Text Selections as Implicit Relevance Feedback

Ryen White and Georg Buscher, Microsoft, {ryenw, georgbu}@microsoft.com

Takeaway: Use text selections as feedback to improve relevance

**Text Selection as Feedback**

- Users mark blocks of text for further manipulation
- Recorded at scale via client side JavaScript (Buscher et al, 2012)
- 1.9% of queries have text selection (inc. search box, answers)
- 1.0% of queries have selection on result caption + follow-on query

**Study**

- 928 users’ queries over 4 weeks
- Recorded all SERP interactions (inc. cursor, scrolls)
- 389 queries had selection + overlap in query text with follow-on query
- Binary relevance judgments inferred from clicks
- Measured MAP change with re-ranking

**Systems**

1. **Original ranking (baseline)** from search engine
2. **QuerySimilarity**
   - Re-rank results for next query based on similarity with query-relevant snippets for the current query
3. **SelectionSimilarity**
   - Re-rank results for next query based on similarity with snippets with text selection

**Method**

Re-rank queries where model could be generated with both systems. Compute average precision

**Findings**

- SelectionSimilarity has 6% gains in relevance
- QuerySimilarity baseline harms relevance

**Future Work**

- Build more sophisticated models that learn features of selections, including features of selected text & post-selection behavior

---

**Microsoft SQL Server: Checkpoint causes need for better IO ...**

your clustered index based on a monotonically increasing column. As such, the random write ... Identity columns provide monotonically increasing keys

SQL creates a clustered ...

database.itags.org/sql-server/45383

---

**Microsoft SQL Server**

- Checkpoint causes need for better IO...
- Your clustered index based on a monotonically increasing column. As such, the random write ...
- Identity columns provide monotonically increasing keys.
- SQL creates a clustered ...
- database.itags.org/sql-server/45383