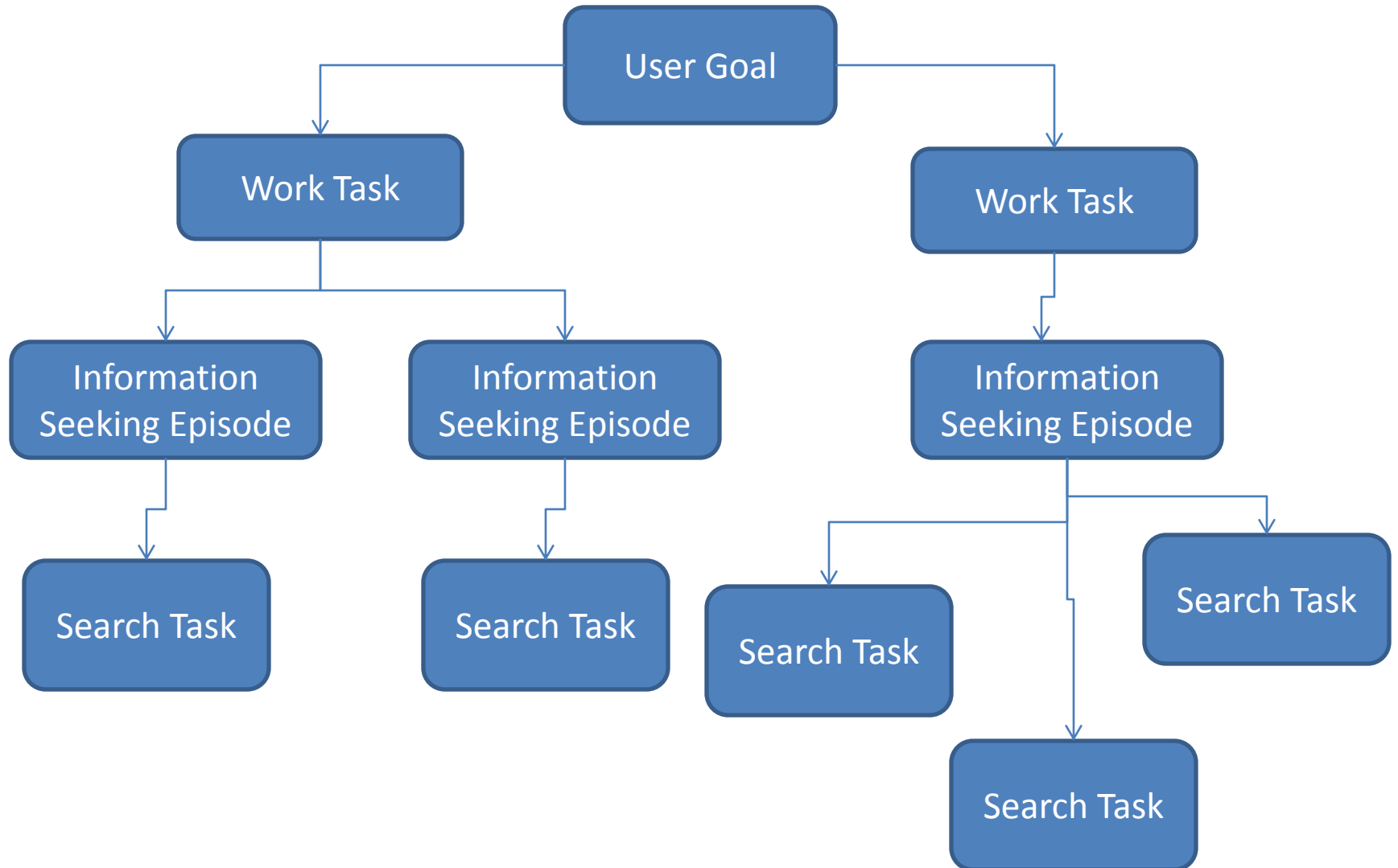


# Evaluation

# Prelude

- Dividing up the search process – component evaluation
  - A measure for each component including e.g. human components of search
- How do you measure the final outcome and the contribution of each component
  - Some sort of weighted formula which is made up of different parts and related to task
- Use a taxonomy of tasks
  - Matched to measures
  - Different measures combined and weighted depending on circumstances
  - Effort/Utility and time spent are not the same

# Goals Decomposed



# Issues

- People are not always optimising the rank
- Case where there is no answer out there
- What are process measures
  - As opposed to document measures
- Tailor measures to each stage
  - E.g. A person is constructing a problem so the focus is on concepts
    - What is the purpose of the concepts at each stage?

# But's

- One system or many
- Query reformulation (and relevance feedback)  
{This is IIR}
- Session based measures generally
- Does the system help user respond to failure and to assess task completion
- Can we really separate interface and search system ?
- What are the boundaries of the system ?