

# Experimental Design for Collection-based Comparative Evaluation

Evangelos Kanoulas

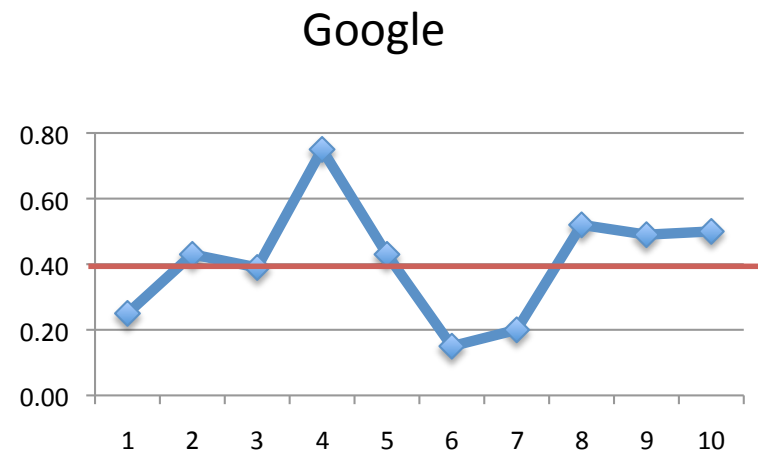


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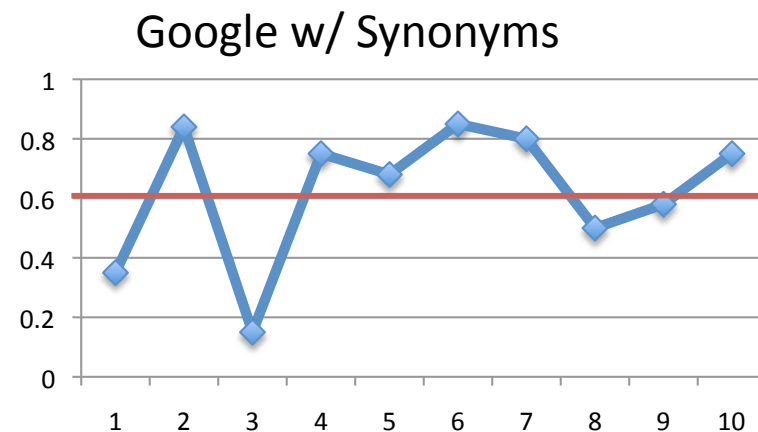
# Comparing Retrieval Systems

- **Hypothesis:** Synonyms will improve search engine effectiveness

- Google:
  - Mean AP= 0.41



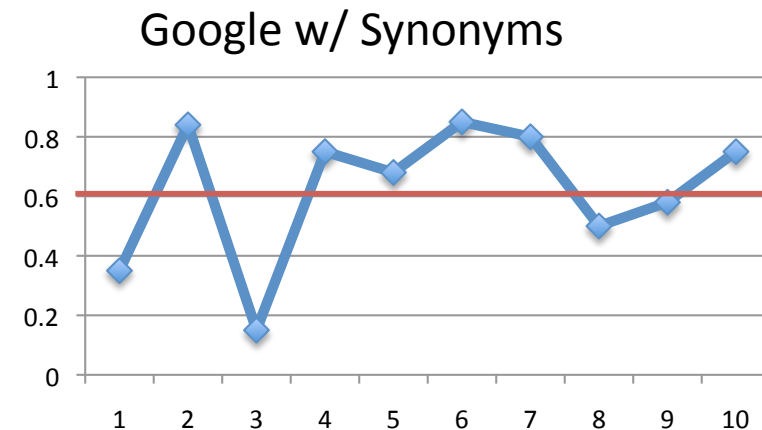
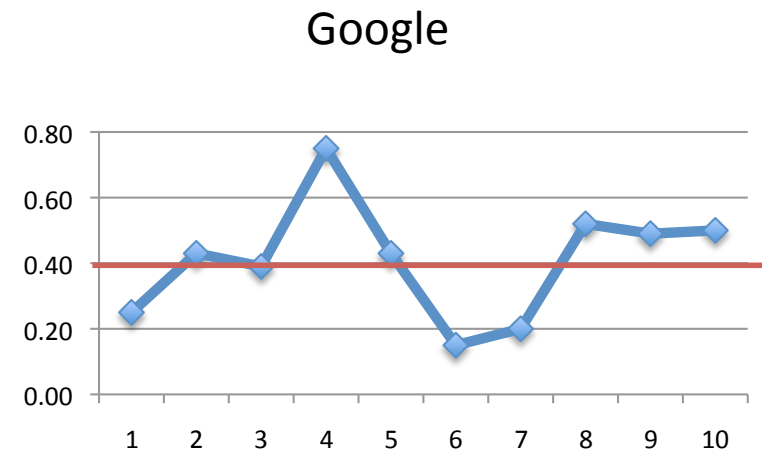
- Google w/ Synonyms
  - Mean AP= 0.63



# So what?

- Do these results **support my hypothesis?**
- Is it possible that my results are just **random?**

➡ statistical  
significance  
testing



# Statistical Significance Testing

- Two hypotheses, e.g.
  - $H_0: B-A = 0$
  - $H_a: B-A \neq 0$  or  $B-A > 0$
- We want to prove the null hypothesis wrong



# Statistical Significance Testing

- Obtain system performance **measurements** over a **sample of queries**
- Compute a **test statistic  $t$**  from those measurements
  - with known **distribution** under  $H_0$
- Compute the **p-value**, i.e.
  - the probability of observing the test statistic  $t$  ...
  - ... under a distribution obtained by assuming  $H_0$  is true
    - If the p-value is low, conclude  $H_0$  is false

# Commonly used tests

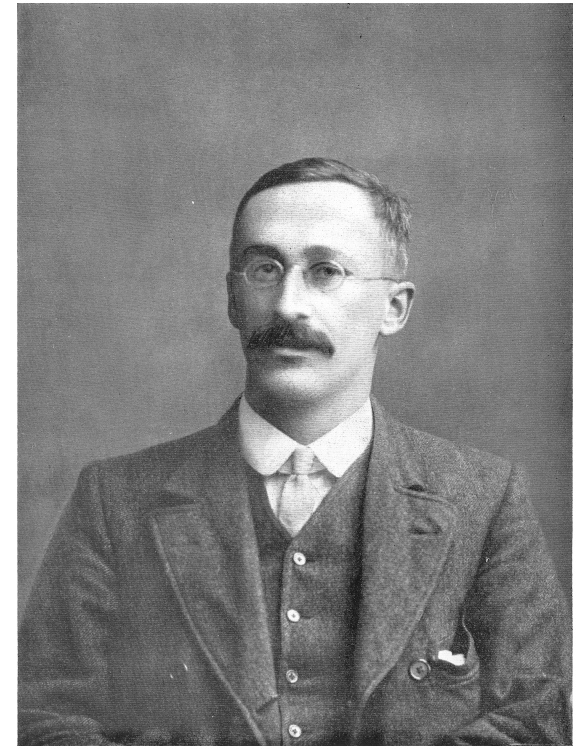
- Non-parametric
  - Sign test/binomial test
  - Wilcoxon signed rank test
- Parametric
  - Student's t-test
- Distribution-free
  - Randomization test
  - Bootstrap test

# Student's t-test

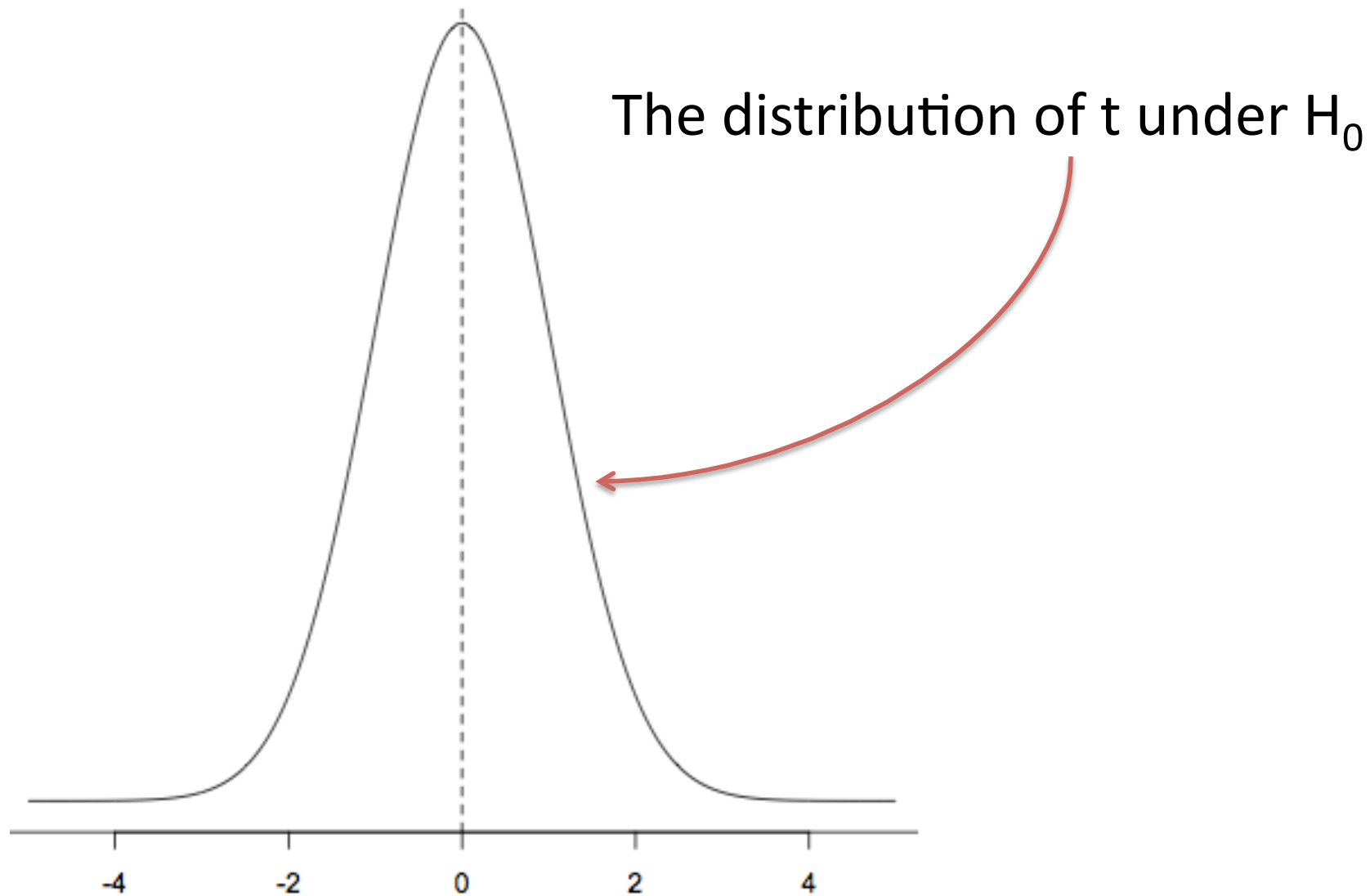
- Statistic: 
$$t = \frac{\overline{B - A}}{\frac{\sigma_{B - A}}{\sqrt{N}}}$$

– (Assumption)

- mean measures follow normal distribution



# Student's t-test



# Student's t-test

Query	A	B	B-A
1	.25	.35	+.10
2	.43	.84	+.41
3	.39	.15	-.24
4	.75	.75	0
5	.43	.68	+.25
6	.15	.85	+.70
7	.20	.80	+.60
8	.52	.50	-.02
9	.49	.58	+.09
10	.50	.75	+.25

$$\hat{\mu} = \overline{B - A} = 0.214$$

$$\hat{\sigma}_{B-A} = 0.291$$

$$t = \frac{\hat{\mu}}{\hat{\sigma}_{B-A}} \sqrt{n} = 2.33$$

# Student's t-test

**Critical value (c.v.):**

Value of test statistic  
when  $p = 0.05$

Reject null hypothesis if:

- $p \text{ value} \leq \alpha$

Or equivalently if

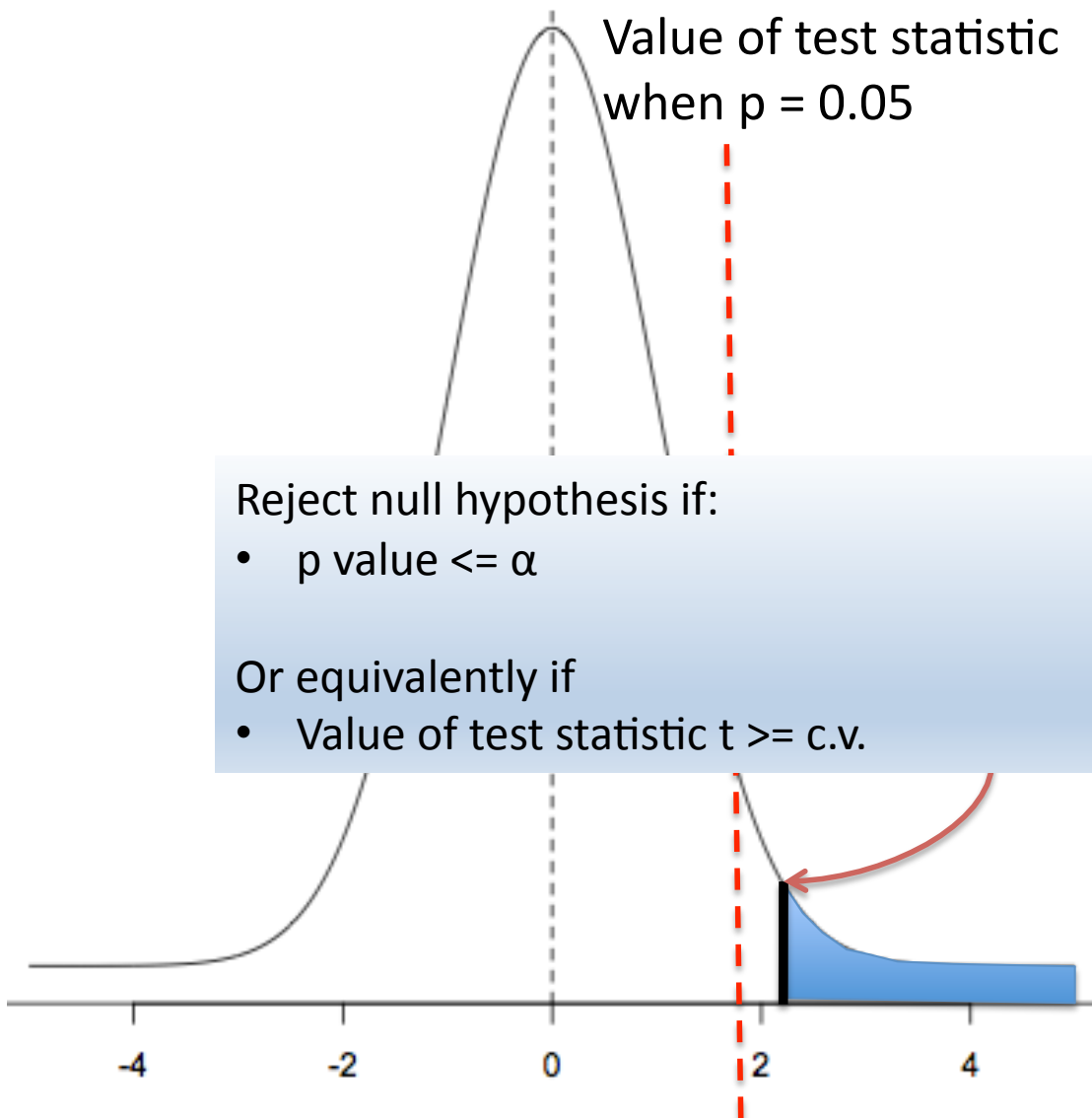
- Value of test statistic  $t \geq \text{c.v.}$

$$\hat{\mu} = \overline{B - A} = 0.214$$

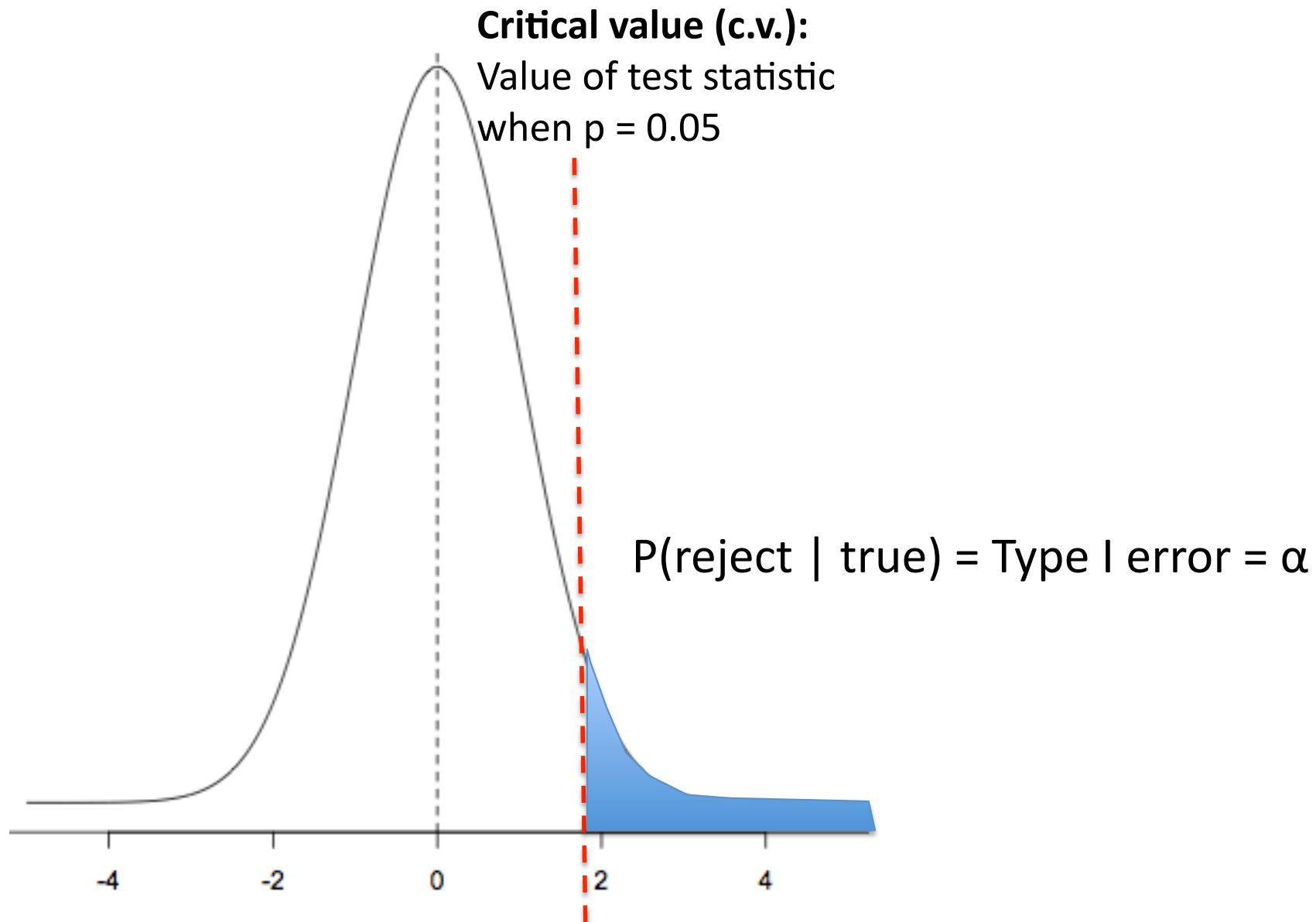
$$\hat{\sigma}_{B-A} = 0.291$$

$$t = \frac{\hat{\mu}}{\hat{\sigma}_{B-A}} \sqrt{n} = 2.33$$

$$p\text{-value} = 0.02$$

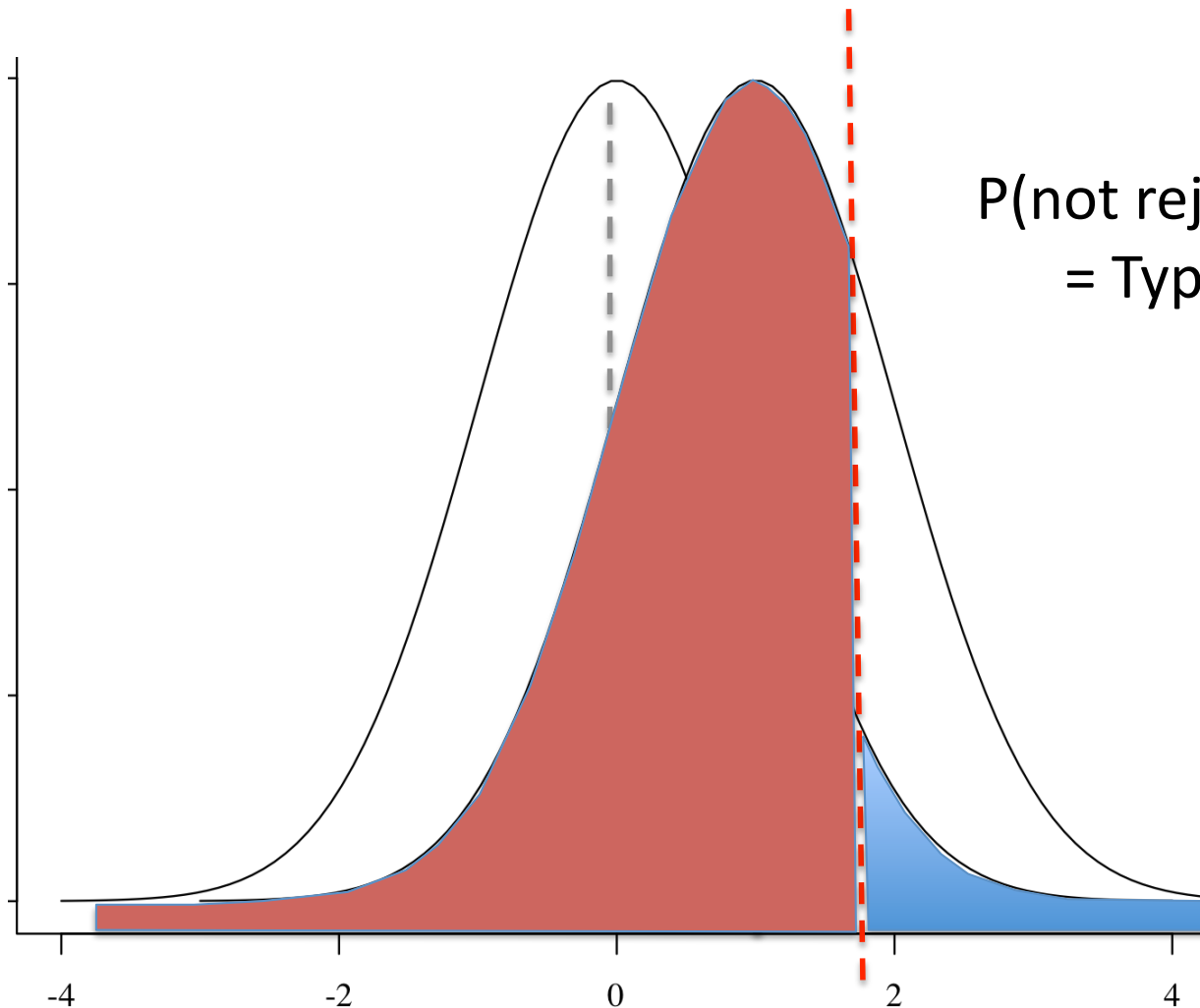


# Student's t-test



# Student's t-test

**Critical value (c.v.):**  
Value of test statistic  
when  $p = 0.05$





# Errors in Inference

- A significance test is basically a classifier

$H_0$	true	false
not rejected	accuracy: $1-\alpha$	Type II error: $\beta$
rejected	Type I error: $\alpha$	power: $1-\beta$

- We can't actually know whether  $H_0$  is true or not
  - If we could, we wouldn't need the test
- But we set up the test to control the expected Type I (**significance**) and Type II (**power**) error rates

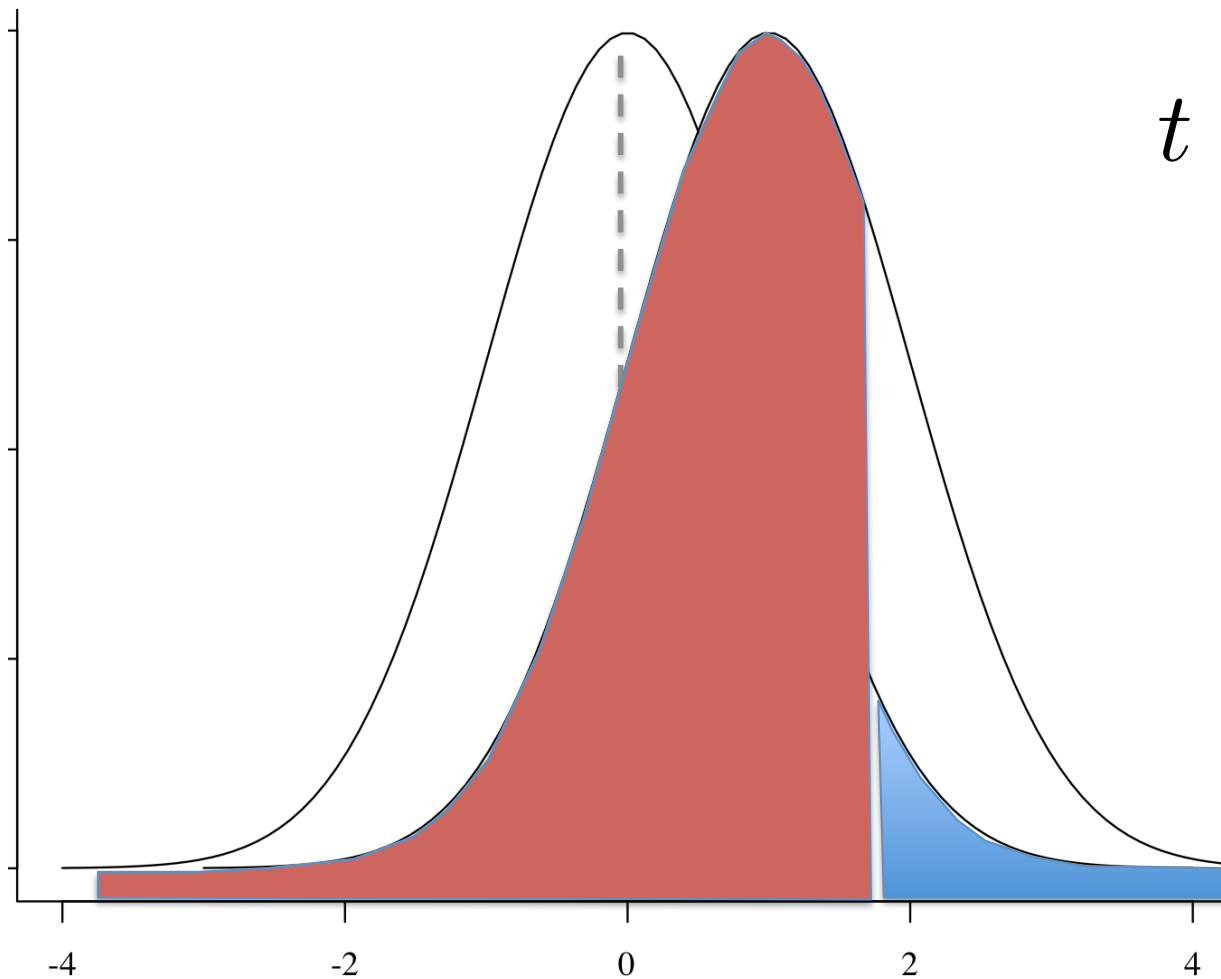
# Expected Type I Error Rate

- Test parameter  $\alpha$  is used to decide whether to reject  $H_0$  or not—if  $p < \alpha$ , then reject  $H_0$
- Choosing  $\alpha$  is equivalent to stating an **expected Type I error rate**
  - e.g. if  $p < 0.05$  is considered significant, we are saying that we expect that we will incorrectly reject  $H_0$  5% of the time
- Why?
  - Because when  $H_0$  is true, every p-value is equally likely to be observed
  - 5% of the time we will observe a p-value less than 0.05... and therefore there is a 5% Type I error rate

# Expected Type II Error Rate

- What about Type II errors?
  - False negatives are bad: if we can't reject  $H_0$  when it's false, we may miss out on interesting results
- What is the distribution of p-values when  $H_0$  is false?
  - Problem: there is only one way  $H_0$  can be true, but there are **many ways** it can be false

# Student's t-test



$$t = \frac{\overline{B - A}}{\frac{\sigma_{B - A}}{\sqrt{N}}}$$

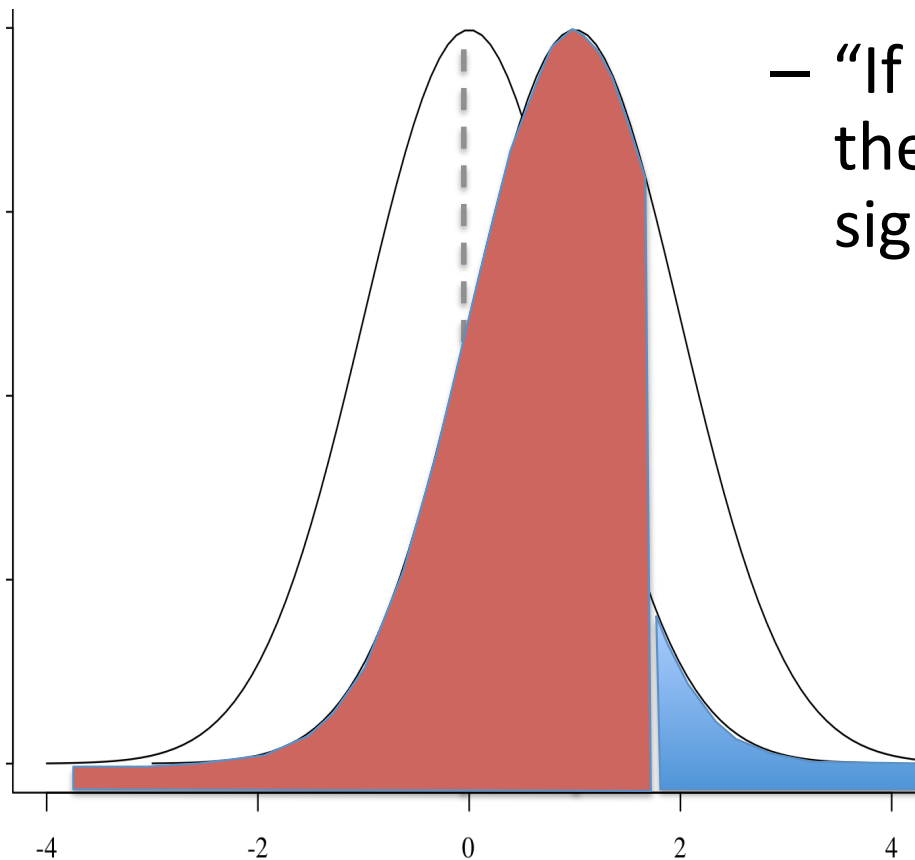
Effect Size

# Effect Size

- A measure of the magnitude of the difference between two systems
  - Effect size is dimensionless; intuitively similar to % change in performance
  - Bigger population effect size => more likely to find a significant difference in a sample

# Power and Effect Size

- Before testing, we can say “I want to be able to detect an effect size of  $h$  with probability  $\beta$ ”



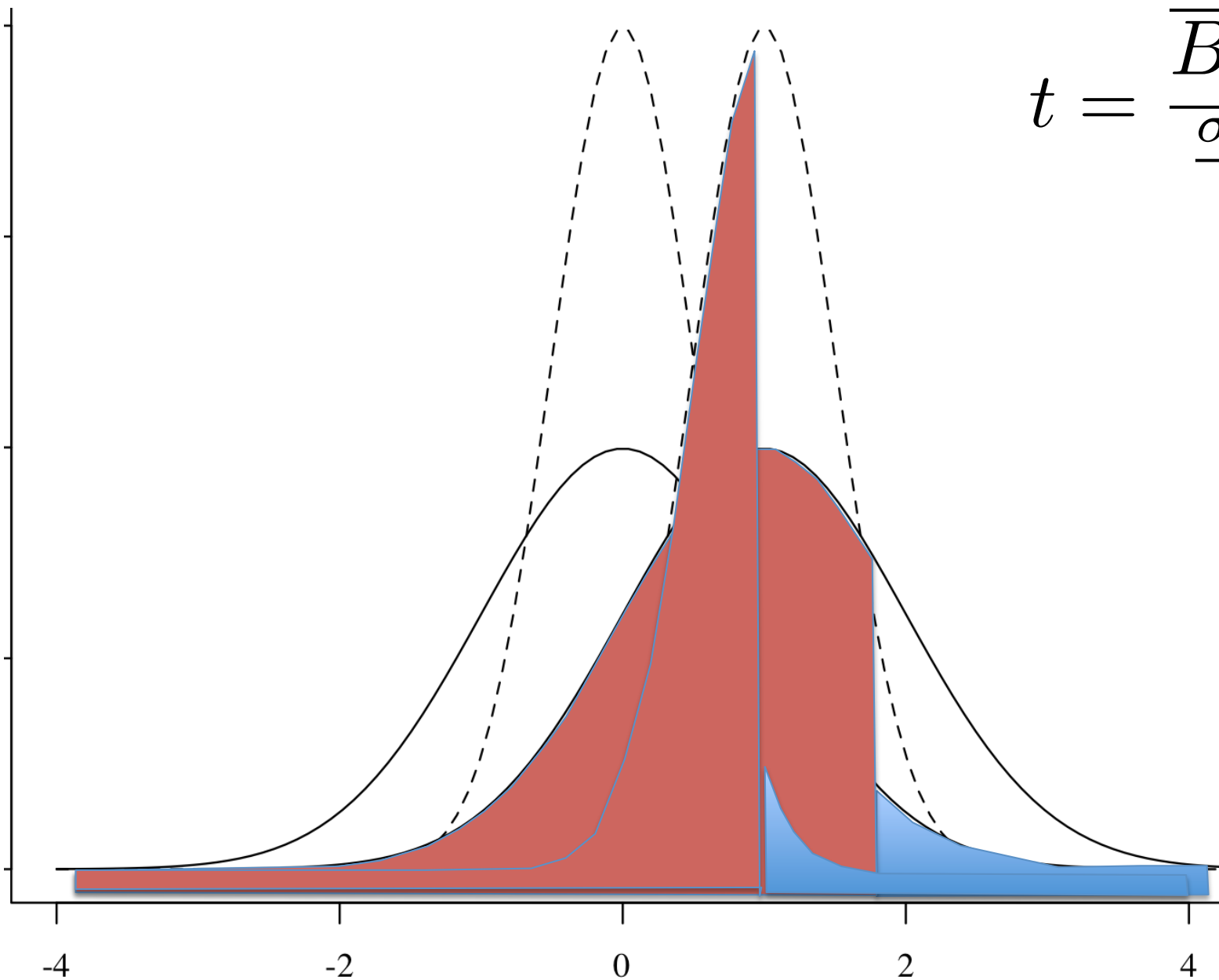
- “If there is at least a 5% difference, the test should say the difference is significant with 80% probability”

$$\Rightarrow h = 0.05, \beta = 0.8$$

# Sample Size

- Once we have chosen  $\alpha$ ,  $\beta$ ,  $h$ , we can determine the **sample size** needed to make the error rates come out as desired
  - $n = f(\alpha, \beta, h)$
  - Usually involves a linear search
  - There are software tools to do this
- Basically:
  - Sample size  $n$  increases with  $\beta$  if other parameters held constant
  - If you want more power, you need more queries

# Sample Size



$$t = \frac{\overline{B - A}}{\frac{\sigma_{B - A}}{\sqrt{N}}}$$



# Power Analysis

- Statistical significance testing:
  1. sample size
  2. effect size =  $\text{diff of means} / \text{st. dev.}$
  3. significance level =  $P(\text{Type I error})$  = probability of finding an effect that is not there
  4. power =  $1 - P(\text{Type II error})$  = probability of finding an effect that is there
- Given any three, we can determine the fourth
  - Easier under normality assumption

# So far... statistics 101...

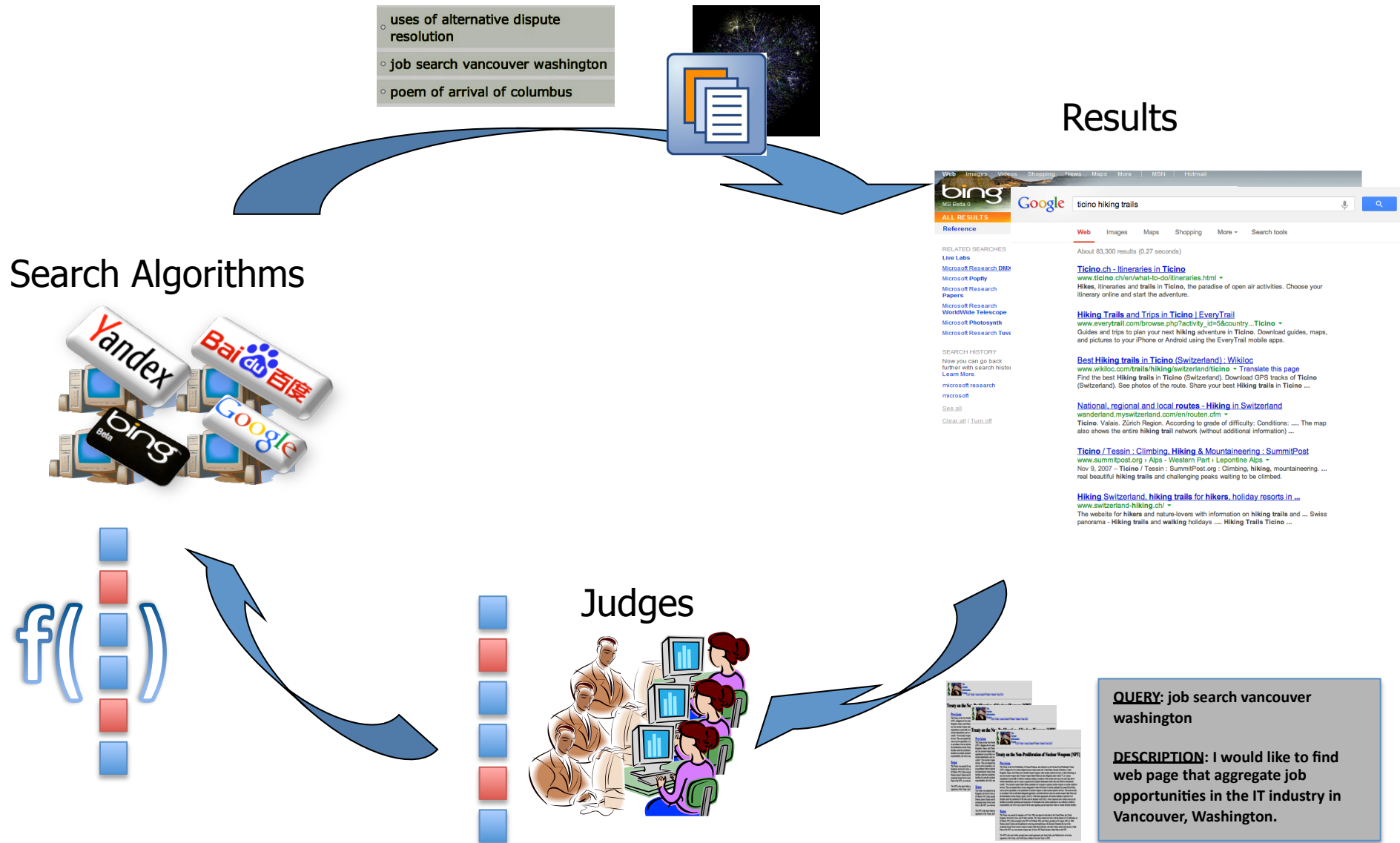
- Two sides of the same coin:
  - **Statistical significance** => results generalize from a sample of queries to the population
  - **Power analysis** => number of queries necessary to stat. detect a given difference

# Why care about significance testing?

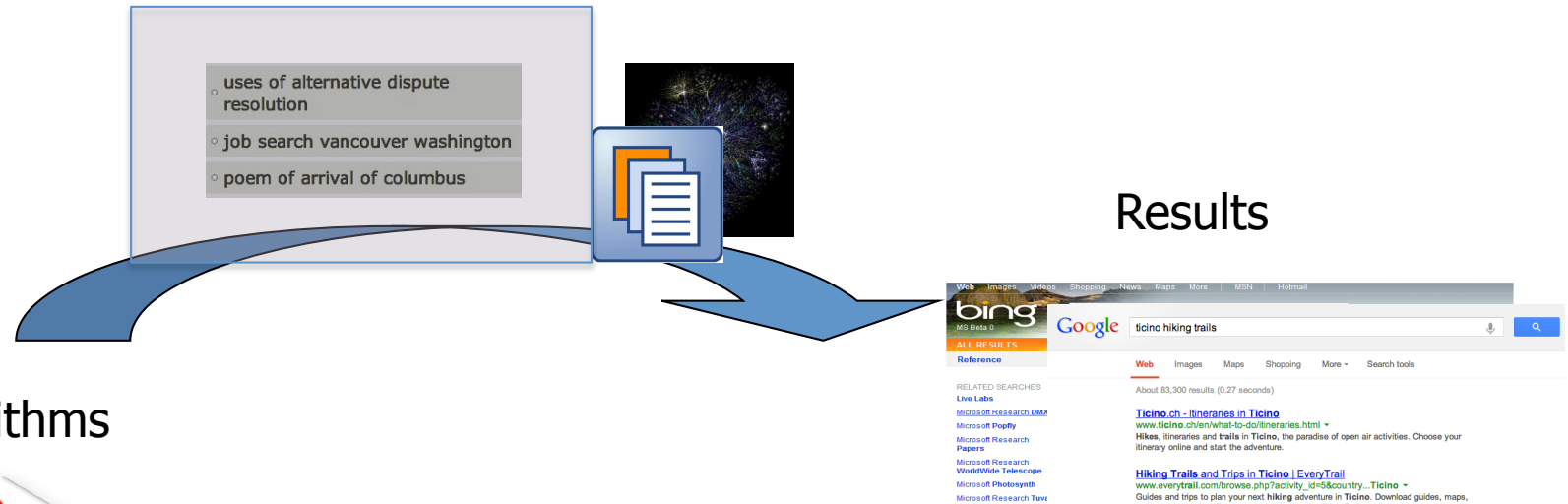
- Sources of variance specific to IR:
  - Properties of queries
  - Properties of document corpus
  - Properties of effectiveness measures
  - Assessor error and disagreement
  - Missing relevance judgments
  - Total number of relevant documents
  - ...
- Only variance due to queries included in standard statistical testing

=> Wrong conclusions!

# Collection-based Experiment



# Variance due to Queries

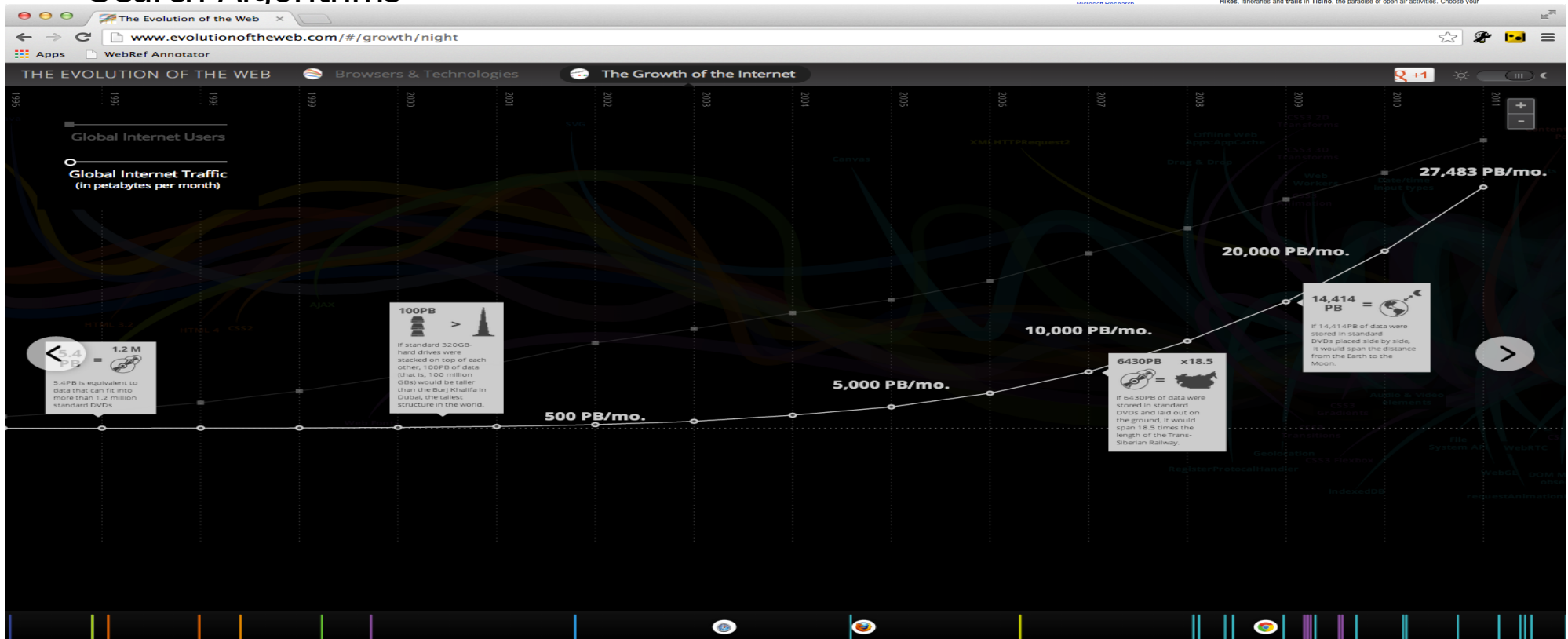




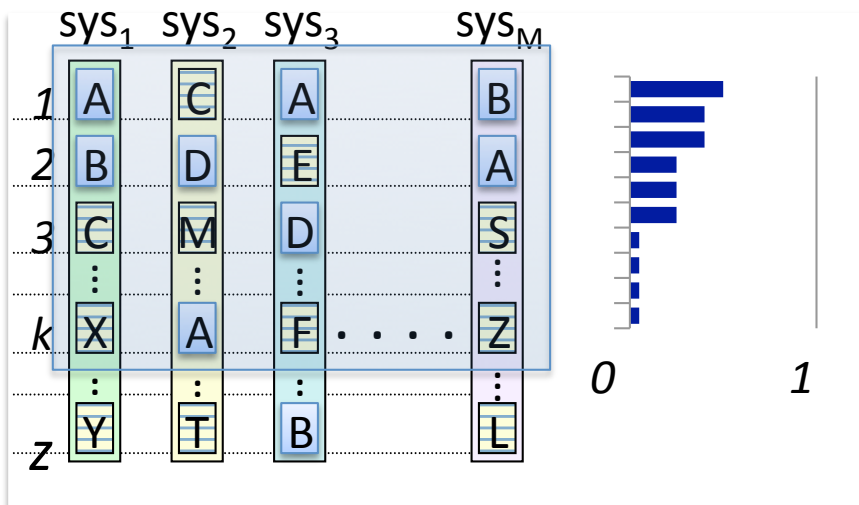
# Variance due to Document Collection



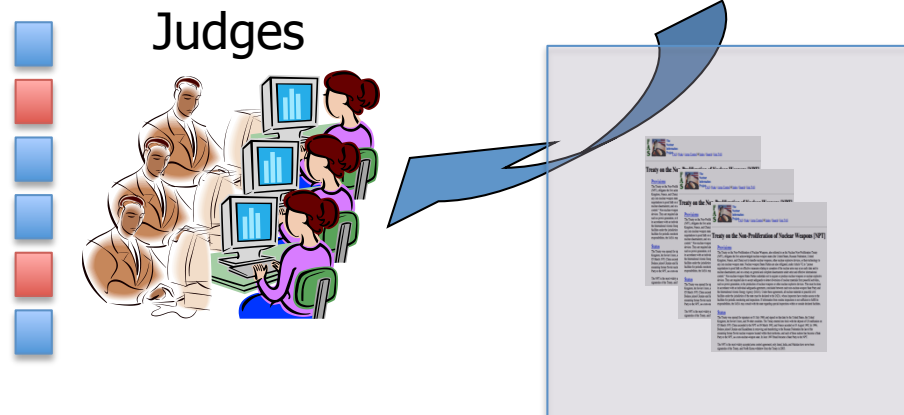
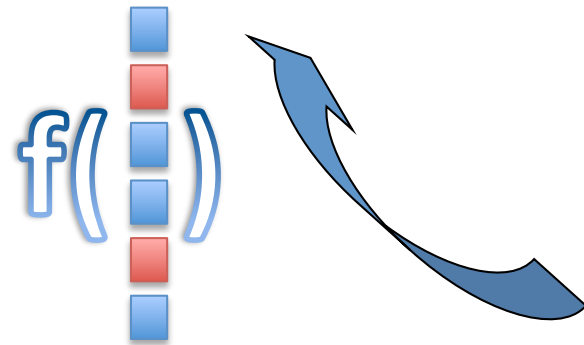
## Search Algorithms



# Variance due to missing judgments



real beautiful hiking trails and challenging peaks waiting to be climbed.  
[Hiking Switzerland, hiking trails for hikers, holiday resorts in...](http://www.switzerland-hiking.ch/)  
[www.switzerland-hiking.ch/](http://www.switzerland-hiking.ch/)  
 The website for hikers and nature-lovers with information on hiking trails and ... Swiss  
 panorama - Hiking trails and walking holidays .... Hiking Trails Ticino ...





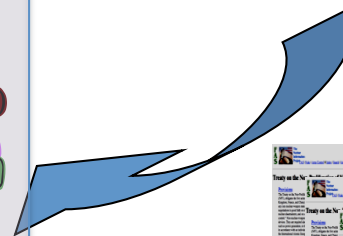
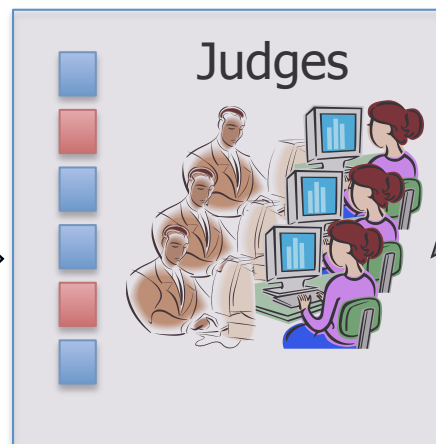
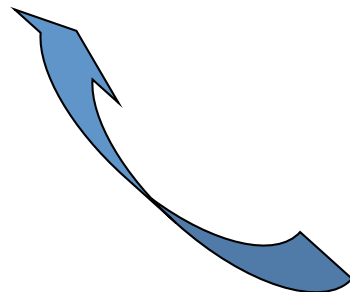
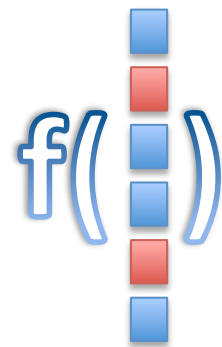


CHURCHILL | 1.1.2012.01

Ticino, Valais, Zürich Region. According to grade of difficulty: Conditions: .... The map also shows the entire hiking trail network (without additional information) ...

[Ticino / Tessin : Climbing, Hiking & Mountaineering : SummitPost](#)  
[www.summitpost.org](#) Alps - Western Part > Lepontine Alps >  
 Nov 9, 2007 - Ticino / Tessin : SummitPost.org : Climbing, hiking, mountaineering ...  
 real beautiful hiking trails and challenging peaks waiting to be climbed.

[Hiking Switzerland, hiking trails for hikers, holiday resorts in ...](#)  
[www.switzerland-hiking.ch](#) \*  
 The website for hikers and nature-lovers with information on hiking trails and ... Swiss  
 panorama - Hiking trails and walking holidays .... Hiking Trails Ticino ...

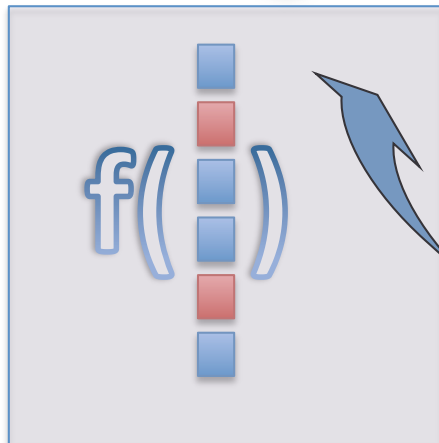




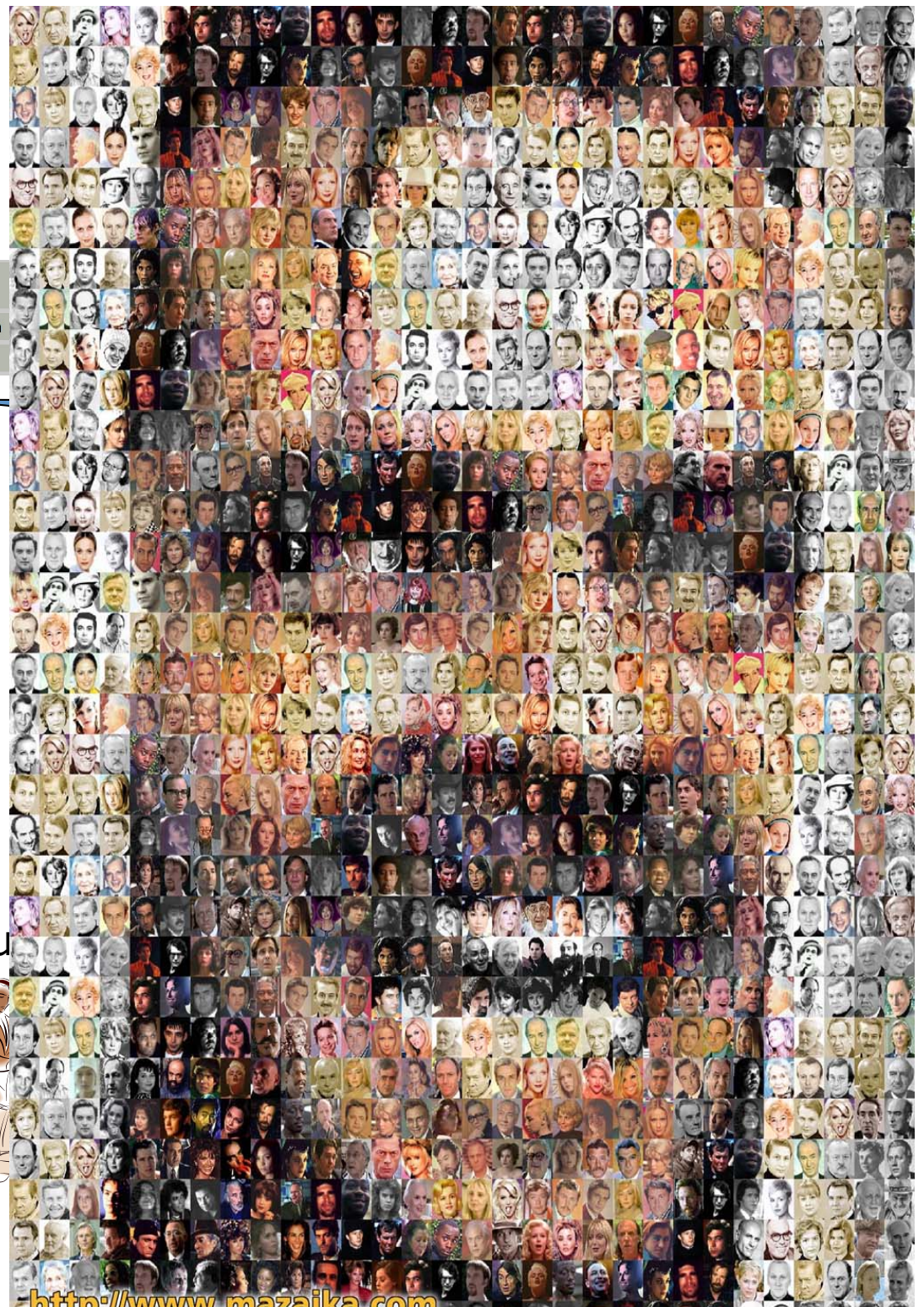
# Variance due to Measure Parameters

- uses of alternative dispute resolution
- job search vancouver washington
- poem of arrival of columbus

Search Algorithms



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# Variance due to Document Collection



## Search Algorithms



# Variance due to Document Collection

- The **document collection** is **not absolute**
  - may think of it as a **sample**
    - from some large/infinite universe of possible items
- Each query measurement is an **estimate**
  - of a population measure
    - one query, population of documents
- Quality of estimate varies between topics
  - therefore a mean is misleading
    - and so is a t-test

# Motivation Hypothesis

A test document collection  
should be thought of as  
a **sample** from some hypothetical universe  
of possible documents

# Statistical significance

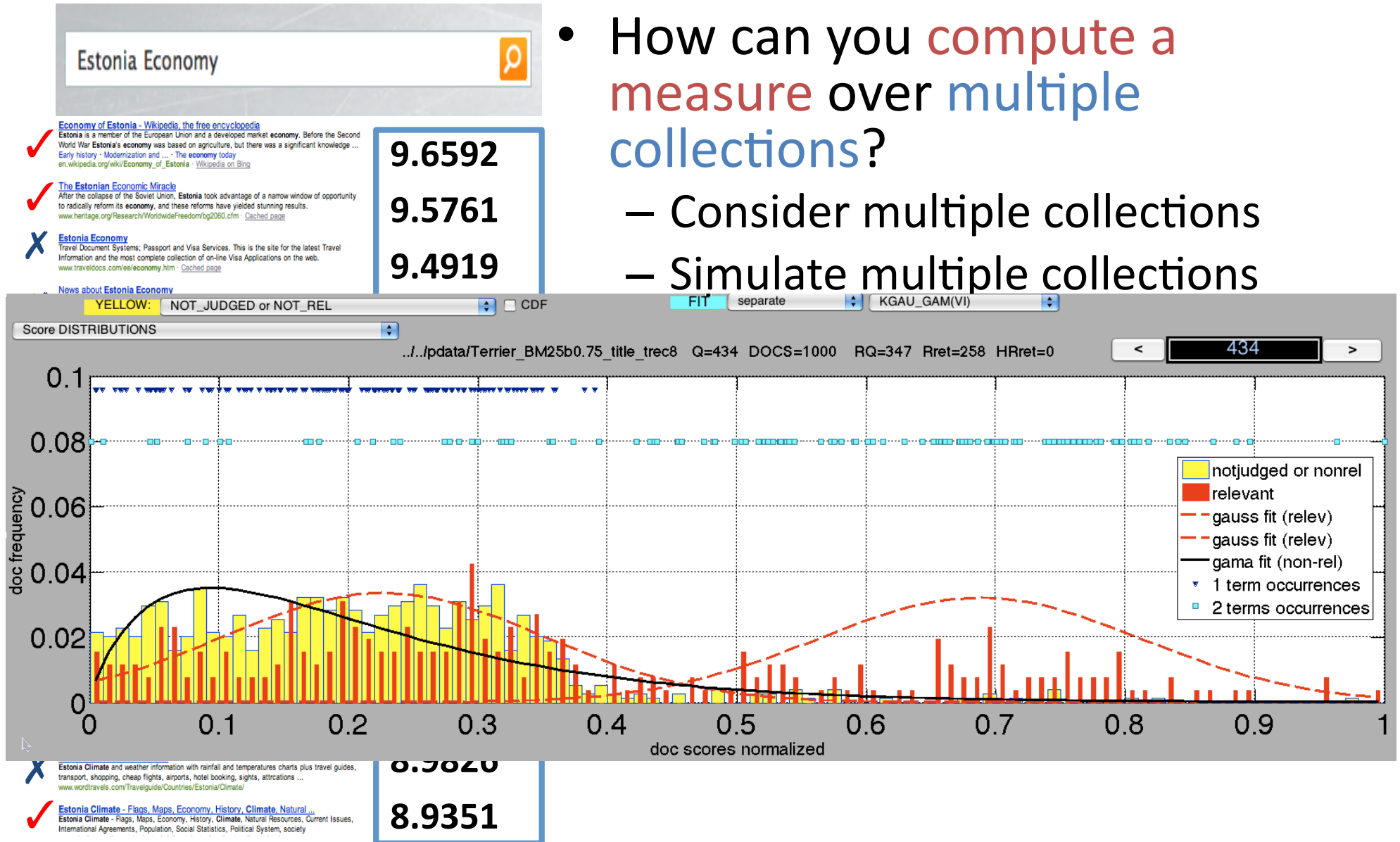
- Traditional significance testing:
  - consider the *queries* as a sample from some universe
    - what does this sample tell us about the population?

A test document collection should be thought of as a **sample**

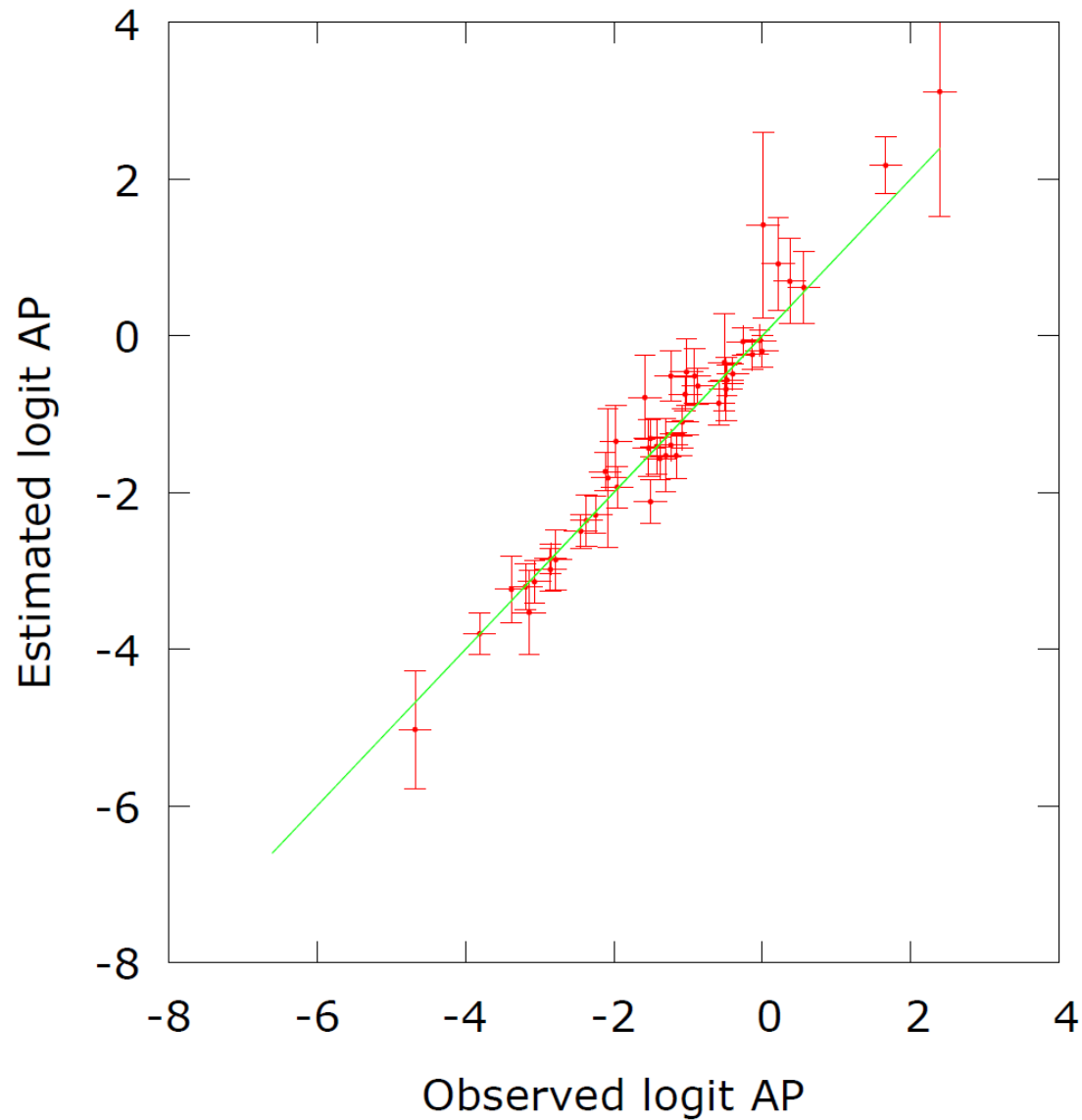
- Now we have two simultaneous sampling processes
  - need to revise the question
    - what does this (sample x sample) tell us about the (population x population)?

# Simulation of multiple collections

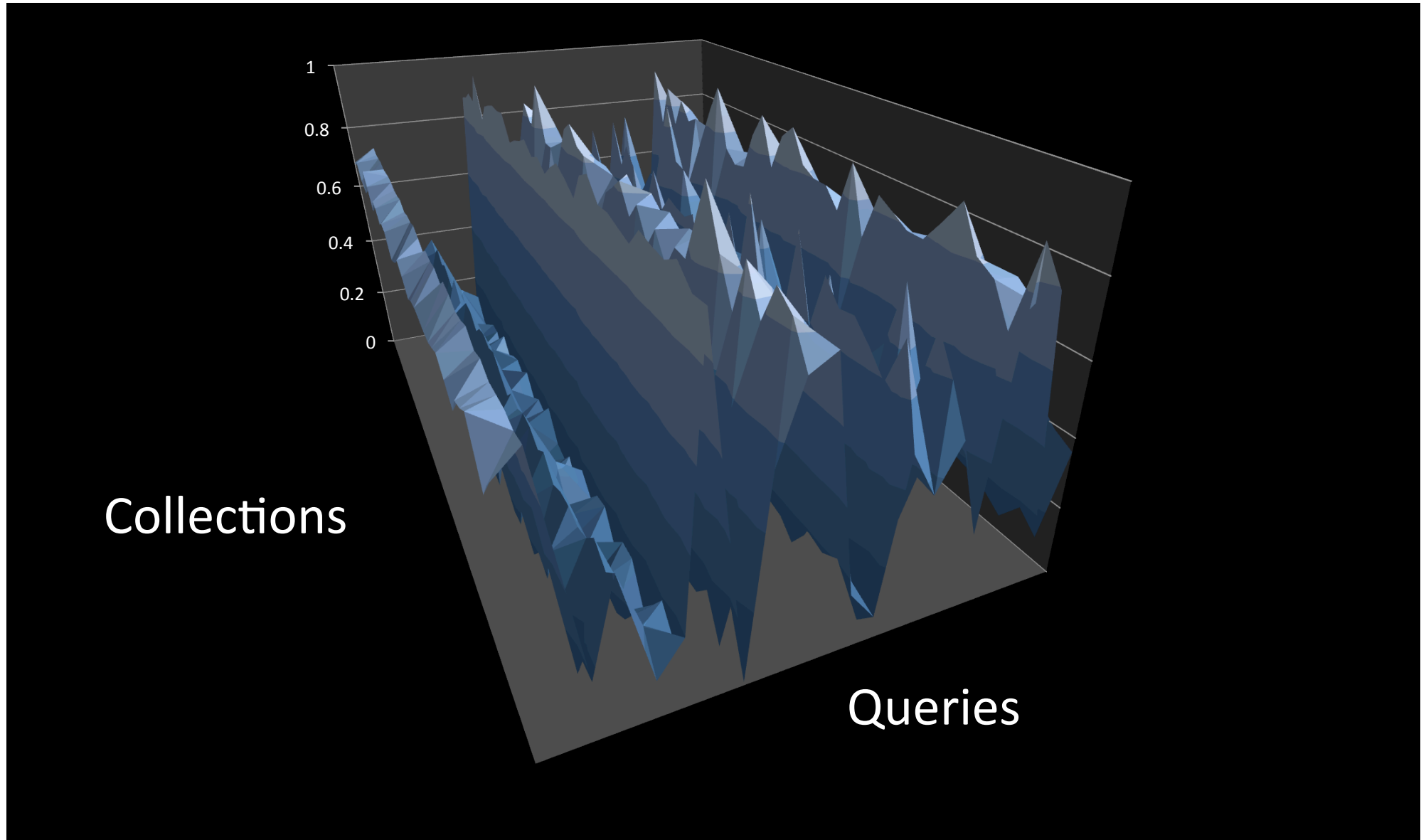
- How can you **compute a measure** over **multiple collections**?
  - Consider multiple collections
  - Simulate multiple collections



# Single Query Measurements



# Single System Measurements



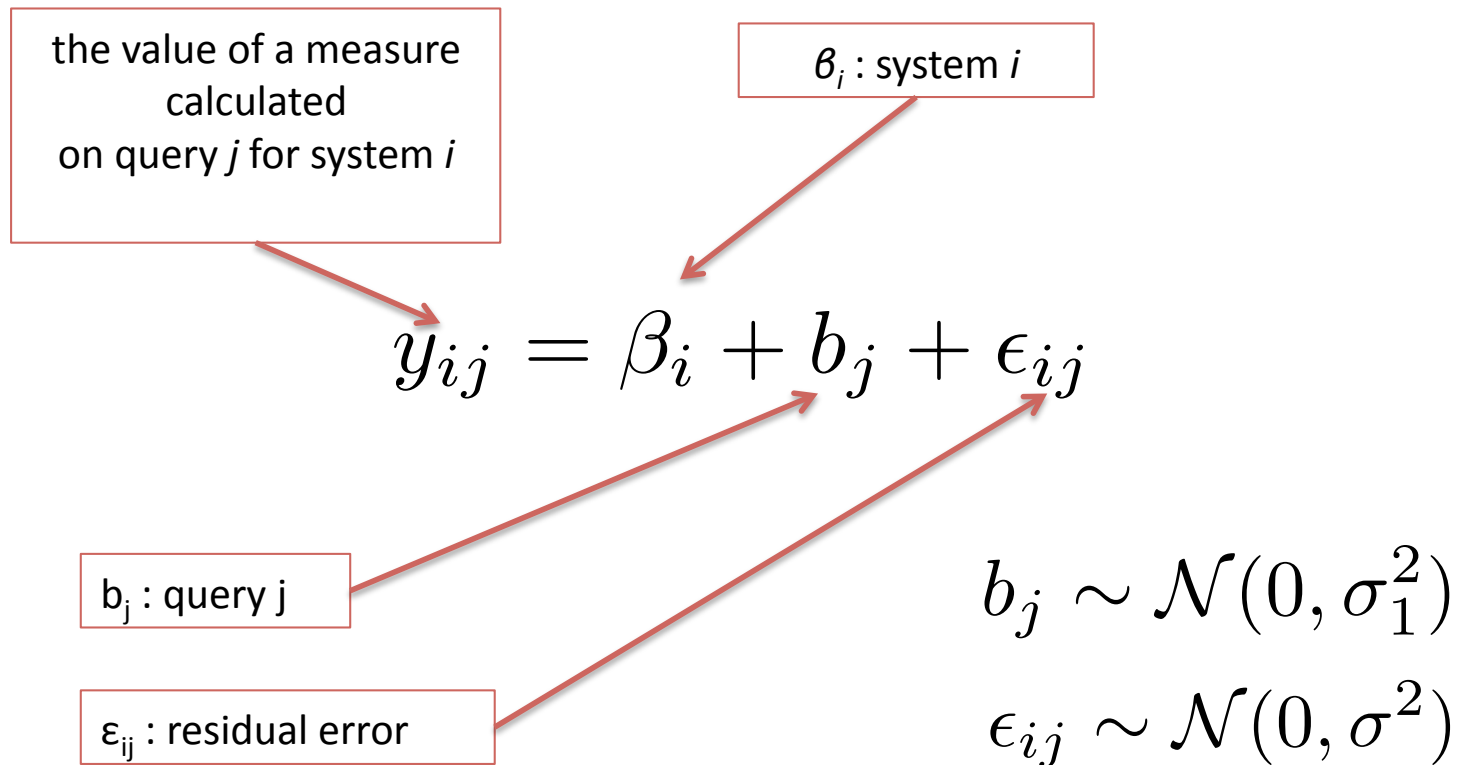


# The Linear Model

- The t-test is based on a linear regression model

# The Linear Model

- The **t-test** is based on a **linear regression model**



# The Linear Model

- In the statistical programming environment **R**

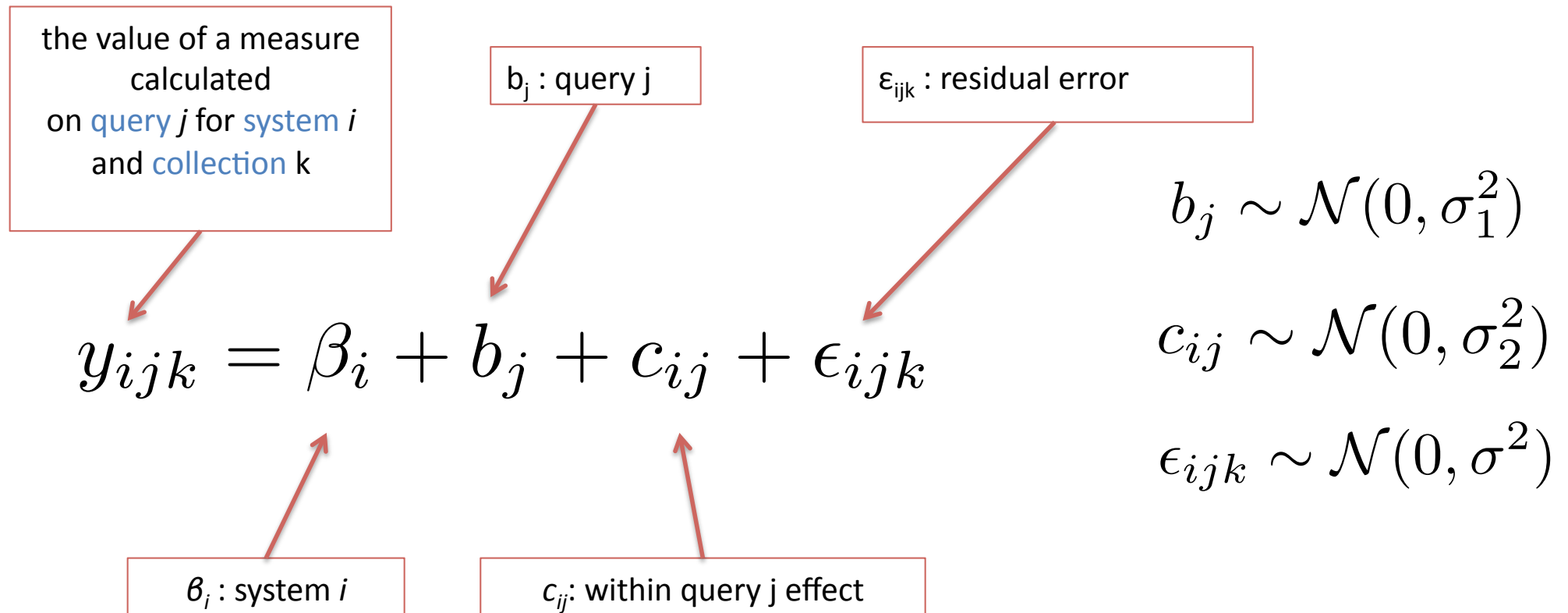
```
lme(effectiveness ~ system, data=data, random=~1|  
query)
```

... equivalent to ...

```
t.test(effectiveness ~ system, data=data,  
paired=TRUE)
```

# Mixed Effects Models

- Two sources of variance
  - Query effect
  - Collection effect (within query variance)



# Mixed Effects Models

- In the statistical programming environment **R**

```
lme1 <- lme(effectiveness~system, data=df, random=~1|query/system)
```

```
summary(lme1)
```

Random effects:

Formula: ~1 | query  
(Intercept)

StdDev: 1.539644

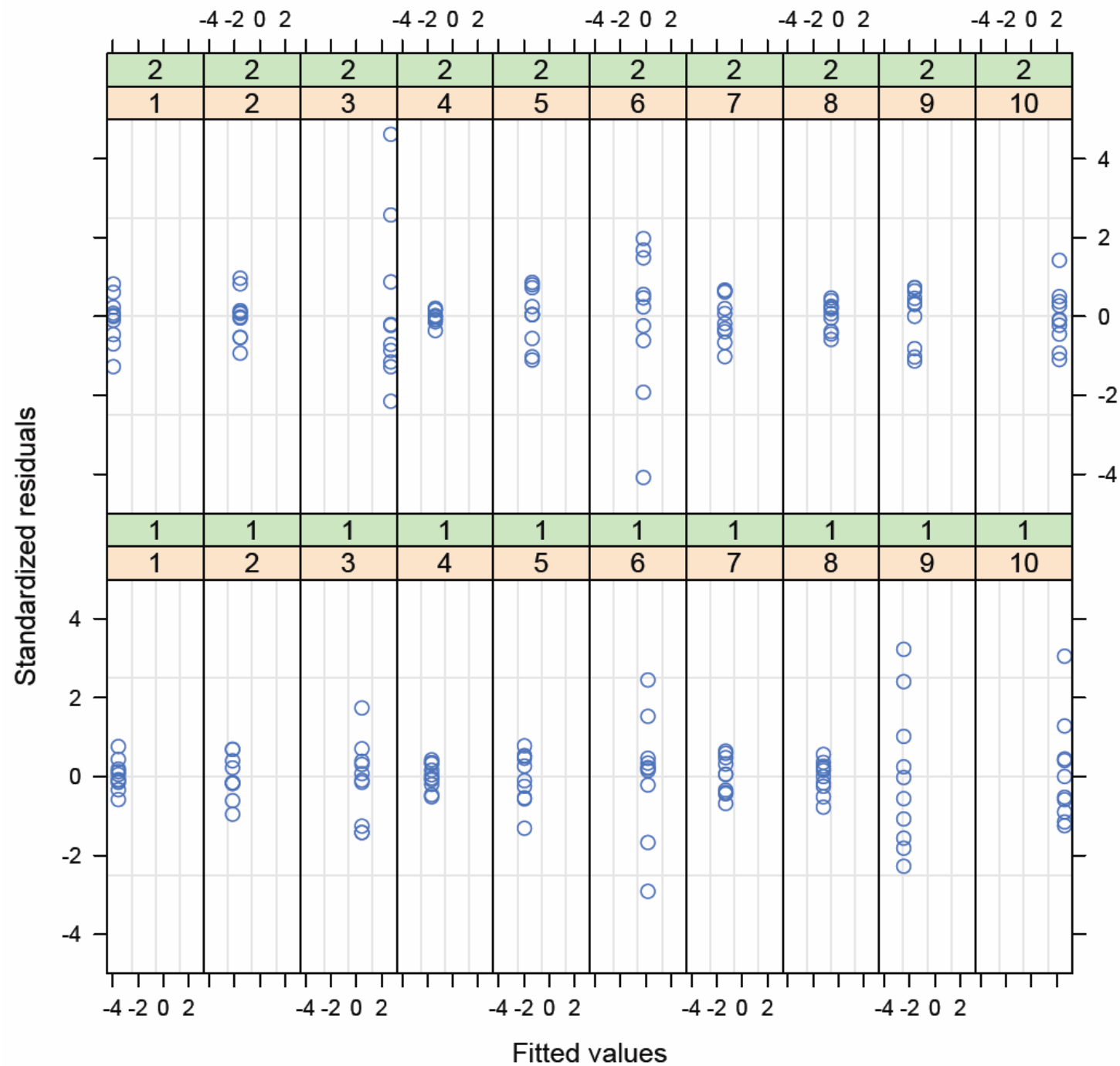
Formula: ~1 | system %in% query  
(Intercept) Residual

StdDev: 0.6191864 0.6386645

Fixed effects: y ~ system

	Value	Std.Error	DF	t-value	p-value
(Intercept)	-1.3445	0.2438470	846	-5.514077	0.0000
system2	0.0999	0.1343512	46	0.744112	0.4606

## Mixed-effects Homoscedastic Model



# Mixed Effects Models

- Two sources of variance
  - Query effect
  - Collection effect (within query variance)

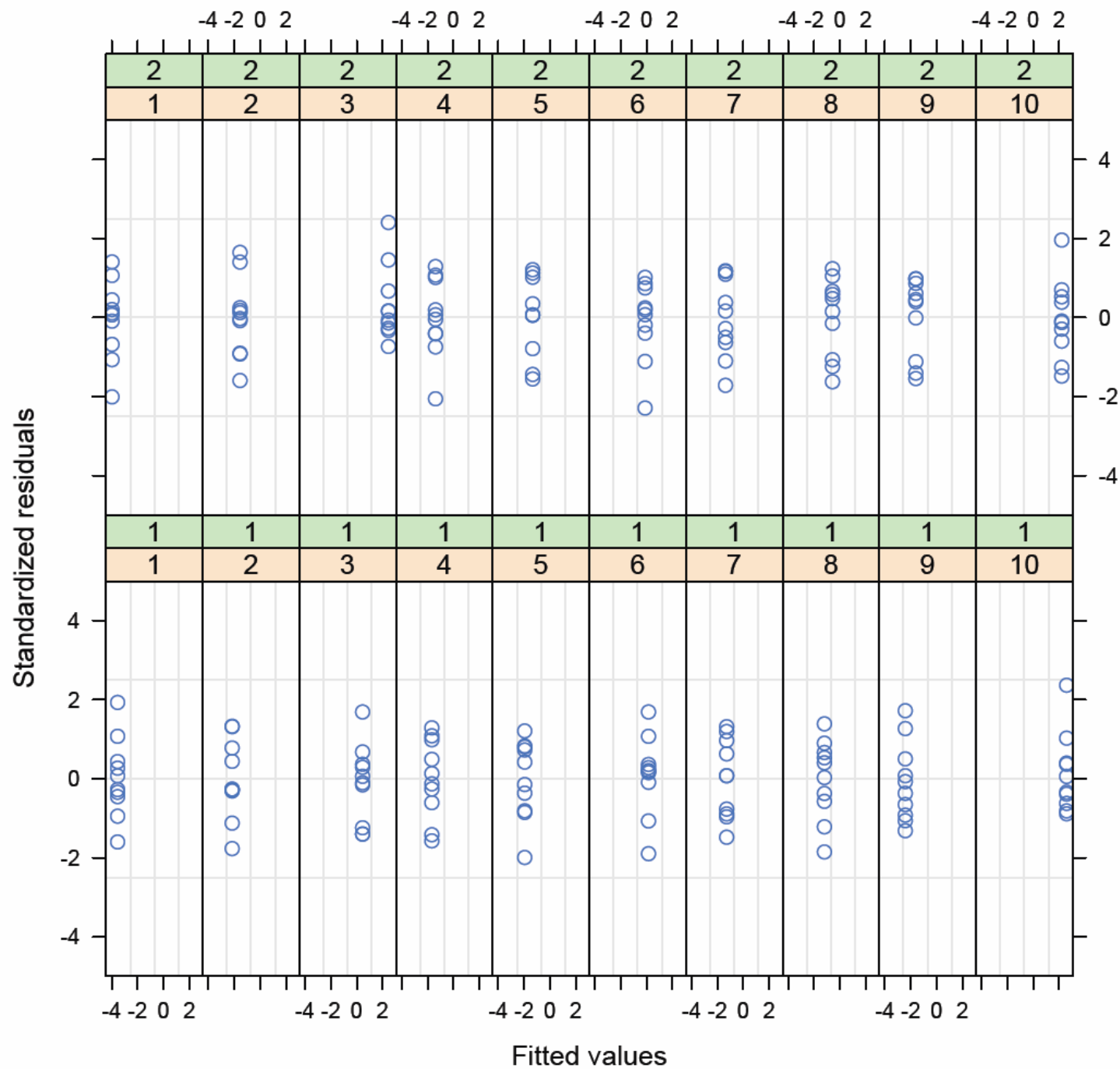
$$y_{ijk} = \beta_i + b_j + c_{ij} + \epsilon_{ijk}$$

$$b_j \sim \mathcal{N}(0, \sigma_1^2) \quad c_{ij} \sim \mathcal{N}(0, \sigma_{ij}^2) \quad \epsilon_{ijk} \sim \mathcal{N}(0, \sigma^2)$$

Heteroscedastic Model



# Mixed-effects Heteroscedastic Model



# Mixed Effects Models

- In the statistical programming environment R

```
lme2 <- lme(effectiveness~system, data=df, random=~1|query/system,  
            weights=varIdent(form=~1|query*system))
```

Random effects:

Formula: ~1 | query  
(Intercept)  
StdDev: 1.447164

Formula: ~1 | system %in% query  
(Intercept) Residual  
StdDev: 0.4537618 0.186183

Variance function:

Structure: Different standard deviations per stratum

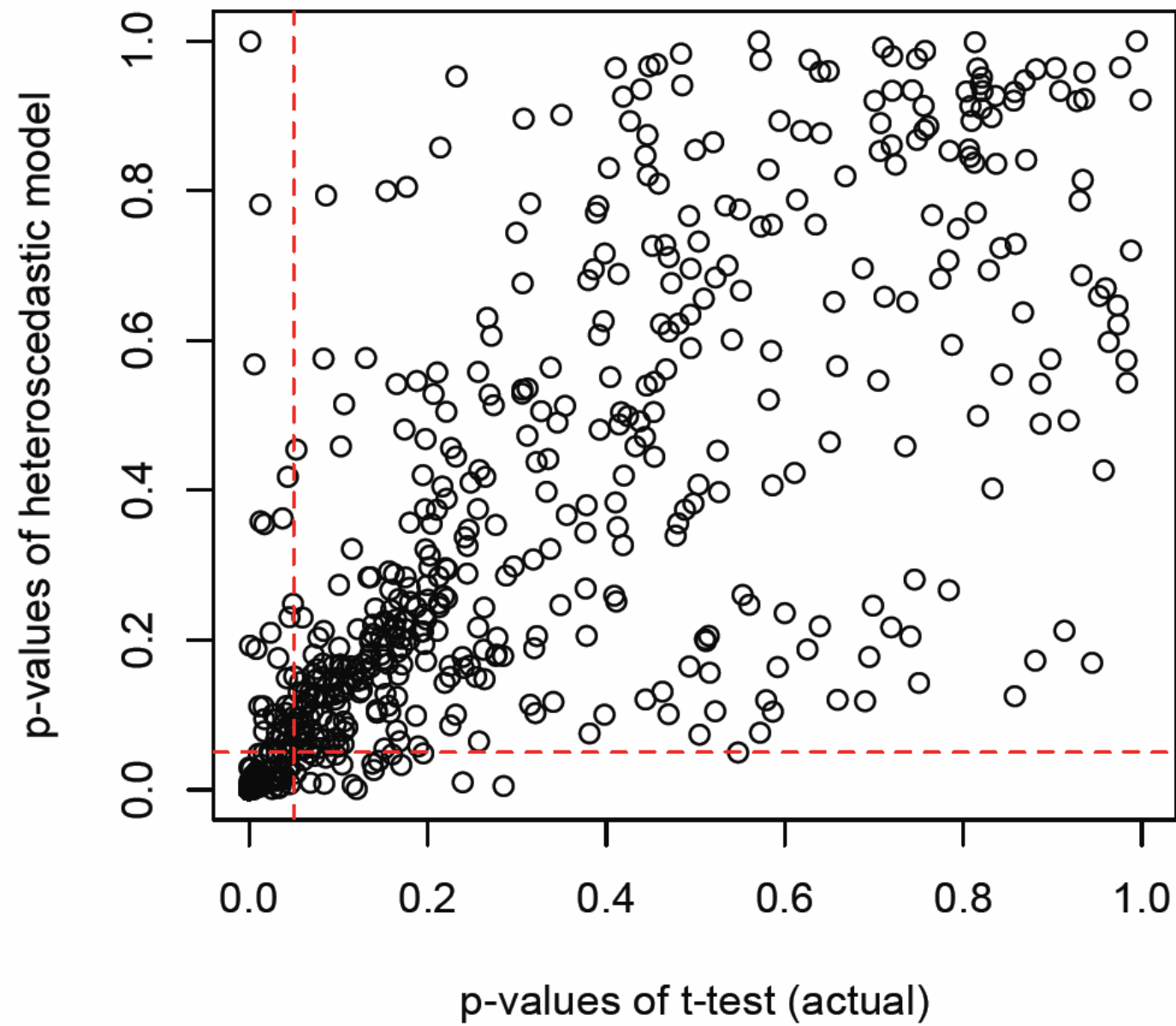
Formula: ~1 | query\* system

Parameter estimates:

1*1	1*2	2*1	2*2	...
1.0000000	1.6108387	1.3969085	1.5405710	...

Fixed effects: y ~ system

	Value	Std.Error	DF	t-value	p-value
(Intercept)	-1.4385	0.22266286	846	-6.460817	0.0000
system2	0.1834	0.09844907	46	1.863342	0.0688

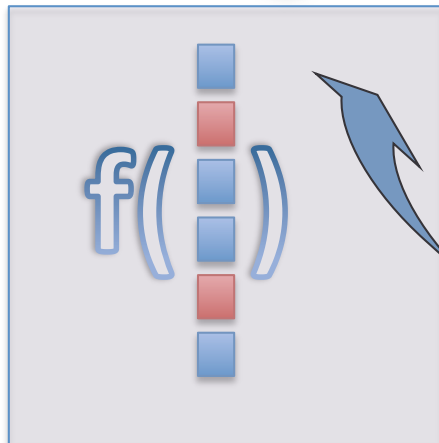




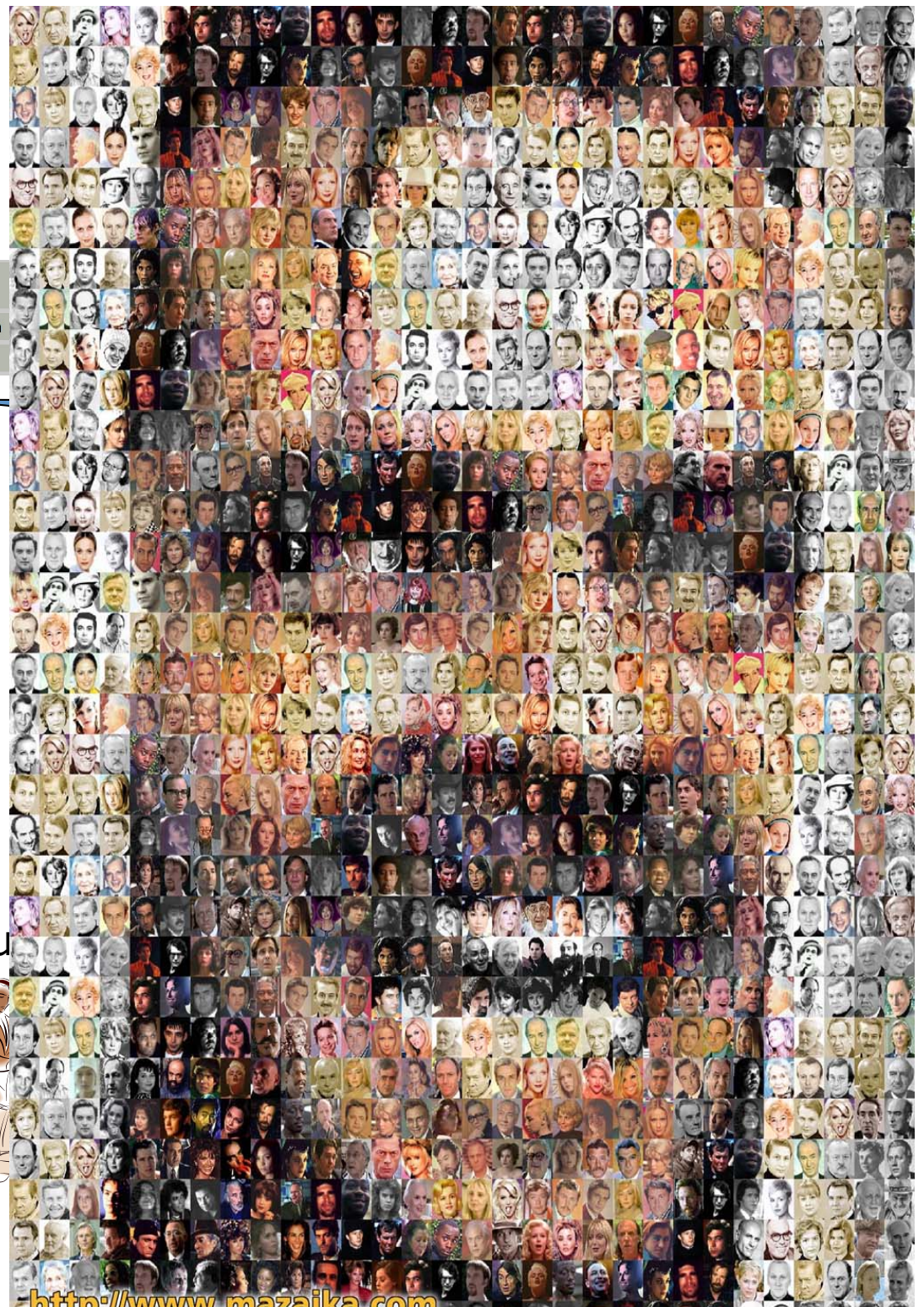
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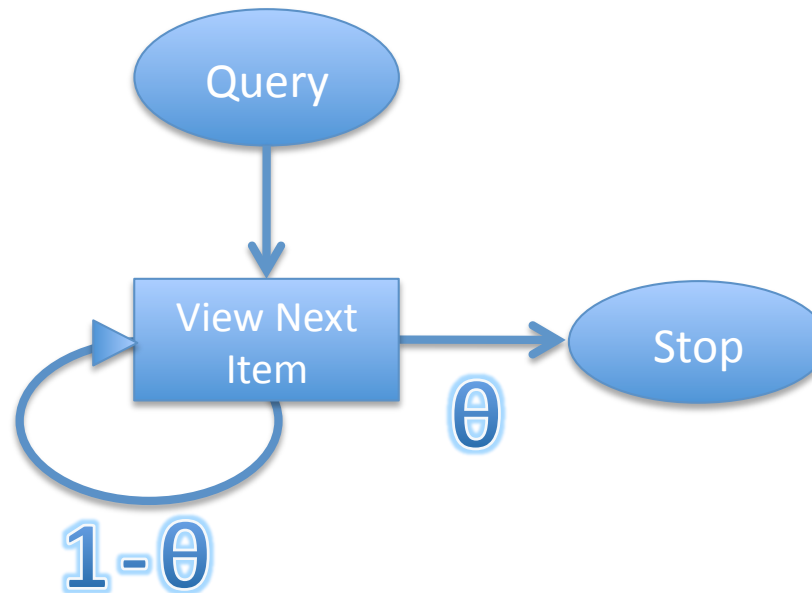


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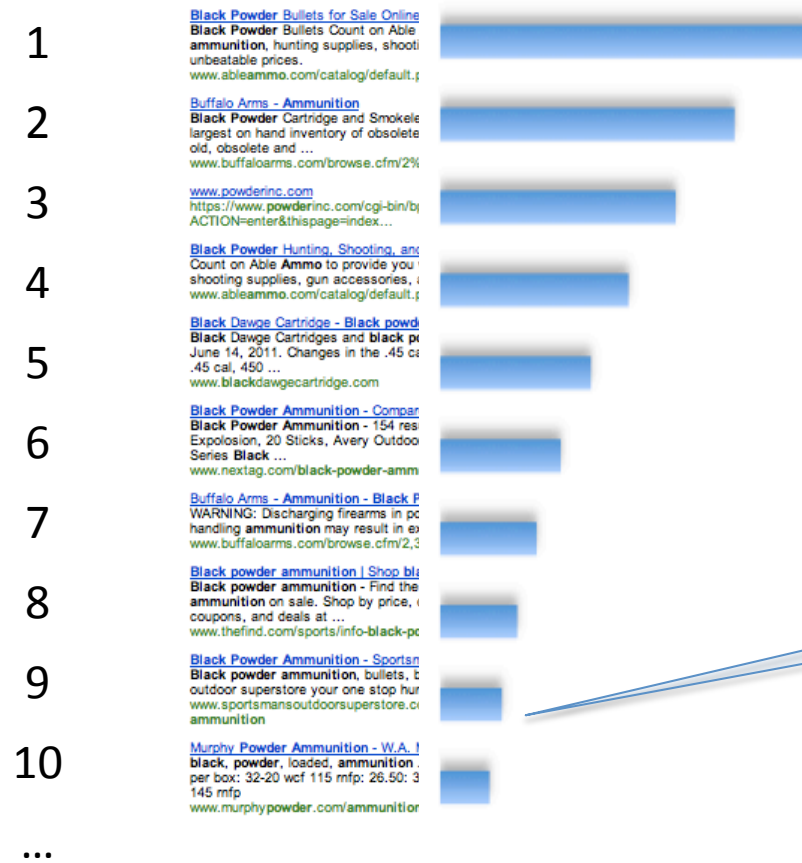
# RBP – User Model

- 1 [Black Powder Bullets for Sale Online](#)  
Black Powder Bullets Count on Able  
ammunition, hunting supplies, shooti  
unbeatable prices.  
[www.ableammo.com/catalog/default.p](#)
- 2 [Buffalo Arms - Ammunition](#)  
Black Powder Cartridge and Smokele  
largest on hand inventory of obsolete  
old, obsolete and  
[www.buffaloarms.com/browse.cfm?2%](#)
- 3 [www.powderinc.com](#)  
[https://www.powderinc.com/cgi-bin/bj](#)  
ACTION=enter&thispage=index...
- 4 [Black Powder Hunting, Shooting, and](#)  
Count on Able Ammo to provide you  
shooting supplies, gun accessories, i  
[www.ableammo.com/catalog/default.p](#)
- 5 [Black Dawg Cartridge - Black powder](#)  
Black Dawg Cartridges and black po  
June 14, 2011. Changes in the .45 ca  
.45 cal, 450 ...  
[www.blackdawgcartridge.com](#)
- 6 [Black Powder Ammunition - Compar](#)  
Black Powder Ammunition - 154 res  
Explosion, 20 Sticks, Avery Outdoor  
Series Black ...  
[www.nextag.com/black-powder-amm](#)
- 7 [Buffalo Arms - Ammunition - Black P](#)  
WARNING: Discharging firearms in pc  
handling ammunition may result in ex  
[www.buffaloarms.com/browse.cfm?2,3](#)
- 8 [Black powder ammunition | Shop bla](#)  
Black powder ammunition - Find the  
ammunition on sale. Shop by price, c  
coupons, and deals at ...  
[www.thefind.com/sports/info-black-po](#)
- 9 [Black Powder Ammunition - Sports](#)  
Black powder ammunition, bullets, t  
outdoor superstore your one stop hur  
[www.sportsmansoutdoorsuperstore.co](#)  
ammunition
- 10 [Murphy Powder Ammunition - W.A. J](#)  
black, powder, loaded, ammunition .  
per box: 32-20 wcf 115 mfp: 26.50: 3  
145 mfp  
[www.murphypowder.com/ammunition](#)
- ...





# RBP – The Measure



$$RBP = \sum_{i=1}^n rel_i (1 - \vartheta)^{i-1} \vartheta$$

Relevance discounted by  
geometric distribution

# Choosing Parameter Values

- Different approaches:
  - Predefine parameters
  - Use click log; fit a model to gaps between clicks (Zhang et al., IRJ, 2010)
  - Minimize variance in evaluation (Kanoulas & Aslam, CIKM '09)
- All user models have parameters
  - Metrics evaluated at fixed parameter values
  - Evaluation w.r.t. an average user

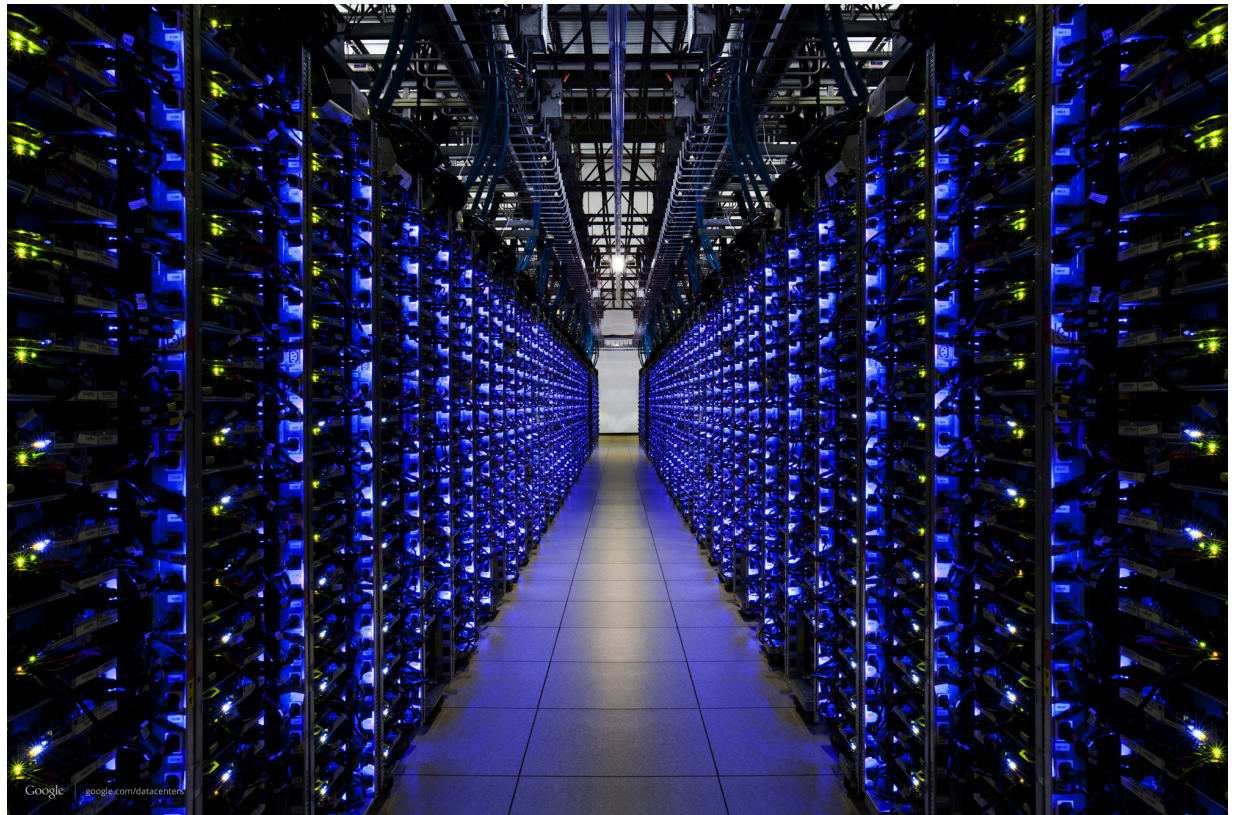


# Choosing Parameter Values

- Users behave very differently when they search
  - Distribution of parameters (users) need to be considered
- A different approach
  - Mine Web Query logs
  - Learn a distribution of the parameters
  - Use this distribution to evaluate the quality of systems

# Patience Distribution for RBP

- Goal: produce a **posterior distribution** for  $\theta$
- Start with a uniform distribution for  $\theta$
- Update it based on logged data



# Posterior Distribution of Patience $\theta$ for RBP

$$P(\theta | E) = P(\theta | c) = \sum_{r=0}^{\infty} P(\theta | r, c) P(r | c)$$

$$P(\theta | r, c) \propto P(c | \theta, r) P(\theta | r)$$

The probability that user skips  $r$  document

$$P(c | \theta, r) = NB(r, \theta)$$

$$P(\theta | r) = Beta(\alpha, \beta)$$

Probability distribution of the number of successes in a sequence of Bernoulli trials before  $r$  failures occurs.

- Start with uniform prior ( $\alpha=\beta=1$ )

# Posterior Distribution of Patience $\theta$ for RBP

$$P(\theta \mid r, E) \propto P(E \mid \theta, r) P(\theta \mid r)$$


$$P(E \mid \theta, r) = NB(r, \theta)$$

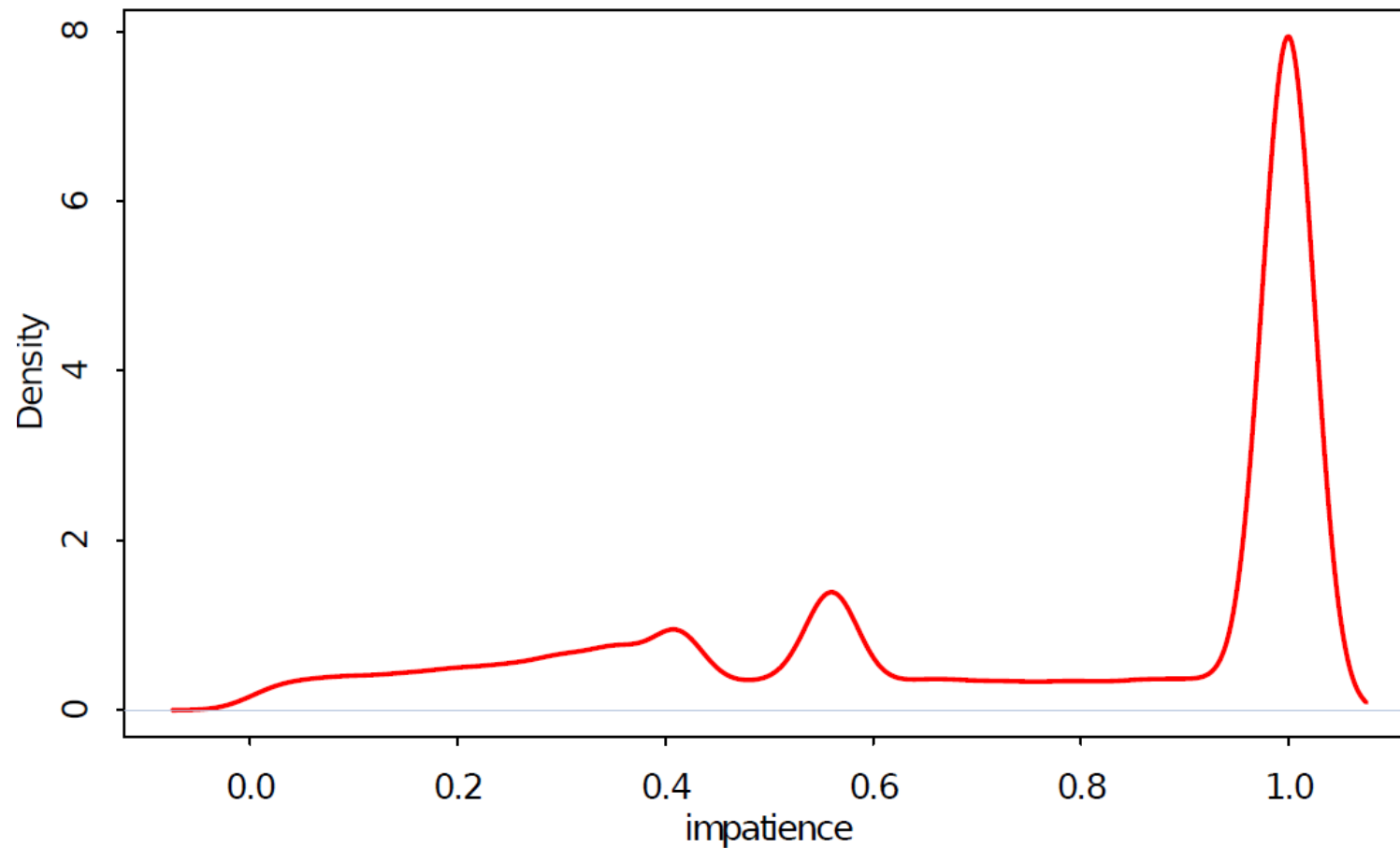
$$P(\theta \mid r) = Beta(\alpha, \beta)$$

- If there are  $m$  queries, with  $r$  number of failures, and  $c_i$  number of successes,  $i=1..m$

$$P(\theta \mid r, E) = Beta(\alpha + \sum_{i=1}^m c_i, \beta + mr)$$

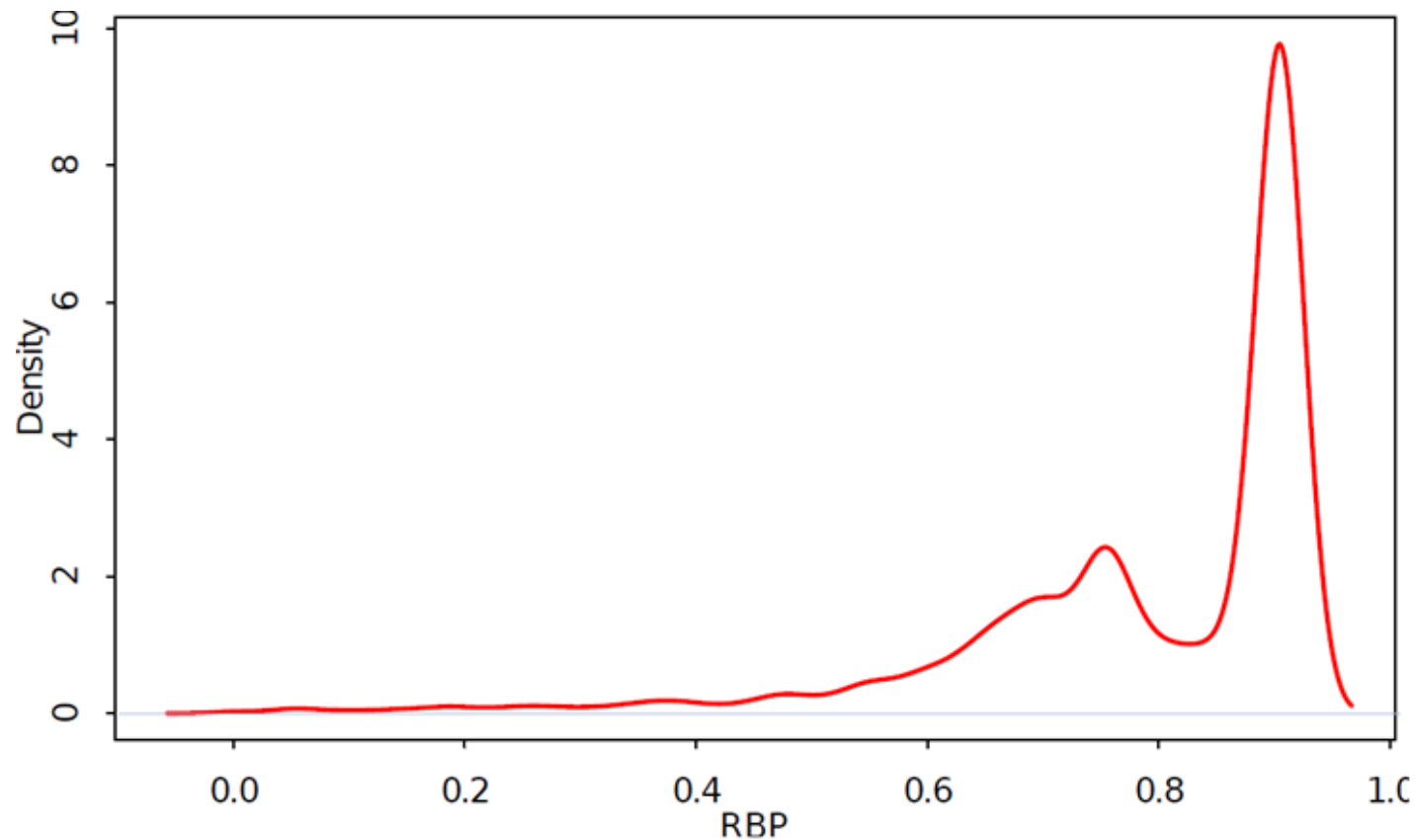
# Posterior Distribution for Impatience: RBP

- Distribution of users using the AOL log



# Distribution of RBP

- RBP values for different users for a single system and a single query



# Mixed Effects Models

$$y_{ijk} = \alpha_i + (\beta_j + \phi_j p_k) + (\kappa_{ij} + \gamma_{ij} p_k) + \epsilon_{ijk}$$

$y_{ijk}$ : value of a metric on topic  $j$  for system  $i$  with parameter  $p_k$

$\alpha_i$ : effect of system  $i$

$\beta_j$ : effect of topic  $j$

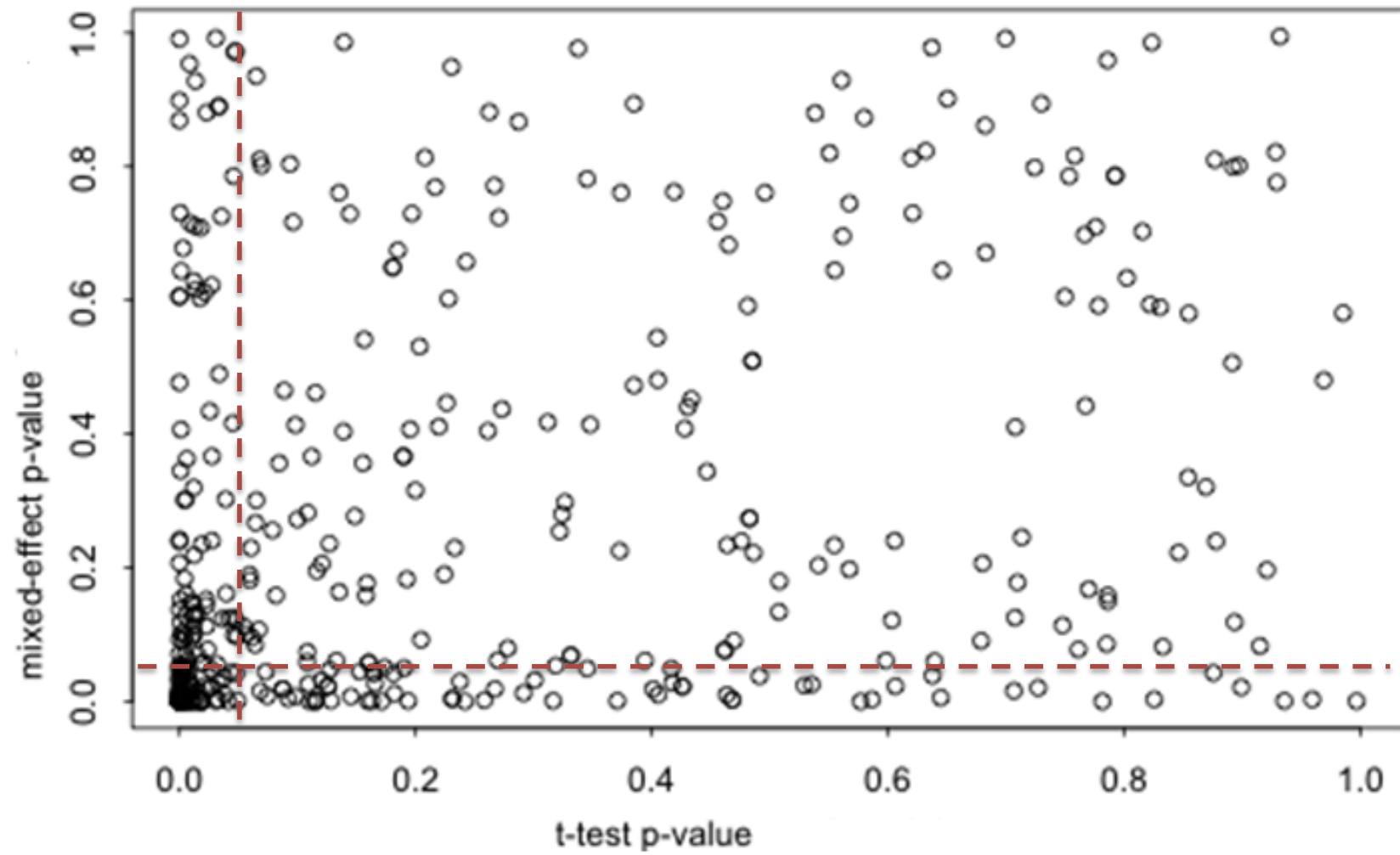
$\phi_j p_k$ : interaction of topic with RBP parameter

$\kappa_{ij}$ : system/topic interaction effect

$\gamma_{ij} p_k$ : interaction of system/topic with RBP parameter

$\epsilon_{ijk}$ : system/topic/parameter interaction effect

# TB06 NP



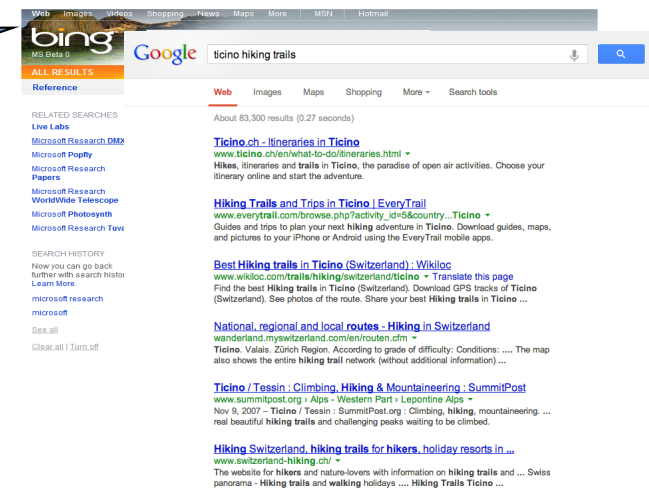


# Variance due to Query Intents

- uses of alternative dispute resolution
- job search vancouver washington
- poem of arrival of columbus



## Results



<topic number="19" type="ambiguous">

<query>the current</query>

<description>

I'm looking for the homepage of The Current, a program on Minnesota Public Radio.

</description>

<subtopic number="1" type="nav">

Take me to the homepage of The Current, a program on Minnesota Public Radio.

</subtopic>

<subtopic number="2" type="nav">

I'm looking for the homepage of The Current newspaper in New Jersey.

</subtopic>

<subtopic number="3" type="nav">

I want to find the homepage of The Current newspaper in Hartford.

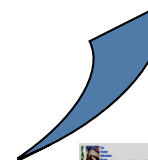
</subtopic>

<subtopic number="4" type="nav">

I want to find the homepage of The Current magazine in San Antonio.

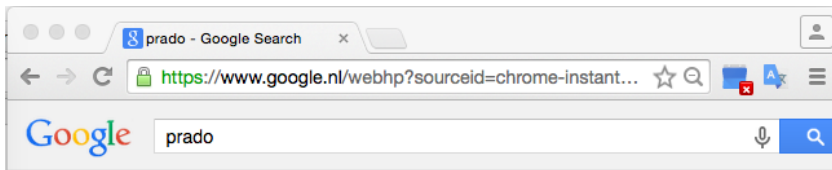
</subtopic>

</topic>



**QUERY:** job search vancouver washington

**DESCRIPTION:** I would like to find web page that aggregate job opportunities in the IT industry in Vancouver, Washington.



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### Museo Nacional del Prado

<https://www.museodelprado.es/en/>

Página del Museo del Prado en Facebook Síguenos en Twitter Foursquare. Museo ...  
The Museum presents The young Saint John the Baptist, the only work by ...  
The Collection - Visit the Museum - Exhibitions - Online Gallery

### Museo Nacional del Prado

[www.museodelprado.es/](http://www.museodelprado.es/)

4.6 ★★★★★ 800 Google reviews · Write a review

Paseo del Prado, s/n, 28014 Madrid, Spain  
+34 913 30 28 00

### Museo del Prado - Wikipedia, the free encyclopedia

[en.wikipedia.org/wiki/Museo\\_del\\_Prado](http://en.wikipedia.org/wiki/Museo_del_Prado)

Jump to Nearby museums · [edit]. Very close to the Prado, the Villahermosa Palace houses the Thyssen-Bornemisza Museum, the bulk of whose ...  
Collections · History · Historic structure · Special exhibitions

### Museo Nacional del Prado - TripAdvisor

[www.tripadvisor.com](http://www.tripadvisor.com) · ... · Madrid · Things to Do in Madrid

★★★★★ Rating: 4.5 - 17,701 reviews

Description: The Prado has one of the largest art collections in the world, and is best...  
The Prado has one of ... Skip the Line: Prado Museum Express Ticket and.

### El Prado Museum Fine Art from MADRID SPAIN

[www.spanisharts.com/prado/prado.htm](http://www.spanisharts.com/prado/prado.htm)

Art from Spain and El Prado Museum, works by Goya, Velazquez, Bosch, murillo, Dali, Rubens, Picasso, Sorolla, Gaudi, Miro Gallery works by the Spanish ...

### Images for prado museum

Report images



More images for prado museum

### The Prado Museum, Madrid - Go Madrid

[www.gomadrid.com/museums/prado-museum.html](http://www.gomadrid.com/museums/prado-museum.html)

EL GRECO & MODERN PAINTING: 24th June to 5th October 2014. Opening at the Museo del Prado on 24 June 2014, is the exhibition El Greco and Modern ...

### The Prado in Google Earth

[www.google.com/prado](http://www.google.com/prado)

Viewing a Velasquez or a Rembrandt in a place like Spain's Prado museum is a unique experience. Now you can use Google Earth technology to navigate ...

### Prado Museum, Madrid - A View On Cities

[www.aviewoncities.com/madrid/pradomuseum.htm](http://www.aviewoncities.com/madrid/pradomuseum.htm)

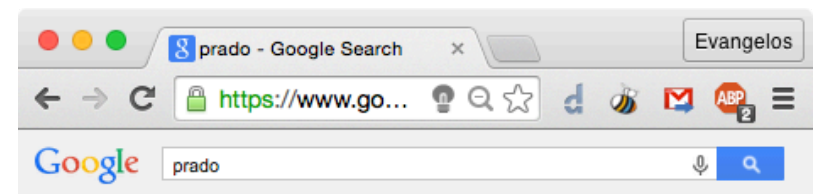
Charles III of Spain, who reigned from 1759-88, believed that Madrid should boast the same amenities as Europe's other fine capitals. So, he went about ...

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Web Images Maps Videos News More Search tools

About 178,000,000 results (0.36 seconds)

### Prado Museum in Madrid - The main spanish art museum

[www.museodelprado.es/art-museum](http://www.museodelprado.es/art-museum)

Reserve tickets and avoid waiting.  
Museo Nacional del Prado has 434,538 followers on Google+

### Museo Nacional del Prado

<https://www.museodelprado.es/en/> · Museo Nacional Del Prado

Buy your ticket Open in new window and avoid queuing Prado Shop Open in new window Become a friend Open in new window · Prado Shop, print on demand, ...

### The Prado at Balboa Park - Cohn Restaurant Group

[www.cohnrestaurants.com/theprado](http://www.cohnrestaurants.com/theprado)

Located in Historic Balboa Park 619.557.9441. Located in the House of Hospitality, The Prado offers historic charm in the center of San Diego's Balboa Park.

### Toyota Prado homepage

[www.toyota.com.au/prado-interactive](http://www.toyota.com.au/prado-interactive) · Toyota Australia

View the Toyota Prado : Specifications: Range Overview: Brochure: Test Drive: Prado! Toyota Australia Official Site.  
Prado range overview · Toyota Prado prices · Features · Toyota Prado Gallery

### Museo del Prado - Wikipedia, the free encyclopedia

[en.wikipedia.org/wiki/Museo\\_del\\_Prado](http://en.wikipedia.org/wiki/Museo_del_Prado) · Wikipedia

The Museo del Prado is the main Spanish national art museum, located in central Madrid. It features one of the world's finest collections of European art, dating ...

### PRADO PHP Framework

[www.pradosoft.com/](http://www.pradosoft.com/)

The sole requirement to run PRADO-based applications is a Web server supporting PHP 5.3.0 or higher. PRADO is free. You can use it to develop either open ...

### Images for prado

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[prado.consilium.europa.eu/.../homeindex...](http://prado.consilium.europa.eu/.../homeindex...) · Council of the European Union

PRADO – Public Register of Authentic Travel and Identity Documents Online.  
Technical specifications, including the most important security features of European ...

### PRADO

[prado.consilium.europa.eu/](http://prado.consilium.europa.eu/) · Council of the European Union

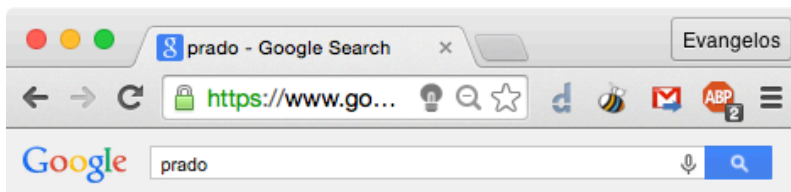
Public Register of Authentic Identity and Travel Documents Online.

### The Prado at Balboa Park Event and Banquet Center -

[www.balboaparkweddings.com/](http://www.balboaparkweddings.com/)

# Intent-Aware Measures

- Assume there is a probability distribution  $P(i/Q)$  over **intents** for a query  $Q$ 
  - Probability that a randomly-sampled user means intent  $i$  when submitting query  $Q$
- The intent-aware version of a measure is its **weighted average** over this distribution



About 178,000,000 results (0.36 seconds)

**Prado Museum in Madrid - The main spanish art museum**  
[www.museodelprado.es/art-museum](http://www.museodelprado.es/art-museum)  
 Reserve tickets and avoid waiting.  
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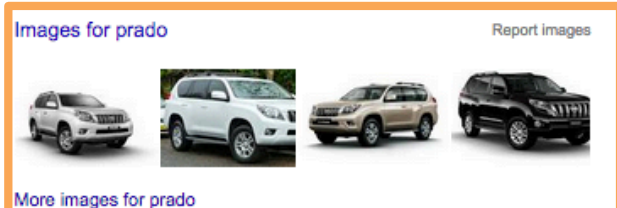
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**Toyota Prado homepage**  
[www.toyota.com.au/prado-interactive](http://www.toyota.com.au/prado-interactive) - Toyota Australia -  
 View the Toyota Prado : Specifications: Range Overview: Brochure: Test Drive: Prado! Toyota Australia Official Site.  
 Prado range overview - Toyota Prado prices - Features - Toyota Prado Gallery

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[prado.consilium.europa.eu/.../homeindex...](http://prado.consilium.europa.eu/.../homeindex...) - Council of the European Union -  
 PRADO - Public Register of Authentic Travel and Identity Documents Online.  
 Technical specifications, including the most important security features of European ...

**PRADO**  
[prado.consilium.europa.eu/](http://prado.consilium.europa.eu/) - Council of the European Union -  
 Public Register of Authentic Identity and Travel Documents Online.

**The Prado at Balboa Park Event and Banquet Center -**  
[www.balboaparkweddings.com/](http://www.balboaparkweddings.com/) -

$$P(\text{Prado Museum} \mid Q) = 0.35$$

$$P(\text{Prado Balboa} \mid Q) = 0.10$$

$$P(\text{Toyota Prado} \mid Q) = 0.45$$

$$P(\text{Prado PHP} \mid Q) = 0.08$$

$$P(\text{Prado EU} \mid Q) = 0.02$$

$$\begin{aligned} \text{Precision@10-IA} &= 0.35 \cdot 0.3 + 0.10 \cdot 0.2 \\ &+ 0.45 \cdot 0.2 + 0.08 \cdot 0.1 + 0.02 \cdot 0.2 = 0.227 \end{aligned}$$

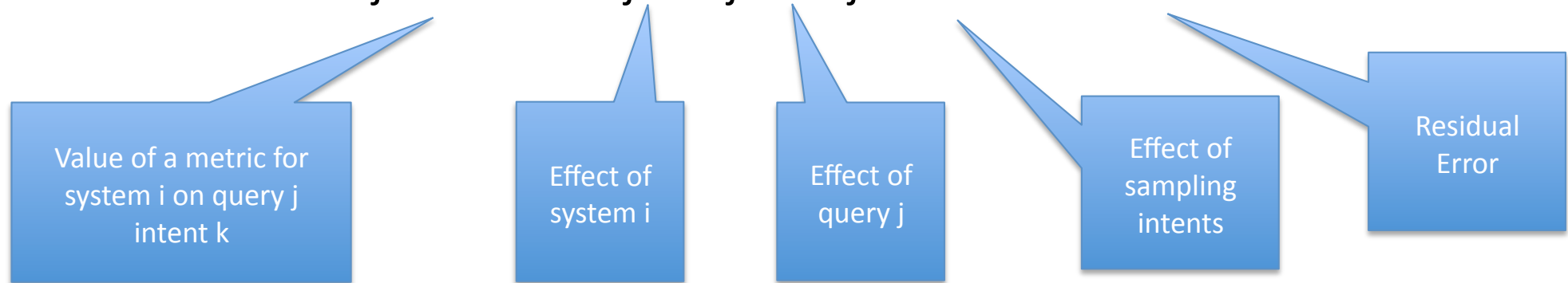
# Variance due to Query Intents

- The **intents** are **not fixed**
  - may think of them as a sample
    - from some large/infinite universe of possible intents
  - now we have two simultaneous sampling processes
    - what does this (sample x sample) tell us about the (population x population)?

# Mixed Effects Models

- Two sources of variance
  - Queries
  - Intents (within queries)

$$y_{ijk} = \beta_i + b_j + c_{ij} + \varepsilon_{ijk}$$



$$b_j \sim N(0, \sigma_1^2), \quad c_{ij} \sim N(0, \sigma_2^2), \quad \varepsilon_{ijk} \sim N(0, \sigma^2)$$

# Experimental Design

- Experimental setup
  - How many queries vs. how many intents per query?

TREC 2010	Query Effect	Intent Effect
IA-MAP	0.0478	0.0312
IA-ERR	0.1429	0.0650

TREC 2011	Query Effect	Intent Effect
IA-MAP	0.0707	0.0607
IA-ERR	0.2058	0.0973



# Conclusions

- Choose your measure carefully
- Choose your **experimental setup** carefully
  - Put your money where most of the variance comes from
  - ⇒ **Increase statistical power**
- Always do significance tests
  - Model **all the effects**
  - Check your **assumptions**
- Always take results of tests with a grain of salt
  - Especially when the effect size is low