

# Теория поведенческих факторов



Ашманов  
и партнеры



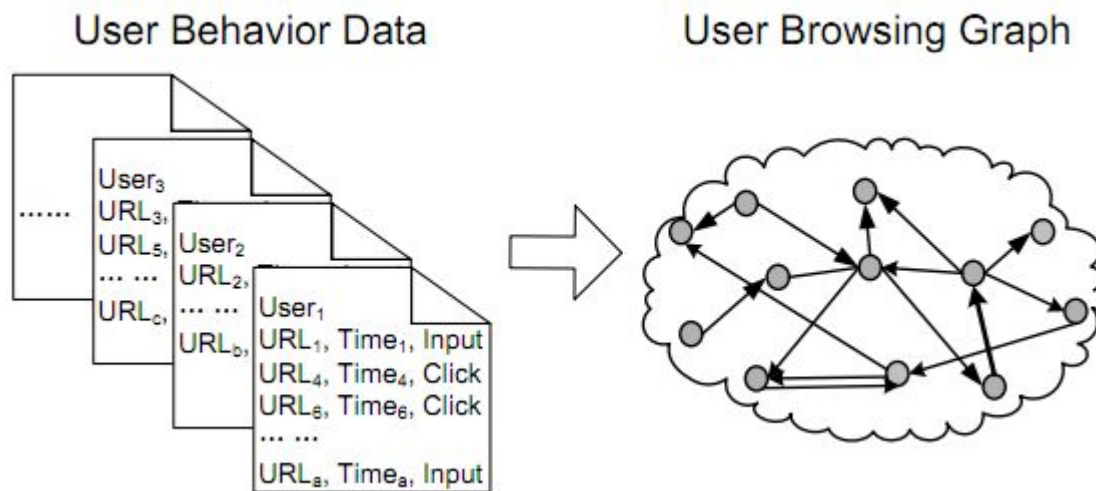
## Поведение пользователей – это:

- Обратная связь с большим количеством пользователей
- Интент (инфонид) запроса
- В системах с машинным обучением – тренировочный набор



# Исследования ПФ:

- Browse Rank





## Исследования ПФ:

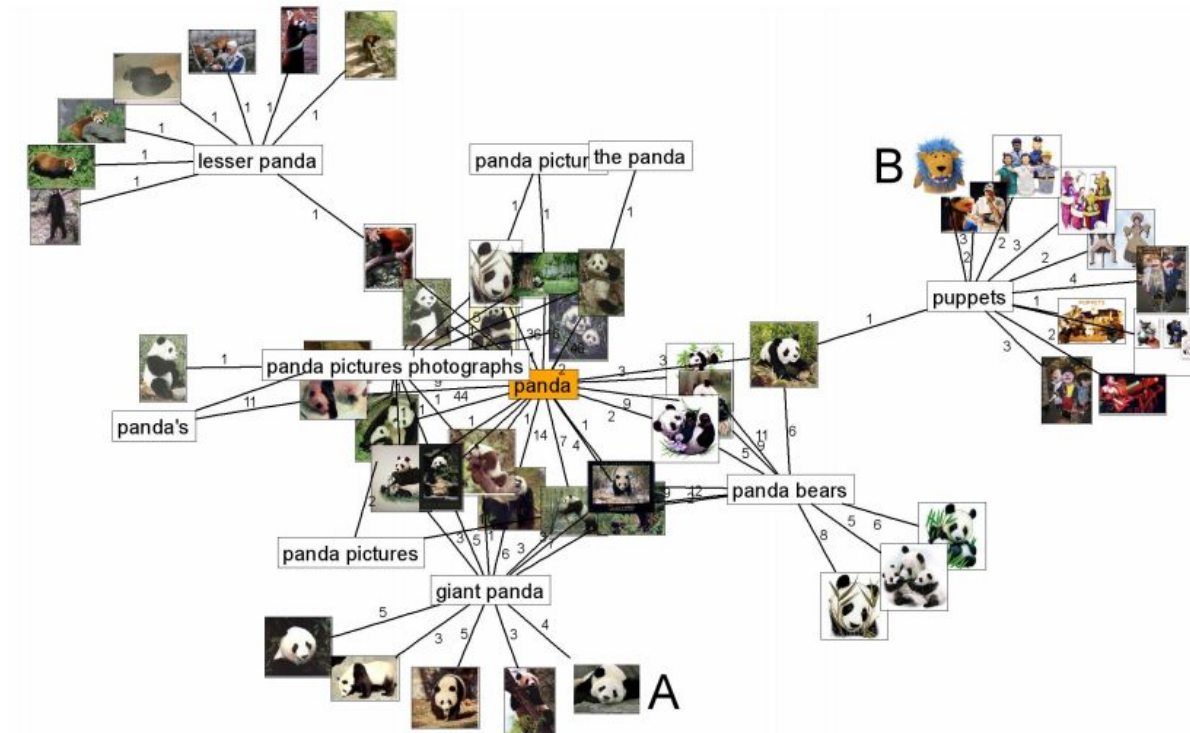
- Browse Rank. Результаты:

No.	PageRank	TrustRank	BrowseRank
1	adobe.com	adobe.com	<i>myspace.com</i>
2	passport.com	yahoo.com	msn.com
3	msn.com	google.com	yahoo.com
4	microsoft.com	msn.com	<i>youtube.com</i>
5	yahoo.com	microsoft.com	live.com
6	google.com	passport.net	<i>facebook.com</i>



# Исследования ПФ:

- Random Walks on the Click Graph





## Исследования ПФ:

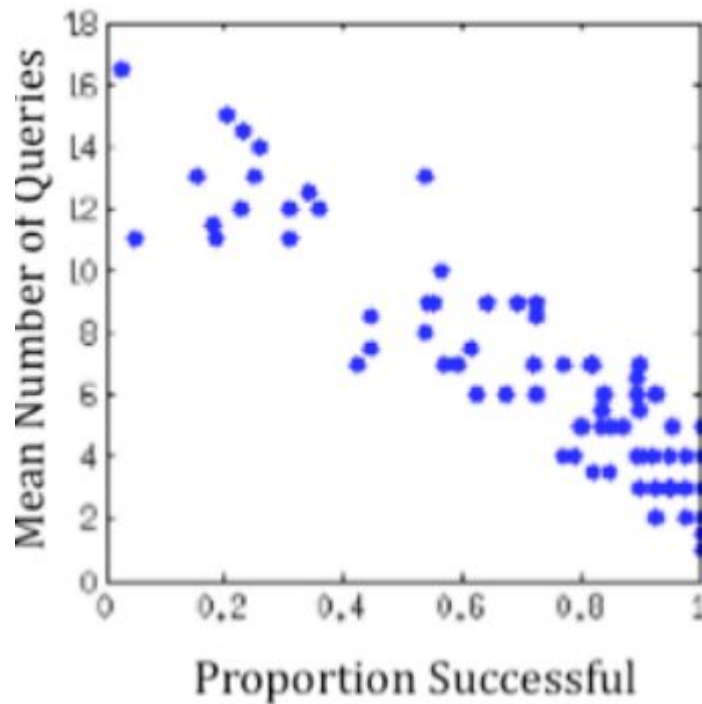
- How does Search Behavior Change as Search Becomes More Difficult?

	All tasks	Successful tasks	Unsuccessful tasks
Average time on task	223.9 (2.36)	176.2 2.24	384.6 (3.52)
Average number of query terms/query	4.77 (0.029)	4.66 (0.030)	5.13 (0.027)
Average number of queries/task	6.71 (0.098)	4.98 (0.070)	12.41 (0.098)
Proportion of queries with advanced operators ('+', '-', 'AND', 'OR', ':')	0.074 (0.0024)	0.056 (0.0046)	0.133 (0.0038)



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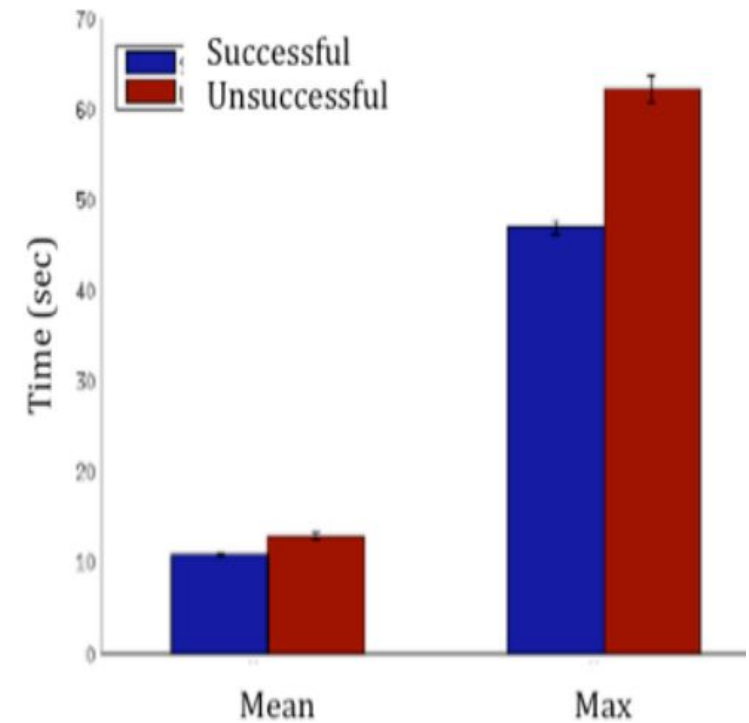
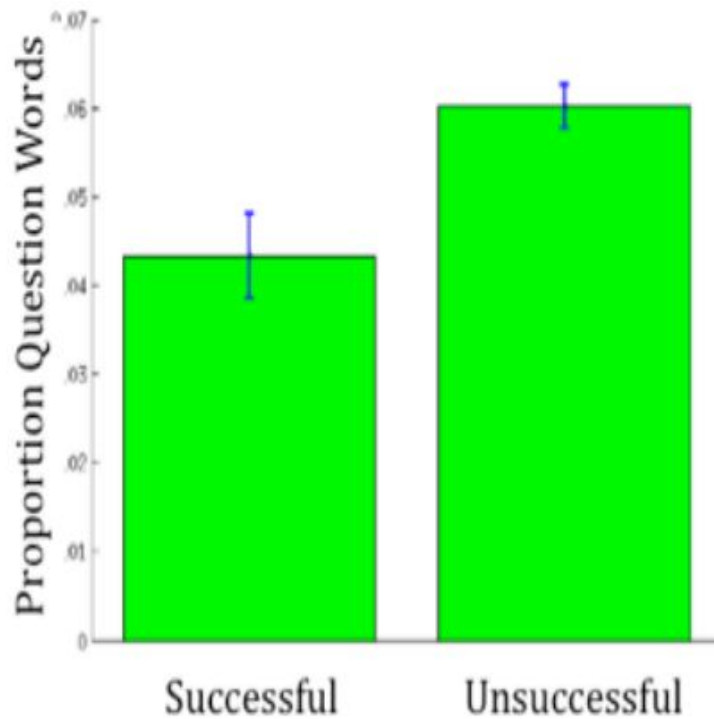


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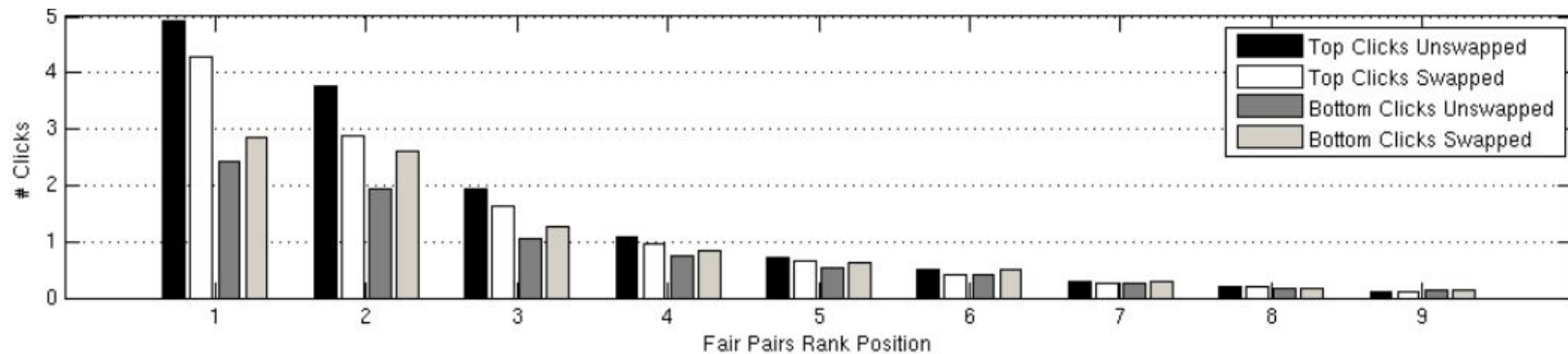






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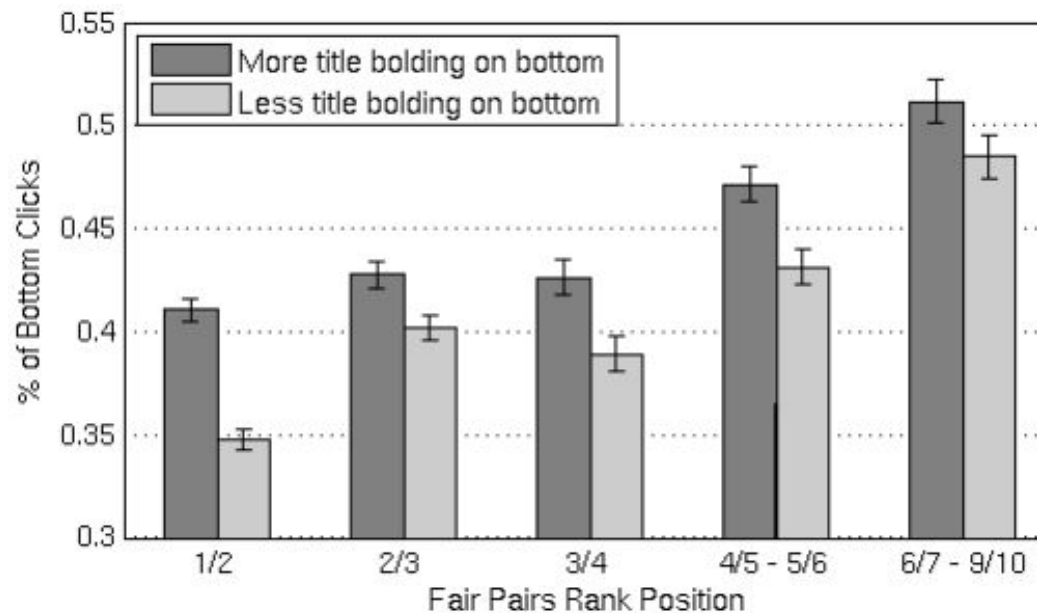
- Beyond Position Bias: Examining Result Attractiveness as a Source of Presentation Bias in Clickthrough Data





## Исследования ПФ:

- Beyond Position Bias: Examining Result Attractiveness as a Source of Presentation Bias in Clickthrough Data



# СПАСИБО!

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