

Labeling Advertisements in Internet Search

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November 17, 2010

Agenda

- Applicable regulation
- Historic practice
- Experimental setup & results
- Assessing Google's recent changes

Eastern Sprints

Sprints continued from page 9

Dartmouth was rocking out there and Columbia's always been fast and Princeton's been the best in the 1F, and Harvard's always fast and I was saying "Why can't we have flat water?" But we had a good start. My stroke said after the third stroke he said, "Oh, this is going to be good" Somehow they just knew."

"After last year, we prepared for really tight racing," said Yale stroke Andrew Marley, reflecting on their loss in 2000 to Columbia in the closing meters. "The field was really tight to begin with and you can't rest on your laurels at any point."

Two of the pre-season favorites—Princeton and Columbia—struggled mightily in Worcester, eventually finishing sixth and fifth, respectively. Dartmouth took the silver ahead of Harvard, a crew the Big Green had lost

to in their season opener by 6.5 seconds.

For Yale, the next step is the quest for a second consecutive national title. Taking into account Yale's thorough thrashing of all their main competition a repeat national championships seems a given for Card and company.

And as if having Yale's varsity carry the day wasn't enough, the second varsity won by even more, a cavernous five-second margin of victory over Princeton.

"Two golds and three silvers," said Card, looking at his squad's overall performance. "The silver crews, although they were disappointed not to have golds, I thought they had good rows, so we think it was a pretty good day overall. Winning the Jope Cup is something special we've been looking out for. I'm really happiest for my seniors. The four guys in the stern [of the

varsity] have never won it here."

Wisconsin's JV salvaged what was an otherwise disappointing day for the Badgers. The Wisco varsity failed to qualify for the grand final after finishing third last year, but the JV nailed down a solid win with an aggressive middle thousand. Brown finished a disheartened second and Northeastern third.

On the freshman level, Harvard won for the second time in three years. Bill Manning's crew opened an early gap on Princeton and Brown and cruised to an open water win. For Manning the day was a complete success, as his second frosh won earlier in the day by a similar margin.

"It's been three straight years that the crew that won the 2F also won the 1F," pointed out Manning.

Please turn to page 50



SOME CONSOLATION Wisconsin's JV won their race while the varsity could only win the petite finals.

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TO: Members of the USA Rowing Community
 FROM: USRowing, ECAC
 RE: A number of rowing shell manufacturers and their sales representatives
 DATE: ECAC Regatta Series
 12 May 2001

We have been informed that the Eastern College Athletic Conference (EAC) has allowed only one rowing shell manufacturer, Vespoli USA, the exclusive right to display and sell merchandise and provide on-site customer service at all ECAC-sponsored events this season.

For the first time at *any* regatta, all other rowing shell manufacturers are prohibited from displaying boats, merchandise, company signage, or conducting customer service at any of these ECAC regattas.

We believe that this act of preventing the majority of rowing shell manufacturers from participating in these regattas conflicts with the EAC's stated mission of "...providing a quality experience for all competitors..." and of "...conducting Association business in an atmosphere which will foster camaraderie amongst the member schools".

The purpose of this memo is to inform the rowing community of this action, to express our collective disapproval, and, in the interest of simple fairness, to prevent this type of exclusive contract from occurring at any other regatta or rowing-related event in the future.

When only one rowing shell manufacturer is granted a monopolistic presence at a regatta, members of the rowing community are deprived of the opportunity to compare products, talk with different representatives, and be provided with essential customer services such as purchasing essential spare parts and emergency repairs.

We encourage all members of the rowing community who feel as we do to express their opinion on this issue to the ECAC to insure that this type of exclusionary action does not occur again.

Boat Manufacturers



Kardig Rowing Shells, Ltd.



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Paid Advertisement. Amount to be paid \$20. Inserted by Citizens' Mayoralty Committee (a volunteer Political Committee) in behalf of the Candidacy of Otto S. Langum of Minneapolis, Minn. Chas. R. Fowler, Author.

Some Reasons Why Otto S. Langum Should be Elected Mayor of Minneapolis.

Otto S. Langum was selected by voters of all parties and in all walks of life, as the man best qualified to administer the affairs of the city government.

Desiring a truly representative city government, the Citizens' Mayoralty Committee was organized for the purpose of securing the election of Otto S. Langum.

This committee is non-partisan. Its membership includes working men, business men and professional men, and all are giving support to Otto S. Langum.

WHY?

Because Otto S. Langum's official record has won the approval of the people.

Because he is just, honest and fearless in the performance of his duties.

Because he will administer the affairs of the city in a manner that will make for a better and greater Minneapolis.

Because he is not ruled by a political machine.

Because he has the confidence of the people.

Because he will take to that office every qualification necessary to the proper administration of its affairs.

Because he has been tried and not found wanting.

Because he will be for ALL the people, and

Because Labor Will Get a Square Deal.

These are some of the reasons why Otto S. Langum should be the next Mayor of Minneapolis. There are other reasons, but these are enough to show that you will not be making a mistake by voting for

OTTO S. LANGUM for Mayor of Minneapolis.

“Respondent [shall] cease and desist from creating, producing, selling, or disseminating ...

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B. Any video 15 minutes or longer ... that does not display, in a clear and prominent manner and for a length of time sufficient for an ordinary consumer to read, within the first thirty (30) seconds of the commercial or other advertisement and immediately before each presentation of ordering instructions, the following disclosure:

"THE PROGRAM YOU ARE WATCHING IS A PAID
ADVERTISEMENT FOR [THE PRODUCT OR SERVICE]."

Search advertising labels (ca. 2002)

“Recommended Sites”

“Start Here”

“Featured Listings”

“Products and Services”

“Premier Listings”

“Partner Search Results”

“Search Partners”

“Spotlight”

“Provided by the _____
Network”



recommendation: “any paid ranking search results
[should be] distinguished from non-paid results with
clear and conspicuous disclosures”

User understanding (c.a. 2003-2005)

- Only 47% of users said they could always tell which results are paid. (Pew)
- “Very few participants noticed the label on “sponsored” listings, and only when the label was easy to see.” (Consumer Web Watch)
- Users were surprised to learn that some listings are ads. “Upon enlightenment, his face contorted a bit. He expressed immediate dismay, stating, “Well, that explains it. No wonder I run into so much [expletive].” (CWW)

[Advanced Search](#)
[Preferences](#)[Web](#) [Shopping](#) [Groups](#)Results 1 - 10 of about 232,000,000 for **laptop** [definition]. (0.33 seconds)

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www.BestBuy.com Laptops Make The Perfect Gift. Shop Wide Selection Online At Best Buy®!

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www.CircuitCity.com Save up to \$150 on **Laptops**. Free Shipping On Orders \$24 and up.

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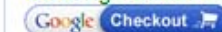
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Holiday Deals are at Walmart.
Walmart.com

Laptops at TigerDirect

Take Advantage of Deep Discounts
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www.TigerDirect.com

Toshiba Laptops

See What Makes Toshiba **Laptops**
Different, Better, & Right for You.
ToshibaDirect.com/Laptops

The New Samsung Notebooks

Lightweight & High Performing.
Samsung for Home or Office.
www.samsung.com/notebooks

Laptop Computer

Laptop Computer Sales. Discount
Laptop Deals Online.
LaptopsComputersDeals.comRelated searches: [laptop deals](#)

Shopping results for laptop

[Apple MacBook - Core 2 Duo 2 GHz - 13.3" - 1 ...](#) \$1,185 to \$1,456 - 6 stores[HP Pavilion Dv6910us Entertainment - Turion 64 ...](#) \$649 to \$940 - 18 stores[Lenovo ThinkPad X61 Tablet 7767 - Core 2 Duo 1 ...](#) \$1,374 to \$1,736 - 21 stores

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LAPTOP Magazine is your complete mobile gear guide. We review the latest mobile tech products and provide expert buying advice, plus breaking industry news.www.laptopmag.com/ - 104k - [Cached](#) - [Similar pages](#)

Apple - MacBook

The new MacBook **laptop** features a precision aluminum unibody enclosure, more powerful NVIDIA graphics, a 13-inch LED-backlit display, and more.www.apple.com/macbook/ - 18k - [Cached](#) - [Similar pages](#)

Laptop - Wikipedia, the free encyclopedia

Recent ad labeling practices: “Sponsored Links” and similar

- Sponsored by who?
 - Search engine
 - Company the user was searching for
 - Company listed in the advertisement
 - Someone else
- } passive voice

Recent ad labeling practices:

Advertisement locations

- “Advertisements are on the side, but anything on the left is the best result Google can find.”

Recent ad labeling practices:

Label size

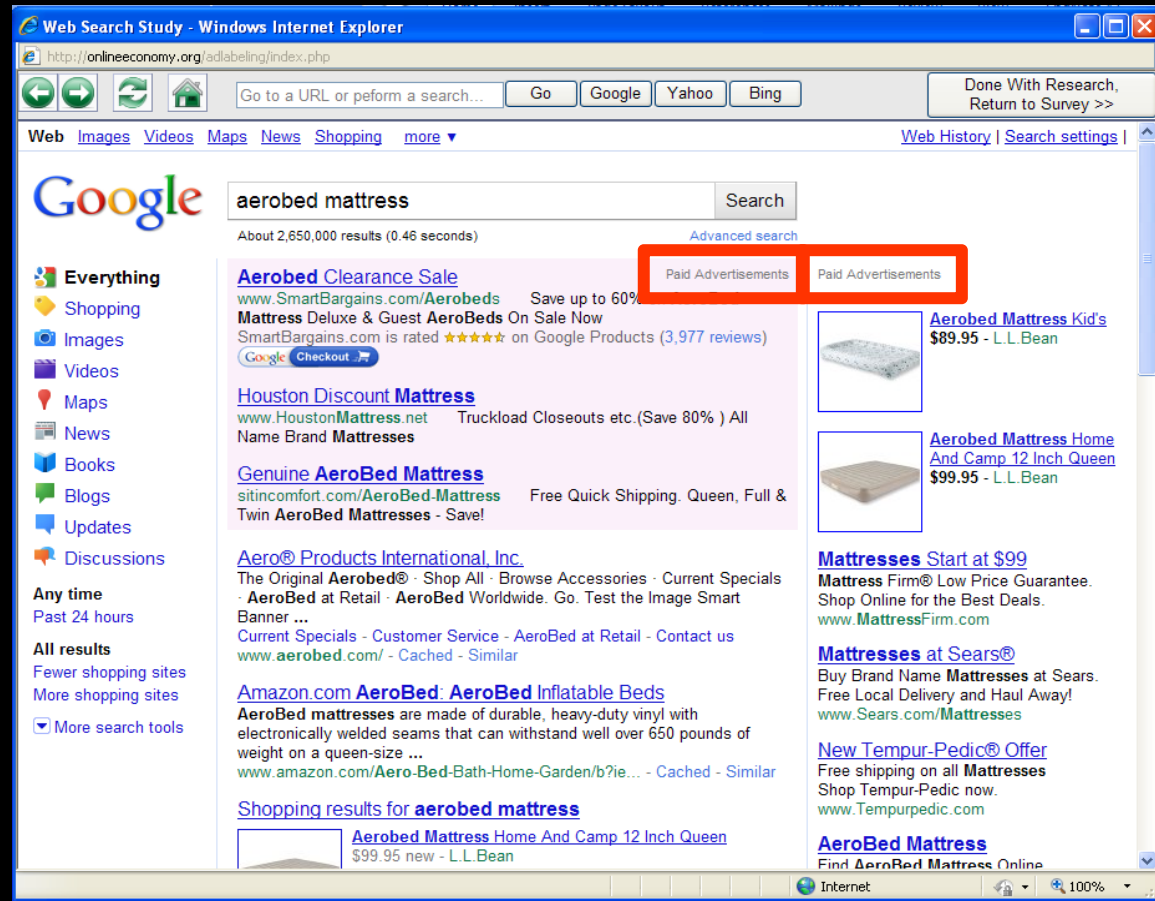
	<u>Google</u>	<u>Yahoo</u>	<u>Bing</u>
1: Height of “S” in “Sponsored”	8 pixels	7 pixels	9 pixels
2: Height of a capital letter in ad title	12 pixels	12 pixels	12 pixels
3: Height of a capital letter in search engine’s logo	45 pixels	31 pixels	28 pixels
Ratio of 1 to 2	67%	58%	75%
Ratio of 1 to 3	17%	23%	32%



Experiment

- “Sponsored Links” vs. “Paid Advertisements”
- Online panel of participants

Find three websites that sell twin-size AeroBed® inflatable mattresses and a contact email address for each website.



Findings

- Major effect: Treated users click 25% to 33% fewer advertisements.
- Treated users correctly report that they clicked fewer ads.

Demographic Differences

- Differences are most stark for users with low income, less education, and less online experience

	<u>Treatment</u>	<u>Control</u>
No College Degree	1.56	2.56
College Graduate	1.78	1.76

	<u>Treatment</u>	<u>Control</u>
No online shopping experience	1.35	3.09
Online shopping experience	1.72	1.92

advertisements clicked

Google's newest advertisement labels

- Clarity
- Size & conspicuousness
- Consistency
- Separation between algorithmic and advertisement listings

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November 4, 2010: San Francisco Hotels on TripAdvisor: Find 54000 traveler reviews, 24000 candid photos, and prices for 240 hotels in San Francisco, ...

www.tripadvisor.com/Hotels-g60713-San_Francisco_California-Hotels.html - Cached - Similar

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www.expedia.com › ... › United States of America › California - Cached - Similar

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www.fairmont.com/sanfrancisco - Cached - Similar



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tripadvisor.co.uk (450) - yelp.com (182) - igougo.com (41)

★★★★☆ 811 reviews
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"Overall a really good hotel I'd definitely recommend the California Academy ..." - tripadvisor.com (232)

priceline.com (179) - hotels.com (26) - igougo.com (10)

★★★★☆ 504 reviews
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Sir Francis Drake Hotel - official site. Experience this unique and engaging boutique hotel in San Francisco. As a vibrant celebration of the city's past ...

www.sirfrancisdrake.com/ - Cached - Similar



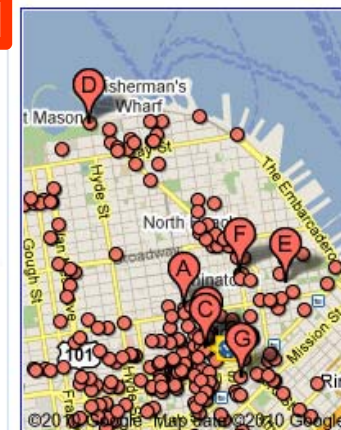
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Definitions of **ad** on the Web:

- in the Christian era; used before dates after the supposed year Christ was born; "in AD 200"
- a public promotion of some product or service
wordnetweb.princeton.edu/perl/webwn
- Anno Domini (abbreviated as AD or A.D., sometimes found in the irregular form Anno Domine) and Before Christ (abbreviated as BC or B.C.) are designations used to label years in the Julian and Gregorian calendars. ...
en.wikipedia.org/wiki/AD
- 'Ād (Arabic عَاد) was an ancient Arab tribe and a district in South Arabia that was led by 'Ad ibn Kin'ad.
en.wikipedia.org/wiki/'Ād
- .ad is the Internet country code top-level domain (ccTLD) for Andorra. It is administered by Servei de Telecomunicacions d'Andorra.
en.wikipedia.org/wiki/.ad
- AD was a 1980s Christian rock band, featuring former Kansas members Kerry Livgren and Dave Hope, and former Bloodrock member Warren Ham sharing the lead vocal duties along with Michael Gleason.
[en.wikipedia.org/wiki/AD_\(band\)](http://en.wikipedia.org/wiki/AD_(band))
- The A Eighth Avenue Express is a rapid transit service of the New York City Subway. It is colored blue on route signs, station signs, and the official subway map, since it runs on the IND Eighth Avenue Line through Manhattan. ...
[en.wikipedia.org/wiki/Ad_\(New_York_City_Subway_service\)](http://en.wikipedia.org/wiki/Ad_(New_York_City_Subway_service))
- A.D. (Anno Domini) is a British/Italian miniseries from 1985 in 6 parts which tells the Acts of the Apostles. ...
[en.wikipedia.org/wiki/AD_\(film\)](http://en.wikipedia.org/wiki/AD_(film))
- Short form of advertisement; To; on
en.wiktionary.org/wiki/ad

Definitions of **ads** on the Web:

- In mathematics and physics, n-dimensional anti de Sitter space, sometimes written , is a maximally symmetric Lorentzian manifold with constant negative scalar curvature. ...
en.wikipedia.org/wiki/AdS
- ADS Adelaide is an Australian television station, owned by, and affiliated with the Ten Network.
[en.wikipedia.org/wiki/ADS_\(TV_station\)](https://en.wikipedia.org/wiki/ADS_(TV_station))
- Archaeology Data Service The ADS supports research, learning, and teaching in the area of archaeology with high quality and dependable digital resources. The ADS is based at the University of York and hosts AHDS Archaeology.
www.jisc.ac.uk/index.cfm
- The technologies included in alternate delivery sources are satellite (C-Band), DBS (KU-Band), SMATV (Master Antennae) and MMDS (includes Multi-channel multi-point and multi-point distribution service).
www.nielsenmedia.com/glossary/terms/A/index.htm
- Automatic Dependent Surveillance. A data link method of automatically transmitting an aircraft's position, altitude, air speed, and other data. ...
www.arinc.com/products/voice_data_comm/aviation_glossary.html
- Active Directory Services
www.openca.org/~madwolf/go01.html
- Automatic debiting systems, EC project aimed at reducing traffic flow on motorways.
www.gbc.hu/english/bszotare1.htm
- Advanced Disposal Surcharge
www.environment-canada.ca/nopp/docs/rpt/battery/en/c9.cfm
- When a company based overseas wants to sell its shares in the US markets, it can offer them through a US bank, which is known as the depository. ...
go6internet.appspot.com/finance.yahoo.com/personal-finance/glossary
- Area Development Society
t4rd.skillsdevelopment.org/footer_navigation/glossary.aspx
- Refers to reception of TV programming via satellite (DBS or large dish).
www.powerofcable.com/glossary-cable-television-terms.php
- Paid notices promoting items available for sale or lease or candidates for office.
www.littleexplorers.com/newspaper/glossary.shtml
- ARM Developer Suite is the name of the 2nd generation of ARM development tools suite from ARM Lmtd. ADS provides compilation tools and debugger.
arm-development.com/arm_glossary
- means a diving system capable of withstanding external pressures greater than atmospheric pressure, and in which the internal pressure remains at one atmosphere, and includes a one person submarine and a one atmosphere compartment of a diving submersible;
www2.worksafebc.com/Publications/OHSRegulation/Part24.asp
- A share issued under deposit agreement that represents an underlying security in the issuer's home country. The terms American depository receipt (ADR) and American depository share (ADS) are often thought to mean the same thing. ...
www.vjondalastreet.com/marketgot.php

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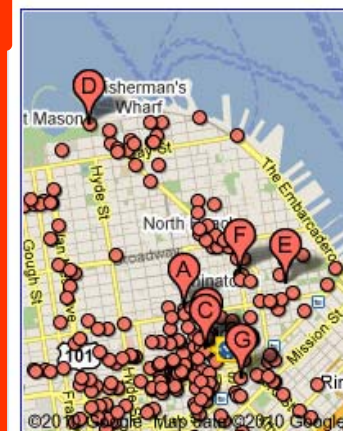
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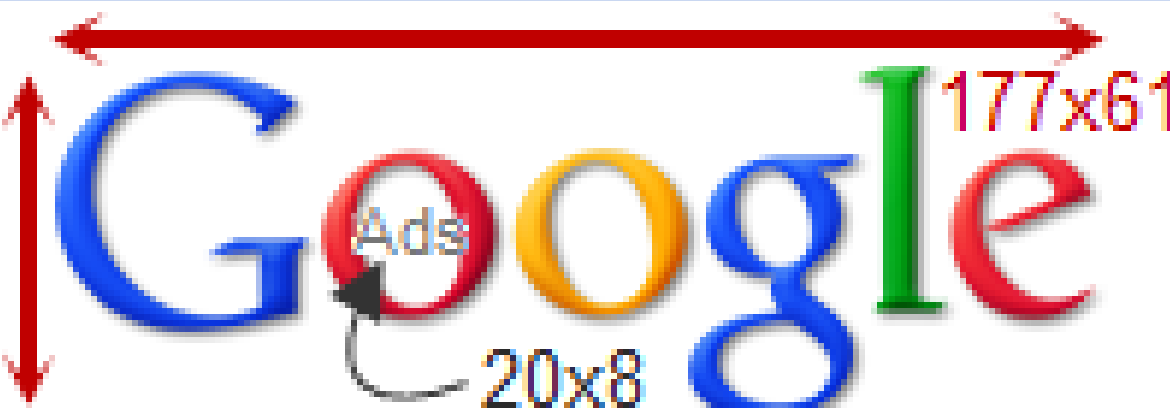
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The basics

Each blue underlined line is a search result that the Google search engine found for your search terms. The first item is the most relevant match we found, the second is the next most relevant, and so on down the list. If you click the title of any result, you'll be taken to that webpage.

Overview of the search results page

Here's a quick guide to all the elements and tools that you'll find on a Google search results page.



Click these links to learn more:

①

[Header](#)

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[Search bar](#)

③

[Search results](#)

④

[Tools & filters](#)

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References

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- Benjamin Edelman. “A Closer Look at Google’s Advertisement Labels.” Mimeo.

www.benedelman.org