

# Accurately Interpreting Clickthrough Data as Implicit Feedback

Thorsten Joachims, et al., SIGIR'05

- Controlled experiment
  - Over trust of the top ranked positions

“normal”	$l_1^-, l_2^-$	$l_1^+, l_2^-$	$l_1^-, l_2^+$	$l_1^+, l_2^+$	total
$\text{rel}(l_1) > \text{rel}(l_2)$	15	19	1	1	36
$\text{rel}(l_1) < \text{rel}(l_2)$	11	5	2	2	20
$\text{rel}(l_1) = \text{rel}(l_2)$	19	9	1	0	29
total	45	33	4	3	85

“swapped”	$l_1^-, l_2^-$	$l_1^+, l_2^-$	$l_1^-, l_2^+$	$l_1^+, l_2^+$	total
$\text{rel}(l_1) > \text{rel}(l_2)$	11	15	1	1	28
$\text{rel}(l_1) < \text{rel}(l_2)$	17	10	7	2	36
$\text{rel}(l_1) = \text{rel}(l_2)$	36	11	3	0	50
total	64	36	11	3	114