

YAHOO!



Questioning Yahoo! Answers

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Outline

- Yahoo! Answers model
- Statistics
 - Basics
 - Diversity
 - Authority
- Problems
 - Interaction model
 - Others

Yahoo! Answers Model

ask.

Open

answer.

Undecided

Resolved

hand-picked

voted

Yahoo! Answers Model

- Browse
 - Shallow hierarchy of categories
- Search
 - “Advanced” search
 - Keyword match in Qs, best As
 - Category
 - Filter by language/location
 - Question status
 - Date submitted
 - No sorting criteria

discover.

Health

Alternative Medicine

Dental

Diet & Fitness

Women's Health

Diseases and Conditions

General Health Care

Mental Health

Men's Health

Other

Yahoo! Answers Model

■ Post-resolution opinions

- Thumbs-up/down votes
- Comments
- *Interesting*
- *Save to...*

■ User points/levels

Points Table

Action	Points
Begin participating on Yahoo! Answers	One time: 100
Ask a question	-5
Choose a best answer for your question	3
No Best Answer was selected by voters on your question	Points Returned: 5
Answer a question	2
Deleting an answer	-2
Log in to Yahoo! Answers	Once daily: 1
Vote for a best answer	1
Vote for No best answer	0
Have your answer selected as the best answer	10
Receive a "thumbs-up" rating on a best answer that you wrote (up to 50 thumbs-up are counted)	1 per "thumbs-up"

Levels are another way to keep track of how active you (and others) have been. The more points you accumulate, the higher your level. Yahoo! Answers recognizes your level achievements with our special brand of thank you's!

And finally, as you attain higher levels, you'll also be able to contribute more to Yahoo! Answers - you can ask, answer, vote and rate more frequently.

Level	Points	Questions	Answers	Comments	Rates	Votes
7	25000+		* unlimited *		unlimited	100
6	10,000 - 24,999		* unlimited *		unlimited	100
5	5,000 - 9,999		* unlimited *		unlimited	80
4	2,500-4,999	20	80	40	unlimited	80
3	1,000-2,499	15	60	30	unlimited	60
2	250-999	10	40	20	unlimited	40
1	1-249	5	20	10	0	20

*All limitations are per day

Motivation: Search

The screenshot shows the Yahoo! Answers website interface. At the top, the 'YAHOO! ANSWERS' logo is on the left, and 'Sign In' and 'New User? Sign Up' links are on the right. Below the logo is a navigation bar with buttons for 'ask.', 'answer.', and 'discover.'. A search bar is located below the navigation bar, containing the text 'free credit report'. The search bar is highlighted with a red box. To the right of the search bar are buttons for 'Search', 'Advanced', and 'My Q&A'. Below the search bar, the page shows 'Home > Search Results'. The main content area is titled 'Search Results' and shows '1 - 10 of 472' results. There are four search results listed, each with a question title, a brief description, and the asker's name and date. The first result is 'Did you know that free credit-report.com are liars?'. The second is 'Why can't I get a FREE credit report without entering a credit card name, number, or type?'. The third is 'Why do you have to PAY for a FREE credit report?'. The fourth is 'I recently went and got my annual free credit report, I found some debts i owed and sent out some payments?'. On the right side of the page, there is a 'SPONSOR RESULTS' section with four sponsored links for free credit reports and scores from various websites.

YAHOO! ANSWERS [Sign In](#)
New User? [Sign Up](#) [Answers Home](#) - [Forum](#) - [Blog](#) - [Help](#)

ask. ? answer. * discover. !

Search for questions: **free credit report** Search [Advanced](#) [My Q&A](#)

[Home](#) > Search Results

Search Results

 1 - 10 of 472

- [Did you know that free credit-report.com are liars?](#)
...There is only one actual site for getting your free , by law, yearly credit report and you should never have to enter any financial...
Asked by [Jenna](#) - 2 months ago - [Credit](#) - 15 Answers - Resolved Questions
- [Why can't I get a FREE credit report without entering a credit card name, number, or type?](#)
You are entitled to a free credit report once a year. You should also be entitled to a free credit ...
Asked by [Mami](#) - 4 months ago - [Internet](#) - 10 Answers - Resolved Questions
- [Why do you have to PAY for a FREE credit report?](#)
if it's an online ad then it will not be free
Asked by [Sabin](#) - 2 months ago - [Credit](#) - 13 Answers - Resolved Questions
- [I recently went and got my annual free credit report, I found some debts i owed and sent out some payments?](#)
I use credit inform www.mycreditinform...95 a month 1st month free and there great. It only for 1 of the reporting org. but it's worth...
Asked by [Lilskeerd](#) - 9 months ago - [Personal Finance](#) - 5 Answers - Resolved Questions

SPONSOR RESULTS

[Free Credit Report and Free Credit Score](#)
Get your **free credit report** and **free...**
[www.freecreditreport.com](#)

[Free Credit Report and Score Instantly](#)
Get your official **free credit report** and...
[www.creditreport.com](#)

[Free 3-Bureau Report With All 3 Scores](#)
View your 3-in-1 **free credit report** with all 3...
[www.freecreditreportsinstantly.com](#)

[Free Experian Credit Score and Report](#)
Get your **free credit report** and **credit...**
[www.experian.com](#)

[Free 3-Bureau Credit Report & Free Score](#)
Get your **free 3-bureau credit**

Motivation: Search

- Enable web-style search
- Improve ranking
 - Relevance
 - Query dependent
 - Text-based
 - Importance
 - Query independent (global)

Motivation: Search

■ Importance

- Formulation of questions, answers
 - Text analysis
- Popularity/community impact
 - Many answers
 - Many votes
 - Involvement of influential users
 - » Knowledgeable answerers (many best answers)
 - » Good askers
 - » Active users
 - » Leading users

Data Set

- 10 months: from August 2005 to May 2006
- 1,690,459 questions
 - 895,137 voted
 - 795,322 hand-picked
- 10,995,265 answers
- 2,971,000 votes
- 969,652 users
 - 700,634 askers
 - 545,104 answerers

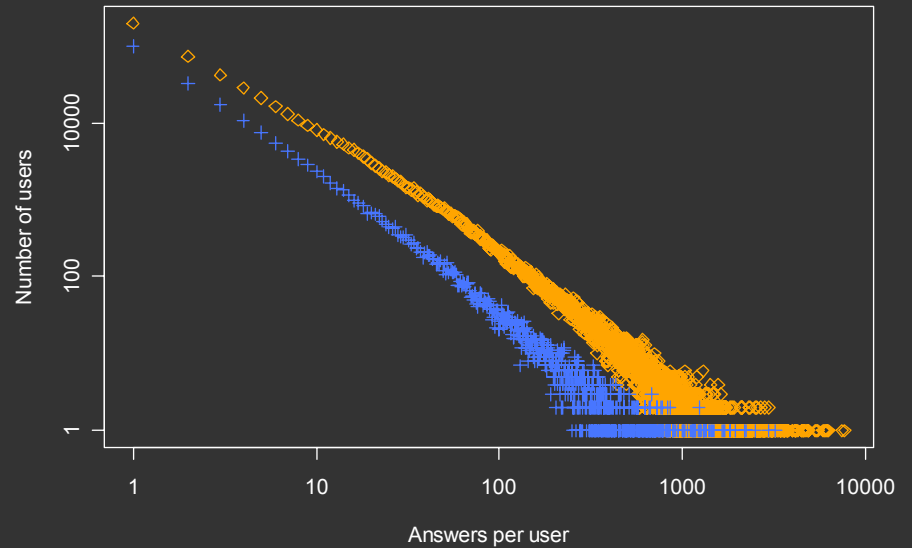
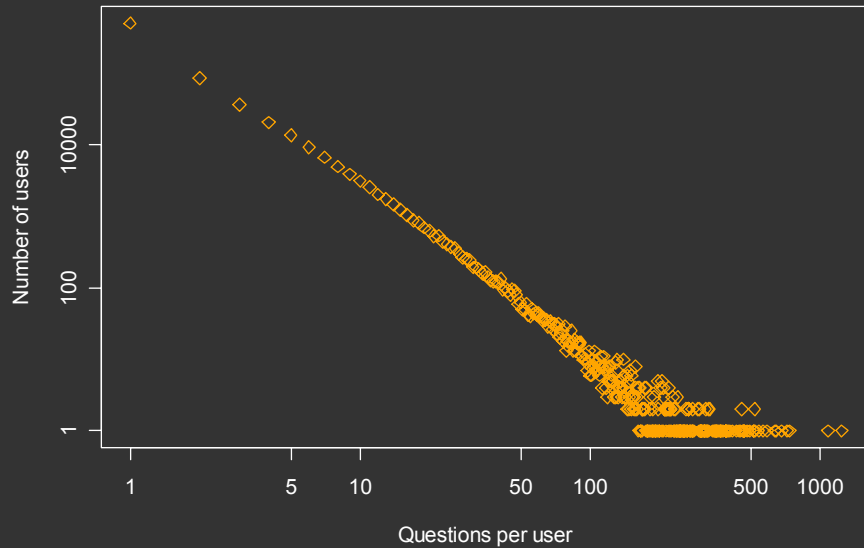
Statistics

- Basics
- Diversity
- Authority

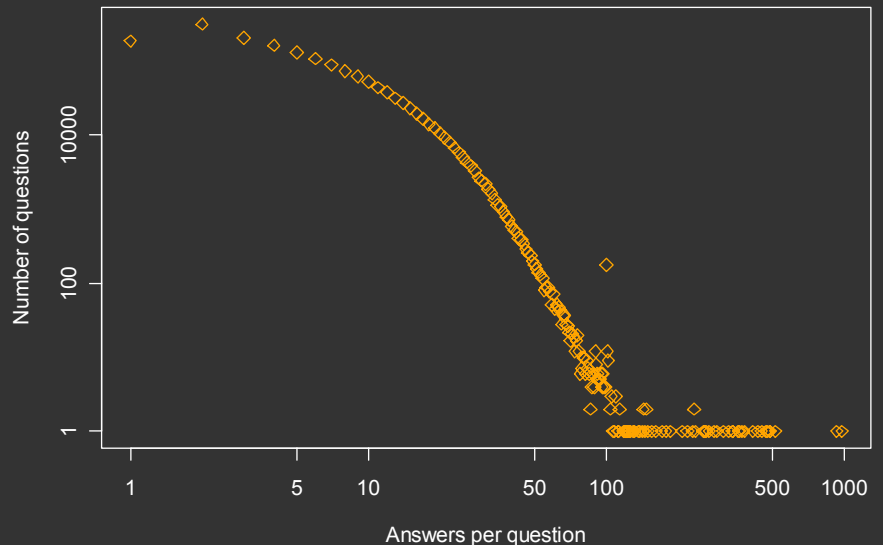
Qs & As per Period

Months	Questions	Answers (Avg. per Q)
08 & 09	194	365 (1.88)
10 & 11	1,027	2,100 (2.04)
12 & 01	232,459	864,899 (3.72)
02 & 03	539,522	2,953,255 (5.47)
04 & 05	917,257	7,174,483 (7.82)

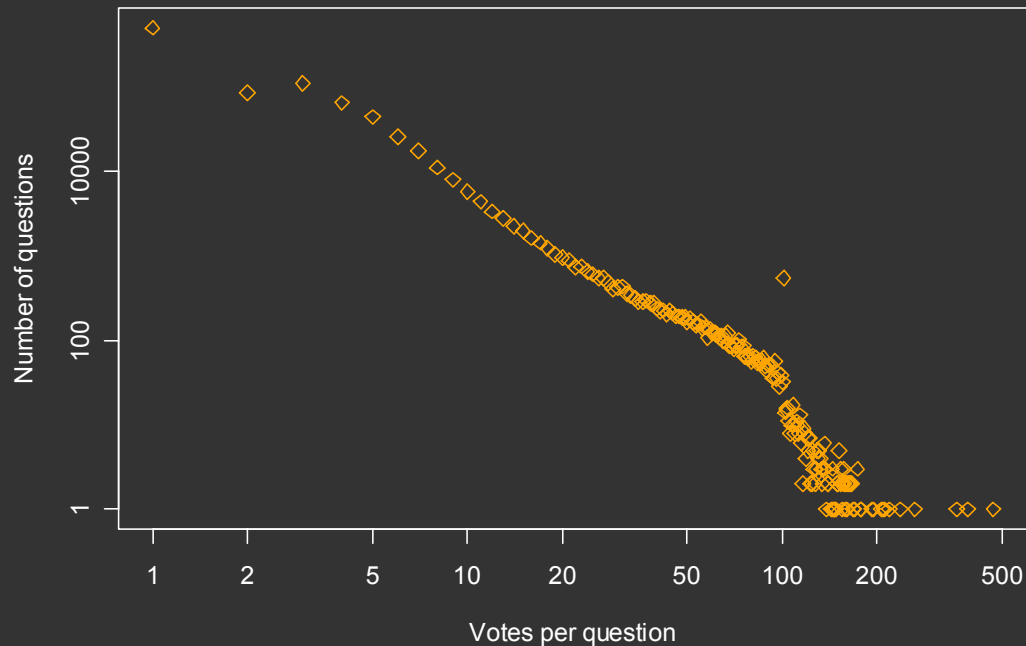
Distributions



- Power laws (above)
 - Qs, As / user
- ... and not
 - Answers per Q
 - Limited exposure



Votes per Question

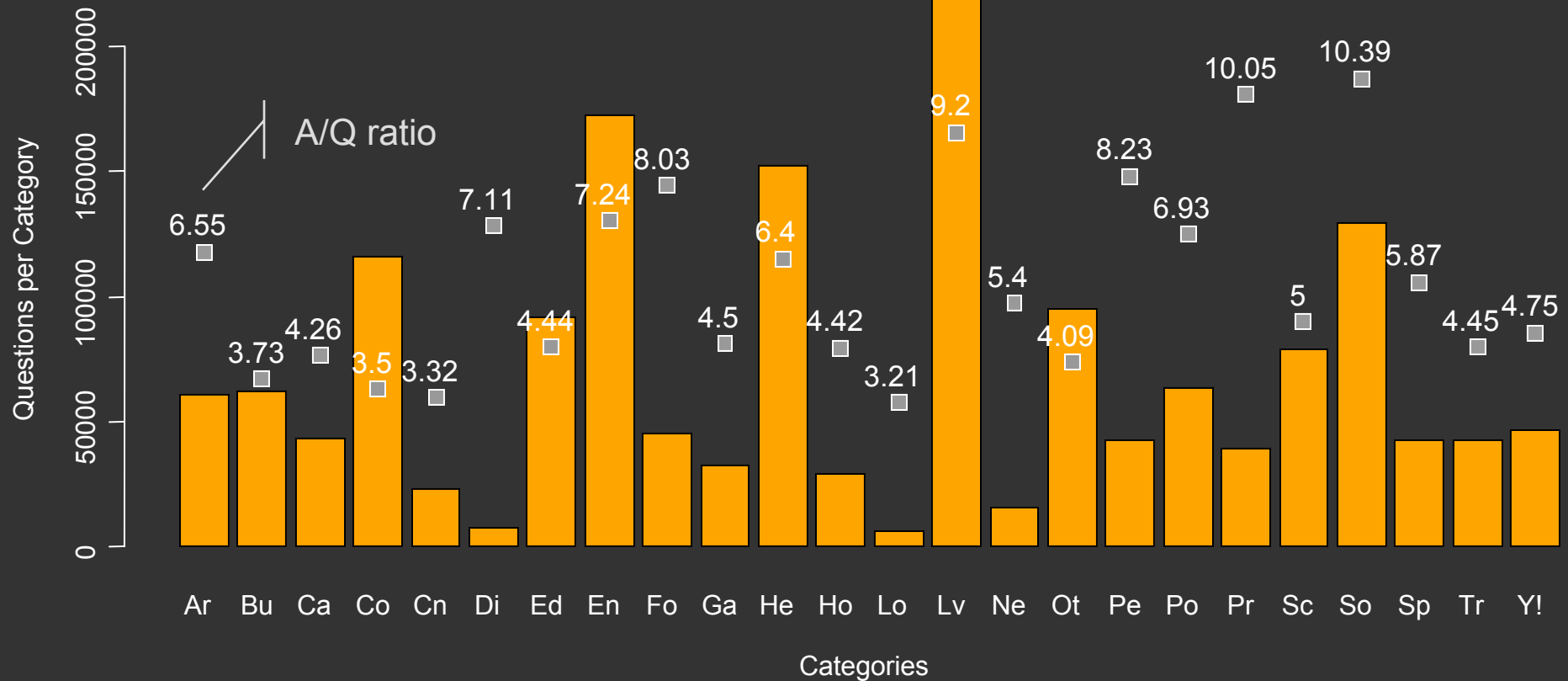


- Self votes: 782,583 (26.34%)
 - 536,877 (60% v / 31.7% t) questions influenced
 - 395,965 (44% v / 23.4% t) questions decided by a single vote, which was a self vote

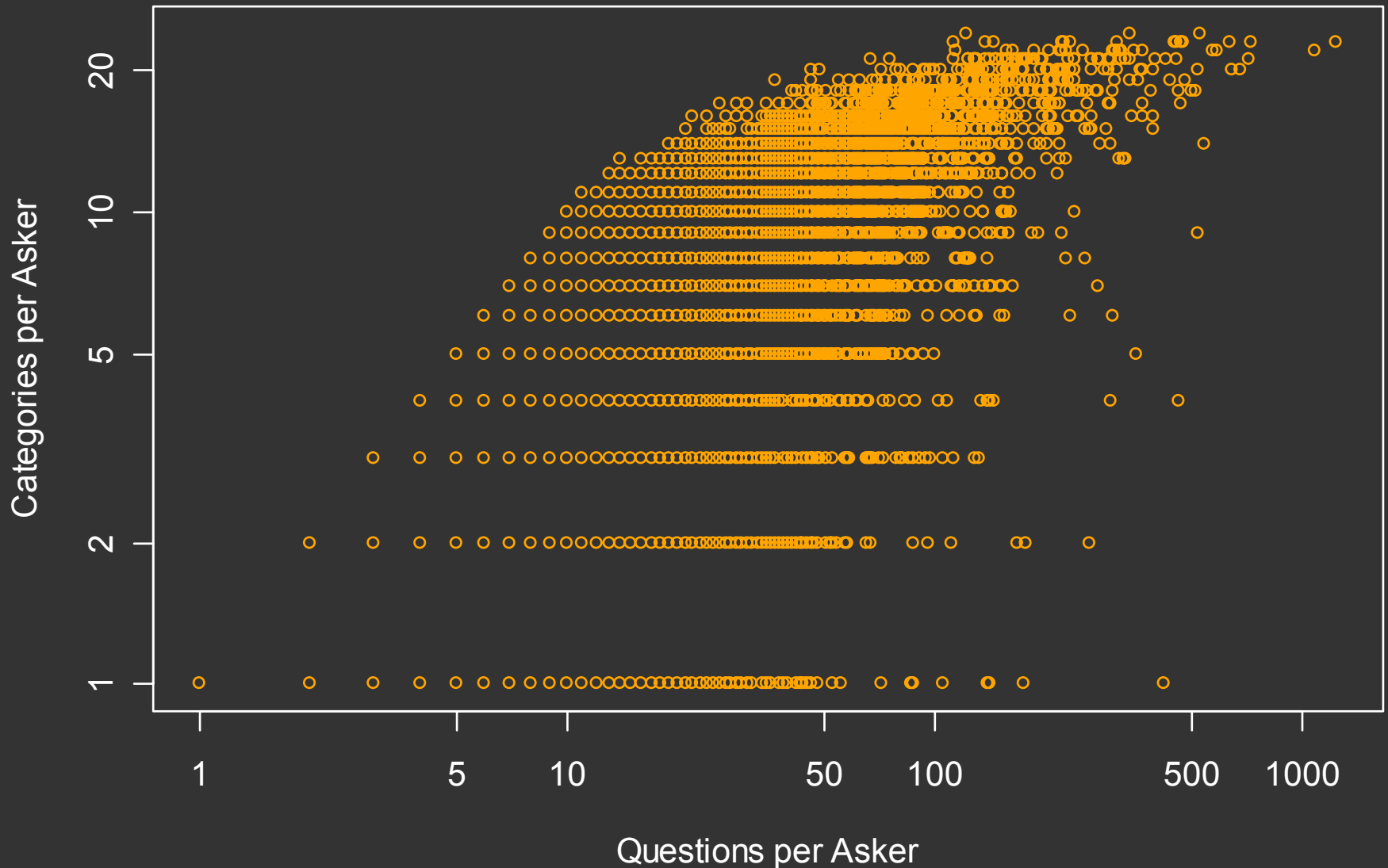
Categories

- Tree of 728 nodes
 - 24 top-level categories (TLCs)
 - 218 subcategories
 - 486 subsubcategories under 10 TLCs
 - Mostly geographical
- Average TLC per asker: 1.5
 - 6 out of 7 asks questions in a single TLC
- Average TLC per answerer: 3.5

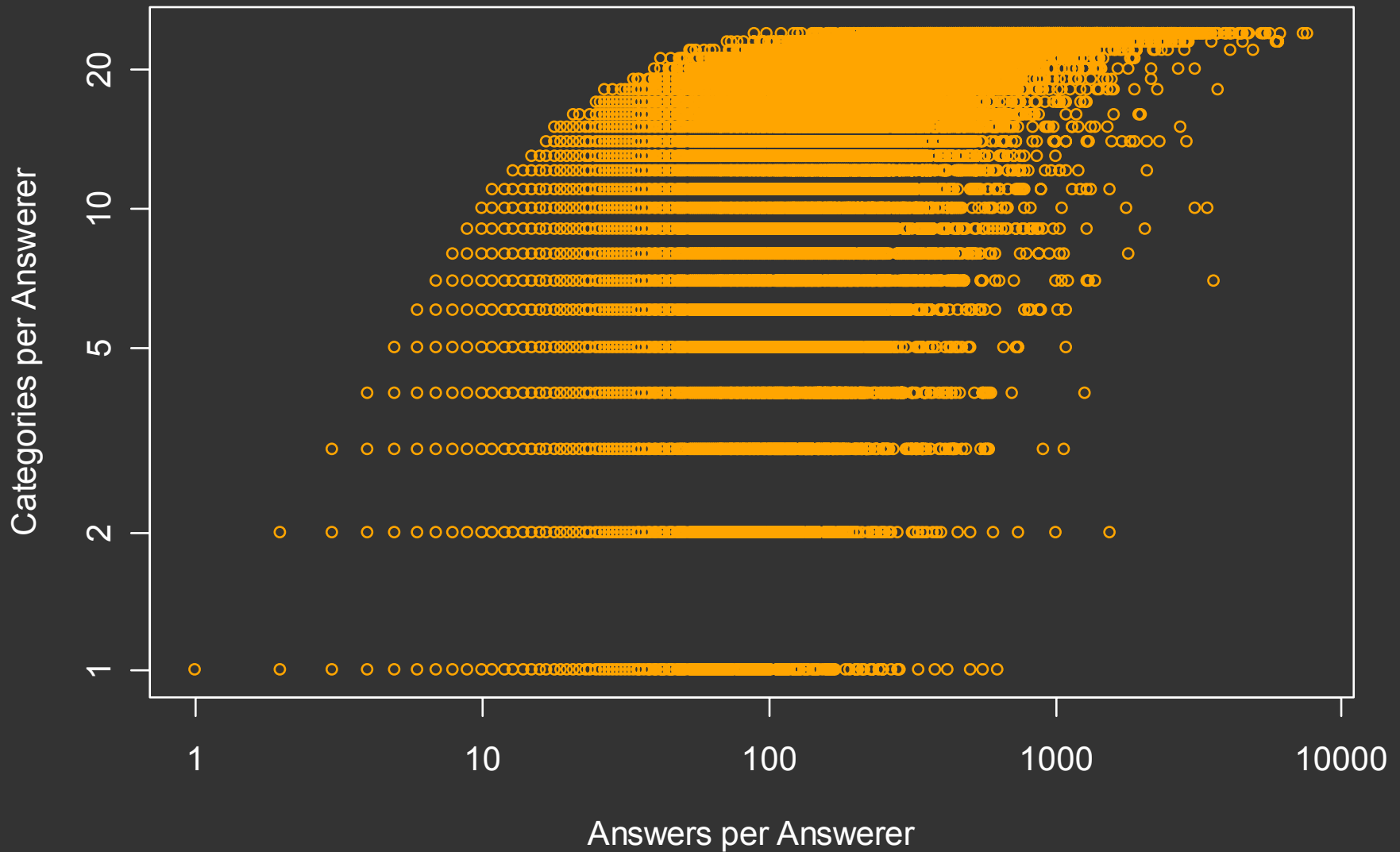
Qs, As per Category



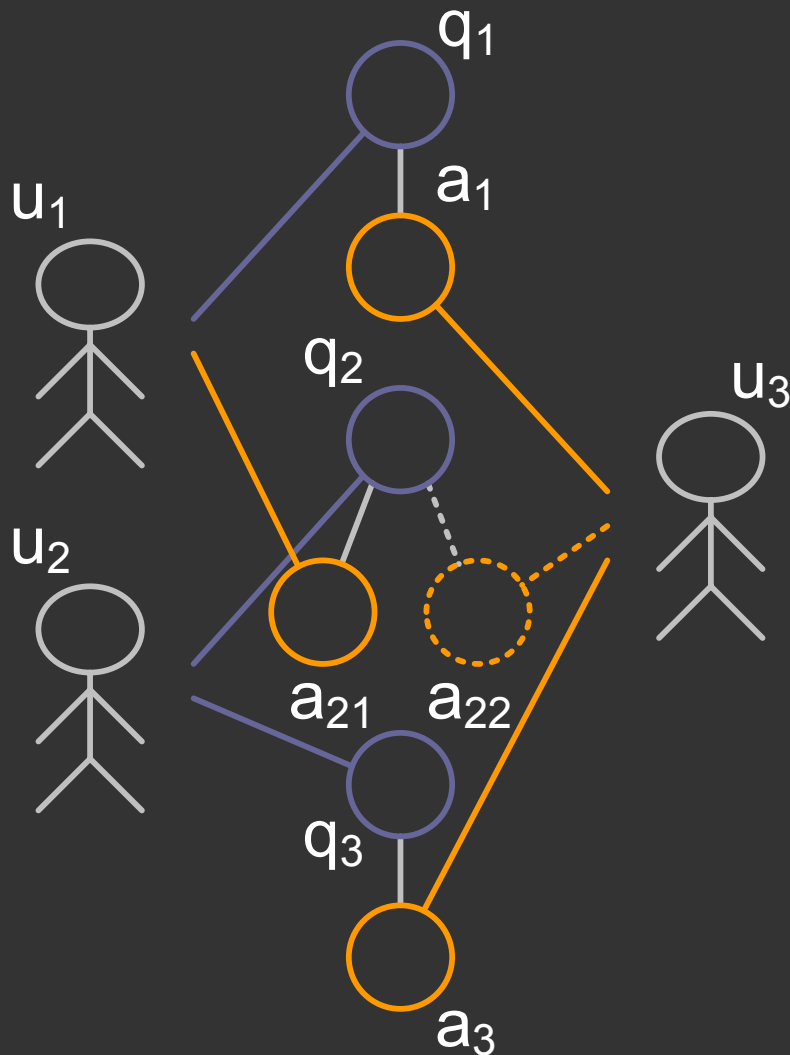
of Questions vs. # of TLCs



of Answers vs. # of TLCs



Assessing Authority

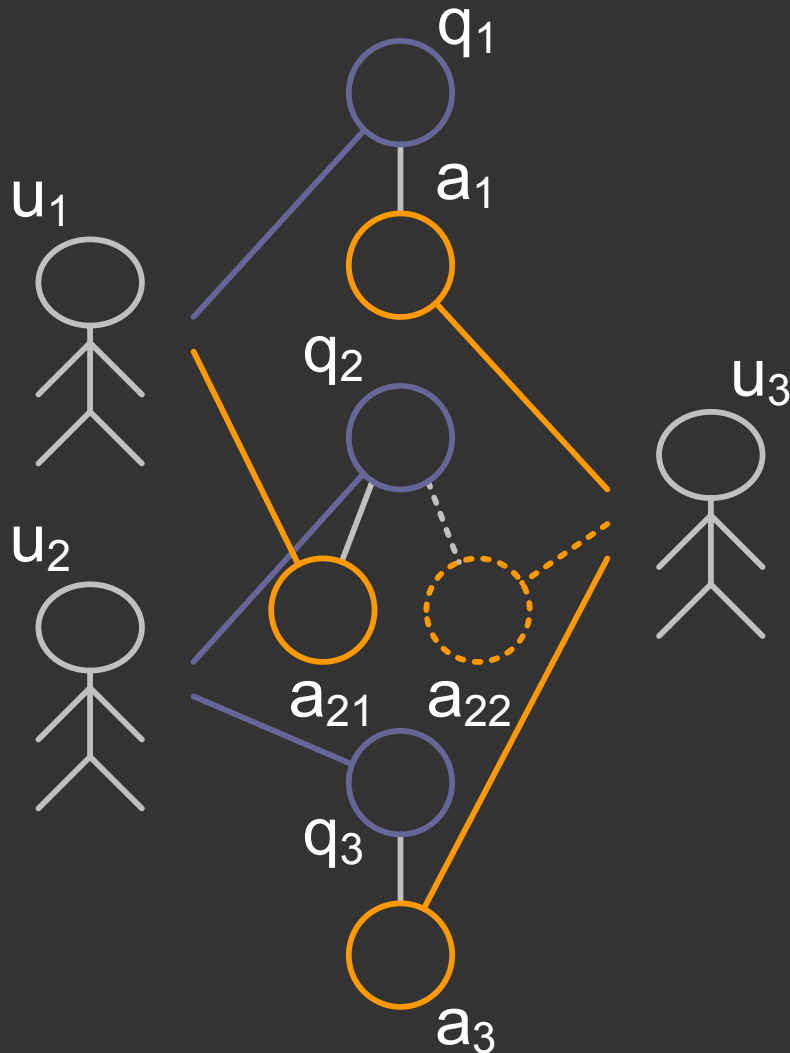


■ Nodes

- Users (askers and answerers)
- Questions
- Answers (best and not best)

■ Links

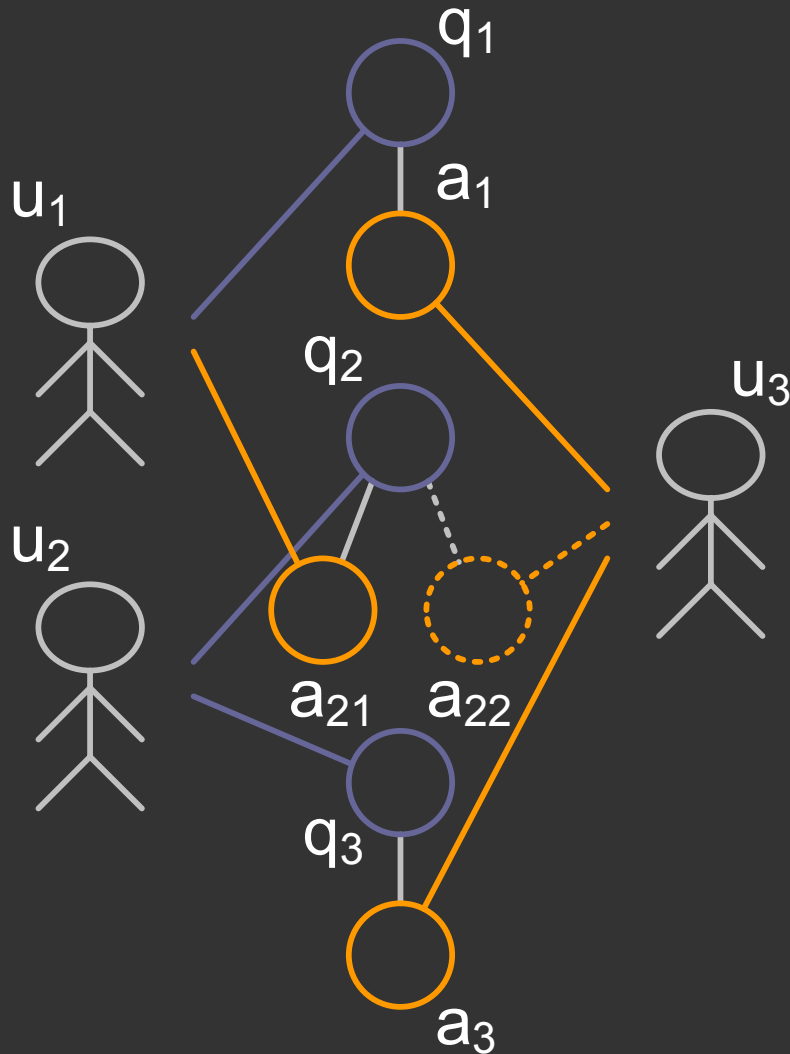
Assessing Authority



- Disregard
 - Text
 - Votes
 - Points
 - Thumbs-up/down
 - Comments

Assessing Authority

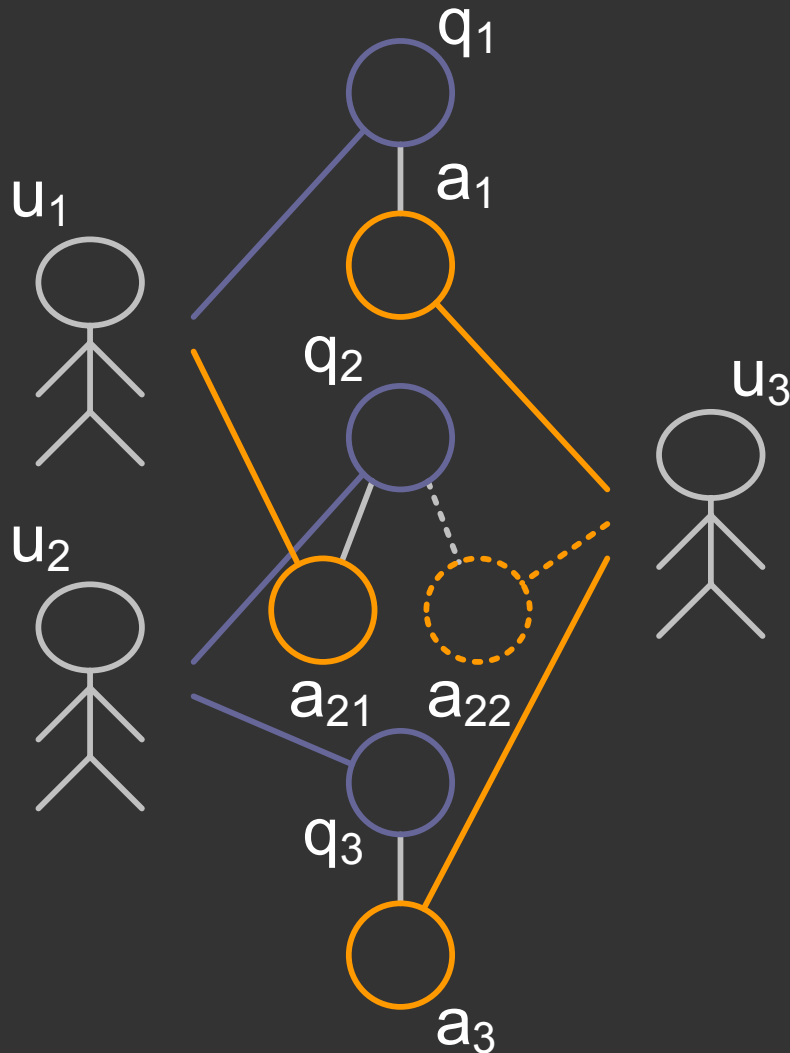
Which links to trust?



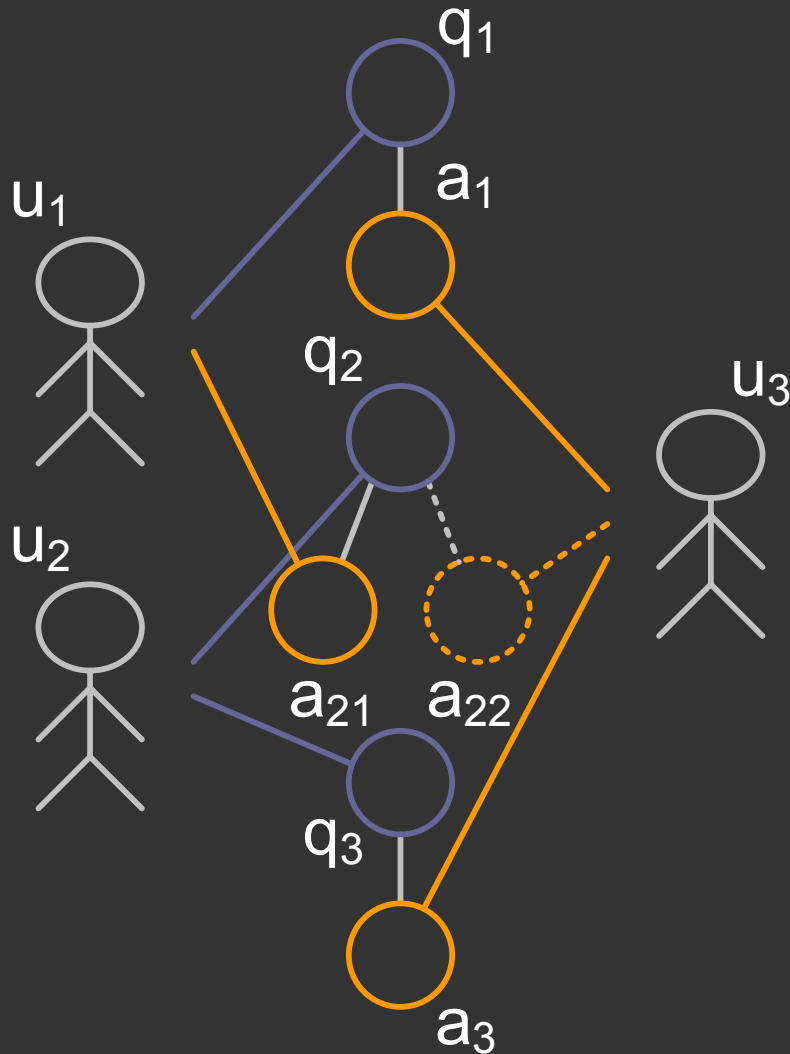
Assessing Authority

Which links to trust?

Best answers

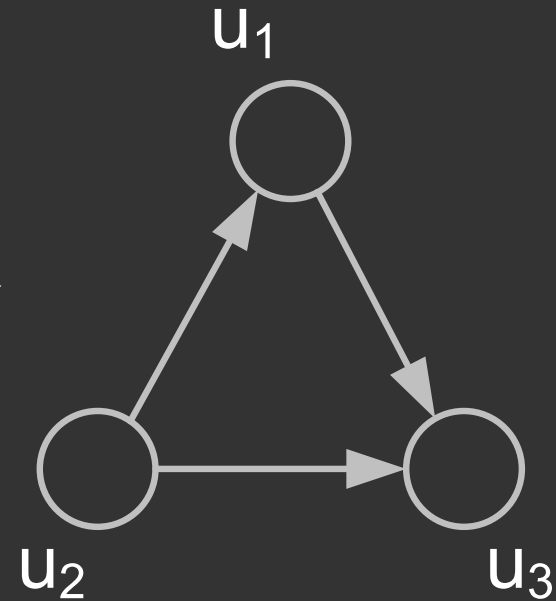


Assessing Authority



Which links to trust?

Best answers



Assessing Authority

- Randomized hubs & authorities
 - Authorities = users providing many best answers to important questions
 - Hubs = users asking important questions best-answered by authorities

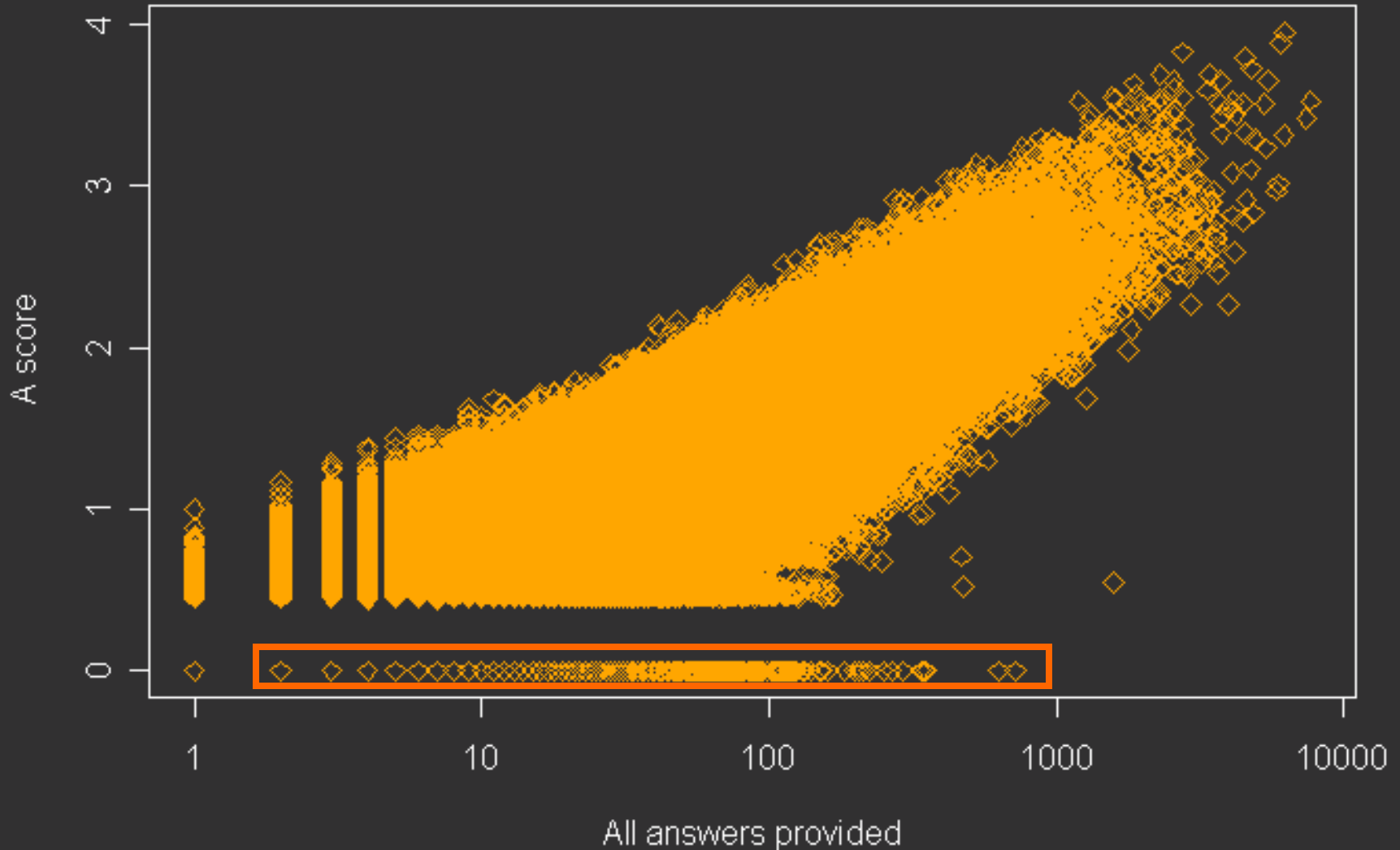
$$\mathbf{auth} = \varepsilon \cdot \mathbf{1} + (1 - \varepsilon) \cdot \mathbf{A}_{\text{row}}^T \cdot \mathbf{hub}$$

$$\mathbf{hub} = \varepsilon \cdot \mathbf{1} + (1 - \varepsilon) \cdot \mathbf{A}_{\text{col}} \cdot \mathbf{auth}$$

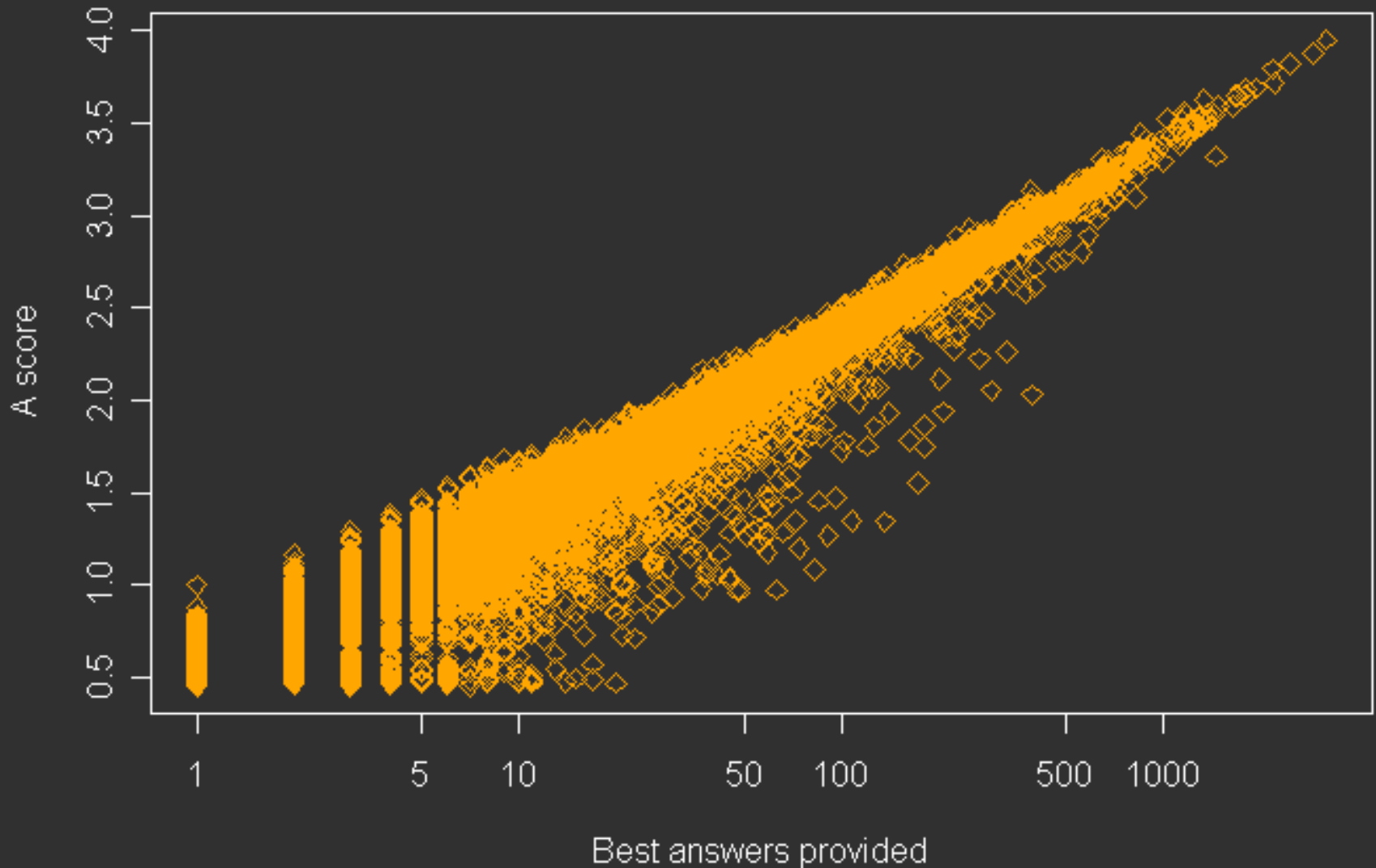
random jump (~ 0.1)

adjacency matrix

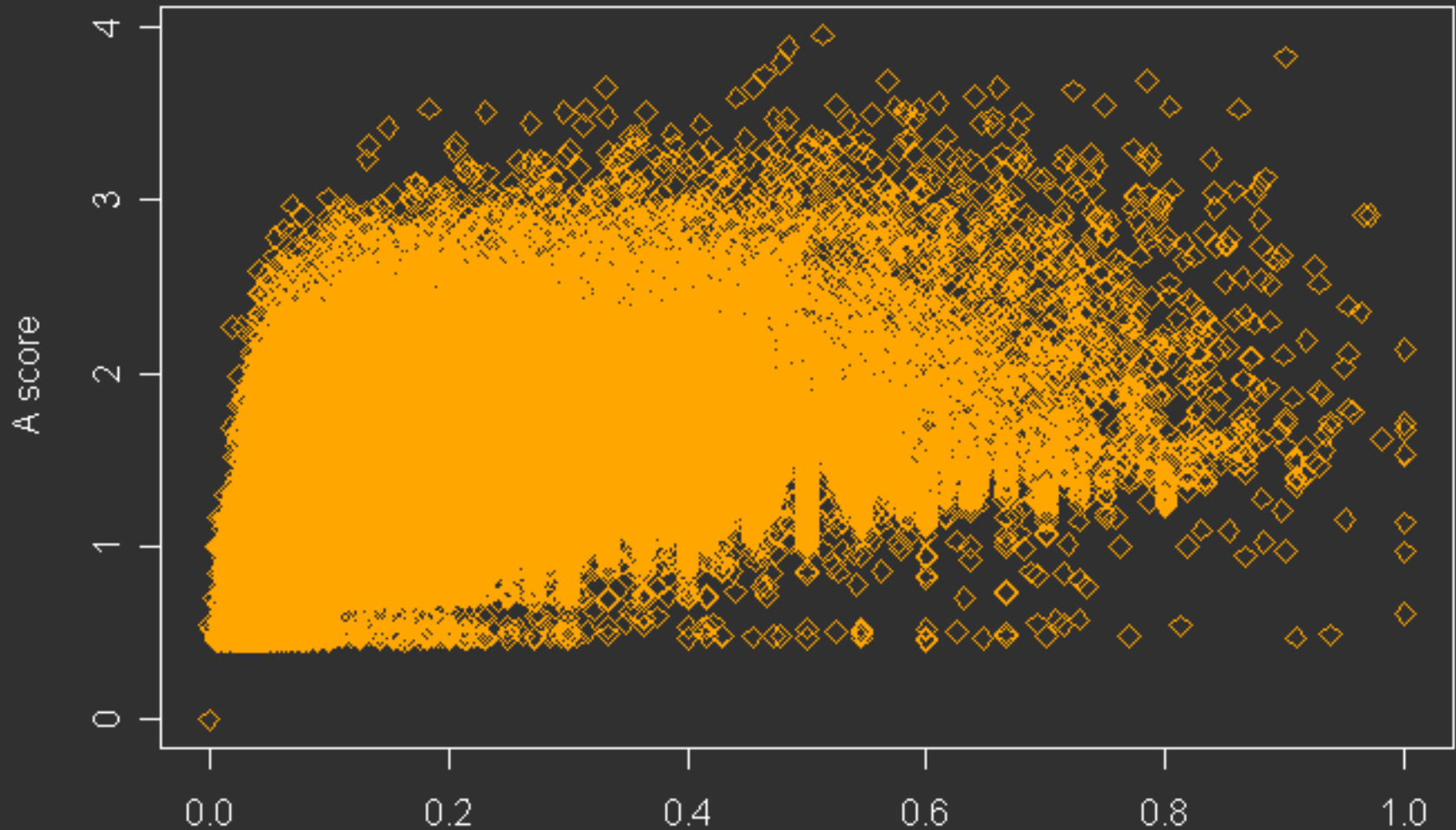
All Answers vs. Authority



Best Answers vs. Authority

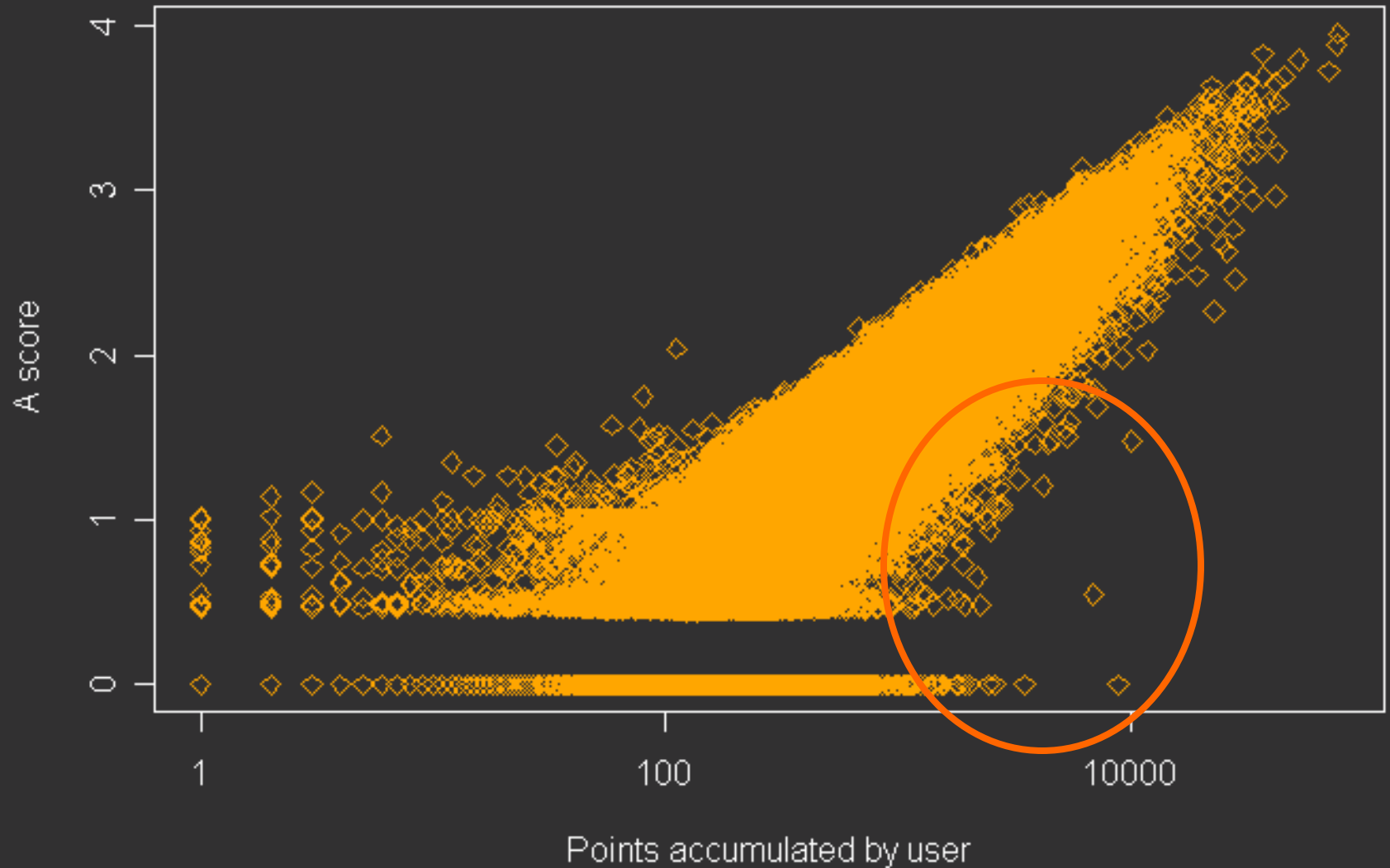


Best / All Answers vs. Authority



Best answers / all answers ratio of user (users with at least 10 answers)

Points vs. Authority



Points vs. Authority

dukalink6000

Member since: April 19, 2006



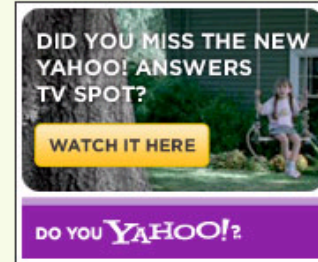
135,500 points
Level 7

6%
Best answer

[Email dukalink6000](#)

[View Leaderboard](#)

About Me: I've done a lot of things in my life and seem to be a compendium of useless trivia and forgotten lore.



Activity Summary

Points ?	135,500
Points this week	489

Answers

Total Answers	43584
Best Answers	2928

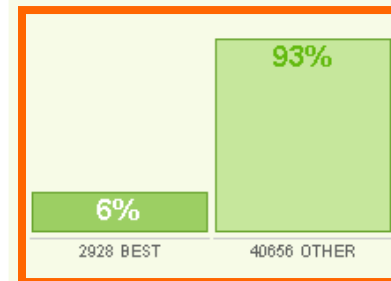
Questions

Questions asked	1
Resolved questions	1

dukalink6000's Stats

[ANSWERS](#) | [QUESTIONS](#)

43584 total answers



[dukalink6000's Questions](#)

[dukalink6000's Answers](#)

[Does anyone know where i can find a throttle cable for a 1971 Toyota Corolla? I've tried a lot of places.?](#)


Asked by [dukalink6000](#) - 7 answers - [Maintenance & Repairs](#) - 6 months ago - Resolved

[Save to My Web](#)

[Add to My Yahoo!](#) | [RSS](#)

Points vs. Authority

Judasrabbi
Member since: April 20, 2006 [View Leaderboard](#)

 **127,546 points**
Level 7 **3%**
Best answer

About Me:

Activity Summary

Points ?	127,546
Points this week	374
Answers	
Total Answers	38884
Best Answers	1476
Questions	
Questions asked	129
Resolved questions	123

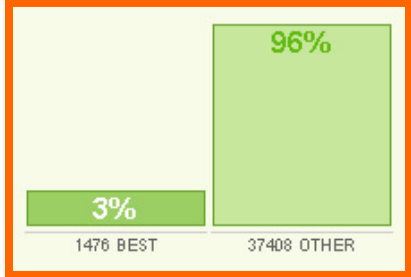
Judasrabbi's Questions | **Judasrabbi's Answers**

[Are you making new mistakes or the same old ones?](#)
Asked by [Judasrabbi](#) - 25 answers - [Polls & Surveys](#) - 16 hours ago

[How's your state of mind?](#)
Asked by [Judasrabbi](#) - 33 answers - [Polls & Surveys](#) - 21 hours ago

[Do you keep your promises?](#)
Asked by [Judasrabbi](#) - 42 answers - [Polls & Surveys](#) - 1 day ago

Judasrabbi's Stats
[ANSWERS](#) | [QUESTIONS](#)
38884 total answers



[Save to My Web](#)
[Add to My Yahoo!](#) | [RSS](#)

Problem: Interaction Model

- 3 types of interaction
 1. Focused question / expert answer
 - *“Can CDs be shipped as Media Mail?”*
 - Original intention
 2. Opinions, discussions
 - *“Do you like country music?”*
 - *“What do you think about...?”*
 - No support for (sub)threads

Problem: Interaction Model

- 3 types of interaction (cont'd)
 3. (In between)
 - *“Where can I get the best French bread in SF?”*
 4. Chat
 - *“Anyone online now?”*
 - No support for real-time interaction
- Questions
 - How to facilitate each type?
 - How to avoid interference?

More Problems

- Ranking
- Finding similar users
- Identifying potential expert answerers
- Information push/pull
- Suggesting categories, tags

Summary

■ Yahoo! Answers

- 10 months (08/05-05/06)
- Rapid adoption, increase in average A / Q
- 70% of users ask, 55% of answer, 28% do both
- User interest typically spans 2-4 TLCs
- Some correlation between authority, points

■ Problems

- Interaction model
- Ranking, recommendations