Rise above the sea of noise

Relevance in Social Search

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Social Search, Bing

6 May 2010
Real time and social content changing how we interact with information

- How the content looks different
- How things are different from a search engine’s perspective
- What does it mean for the publishers
There are more people searching than there are people Tweeting, so...

Forrester’s Social Technographics profile would est. 40% are talkers

As search engines include realtime content, even the non-Twitter users will see realtime and social content.
Search Engines continue seek content edge to satisfy users

Show the ‘06 Olympics, not ‘02!

This year’s NBA playoffs, not last year’s

US Open: Tennis or Golf?

What’s going on right now in the Giants game?

My index is bigger than your index

Back in the day...

Content freshness and recency ranking always mattered

Users are even more demanding today

Now
User expectations and our challenges

Users expect to know right now

- Did I just feel an earthquake?
- What’s going on at Web2.0 right now?
- Are iPads being shipped yet? How about… now?

Challenges

- Keep up with the fast creation of content
- Information may be spread across many tiny pieces of user generated content
- Signals for relevance are different
Evaluating Twitter content in a search context

“i probably shouldn't have said that. lol oh well” – a real tweet


* Source: Editorial judgments
Ranking Tweets and Public Updates is tricky, but we have some good signals.

For example, tweets and Public Updates that include links are correlated with higher quality.

* Source: Editorial judgments
It’s more than just being followed by people

Users’ Attributes
- Friends
- Followers
- Follows

Users’ Actions
- Retweets
- Replies
- Others that share the same link
- Likes
- Comments
Spotting spammy behavior

Naturally connected community
Spam marketing campaign

Spammy communities are highly visible – don’t be part of one!
Good content spreads much faster in the new world

Wait for people to link to your page...

Vs.

Public updates for http://hulu.com/watch/147248/lost-lost-slapd...

Show: Most Recent ▼ Best Match

kittykatzzz: Calling all #LOST fans ... muppets in Carlton Cuse office! http://bit.ly/94Pai9 (hulu.com) · Twitter · 4 hours ago

TueSille: RT @MuppetsStudio #LOST Slapdown: 1 of ... Rizzo & · Twitter · 4 hours ago

kaczenda: @jdshapiro @JOvsZ @Cory_Bird · Twitter · 3 minutes ago

kittykatzzz: Calling all #LOST fans ... muppets in Carlton Cuse office! http://bit.ly/94Pai9 (hulu.com) · Twitter · 4 hours ago

muppetsightings: RT @kittykatzzz: Calling all #LOST fans ... muppets in Carlton Cuse office! http://bit.ly/94Pai9 (hulu.com) · Twitter · 3 hours ago

jerl: RT @MuppetsStudio: LOST Slapdown: Muppets 1 of ... Rizzo & @DamonLindelof up to no good? Trespassing · Twitter · 3 hours ago


jennyland: Muppets & LOST? FTW!! RT @MuppetsStudio: LOST Slapdown. Muppets 1 of ... Rizzo & @DamonLindelof up to no good? · Twitter · 4 hours ago
An example of content that catches on with people

Content popular in social networks

- Popular right now
- Shared by many people
- Shared by authoritative people
- Content that may otherwise not get ranked high in web search
Social Answer - NPH

Snapshot taken right after the Oscars

People on Twitter were discussing the opening number by Neil Patrick Harris
People can even help you showcase hot content on your own site

Navigational queries are north of 20% of web searches

We show parts of the site that are being talked about in social networks, right now

- Scenarios: popular articles on a content site, hot products on a commerce site

Add some serendipity and discovery to everyday tasks, such as navigational queries
User’s social authority makes a difference
Speaking of tweets...

PEOPLE CAN USE A SOCIAL SEARCH ENGINE, LIKE **THIS**
To rise above the noise, some things to consider as search engines become more social

<table>
<thead>
<tr>
<th>Things you already do</th>
<th>New things to consider</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Quality</strong></td>
<td>Being share-friendly; Include links in Tweets and Updates</td>
</tr>
<tr>
<td>Interesting &amp; useful content</td>
<td>Trust-worthy people sharing your links or tweets; avoiding spammy clumps</td>
</tr>
<tr>
<td><strong>Trust</strong></td>
<td># of high quality links</td>
</tr>
<tr>
<td>Trustworthy sites linking to your site; anchor text</td>
<td># of people Retweeting or Liking what you said/shared in the last minute, hour, day, week</td>
</tr>
<tr>
<td><strong>Popularity</strong></td>
<td>Update your site, blogs</td>
</tr>
<tr>
<td># of high quality links</td>
<td></td>
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<tr>
<td><strong>Timeliness</strong></td>
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