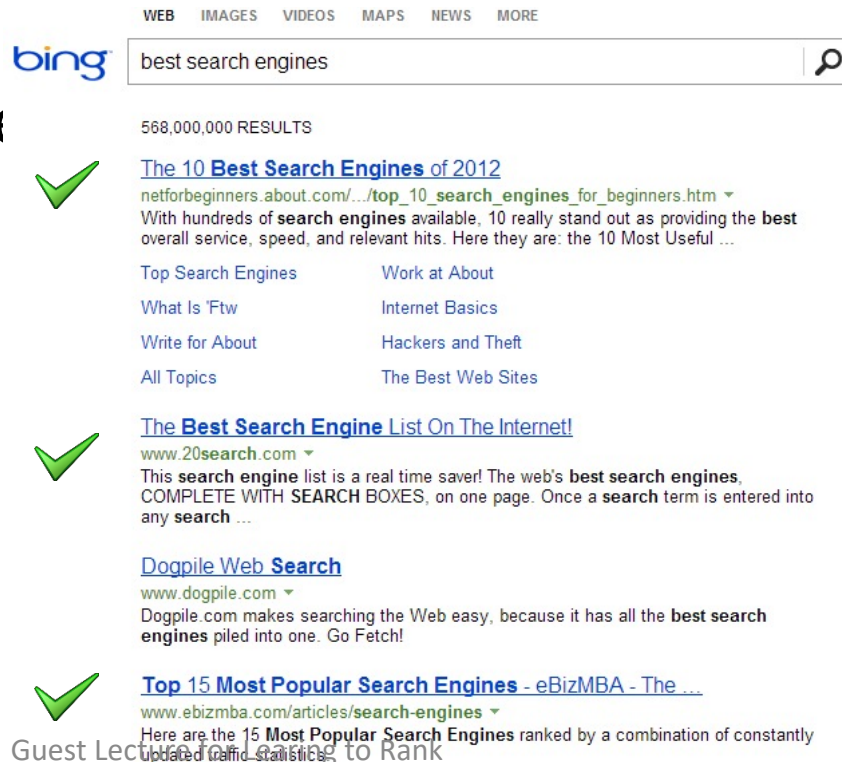


# Where do we get the relative orders

- Human annotations
  - Small scale, expensive to acquire
- Clickthroughs
  - Large amount, (



The screenshot shows a Bing search results page for the query "best search engines". The search bar at the top contains the text "best search engines" and a magnifying glass icon. Below the search bar, the text "568,000,000 RESULTS" is displayed. The first search result is titled "The 10 Best Search Engines of 2012" and is marked with a green checkmark. The second result is titled "The Best Search Engine List On The Internet!" and is also marked with a green checkmark. The third result is titled "Dogpile Web Search" and is marked with a green checkmark. The fourth result is titled "Top 15 Most Popular Search Engines - eBizMBA - The ..." and is marked with a green checkmark. The search results are displayed in a list format with blue links and black text. The Bing logo is visible in the top left corner of the search results area.

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