

# Rise above the sea of noise

Relevance in Social Search



**Paul Yiu**

*Social Search, Bing*

*6 May 2010*



# Real time and social content changing how we interact with information

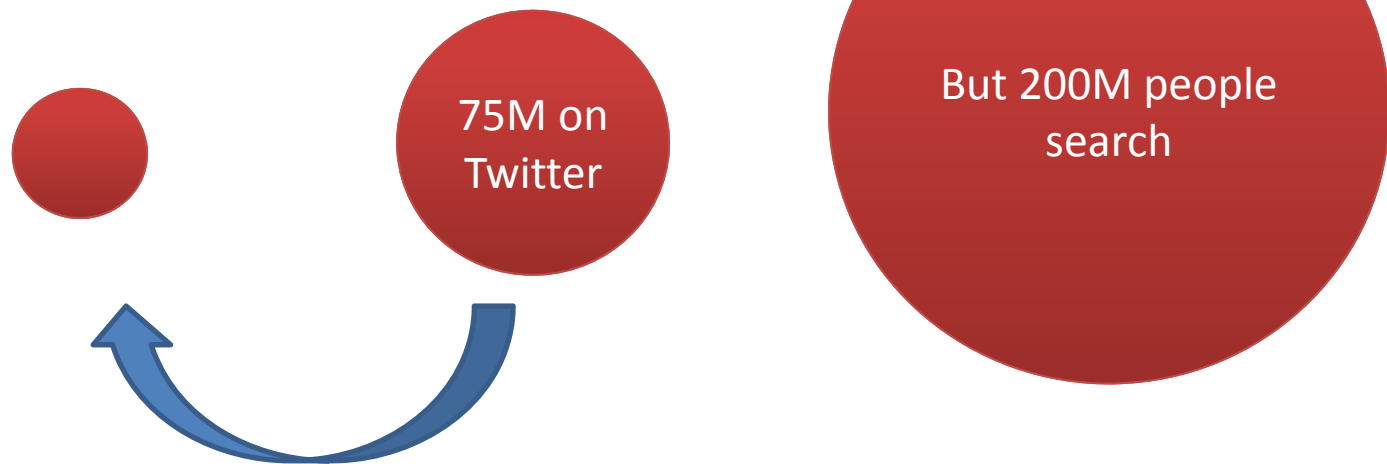
How the content looks different

How things are different from a search engine's perspective

What does it mean for the publishers

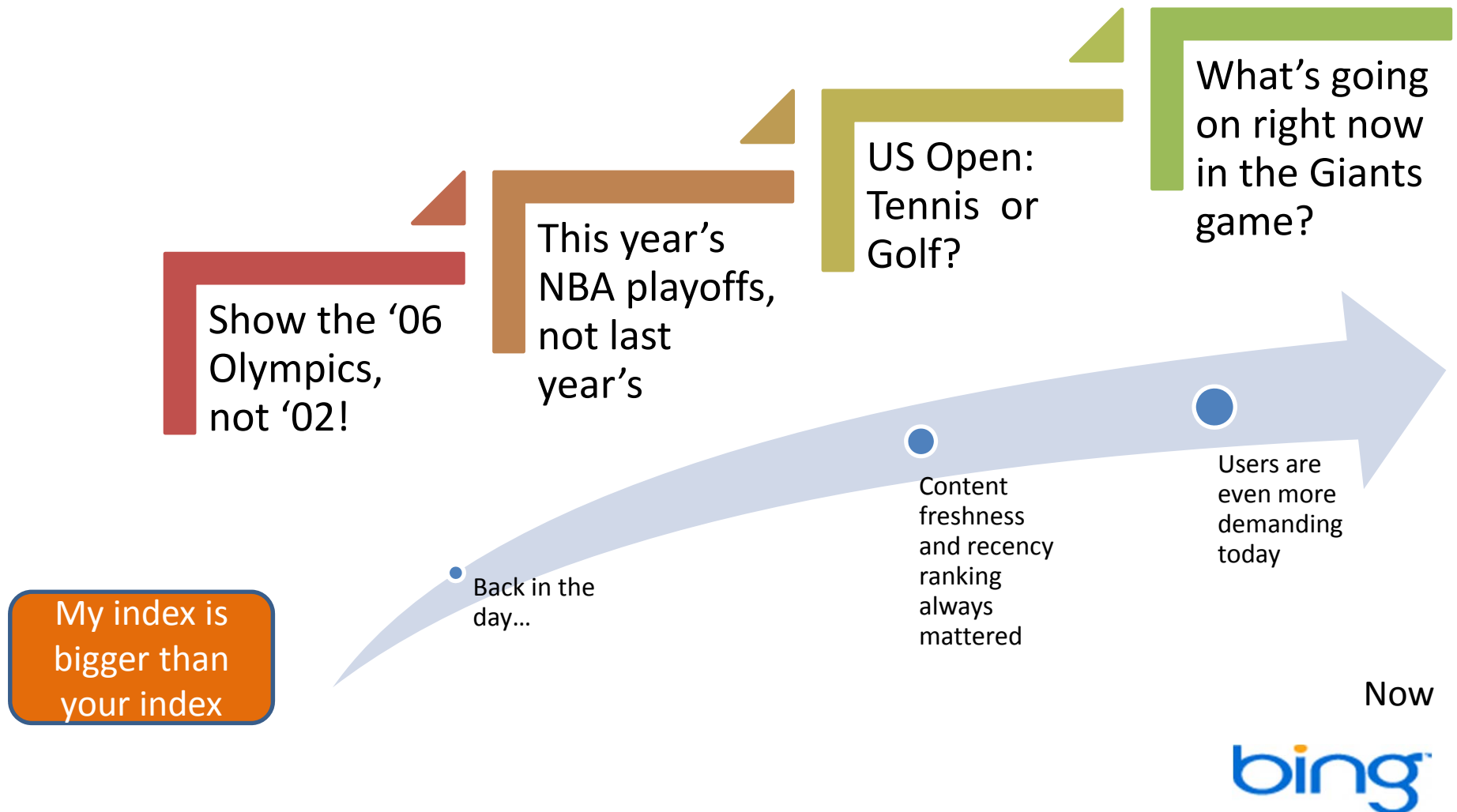
There are more people searching than there are people Tweeting, so...

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



# User expectations and our challenges

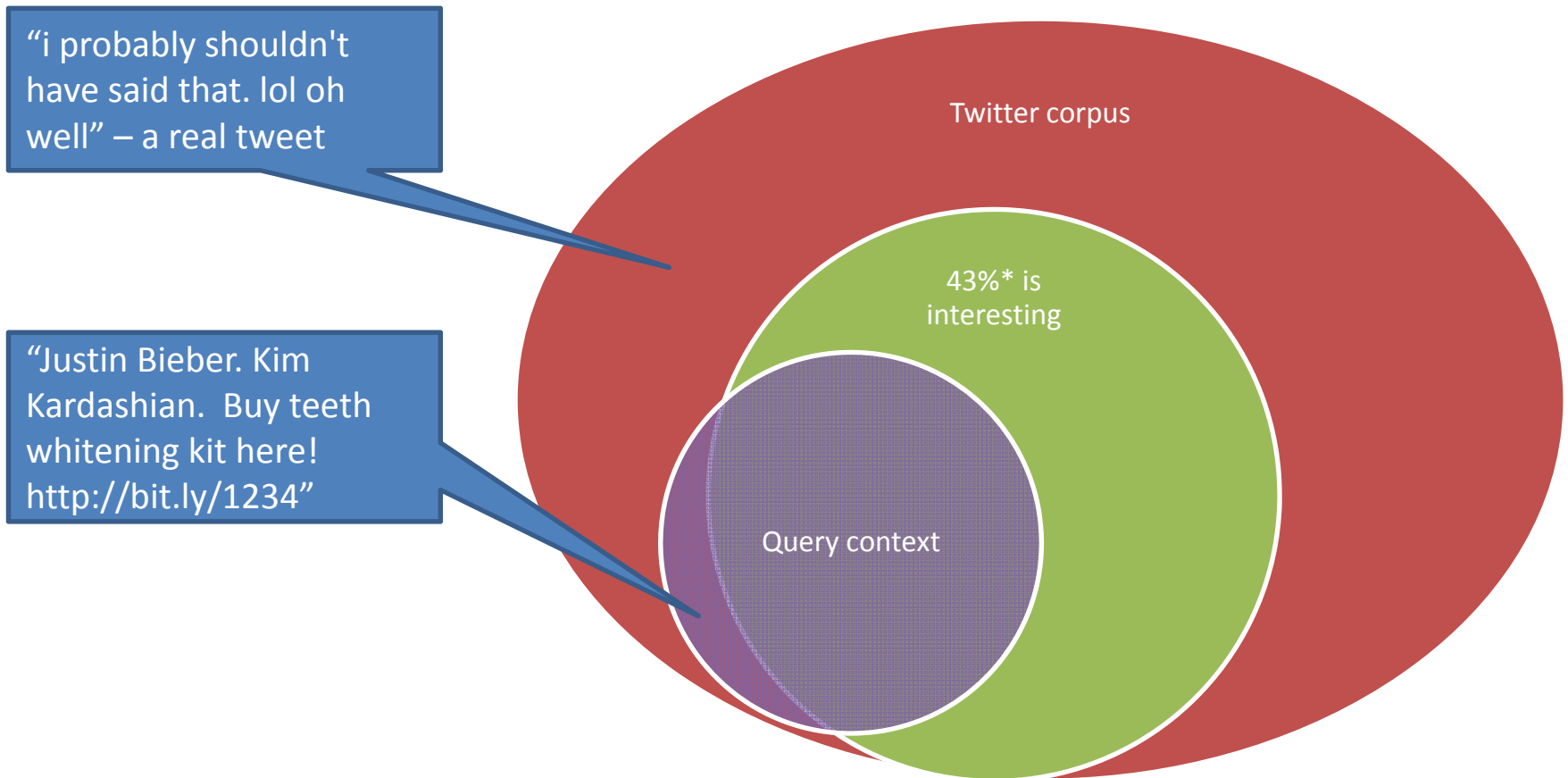
## Users expect to know right now

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

## Challenges

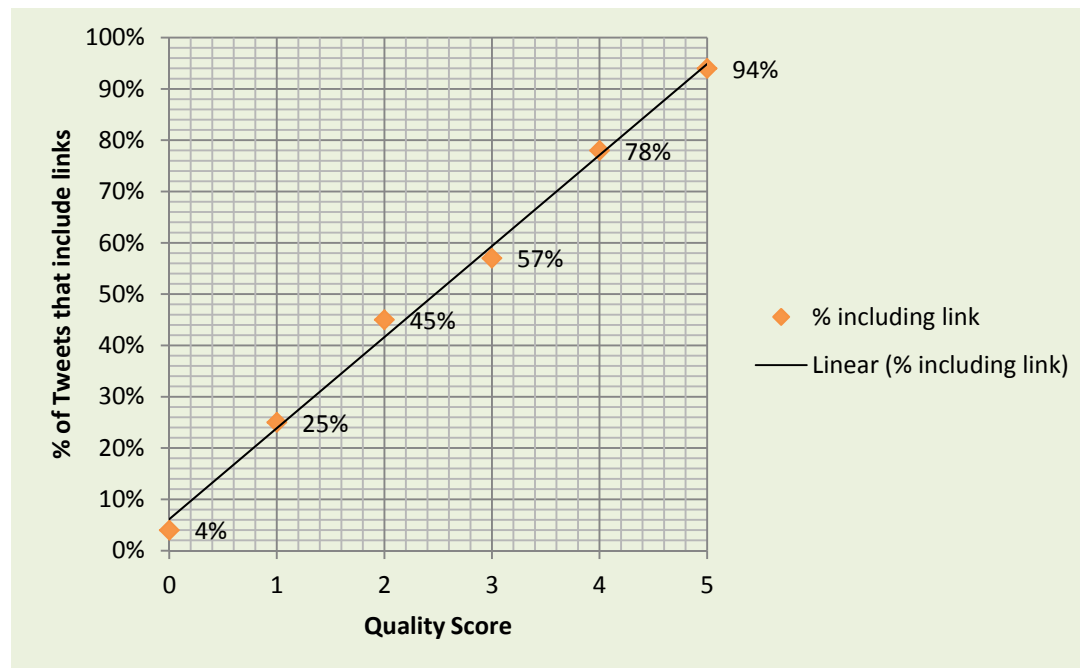
- Keep up with the fast creation of content
- Information may be spread across many tiny pieces of user generated content
- Signals for relevance are different

# Evaluating Twitter content in a search context



\* Source: Editorial judgments

# Ranking Tweets and Public Updates is tricky, but we have some good signals

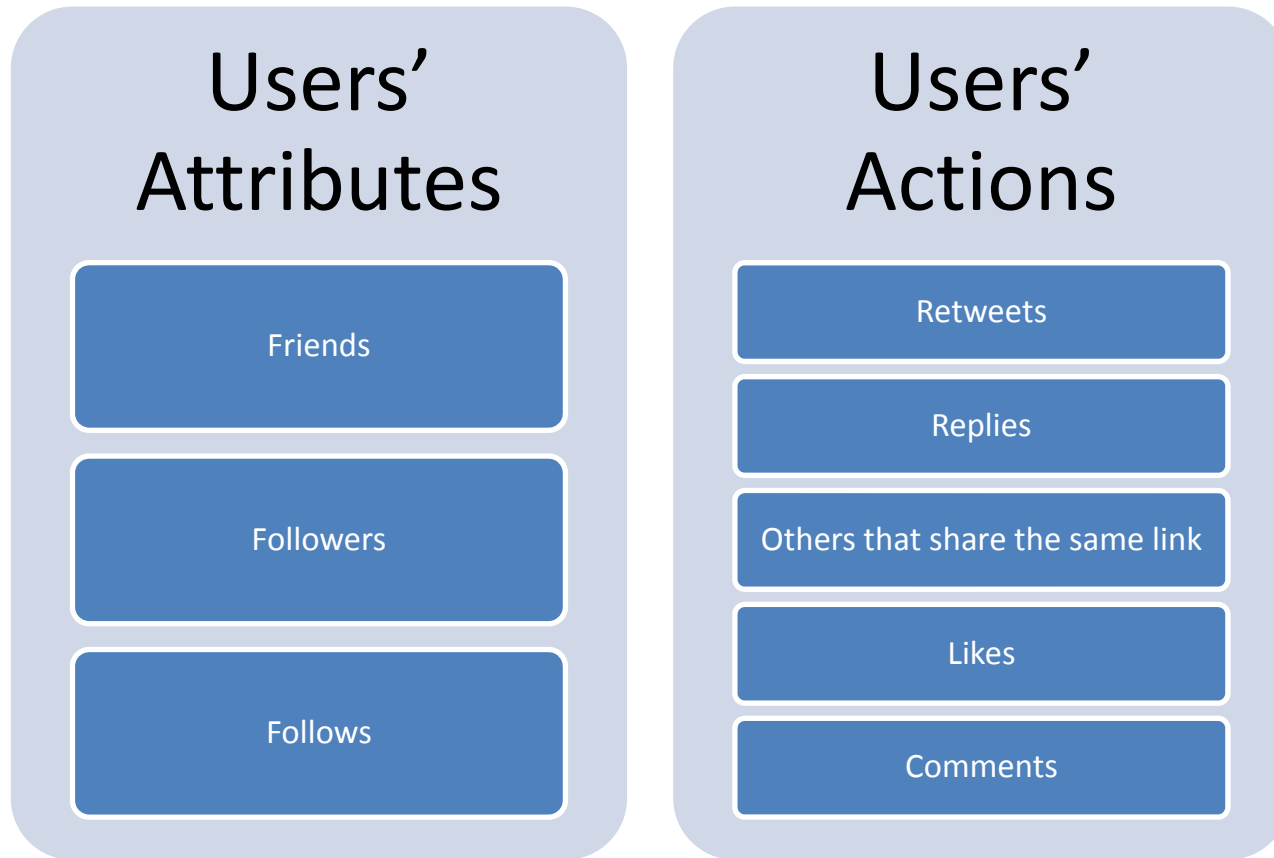


For example, tweets and Public Updates that include links are correlated with higher quality

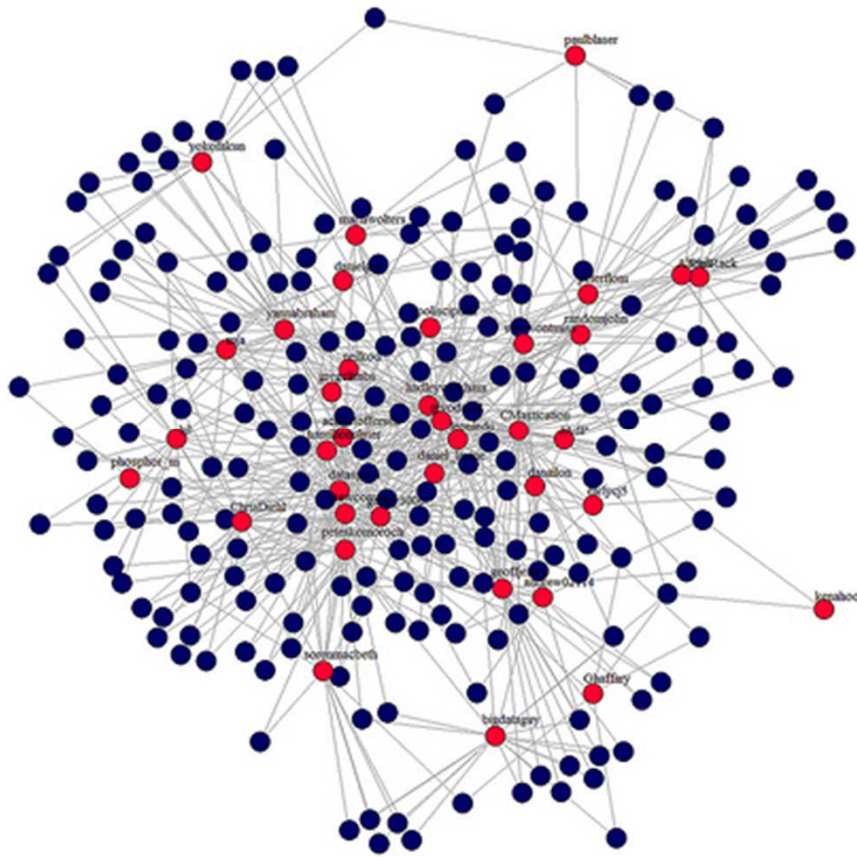
\* Source: Editorial judgments



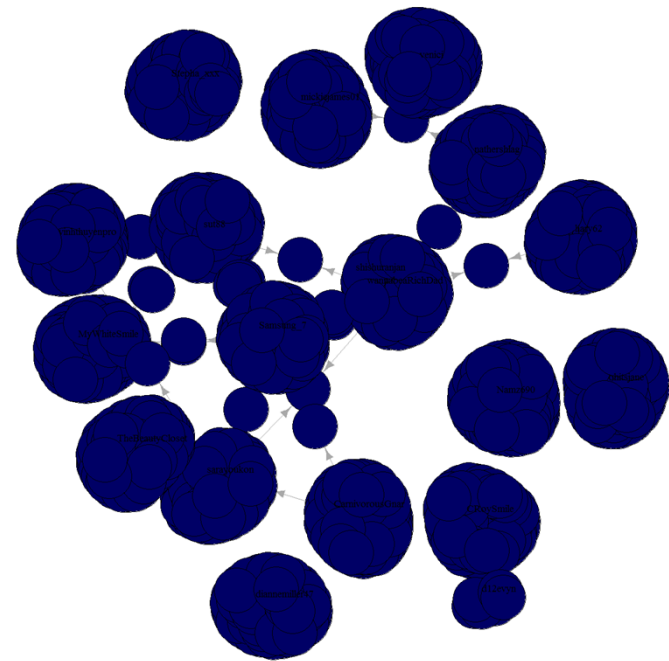
# It's more than just being followed by people



# 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



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



kaczanda: @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!... · Twitter · 3 hours ago



jerg: RT @MuppetsStudio: LOST Slapdown: Muppets 1 of .. Rizzo & @DamonLindelof up to no good? Trespassing · Twitter · 6 hours ago



patriciagibson: Lost + Muppets = awesome. <http://bit.ly/99FKeL> (hulu.com) (via @MuppetsStudio) · Twitter · 31 minutes 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

miley cyrus

All Images News Videos Reference Blogs



**Miley Cyrus**  
[MileyCyrus](#) OFFICIAL


NEW MUSIC VIDEO "CAN'T BE TAMED" MAKES ITS WORLDWIDE DEBUT EXCLUSIVELY ON E! NEWS. TUESDAY, MAY 4 AT 7:00PM &...

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

Born on 11/23/1992 in Nashville, Tennessee

Slideshow

IMAGES



SONGS

- 7 Things
- Fly on the Wall
- See You Again
- Girls Just Wanna Have Fun

Just posted

Miley's Hot New Look in "Can't Be Tamed" · 2 days ago

[Miley Cyrus - Wikipedia, the free encyclopedia](#)

**Miley Ray Cyrus** (born **Destiny Hope Cyrus**; November 23, 1992) is an American pop singer, songwriter and television and film actress who rose to fame after starring as the title ...

[Early life](#) · [Career](#) · [Other work](#) · [Personal life](#)

[en.wikipedia.org/wiki/Miley\\_Cyrus](http://en.wikipedia.org/wiki/Miley_Cyrus) · [Wikipedia on Bing](#) · [Mark as spam](#)


[Miley Cyrus](#)

Her favorite book is, "Don't Die, My Love." See Date of Birth: 23 November 1992 , Franklin, Tennessee, USA See

[News](#) · [454 photos](#) · [Biography](#) · [Awards](#)

[www.imdb.com/name/nm1415323](http://www.imdb.com/name/nm1415323) · [Cached page](#) · [Mark as spam](#)


[Miley Cyrus: Not a girl, not yet a Britney - Miley Cyrus - Salon.com](#)  
[salon.com/entertainment/tv/miley\\_cyrus/index.html?story=/mwt/broadsheet/2010/05...](http://salon.com/entertainment/tv/miley_cyrus/index.html?story=/mwt/broadsheet/2010/05...)



kmcfall: RT @SalonMedia: **Miley Cyrus**: Sexual liberation fail: <http://bit.ly/bhyAIQ> (salon.com) // Sigh. Well at least 12 yo son already thinks she's blah. · 11 hours ago

[More Tweets about this link](#)

[Miley Cyrus: Not a girl, not yet a Britney - Miley Cyrus - Salon.com](#)  
[salon.com/entertainment/tv/miley\\_cyrus/index.html?story=/mwt/broadsheet/2010/05...](http://salon.com/entertainment/tv/miley_cyrus/index.html?story=/mwt/broadsheet/2010/05...)



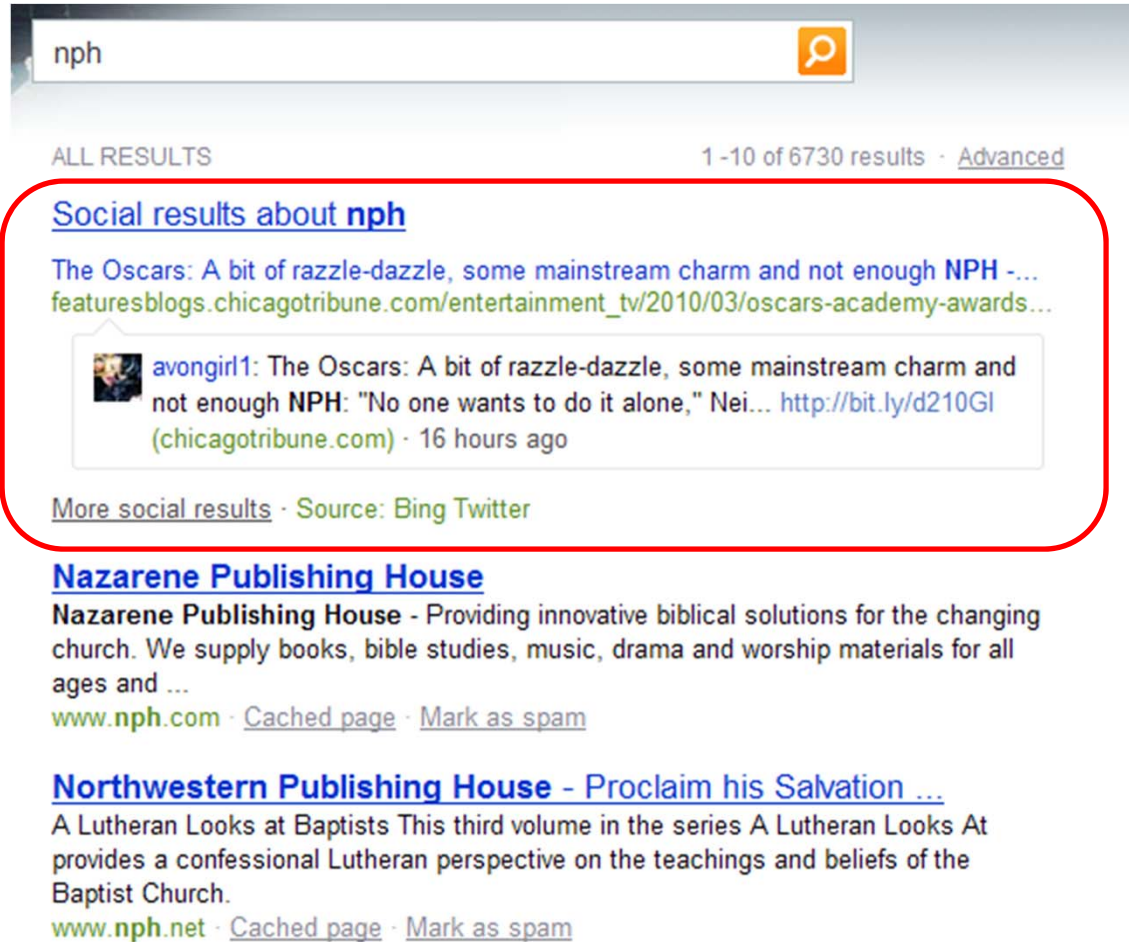
kmcfall: RT @SalonMedia: **Miley Cyrus**: Sexual liberation fail: <http://bit.ly/bhyAIQ> (salon.com) // Sigh. Well at least 12 yo son already thinks she's blah. · 11 hours ago

[More Tweets about this link](#)

## 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




nph

ALL RESULTS 1 -10 of 6730 results · [Advanced](#)

[Social results about nph](#)

The Oscars: A bit of razzle-dazzle, some mainstream charm and not enough NPH -... [featuresblogs.chicagotribune.com/entertainment\\_tv/2010/03/oscars-academy-awards...](http://featuresblogs.chicagotribune.com/entertainment_tv/2010/03/oscars-academy-awards...)

 avongirl1: The Oscars: A bit of razzle-dazzle, some mainstream charm and not enough NPH: "No one wants to do it alone," Nei... <http://bit.ly/d210GI> (chicagotribune.com) · 16 hours ago

[More social results](#) · [Source: Bing Twitter](#)

[Nazarene Publishing House](#)  
**Nazarene Publishing House** - Providing innovative biblical solutions for the changing church. We supply books, bible studies, music, drama and worship materials for all ages and ...  
[www.nph.com](http://www.nph.com) · [Cached page](#) · [Mark as spam](#)

[Northwestern Publishing House - Proclaim his Salvation ...](#)  
A Lutheran Looks at Baptists This third volume in the series A Lutheran Looks At provides a confessional Lutheran perspective on the teachings and beliefs of the Baptist Church.  
[www.nph.net](http://www.nph.net) · [Cached page](#) · [Mark as spam](#)

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

The screenshot shows a Bing search result for 'new york times'. The search bar at the top contains the text 'new york times' and a magnifying glass icon. Below the search bar, the search result for 'The New York Times' is displayed. The title is 'The New York Times - Breaking News, World News &...' with a yellow 'OFFICIAL SITE' badge. The description reads: 'Find breaking news, multimedia, reviews & opinion on Washington, business, sports, movies, travel, books, jobs, education, real estate, cars & more.' Below the description are links for 'Today's Paper', 'Most Popular', 'Most Recent', and 'World', along with 'U.S.', 'Sports', 'Obituaries', and 'Opinion'. The website URL 'www.nytimes.com' is also shown. There are sections for 'QUICK ACCESS' (Customer service 800-698-4637, Search within nytimes.com) and 'RELATED SITES' (Washington Post, Huffington Post, LA Times, CNN). At the bottom, there is a section for 'MOST POPULAR SHARED LINKS' which is circled in red. This section lists three links with their respective tweet counts: 'Op-Ed Columnist - New Alarm Bells About Chemicals and Cancer - 103 tweets', 'Shahzad's Friends Describe a Growing Seriousness - 78 tweets', and ''Los Suns' of Phoenix Are Protesting Arizona Law - 77 tweets'.

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

The image shows a Bing search results page for the hashtag #w2e. The search bar at the top contains "#w2e" and a magnifying glass icon. Below the search bar, there are tabs for "All" and "Social". The results are categorized as "TWITTER BETA > All Results > Tweets". The main heading is "Tweets about #w2e". Below this, there are two options for sorting: "Show: Most Recent" and "Best Match", with "Best Match" selected and highlighted by a red box. The first tweet is from OReillyMedia, with a profile picture showing the letters "O'R". The tweet text is "Read news articles and other coverage of Web 2.0 Expo highlights: http://bit.ly/ai9TxD (web2expo.com) #w2e /sa · 6 hours ago". This tweet is also highlighted by a red box. Below it are several other tweets from various users, each with a profile picture and text. On the left side of the page, there is a sidebar with "Web Images Videos Shopping News Maps More" links, the Bing logo, and a "Twitter" section. Below that, there are "MORE TWEET VIEWS" options: "Most Recent" and "Best Match". A "SEARCH HISTORY" section lists previous searches: "#w2e", "lakers", "miley cyrus", "madonna", "celebrating madonna", "See more history", and "Clear".

#w2e

All Social

TWITTER BETA > All Results > Tweets

Tweets about #w2e

Show: Most Recent **Best Match**

**O'R** OReillyMedia: Read news articles and other coverage of Web 2.0 Expo highlights: <http://bit.ly/ai9TxD> (web2expo.com) #w2e /sa · 6 hours ago

adrianrichards: Old school Atari 2600 game, Pitfall Harry, shows up in Web 2.0 session slide! #w2e <http://twitpic.com/1lcrfq> · 6 hours ago

mikewhitmore: Of all my Twitterisms to date, this one is the most popular. <http://bit.ly/8tBjwP> (wordpress.com) What are your thoughts on following back? #w2e · 7 hours ago

theRab: John Fan, Eran Shir, Adrian Cole, Jeremy Edberg on Cloud panel #w2e talking #EC2 work-arounds <http://twitpic.com/1ld7ax> · 5 hours ago

TEDNews: RT @junecohen My #w2e talk "Evolving #TED from conference to platform for spreading ideas" is up: <http://is.gd/bW0Kg> (youtube.com) · 5 hours ago

KrisColvin: RT @alizasherman: How Advertising Creeps Me Out & How #SocialMedia Can Help <http://bit.ly/aVqqt> (webworkerdaily.com) @webworkerdaily #w2e cc: @franmaier · 5 hours ago

rosana: Video conferência em grupo no Skype - RT @Skype: A glimpse into the future of video calling <http://bit.ly/bFtkf> (flickr.com) #w2e · 6 hours ago

Web Images Videos Shopping News Maps More

bing MS Beta or3

Twitter All Social

MORE TWEET VIEWS  
Most Recent  
Best Match

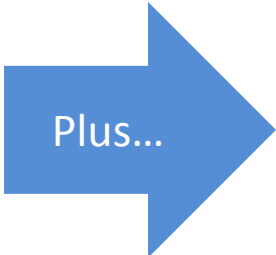
SEARCH HISTORY  
#w2e  
lakers  
miley cyrus  
madonna  
celebrating madonna  
See more history  
Clear

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

	Things you already do		New things to consider
<b>Quality</b>	Interesting & useful content		Being share-friendly; Include links in Tweets and Updates
<b>Trust</b>	Trustworthy sites linking to your site; anchor text		Trust-worthy people sharing your links or tweets; avoiding spammy clumps
<b>Popularity</b>	# of high quality links		# of people Retweeting or Liking what you said/shared in the last minute, hour, day, week
<b>Timeliness</b>	Update your site, blogs		Be prepared to turn on a dime, and for the flash mob

# DISCUSSION