

# Accurately Interpreting Clickthrough Data as Implicit Feedback

Thorsten Joachims, et al., SIGIR'05

- Pairwise preference matters
  - Click: examined and clicked document
  - Skip: examined but non-clicked document

Explicit Feedback Data Strategy	Abstracts					Pages Phase II all
	Phase I "normal"	"normal"	Phase II "swapped"	"reversed"	all	
Inter-Judge Agreement	89.5	N/A	N/A	N/A	82.5	86.4
Click > Skip Above	80.8 ± 3.6	88.0 ± 9.5	79.6 ± 8.9	83.0 ± 6.7	83.1 ± 4.4	78.2 ± 5.6
Last Click > Skip Above	83.1 ± 3.8	89.7 ± 9.8	77.9 ± 9.9	84.6 ± 6.9	83.8 ± 4.6	80.9 ± 5.1
Click > Earlier Click	67.2 ± 12.3	75.0 ± 25.8	36.8 ± 22.9	28.6 ± 27.5	46.9 ± 13.9	64.3 ± 15.4
Click > Skip Previous	82.3 ± 7.3	88.9 ± 24.1	80.0 ± 18.0	79.5 ± 15.4	81.6 ± 9.5	80.7 ± 9.6
Click > No Click Next	84.1 ± 4.9	75.6 ± 14.5	66.7 ± 13.1	70.0 ± 15.7	70.4 ± 8.0	67.4 ± 8.2

Click > Skip