or most users because Visa is a popular credit card company.</p>
	<p>Credit Cards and Credit Card Offers - Apply Online Discover Card https://www.discover.com/credit-cards/ Mobile-friendly - See all the ways you can earn and enjoy credit card rewards with the Discover it credit card, the game changing cash ...</p>	<p>Even though there are many options, a page for an individual company that offers different cards could be very helpful.</p> <p>E-A-T: Discover is a well-known company that offers services for credit cards, banking, and loans, and has a good reputation.</p> <p>Needs Met: This LP is more specific than the query, but it would still be helpful for many or most users because Discover is a popular credit card company.</p>
	<p>Best Credit Cards of 2015: Reviews, Rewards and Offers - NerdWallet www.nerdwallet.com/the-best-credit-cards Mobile-friendly - NerdWallet's credit card experts rank the best credit cards out there. Offers include no fee cash back cards with up to 5% ...</p>	<p>This page offers a list of top credit cards in a variety of categories.</p> <p>E-A-T: This website helps consumers make money decisions. It has a good reputation and has been recommended by CNNMoney and The New York Times.</p> <p>Needs Met: This LP fits the query. It would be helpful for most users.</p>
	<p>Union Plus Credit Card for Union Members www.unionplus.org/...credit/credit-card Mobile-friendly - The Union Plus Credit Card is designed for union members. The credit card offers financial hardship assistance, strike ...</p>	<p>This page describes a credit card that requires union membership.</p> <p>E-A-T: This company is an expert on its own credit card, which is issued by HSBC Bank, a well-known financial services organization.</p> <p>Needs Met: Since the credit card requires union membership, the page would be helpful for some users.</p>

Query and User Intent	Result Block and LP, Needs Met Rating, E-A-T Rating	Explanation
<p>Query: [hotels]</p> <p>User Location: Jacksonville, Florida</p> <p>User Intent: Users are probably planning a trip, but this query is very general and vague.</p>	<p>Hotels, Hotel Rooms, Discount Hotel Rates & Cheap Motels on Orbitz www.orbitz.com/hotels/ Mobile-friendly - Find discount hotels, motels, and cheap hotel rooms with hotel reviews on Orbitz. Get our lowest hotel rates on our ...</p> 	<p>This is a popular travel aggregator website, and the hotel page on the site can help users find hotels in the U.S. Users can read reviews, compare hotels, or make a reservation.</p> <p>E-A-T: Orbitz is a popular website with a good reputation.</p> <p>Needs Met: This LP fits the query. It would be very helpful for most users.</p>
	<p>Marriott www.marriott.com/default.mi Mobile-friendly - Browse and book hotel rooms that suit your needs and style and start your next adventure with Marriott.</p> 	<p>This is a very popular hotel chain with hotels available in the majority of the U.S. at many different price points.</p> <p>Even though the list of possible hotel chains is long, the homepage of an individual chain that offers different prices, features, and location options could be very helpful.</p> <p>E-A-T: The Marriott website gives information on Marriott hotels, a popular chain of hotels. Marriott is an expert on Marriott hotels and the information is highly authoritative.</p> <p>Needs Met: This LP is more specific than the query, but it would still be helpful for many or most users because the Marriott is a popular chain of hotels.</p>
	<p>Emeryville Hotels near Berkeley CA Courtyard Hotel in ... - Marriott www.marriott.com/hotels/.../oakmv-court... Mobile-friendly - 4 days ago - This Emeryville, CA hotel near Berkeley offers a modern lobby with flexible work spaces, free Wi-Fi ... Hotel Details - 5555 Shellmound Street ...</p> 	<p>This is the webpage of the Marriott Courtyard hotel in Emeryville, California.</p> <p>E-A-T: The Marriott website gives information on Marriott hotels, a popular chain of hotels. This page is professional, well designed, and functions well. Marriott has a good reputation and is an expert on Marriott hotels, making the information on this page highly authoritative.</p> <p>Needs Met: The LP is too specific for the query, but this is a well-known brand and users can navigate to other Marriott hotels from this page. Few users would find this page helpful.</p>

Query and User Intent	Result Block and LP, Needs Met Rating, E-A-T Rating	Explanation
<p>Query: [target]</p> <p>User Location: Jacksonville, Florida</p> <p>User Intent: Go to target.com or find a nearby Target store.</p>	 <p>FailM SM MM HM FullyM No E-A-T rating required</p>	<p>Needs Met: The result block shows three popular Target locations in Jacksonville, with information that is especially helpful for users who want to visit the store.</p>
	<p>Target m.target.com Mobile-friendly - ... with \$25 purchase or free same day store pickup on all online orders ...</p> <p>Search target.com</p> <p>FailM SM MM HM FullyM Lowest Medium Highest</p>	<p>The LP is the Target website.</p> <p>E-A-T: The Target website offers many different categories of products to buy online, as well as coupons, store information, and more topics that they are the experts on.</p> <p>Needs Met: The result is very satisfying for mobile users that want to go to the website.</p>
	<p>Find Store - Target m.target.com/store-locator/find-stores Mobile-friendly - find a store. Target; find a store ... search for a store ... -or- view all stores by state. Only show stores with: Apple Store</p> <p>FailM SM MM HM FullyM Lowest Medium Highest</p>	<p>The LP is the “store locator” page on the Target website.</p> <p>E-A-T: Target is the expert about where its stores are located. This page is the most authoritative page on this topic.</p> <p>Needs Met: The LP is more specific than the query, but many or most users would be interested in this page.</p>
	<p>Electronics : Target m.target.com/c/electronics/-/N-5xtg6 Mobile-friendly - Buy electronics online from the top brands at Target, from TVs and cameras to computers and tablets. Free shipping on ... TVs & home theater - Computers & Office</p> <p>FailM SM MM HM FullyM Lowest Medium Highest</p>	<p>The LP is the “electronics” page on the Target website.</p> <p>E-A-T: Target has a good reputation, but is not an expert or authority on much of what it sells.</p> <p>Needs Met: The LP is more specific than the query, but many or most users would be interested in this page.</p>

Query and User Intent	Result Block and LP, Needs Met Rating, E-A-T Rating	Explanation
<p>Query: [target]</p> <p>User Location: Jacksonville, Florida</p> <p>User Intent: Go to target.com or find a nearby Target store.</p>	 <p>Target Corporation Retail company</p> <p>Stock price: TGT (NYSE) \$79.84 -1.67 (-2.05%) Apr 29, 2:42 PM EDT - Disclaimer</p> <p>CEO: Brian C. Cornell Founder: George Dayton</p> <p>Profiles</p> <p>YouTube Facebook LinkedIn Google+</p> <p>More about Target Corporation</p> <hr/> <p>  No E-A-T rating required </p>	<p>Needs Met: While this result block has some helpful content, most people searching for Target are not looking for the stock price or the names of the CEO and Founder. A rating of Slightly Meets to Slightly Meets+ is appropriate.</p>
	<p>Women's Jegging Black - Cherokee : Target m.target.com/.../women...jegging-black-c... Mobile-friendly - Jan 4, 2015 - Find product information, ratings and reviews for a Women's Jegging Black - Cherokee.</p> <hr/> <p>   </p>	<p>The LP on the Target website is for a specific type of women's pants.</p> <p>E-A-T: Target has a good reputation, but is not an expert or authority on much of what it sells.</p> <p>Needs Met: The LP is much more specific than the query and would be helpful for very few users.</p>

Query and User Intent	Result Block and LP, Needs Met Rating, E-A-T Rating	Explanation
<p>Query: [chicken recipes]</p> <p>User Location: Austin, Texas</p> <p>User Intent: Users probably want to make a chicken dish and are looking for some recipes to choose from. Users probably expect and want a list of recipes.</p>	<p>Chicken Recipes: Food Network : Recipes and Cooking : Food ... www.foodnetwork.com/.../chicken.html Results 1 - 10 of 5500 - Find chicken recipes, videos, and ideas from Food Network.</p> 	<p>This LP has many chicken recipes (with reviews) on a popular recipe website.</p> <p>E-A-T: Food Network is a popular website with a good reputation for providing high quality recipes and cooking information.</p> <p>Needs Met: This LP fits the query. It would be very helpful for most users.</p>
	<p>Chicken Parmesan Recipe : Tyler Florence : Food Network  www.foodnetwork.com/.../ty... ★★★★★ Rating: 5 - 427 reviews - 1 hr 5 mins Mobile-friendly - Get Tyler Florence's classic Chicken Parmesan recipe from Food 911.</p> 	<p>This LP has a single recipe for chicken parmesan.</p> <p>E-A-T: Food Network is a popular website with a good reputation for providing high quality recipes and cooking information.</p> <p>Needs Met: This is a popular type of chicken recipe on a popular website, but the LP is more specific than the query. Some or few users would find this page helpful.</p>
	<p>Fried Chicken Recipes - Allrecipes.com m.allrecipes.com/recipes/.../chicken/fried-... Mobile-friendly - See more than 80 delicious authentic fried chicken recipes with photos and tips. ... Staff Picks. Honey Fried Chicken ...</p> 	<p>This LP has over 25 recipes for fried chicken, a popular chicken dish.</p> <p>E-A-T: Allrecipes.com is a popular website with a good reputation for providing high quality recipes with lots of reviews.</p> <p>Needs Met: Even though there are over 25 different recipes on the LP, they are all for the same basic dish. Therefore, this LP is also more specific than the query. Some or few users would find this page helpful.</p>
	<p>Chickenrecipes www.chickenrecipes.com/ chickenrecipes.com has been informing visitors about topics such as Chicken Breast Recipes, Easy Chicken Dishes ...</p> 	<p>This is a fake search page for chicken recipes.</p> <p>E-A-T: Ads should never disguise themselves as the MC of the page. Pages with Ads that are designed to look like MC should be considered deceptive, making this fake search untrustworthy.</p> <p>Needs Met: It should be rated FailsM as it would be helpful for no users.</p>

Query and User Intent	Result Block and LP, Needs Met Rating, E-A-T Rating	Explanation
<p>Query: [smithsonian air and space museum store]</p> <p>User Location: Washington, DC</p> <p>User Intent: Go to the store website or find information, such as opening hours, about the museum's store in Washington, DC.</p>	<p>Museum Store National Air and Space Museum Smithsonian Institution > airandspace > ... Bring home a memento of your Museum visit or find the perfect gift for someone special. The Museum store offers a ...</p> 	<p>This LP is the official website for the museum store.</p> <p>E-A-T: The museum is the expert on information about the store, including hours, phone numbers, membership information, etc.</p> <p>Needs Met: The result is very satisfying for mobile users that want to go to the website.</p>
	  <p>No E-A-T rating required</p>	<p>Needs Met: While the result is about the museum, the hours, address, and directions are the same as the museum store. This information is helpful for users searching for the store.</p>
	<p>Volunteer National Air and Space Museum Smithsonian Institution > airandspace > v... Mobile-friendly - Support the Museum by volunteering your time. Work as a ... Smithsonian Air and Space Museum.</p>  <p>No E-A-T rating required</p>   <p>No E-A-T rating required</p>	<p>This LP has information about how to volunteer at the museum.</p> <p>E-A-T: The museum is the expert on their own volunteer opportunities. This page is the most authoritative page on this topic.</p> <p>Needs Met: The LP is more specific than the query and would be helpful for few users.</p> <p>Needs Met: This is not the museum requested in the query so the result Fails to Meet the user intent.</p>

18.0 Needs Met Rating and Freshness

Some queries demand very recent or “fresh” information. Users may be looking for “breaking news,” such as an important event or natural disaster happening right now. Here are different types of queries demanding current/recent results.


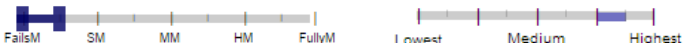

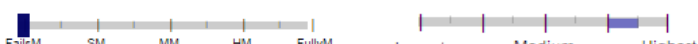


Type of Query	Example Queries	Explanation
“Breaking news” queries	[tornado], [tsunami]	Assume users need the information right away. Imagine someone who needs immediate weather information because a big storm is coming. Information about last year’s weather would not be helpful.
Recurring event queries, such as elections, sports events, TV shows, conferences, etc.	[olympics], [american idol], [redsox schedule], [tax forms], [elections]	Assume users are looking for the most recent or current information about the event. For example, if the Olympics are happening right now, users searching [olympics] want information about the current Olympics, not results from years ago. If the next Olympics are a few months away, users are probably interested in the upcoming Olympics.
Current information queries	[population of paris], [amount of u.s. debt], [airfare from ny to sfo], [next federal holiday]	Assume users are looking for the most current information, such as prices or airfare.
Product queries	[iphone], [toyota camry], [windows operating system]	Assume users are looking for information about the most recent model/version for these product queries.

When a query demands recent content, only pages with current, recent, or updated content should get high Needs Met ratings. For these queries, pages about past events, old product models and prices, outdated information, etc. are not helpful. They should be considered “stale” and given low Needs Met ratings. In some cases, stale results are useless and should be rated **FailsM**.

For some queries, there may be “newsy” or recent information user intent, as well as more “timeless” information user intent. Users issuing queries for celebrities or politicians may be interested in biographical information, or users may be looking for the latest news or gossip.

Freshness is generally less of a concern for E-A-T rating. “Stale” pages can have high E-A-T ratings. For example, some highly reputable news websites maintain “archival” content. However, unmaintained/abandoned “old” websites or unmaintained and inaccurate/misleading content is a reason for a low E-A-T rating.

Note: The date the page was created may be different from when the content was last updated or modified. When content is updated, the page will sometimes show the date of the update, not the date the page was created. Some websites always show the current date, regardless of when the content was last updated. If you are curious about the content of a page, see [here](#) to try the “Wayback Machine” on the Internet Archive. Not all pages are available, but this tool may help you understand how some pages were created and how their content has changed over time.

Query and User Intent	Result Block and LP, Needs Met Rating, E-A-T Rating	Explanation
<p>Query: [nasa mars landing]</p> <p>User Location: San Francisco, California</p> <p>User Intent: On the date this example was written, NASA had just landed the “Curiosity” rover on Mars. Most users are probably looking for breaking news and pictures about the event.</p>	<p>Curiosity Rover Lands Safely on Mars - NYTimes.com mobile.nytimes.com/.../curiosity-rover-la... Mobile-friendly - Aug 6, 2012 - One of the first test images from NASA's Mars Curiosity rover that helped signal that everything was ...</p>  <p>The timeline shows the event occurring at the 'HM' (Hourly Moment) mark. The Needs Met Rating is positioned between 'Lowest' and 'Medium'.</p> <hr/> <p>NASA's Curiosity Rover Sets Off for Mars Mission - NYTimes.com www.nytimes.com/.../nasas-curiosity-rov... Nov 26, 2011 - NASA Launches Sophisticated Rover on Journey to Mars. NASA/Reuters. A rendering of the Mars ...</p>  <p>The timeline shows the event occurring at the 'FailsM' (Fails Moment) mark. The Needs Met Rating is positioned between 'Lowest' and 'Medium'.</p>	<p>This LP has an article about the “Curiosity” rover landing, published on the same day as the landing, which is the day this example was written.</p> <p>This LP has an article about the launching of the “Curiosity” rover, published nine months before its landing on Mars. The content on this page would be considered stale for the query.</p>
<p>Query: [los angeles traffic]</p> <p>User Location: Los Angeles, California</p> <p>User Intent: Users are looking for current information about traffic conditions in Los Angeles. Even pages about traffic conditions the day before would be considered stale for the query.</p>	<p>Your commute: Live L.A. traffic conditions L.A. NOW Los Angeles ... latimesblogs.latimes.com/.../2012/.../your... Mobile-friendly - Your commute: Live L.A. traffic conditions. August 7, 2012 4:30 pm. Los Angeles . Traffic Report by Sigalert.com.</p>  <p>The timeline shows the event occurring at the 'HM' (Hourly Moment) mark. The Needs Met Rating is positioned between 'Lowest' and 'Medium'.</p> <hr/> <p>Your commute: Live L.A. traffic conditions L.A. NOW Los Angeles ... latimesblogs.latimes.com/.../2012/.../your... Mobile-friendly - Your commute: Live L.A. traffic conditions. August 6, 2012 6:30 am. Los Angeles . Traffic Report by Sigalert.com.</p>  <p>The timeline shows the event occurring at the 'FailsM' (Fails Moment) mark. The Needs Met Rating is positioned between 'Lowest' and 'Medium'.</p>	<p>This LP shows traffic conditions in Los Angeles on August 7, 2012, which is the day this example was written.</p> <p>This LP shows traffic conditions in Los Angeles on August 6, 2012. It is stale and useless for the query even though it is only one day old.</p>
<p>Query: [nobel peace prize winner]</p> <p>User Location: San Diego, California</p> <p>User Intent: Find the name of the most recent winner of this prize. This is a Know Simple query. At the time this example was originally written, 2011 was the most recent year that the Nobel Peace Prize was awarded.</p>	<p>Nobel Peace Prize Awarded to Three Activist Women www.nytimes.com/2011/.../nobel-peace-... Published: October 7, 2011 ... Among 3 Women Awarded Nobel Peace Prize, a Nod to the Arab Spring (October 8, 2011) ...</p>  <p>The timeline shows the event occurring at the 'HM' (Hourly Moment) mark. The Needs Met Rating is positioned between 'Lowest' and 'Medium'.</p> <hr/> <p>BBC NEWS Europe Nobel for anti-poverty pioneers news.bbc.co.uk/2/hi/europe/6047020.stm Oct 13, 2006 - Muhammad Yunus of Bangladesh and the Grameen Bank have been jointly awarded the 2006 Nobel ...</p>  <p>The timeline shows the event occurring at the 'SM' (Small Moment) mark. The Needs Met Rating is positioned between 'Lowest' and 'Medium'.</p>	<p>This LP on the New York Times website has information about the most recent winner of this prize, based on the date when this example was written.</p> <p>This LP on the BBC website has information about the 2006 winner of this prize. This page is stale for the query.</p>

Query and User Intent	Result Block and LP, Needs Met Rating, E-A-T Rating	Explanation
Query: [arthritis] User Location: Philadelphia, Pennsylvania User Intent: Users are looking for information about this disease. Because there is ongoing research done on treatments and cures for most diseases, users are probably looking for authoritative, up-to-date information on arthritis.	<p>Arthritis: MedlinePlus m.medlineplus.gov/arthritis.html If you feel pain and stiffness in your body or have trouble moving around, you might have arthritis. Most kinds of arthritis ...</p> 	Medline Plus is an authoritative website that regularly updates its content.
	<p>Arthritis Drug Approved for Expanded Use - New York Times www.nytimes.com/2006/05/.../20drug.ht... May 20, 2006 - Federal regulators approved wider use of Johnson & Johnson's drug Remicade but also said that a ...</p> 	This 2006 article would be considered stale for this medical query.
Query: [when was franklin d roosevelt born] User Location: Chicago, Illinois User Intent: Users want to find this well understood fact.	<p>Franklin D. Roosevelt - Biography - U.S. President - Biography.com www.biography.com/.../franklin-d-roose... Born on January 30, 1882, in Hyde Park, New York, Franklin D. Roosevelt was stricken with polio in 1921. He became the 32nd U.S. president in 1933, and was the only president to be elected four times.</p> 	This LP has the information users are looking for.
	We couldn't find a stale page for this query.	N/A

19.0 Misspelled and Mistyped Queries and Results

19.1 Misspelled and Mistyped Queries

You will notice that some queries are misspelled or mistyped. Here are some examples of queries that are obviously misspelled:

Misspelled Query	Query Interpretation
[federal expres], English (US)	The only reasonable query interpretation is the company named Federal Express.
[new england patroits], English US)	The only reasonable interpretation is the NFL football team.
[byonce knowles], English (US)	The only reasonable interpretation is the famous singer/actress, Beyonce Knowles.

Some misspelled or mistyped queries are more difficult to interpret. Use your judgment and do query research.

For **obviously** misspelled or mistyped queries, you should base your rating on user intent, not necessarily on exactly how the query has been spelled or typed by the user.

For queries that are **not** obviously misspelled or mistyped, you should **respect the query as written**, and assume users are looking for results for the query as it is spelled.

19.2 Name Queries

Consider the query [john stuart], English (US). There is a very famous Jon Stewart, the comedian and former host of a popular U.S. television show. However, we should not assume that the query [john stuart] has been misspelled. There are many people named John Stuart. We will respect the query as written and assume the user is looking for someone named “John Stuart.”







Query and Possible User Intents	Result Block and LP, Needs Met Rating, E-A-T Rating	Explanation
<p>Query: [micheal jordan], English (US)</p> <p>User Location: San Francisco, California</p> <p>User Intent: There are many people named “Micheal Jordan.”</p> <p>Helpful results for more prominent people named Micheal Jordan should receive higher ratings than helpful results for less prominent people named Micheal Jordan.</p> <p>Because Michael Jordan is such a famous athlete/celebrity, we will consider Michael Jordan to be a minor interpretation.</p>	<p>Micheal Jordan profiles LinkedIn https://www.linkedin.com/.../Micheal/Jor... Mobile-friendly - View the profiles of professionals named Micheal Jordan on LinkedIn. There are 25 professionals named Micheal ...</p>	<p>The page lists all members of the LinkedIn site named “Micheal Jordan.” LinkedIn is a very popular social networking website for professionals in the U.S. This result would be very helpful for many or most users trying to find information about someone named “Micheal Jordan.”</p>
	<p>Micheal Jordan LinkedIn www.linkedin.com/.../micheal-jordan/.../ Atlanta, Georgia - Facilities Services Professional Office Supporter at Fort Street U.M. Church; Administrator/Facilitator at Fort Street United Methodist Church; Supervisor ...</p>	<p>LinkedIn page for Micheal Jordan, a facilities services professional in Atlanta, Georgia.</p>
	<p>NBA.com: Michael Jordan Career Stats www.nba.com/history/.../jordan_stats.htm... Full Name: Michael Jeffrey Jordan Born: 2/17/63 in Brooklyn, N.Y. High School: Laney (Wilmington, N.C.) College: North ...</p>	<p>Michael Jordan's player profile page on the NBA basketball website.</p>

20.0 Non-Fully Meets Results for URL Queries

Raters sometimes ask the question, “For a well-formed working URL query, are the only acceptable Needs Met ratings for a result either **Fully Meets** or **Fails to Meet**?” The answer is no. There can be other helpful results for URL queries.

Some users issue URL queries to find information about a website, such as reviews or recent news. We recommended this to you as one method of reputation research in the PQ guidelines. Real users do this too. Results that give reviews and reputation information can be very helpful for a URL query.

However, websites that offer usage statistics about a website are not usually helpful results for URL queries. Most users aren't interested in this kind of information.

Query and User Intent	Result Block and LP, Needs Met Rating, E-A-T Rating	Explanation
<p>Query: [potterybarn.com]</p> <p>User Location: Palo Alto, California</p> <p>User Intent: Pottery Barn is a home furnishing store. Users may want to go to the website, do research, or find more information on the company.</p>	<p>Pottery Barn Pottery Barn > home</p> <hr/> <p>Mobile-friendly - Pottery Barn's expertly crafted collections offer a widerange of stylish indoor and outdoor furniture, accessories, decor ...</p> <hr/> 	<p>This LP is the target of the query.</p>
	<p>Up to 75% off Pottery Barn Coupons, Promo ... Coupons.com > ... > Home & Garden</p> <hr/> <p>★★★★★ Rating: 81% - 37 votes Mobile-friendly - 5 verified Pottery Barn coupons and promo codes as of May 25. Popular now: Save Up to 75% Off Sale & Clearance ...</p> <hr/> 	<p>Online coupon codes are very popular in the U.S. and this LP (from a well-known coupon site) displays codes for online purchases on the Pottery Barn website. Users may be interested in coupon codes and this would be very helpful for those shopping online at potterybarn.com, especially frequent shoppers.</p>
	<p>Pottery Barn Reviews - Consumer Reviews of Potterybarn.com SiteJabber www.sitejabber.com > reviews > www.po...</p> <hr/> <p>Mobile-friendly - 73 reviews for Pottery Barn, 4.2 stars: "I love the stuff here. ... SiteJabber Online Business Reviews and Complaints.</p> <hr/> 	<p>This LP (from a well-known review site) has reviews of the potterybarn.com website. Users may be interested in reading reviews when considering whether to make purchases at potterybarn.com, especially new shoppers.</p>
<p>Query: [ratemyprofessors.com]</p> <p>User Location: Los Angeles, California</p> <p>User Intent: Go to www.ratemyprofessor.com, a website where students can rate their college professors.</p>	<p>Rate My Professors - Review Teachers and Professors, School ... www.ratemyprofessors.com/</p> <hr/> <p>Mobile-friendly - Rate My Professors is the best college professor reviews and ratings source based on student feedback. Over 1.4 ...</p> <hr/> 	<p>This LP is the target of the query.</p>
	<p>RateMyProfessors.com Rankings Released Leslie Reece Schichtel www.huffingtonpost.com/leslie-reece-.../c...</p> <hr/> <p>Mobile-friendly - Aug 31, 2012 - The rankings offer good news to both penny-pinching students and America at large. Less expensive ...</p> <hr/> 	<p>This LP is a Huffington Post article dated August 31, 2012 about ratemyprofessors.com. The article was newly published when it was added to the guidelines. Some users might be interested in this article.</p>
	<p>Towson's RateMyProfessor gets ready to test the market - Baltimore ... www.bizjournals.com/.../story8.html?...</p> <hr/> <p>Apr 17, 2006 - Two Towson entrepreneurs bought RateMyProfessor.com last fall for seven figures. They're already ...</p> <hr/> 	<p>This LP is an article dated April 17, 2006 about the ratemyprofessors.com website. Few or no users would be interested in this outdated information.</p>

21.0 Product Queries: Action (Do) vs. Information (Know) Intent

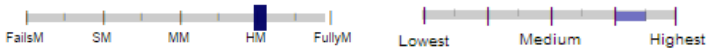

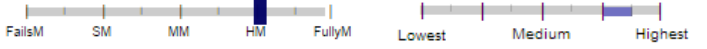
Some product queries, such as [ipad reviews], have a clear information-seeking (**Know**) intent. Other product queries, such as [buy ipad], have a clear purchase (**Do**) intent. And some product queries, such as [ipad store.apple.com], have a clear navigation (**Website**) intent. However, most product queries don't obviously specify one type of intent.

Even though the ultimate goal may be to purchase a product, many other activities may take place first: researching the product (reviews, technical specifications), understanding the options that are available (brands, models, pricing), viewing and considering various options (browsing), etc.

Give high Needs Met ratings to results that allow users to research, browse, and decide what to purchase.

Important: E-A-T ratings for product results need extra care and attention.

Often, the results for product queries are YMYL pages. Users need high quality information from authoritative sources when researching products, especially when products are expensive or represent a major investment/important life event (e.g., cars, washing machines, computers, wedding gifts, baby products). When buying products, users need websites they can trust: good reputation, extensive customer service support, etc. Results for product queries may be important for both your money and your life (YMYL)!

Query and User Intent	Result Block and LP, Needs Met Rating, E-A-T Rating	Explanation
<p>Query: [high definition tv]</p> <p>User Location: Los Angeles, California</p> <p>User Intent: This query doesn't specify a size or brand of TV. Users are probably doing research before making a purchase.</p>	<p>HDTV Reviews HDTVs Review PCMag.com www.pcmag.com/reviews/HDTV PCMag provides up-to-date coverage and product reviews of HDTVs.</p> 	<p>This LP has comprehensive information about different types of high definition TVs (plasma, LCD, LED), as well as reviews about many specific models. The website is known for having helpful reviews and information about electronics.</p>
<p>Query: [girl toddler jeans size 3T]</p> <p>User Location: Los Angeles, California</p> <p>User Intent: The query is very specific. The user wants to browse and find an item to buy.</p>	<p>Toddler Girl Jeans at babyGap Gap - Free Shipping on \$50 www.gap.com > Home > Toddler Clothing Mobile-friendly - Gap toddler girl jeans collection includes a variety of popular styles. Pick from toddler girls jeans in skinny, wide leg and ...</p> 	<p>This is a helpful page for browsing and shopping for toddler girls jeans. There are many options for jeans in size 3T. This is a high quality store known for selling jeans.</p>
<p>Query: [cufflinks]</p> <p>User Location: Los Angeles, California</p> <p>User Intent: Most users probably want to find different cufflink styles and options to browse or purchase.</p>	<p>Cuff Links for Men & More Men's Jewelry Nordstrom m.shop.nordstrom.com/c/mens-cuff-links Mobile-friendly - Free shipping on cuff links & men's jewelry at Nordstrom.com. Shop cuff links, tie clips, bracelets & necklaces. Totally ...</p> 	<p>This LP has a large collection of cufflinks from a very reputable retailer. There are many options and styles. This is a good page for browsing. There are helpful features at the top to choose styles, price ranges, etc.</p>

22.0 Rating Visit-in-Person Intent Queries

When there is a user location for a visit-in-person intent query and a location has not been specified in the query itself, such as [chinese restaurants] with a user location of **Boston, MA**, results in or near the user location are the most helpful.


How close is “near”? The type of business and/or entity should be taken into consideration when deciding if the distance of the visit-in-person result is too far. For example, most people are not willing to travel very far for a gas station, coffee shop, supermarket, etc. Those are types of businesses that most users expect to find nearby.

However, users might be willing to travel a little farther for certain kinds of visit-in-person results: doctors’ offices, libraries, specific types of restaurants, public facilities like swimming pools, hiking trails in open spaces, etc. Sometimes users may accept results that are even farther away, such as a very specialized medical clinic.

In other words, when we say users are looking for results “nearby,” the word “nearby” can mean different distances for different queries. As always, please use your judgment.

22.1 Examples Where User Location Does (and Does Not) Matter

As previously mentioned, the user location may not always change our understanding of the query and user intent. Below is one example where user location plays an important role, and two examples where user location does not matter.

Query and User Intent	Result Block and LP, Needs Met Rating	Explanation
<p>Query: [minimum wage rate]</p> <p>User Location: Wichita, Kansas</p> <p>User Intent: Find out what the current minimum wage is. Different states in the U.S. have different minimum wage rates. Users might be interested in the minimum wage in their state and how it compares to other places.</p>	 <p>7.25 USD per hour (Jan 1, 2014) Kansas, Minimum wage</p> <p>Destinations and points of interest</p> <p>Needs Met Rating: FailsM SM MM HM FullyM</p>	<p>This SCRIB displays the complete and correct answer prominently in the result block, in a way that is easy for users on mobile devices to read.</p> <p>Note: Assume that the result shows current information for users at the time this example was written. If you were rating this task, you would need to verify that the minimum wage rate in this SCRIB is accurate for the state of Kansas.</p>
	<p>Pay and Wage Requirements - Kansas Department of Labor https://www.dol.ks.gov/Laws/FAQwages... Pay and Wage Requirements. Minimum Wage. What is the minimum wage in Kansas? The Kansas minimum wage is ...</p> <p>Needs Met Rating: FailsM SM MM HM FullyM</p>	<p>This is the official Kansas state website page on minimum wage for Kansas.</p>
	<p>Minimum Wage Laws in the States - Wage and Hour Division (WHD ... www.dol.gov • WHD Jan 1, 2015 - Interactive map of the United States comparing the Federal and state minimum wage amounts.</p> <p>Needs Met Rating: FailsM SM MM HM FullyM</p>	<p>This LP has the minimum wage rates for all states. It is on the official U.S. Department of Labor website, which has high E-A-T on the topic, but it takes some work to find the information specific to Kansas.</p>
	<p>Minimum wage - California Department of Industrial Relations www.dir.ca.gov/dlse/faq_minimumwage... After your claim is completed and filed with a local office of the Division of Labor Standards Enforcement (DLSE), it will ...</p> <p>Needs Met Rating: FailsM SM MM HM FullyM</p>	<p>This is the official California state website page on minimum wage for California.</p>

Query and User Intent	Result Block and LP, Needs Met Rating	Explanation
<p>Query: [pictures of kittens]</p> <p>User Location: Pittsburgh, Pennsylvania</p> <p>User Intent: Users are looking for pictures of kittens. This is a non-visit-in-person intent query. There is no obvious user intent to find pictures of kittens in Pittsburgh. The user location plays no role in the Needs Met rating.</p>	<div><p>Images</p><p>See more images</p></div>	<p>The LP is a page full of kitten pictures. The result block has a nice assortment of pictures as well that would highly satisfy users.</p>
	<div><p>pittsburgh pets - craigslist - Pittsburgh - Craigslist</p><p>pittsburgh.craigslist.org/search/pet</p><p>Mobile-friendly - pittsburgh pets - craigslist. ...</p><p>pets. search titles only; has image; posted today. reset search. ← →. listthumbgallerymap.</p></div>	<p>This is a local listing of pets needing homes in the Pittsburgh area. There are no pictures of any pets directly on this page and few pictures on the individual listings.</p>
<p>Query: [google jobs]</p> <p>User Location: Miami, Florida</p> <p>User Intent: Users are looking for job opportunities at Google.</p>	<div><p>Googleplex</p><p>4.4 ★★★★★ 1,527 reviews</p><p>Corporate Campus</p><p>1600 Amphitheatre Parkway, Mountain View, CA 94043</p><p>(650) 253-0000</p><p>Open today · 9:00 am – 5:00 pm</p><p>Call Directions Website</p><p>More about Googleplex</p></div>	<p>The user is looking for a job at Google and there is no information in this result block that will help the user explore job opportunities—it Fails to Meet the user need.</p>
	<div><p>Google Careers</p><p>https://www.google.com/about/careers/</p><p>Mobile-friendly - About Google; Careers. Google Jobs ... Take a ride on the Google self-guided tour. Stop by our offices around the globe ...</p><p>Search all jobs - Locations - Teams and Roles</p></div>	<p>This is Google’s official page on careers and jobs at Google, where users can search for currently open opportunities. This page is exactly what the user is looking for—it Fully Meets the user need.</p>

23.0 Rating English Language Results in Non-English Locales

The following rating guidance is for raters in non-English locales. You may stop reading this section if your task language is English, such as English (US), English (IN), English (NG), etc.



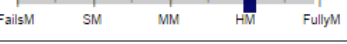
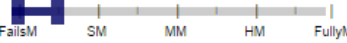
Your Needs Met ratings should reflect how helpful the result is for users in your locale. When the query is in the language of your locale, assume that users want results in that language. We know that **you** can read English (you are reading this document!), but you should only give high Needs Met ratings to English results if users in your locale would expect or want them for a particular query. Unless requested by the query, English results should be considered useless if most users in the locale can't read them.

However, rating can be more difficult when the query includes English names, words, etc., or when it's unclear whether English results would be satisfying for a particular query. Please use your judgment and knowledge of your locale to determine the appropriate rating.

Important: Please keep in mind that every locale will have unique considerations regarding the number and variety of languages (such as official languages, regional languages, local dialects, etc.), writing systems, and keyboard input languages commonly in use. While this guideline may not include examples for your locale, it is important that you represent users in your task location and culture in order to interpret the query and rate results. When in doubt, please assume that users would prefer results in the task language unless the query clearly indicates otherwise.

23.1 Examples of English (and Non-English) Results in Non-English Locales

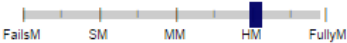
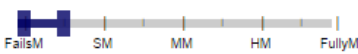


The section includes some examples using Hindi (IN) and Korean (KR) as the locales. In both cases, we cannot assume that users in these locales—i.e., Hindi-speaking users in India, or Korean-speaking users in Korea—are able to read English. Unless most users in the locale would be satisfied by English results for the query, we will consider them unhelpful or even useless (**FailsM**).

Query and User Intent	Result Block and LP, Needs Met Rating	Explanation
<p>Query: [राजा रवि वर्मा]</p> <p>Locale: Hindi (IN)</p> <p>User Location: Delhi, India</p> <p>User Intent: The user wants to find information about राजा रवि वर्मा, an Indian artist.</p>	<p>राजा रवि वर्मा - विकिपीडिया https://hi.m.wikipedia.org/wiki/राजा_रवि_वर्मा मोबाइल संगत - राजा रवि वर्मा (१८४८ - १९०६) भारत के विख्यात चित्रकार थे। उन्होंने भारतीय साहित्य और ... जीवन परिचय - कलाकृतियाँ - रोचक तथ्य - मुख्य कृतियाँ</p> 	<p>This Hindi language Wikipedia page on राजा रवि वर्मा is very helpful for Hindi (IN) users.</p>
	<p>Raja Ravi Varma - Wikipedia, the free encyclopedia https://en.m.wikipedia.org/wiki/Raja_Ravi_Varma मोबाइल संगत - Raja Ravi Varma Coil Thampuram (Malayalam: രാജാ രവിവർമ്മ; 29 April 1848 – 2 October 1906) was an Indian ... Laxmi Vilas Palace, Vadodara - Damayanti</p> 	<p>This English Wikipedia page about राजा रवि वर्मा has similar content to the Hindi Wikipedia page. Although there are some helpful images on the page, few Hindi users would be able to read this page.</p>
<p>Query: [버락 오바마]</p> <p>Locale: Korean (KR)</p> <p>User Location: Seoul, Korea</p> <p>User Intent: 버락 오바마 is Barack Obama in Korean, so the user wants to find information about Barack Obama.</p>	<p>버락 오바마 - 위키백과, 우리 모두의 백과사전 ko.m.wikipedia.org/wiki/버락_오바마 Mobile-friendly - 버락 후세인 오바마 2세 대통령(영어: Barack Hussein Obama, Jr., 문화어: 버라크 오바마, 1961년 8월 4일 ~ , 미국 하와이 ...</p> 	<p>This Korean language Wikipedia page on Barack Obama is very helpful for Korean (KR) users.</p>
	<p>Barack Obama - Wikipedia en.m.wikipedia.org/wiki/Barack_Obama Mobile-friendly - Barack Hussein Obama II is an American politician who served as the 44th President of the United States from 2009 to 2017. He is the first African American to ...</p> 	<p>This English Wikipedia page about Barack Obama has similar content to the Korean Wikipedia page. Although there are some helpful images on the page, very few Korean users would be able to read this page.</p>

Here are two examples where the query includes proper nouns typed in Latin script, such as famous people, places, titles of books or films, etc. For these queries, users would prefer to see results in the language of their locale.

[illegible]

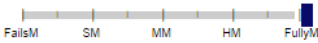
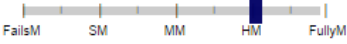
Here are two additional examples where the query was typed in Latin script (including some English words), yet users would still prefer to see results in the language of their locale.

Query and User Intent	Result Block and LP, Needs Met Rating	Explanation
<p>Query: [mahila cricket sri lanka ka match]</p> <p>Locale: Hindi (IN)</p> <p>User Location: Delhi, India</p> <p>User Intent: The user wants to find information about a women's cricket match against Sri Lanka on February 17, 2016.</p>	<p>महिला टीम की श्रीलंका पर आसान जीत, तीन वनडे की सीरीज ... khabar.ndtv.com > क्रिकेट</p> <p>6 hours ago - ... टीम की श्रीलंका पर आसान जीत, तीन वनडे की सीरीज में ली 2-0 की अजेय बढ़त.</p> 	<p>Although the query includes some English words, it is a Hindi query typed in Latin script. Most Hindi users would expect to see Hindi results, like this helpful article.</p>
	<p>Indian Women's Team Defeats Sri Lanka to Seal ODI Series - Cricket News - Sports sports.ndtv.com > cricket > 255592-india...</p> <p>Mobile-friendly - 6 hours ago - Indian women's cricket team defeated Sri Lanka by six wickets to take unbeatable 2-0 lead in ...</p> 	<p>This English language landing page has helpful content for users who can read English, but few Hindi (IN) users would be able to read this page.</p>
<p>Query: [samsung tablet]</p> <p>Locale: Korean (KR)</p> <p>User Location: Seoul, Korea</p> <p>User Intent: The user wants to purchase, find information, or go to the Galaxy tablet page on the Samsung website.</p>	<p>삼성 갤럭시 탭 www.samsung.com/.../tablet/.../SHW-M3... 모바일 지원 - SAMSUNG 휴대폰,SKT,SHW-M380SFK3SC, Samsung GALAXY Tab 10.1 갤럭시탭10.1 스펙 - 특장점 - 고객지원 - 이미지</p> 	<p>Although the query was typed in Latin script and includes some English words, most Korean users would expect to see the Korean page on the Samsung website. This Korean result is very helpful.</p>
	<p>Galaxy Tab: Android Tablet - Portable & Light Tablet Samsung www.samsung.com/us/mobile/galaxy-tab/ Mobile-friendly - Meet the Samsung Galaxy Tab family including Galaxy Tab 10.1, 8.9 and 7.0 Plus. Sort by size or carrier and find the ... Galaxy Tab - WiFi Tablets</p> 	<p>This English language page on the website of Samsung, the company that makes this tablet, has helpful content. Although there are some helpful images on the page, very few Korean users would be able to read this page.</p>

On the other hand, there may be queries where the needs of most users would actually be satisfied by English language results, even if the query itself is typed in the task language.

For example, for queries about global businesses and organizations, users may expect or want to visit the English language version of the business/organization's official website in some locales. Similarly, for queries seeking technical information such as manufacturer part numbers, product specs, scientific or chemical formulas, etc., the answer to the query may be typically expressed in the English language in some locales.

For these queries, users may expect or want to see English results in order to satisfy their need. Please use your judgment and knowledge of your locale to determine the appropriate rating.

Query and User Intent	Result Block and LP, Needs Met Rating	Explanation
<p>Query: [हार्वर्ड वेबसाइट]</p> <p>Locale: Hindi (IN)</p> <p>User Location: Delhi, India</p> <p>User Intent: हार्वर्ड वेबसाइट is "Harvard website" in Hindi. Users want to go to the official website of Harvard University, which is a well-known research university in Cambridge, Massachusetts.</p>	<p>Harvard University www.harvard.edu</p> <hr/> <p>Harvard University is devoted to excellence in teaching, learning, and research, and to developing leaders in many disciplines who make a difference globally. Harvard University is made up of 11 principal academic ...</p> <p>Admissions & Aid · Schools · Faculty · Harvard College</p> <hr/> 	<p>This is the official website of Harvard University. Even though the query was typed in Hindi, this English website is clearly what users are looking for. Users would be fully satisfied by this result.</p>
<p>Query: [시스코 카탈리스트 스위치 IOS 복원하기]</p> <p>Locale: Korean (KR)</p> <p>User Location: Seoul, Korea</p> <p>User Intent: This Korean query can be translated as "recovering IOS on Cisco Catalyst switches". The user wants to find out how to restore the IOS operating system on a Cisco Catalyst switch, which is a specific brand/model of computer networking device.</p>	<p>Cisco Catalyst 스위치 (2900, 3500, 3750) IOS 복원하기 : 네이버 블로그 m.blog.naver.com > 220189570678</p> <hr/> <p>2016. 6. 20. - Cisco IOS Software, C3560 Software (C3560-IPSERVICESK9-M), Version 12.2(53)SE, ... Technical Support: http://www.cisco.com/techsupport</p> <hr/> 	<p>This article comes from a blog that contains lots of technical information and troubleshooting tips about IT operations and programming. The landing page provides step-by-step instructions in Korean, along with the exact commands in English that users would need to type into a console in order to recover the operating system for the queried device. This tutorial would be very helpful and easy to follow for Korean users who are familiar with this type of networking device.</p>

Finally, in some locales, English is one of the official languages or a commonly spoken language. In these locales, English websites are easy to use and could be helpful, depending on the query.

For example, the Singapore government recognizes four official languages: English, Malay, Chinese, and Tamil, but English is the first and most dominant language in Singapore.

Query and User Intent	Result Block and LP, Needs Met Rating	Explanation
Query: [barack obama] Locale: English (SG) User Location: Singapore, Singapore User Intent: Find information about Barack Obama.	<p>Barack Obama - Wikipedia en.m.wikipedia.org/wiki/Barack_Obama Mobile-friendly - Barack Hussein Obama II is an American politician who served as the 44th President of the United States from 2009 to 2017. He is the first African American to ...</p> 	<p>This Wikipedia page in English about Obama would be very helpful to users in Singapore.</p>
	<p>贝拉克·奥巴马- 维基百科，自由的百科全书 - Wikipedia zh.m.wikipedia.org/zh-cn/贝拉克·奥巴马 移动版适用 - 贝拉克·奥巴马（英语：Barack Obama，1961年8月4日－），本名贝拉克·侯赛因·奥巴马二世（Barack Hussein Obama II；US ...</p> 	<p>This Wikipedia page in Chinese about Obama would also be very helpful to users in Singapore.</p>

Appendix: Using the Evaluation Platform

24.0 Overview

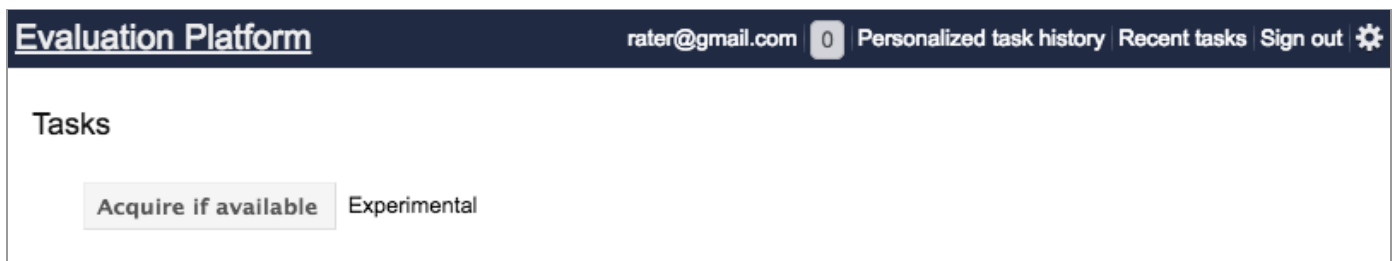
The Evaluation Platform is the system you will use to acquire and rate tasks. You can access the Evaluation Platform by going to this link: <http://www.raterhub.com/evaluation/rater>

As a Search Quality Evaluator, you will work on many different types of rating tasks. This section provides guidance on how to use certain features of the Evaluation Platform that you will encounter frequently in Page Quality (PQ) and Needs Met (NM) rating tasks. Some of these concepts may apply to other types of rating tasks as well.

Important: Many tasks that you receive will display project-specific instructions on the task page. You should always follow these project-specific instructions when they are provided.

25.0 Acquiring Tasks

Here is a simplified screenshot of the task acquisition page on the Evaluation Platform. Please note that changes are sometimes made to the appearance of this page, so it may not look exactly as it appears below.



A few notes about how to acquire tasks from this page:

- **rater@gmail.com:** Make sure you are logged in to the account you used to sign up for the rating program.
- **Acquire if available:** Click this button to acquire a new task.
- **Experimental:** This text indicates that there is an Experimental task available.

Please note there are other types of rating tasks (e.g., Result Review, Side-by-Side). Sometimes there will be only one task type available, but other times you may see more than one type displayed. When there is more than one type displayed, you may choose the type you want to acquire.

26.0 Rating Tasks Using the Rating Interface

Here is a general outline of the steps you should follow upon acquiring a task:

1. **Read the instructions:** Pay close attention to any project-specific instructions and examples if provided.
2. **Fill out the task:** Assign ratings to result blocks, provide comments, answer questions, etc. (as applicable).
3. **Check your work:** Verify that you entered your ratings as intended. Additionally, make sure that you provided a response to all required questions.
4. **Submit the task:** Click the "Submit" button at the end of the page to submit the task and continue rating. Alternatively, click "Submit and Stop Rating" to submit the task and return to the Evaluation Platform homepage.

Additionally, here are a few general things to keep in mind when rating tasks:

- **Result blocks are sometimes slow to load:** Before assigning any ratings, please scan the task page to make sure that all result blocks have loaded. Please note that result blocks may be slow to load and/or that the task page may need reloading if there are empty result blocks. If the result blocks fail to load after refreshing a few times, please release the task by following the instructions in Section 27.0 below.
- **Sometimes a side will not have any result blocks:** If one side displays the message “This side did not generate any results,” please do not release the task.
- **Do not refresh the task page after assigning ratings:** If you refresh the page after assigning ratings, you will lose them and they will have to be entered again.

27.0 Releasing Tasks

Most raters have difficulty rating some tasks now and then. Some queries are about highly technical topics (e.g., computer science or physics) or involve very specialized areas of interest (e.g., gaming or torrents).

You will report problems and release tasks using the “Report a Problem / Release this Task” button in the rating interface. Here is what the “Report a Problem / Release this Task” button looks like:

Report a Problem / Release this Task

Clicking the red button displays a menu with several reporting and release options:

Report a Problem / Release this Task

Select One

☐ I lack expertise for this task.

☐ I did not sign up for adult content.

☐ The instructions are not clear.

☐ The task is in the wrong language.

☐ The average allocated time is not sufficient.

☐ I do not understand the query or user intent, even after doing some research.

☐ I do not meet the upfront requirements for this task.

☐ Cannot access content behind paywall (please paste the URL into the comment box).

☐ There is a technical problem with this task (please describe).

☐ Other (please describe).

Comment

Release this task?

☐ Yes - Allow me to select a new task.

☐ No - Send my feedback but let me continue to work on this task.

Will a screenshot help us understand the issue?

☐ Yes - Please take a screenshot for me.

☒ No - A screenshot is not needed.

Submit Report

Please note that changes are sometimes made to this menu, so it may not look exactly as it appears above.

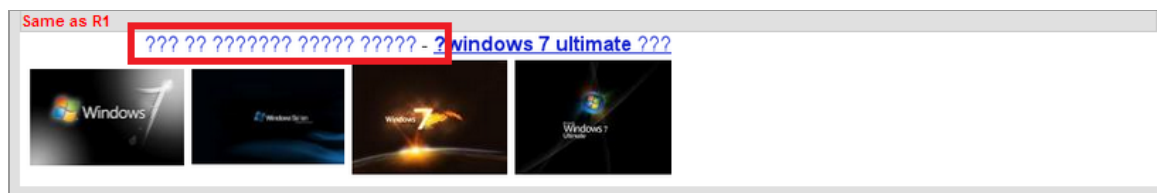
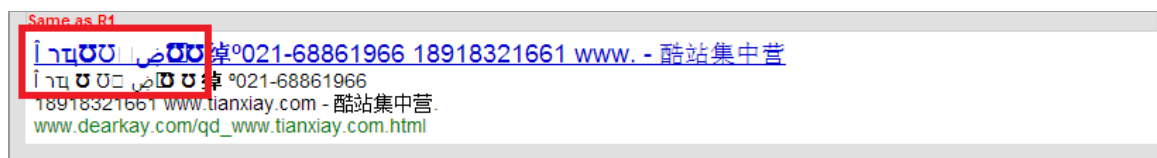
In general, you should choose whichever option best describes your reason for releasing the task. If you are unsure, please select the closest option, or contact your vendor for further guidance.

Here are some examples for the "lack expertise" and "technical problem" release options.

Lack expertise: These queries require specialized knowledge and may be difficult for some raters.

Query	General Query Topic
[cortisol secretion shows a blank pattern of secretion]	Scientific query
[minecraft gun and vehicles 1.1 mod installer]	Gaming query
[python pandas index like matrix]	Technical query

Technical problem: These result blocks have question marks and other characters where text should be.

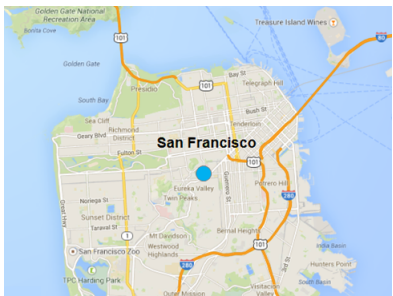
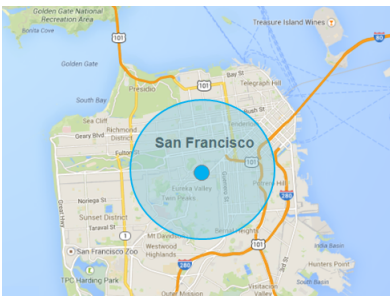
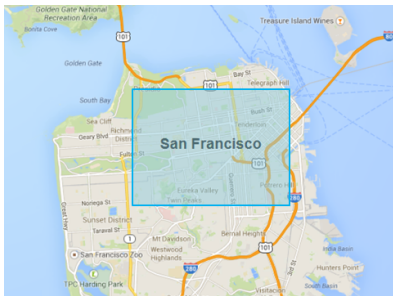
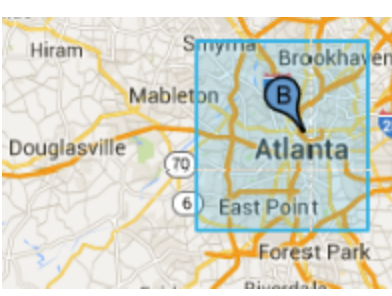


Note: Based on the number and/or type of tasks that you release, you may be asked to provide additional details about the reason for some of the releases.

28.0 Understanding the User Location on the Task Page

While most query-based rating tasks have a user location listed below the query, a map will often be provided as well. This map can help clarify where the user was physically located when the query was issued in a more precise way.

On the map, the user location can be precise (blue dot) or approximate (blue rectangle). Here are some examples of what you might see at the top of the task:

	A precise user location is represented by a blue dot (●).		Sometimes you will see a shaded blue circle around the blue dot. The blue dot is the user's most likely location, but it is possible they are located anywhere within the larger shaded blue region.
	The approximate user location is shown as a blue rectangle on the map.		The map includes a response pin, which is a marker for a visit-in-person result block in the task. If there are three visit-in-person result blocks in the task, there should be three response pins on the map.

29.0 Reporting Duplicate Results in Tasks

In some rating tasks, you may be asked to determine whether any results are Duplicates (dupes). This section provides guidance and examples of how to report duplicate results In Needs Met (NM) rating tasks.

29.1 Pre-Identified Duplicates

Some duplicate results are automatically detected and will be pre-identified for you. They will be annotated by the text “Same as...” right below the slider and above the result block.

This is what these pre-identified dupes look like:

Left Side	Right Side
<div>L4 - Same as R4. - select dupes</div> <div>Red Lion Hotels: Affordable Hotels RLHC</div> <div>Red Lion Hotels > ...</div> <div>Make RLHC your first choice when seeking affordable hotels on the West Coast.</div> <div><div>Needs Met Rating</div><div>EAT Rating</div><div>N/A FailsM SM MM HM FullyM N/A Lwst Low Med High Hghst</div><div>Porn: No Foreign Language: No Did Not Load: No Upsetting-Offensive: No Comment</div></div>	<div>R4 - Same as L4. - select dupes</div> <div>Red Lion Hotels: Affordable Hotels RLHC</div> <div>Red Lion Hotels > ...</div> <div>Make RLHC your first choice when seeking affordable hotels on the West Coast.</div> <div><div>Needs Met Rating</div><div>EAT Rating</div><div>N/A FailsM SM MM HM FullyM N/A Lwst Low Med High Hghst</div><div>Porn: No Foreign Language: No Did Not Load: No Upsetting-Offensive: No Comment</div></div>

Please note: You cannot unselect dupes that have been automatically detected and pre-identified.

29.2 Rater-Identified Duplicates

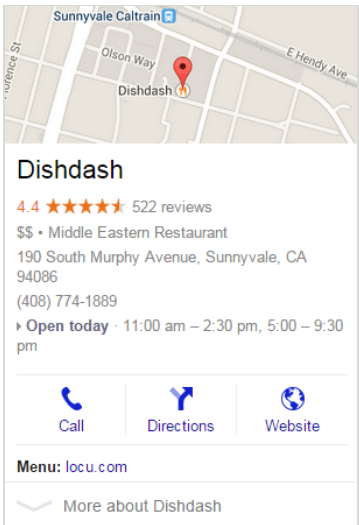

You are also asked to help identify duplicate results that have not been automatically detected. Please mark two results as dupes if they have essentially the same content on the main landing page AND you would not want a search engine to return both results for the query.

Please note that in Needs Met rating and other query-based tasks, dupe identification is **query-dependent**.

- **Specific queries:** For queries where the user is looking for a specific piece of content (such as queries looking for song lyrics, queries looking for a specific article, etc.), obtaining that piece of content from **different sites** could be helpful for users to verify the information, so they should **not** be rated as dupes.
- **Broad queries:** If the query is broad, then returning the same piece of content is not what the user is looking for, and hence those results **should** be flagged as dupes. Results may be considered dupes even if they have minor content differences on the page (such as different ads, images, or related links).

Please identify dupes both within the same side and across sides. Even for cross-side results, you should still ask yourself the question, “Would users want to see both results if they were returned by the same search engine?”

Note: If two result blocks have very different types of content or very different appearances, do not mark them as duplicates even if they have the same landing page URL. For example, these two blocks should not be marked as duplicates of each other.

 <p>A Google Maps snippet for Dishdash restaurant. It includes a map showing the location near Sunnyvale Caltrain and E Hendy Ave. Below the map, the restaurant name 'Dishdash' is displayed with a 4.4 star rating and 522 reviews. The address is 190 South Murphy Avenue, Sunnyvale, CA 94086. The phone number is (408) 774-1889. The hours are listed as 'Open today' from 11:00 am to 2:30 pm and 5:00 to 9:30 pm. At the bottom, there are buttons for 'Call', 'Directions', and 'Website', and a link to the menu at locu.com.</p>	 <p>A text snippet for Dishdash. It starts with the name 'Dishdash' in blue, followed by the website URL 'www.dishdash.com/' in green. Below this, it says 'Mobile-friendly - Catering. Please visit our Dishdash family of restaurants.' followed by a list of image file names: 'ddgrill.png', 'dnd.png', 'yelp.png', 'FB100px.png', and 'instagram.png'. At the bottom, it lists 'Dinner - Lunch - Our Story - Order' in blue.</p>
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29.3 Reporting Duplicate Results

When you notice that the results in two or more result blocks are duplicates, please click on the **Select Dupe** link at the top of one of the results. The current result (the result you clicked on) will be highlighted in red at the top of the block.

R5 -

finish selecting dupes

HOUSTON ZOO – NATURALLY WILD - Home

www.houstonzoo.org/

Features information and pictures on the different animals as well as **zoo** hours, facility map, classes and programs, and ...

4.5 ★★★★★ 290 reviews

Needs Met Rating

N/A

FailsM

SM

MM

HM

FullyM

Porn: No

Foreign Language: No

Did Not Load: No

Upsetting-Offensive: No

Comment

You can then check results that are duplicates of the current result, and the checked results will be highlighted in yellow. You must select the **“Dupe of...”** button.

L2 -

Dupe of R5: No

HOUSTON ZOO – NATURALLY WILD - Home

www.houstonzoo.org/

Features information and pictures on the different animals as well as **zoo** hours, facility map, classes and programs, and ...

4.5 ★★★★★ 290 reviews

Needs Met Rating

N/A

FailsM

SM

MM

HM

FullyM

Porn: No

Foreign Language: No

Did Not Load: No

Upsetting-Offensive: No

Comment

The duplicate results that you checked will be annotated by **“Dupe of...”** text at the top of the block. After selecting all dupes, click on the **finish selecting dupes** link to return to the normal rating mode. The link’s name will change back to **Select Dupes**, and you will be able to report other sets of dupes, if there are any. If you change your mind, you can always uncheck a result.

Dupes

QUERY: [choosing and installing a motorcycle battery]

URL 1: <http://www.caimag.com/wordpress/2010/03/06/motorcycle-battery-how-to-choose-install>

URL 2: <http://www.articlesbase.com/motorcycles-articles/choosing-and-installing-a-motorcycle-battery-47798.html>

Reason: Both of these results display the same article (which also appears on many other pages on the web). The only real difference between the landing pages are the Ads displayed around the article. The query is broad enough that users would **not** benefit by search engines returning more than one of these results.

Dupes

QUERY: [jason castro]

URL 1: <http://www.myspace.com/jasoncastromusic>

URL 2: <http://www.myspace.com/jasoncastromusic?MyToken=503599bf-01cf-4427-bdf4-d63920c107f9>

Reason: These two results have the same landing page, even though the URLs are different. Users would **not** benefit by search engines returning both results.

Not Dupes

QUERY: [material girl lyrics]

URL 1: http://www.lyricsfreak.com/m/madonna/material+girl_20086925.html

URL 2: <http://www.lyrics007.com/Madonna%20Lyrics/Material%20Girl%20Lyrics.html>

Reason: Even though both pages display the lyrics to the song “Material Girl,” users would probably want to have the option to visit both pages so that they could verify the accuracy of the lyrics. Users could benefit by search engines returning more than one page with the lyrics to the song.

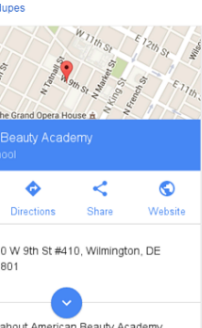
30.0 Simplified Needs Met Tasks

Some Needs Met rating tasks may not require ratings for all blocks. In these blocks, the Needs Met and E-A-T rating scales will be greyed out and annotated with the text "No Rating Required".

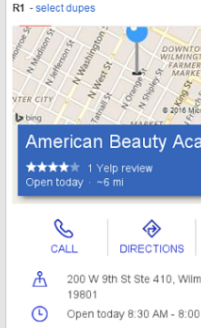
The greyed-out results (sometimes referred to as "contextual results") are shown to help you understand the query and inform your ratings. You can click on them when you feel like they will be helpful in determining your ratings.

Here is an example:

L1 - select dupes



R1 - select dupes



L2 - Same as R2, - select dupes

American Beauty Academy, Beauty Career Training Programs
[beautyacademy.edu](#)

Mobile-friendly - **Beauty Career Training Programs in Maryland, Delaware & Pennsylvania.** Change your life with a new **beauty career** ...

R2 - Same as L2, - select dupes

Beauty Career Training Programs | American Beauty Academy
[beautyacademy.edu](#)

Mobile-friendly - **Beauty Career Training Programs in Maryland, Delaware & Pennsylvania.** ... **American Beauty Academy** ...
[Programs](#) [Cosmetology](#)

L3 - select dupes

American Beauty Academy - Facebook
 Facebook · ABA Beauty Academy

★★★★★ Rating: 4.4 - 61 votes
 Mobile-friendly - **Wilmington, Delaware** ...
 UPDATED: The **American Beauty Academy schools** in DE, PA and MD are closing their doors ...

R3 - select dupes

Find a Beauty School - Beauty Schools Directory
[www.beautyschoolsdirectory.com/schools/ame...](#)
 Mobile-friendly - Locate and contact **beauty schools** and ... Artistic Nails and **Beauty Academy** is the smart choice for you to begin a great ... **American** ...

L4 - select dupes

American Beauty Academy Wilmington, DE, 19801 - YP.com
[Yellow Pages](#) · [wilmington-de](#) · [mip](#) · [a...](#)

★★★★★ Rating: 1 - 1 review
 Mobile-friendly - **Beauty Academy** at 200 W 9th St Ste 410, **Wilmington DE**. Search for other **Beauty Schools in Wilmington** on YP.com.

R4 - select dupes

American Beauty Academy- Wilmington, DE Campus
[www.campusexplorer.com/colleges/ID8468CA](#)
 Mobile-friendly - Get **American Beauty Academy, Wilmington, DE Campus** ... Located in **Wilmington, Delaware**, **American Beauty Academy** also has ...

L5 - select dupes

Beauty Schools in Wilmington, Delaware with Reviews & Ratings ...
[Yellow Pages](#) · [wilmington, DE](#)

Mobile-friendly - Find 52 listings related to **Beauty Schools in Wilmington on YP.com** ... 2. **American Beauty Academy**.

R5 - select dupes

Beauty Schools in Wilmington, Delaware with Reviews ...
[m.yellowpages.com/wilmington-de/beauty-sch...](#)
 Mobile-friendly - Find 52 listings related to **Beauty Schools in Wilmington** ... **DE Beauty Schools Wilmington** ... TONI&GUY Hairdressing Academy i...