

# **Method Bias? The Effects of Performance Feedback on Users' Evaluations of an Interactive IR System**

or

## What we did last semester in the IIR Seminar

Diane Kelly, Chirag Shah, Cassidy R. Sugimoto, Earl W. Bailey, Rachael A. Clemens, Ann K. Irvine, Nicholas A. Johnson, Weimao Ke, Sanghee Oh, Anezka Poljakova, Marcos A. Rodriguez, Megan G. van Noord, & Yan Zhang

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# Motivation

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- Let's start with the traditional IIR evaluation model (a lá TREC)
- What's wrong with this model?
  - Relevance Assessments
  - Assigned Topics
  - Not much variability in Tasks
  - ...

# Motivation

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- How can users be expected to evaluate a system when they have no idea how well they performed?
  - Some problems with ‘perceptions’
  - Users like everything

# Research Question

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- How does providing feedback to users about their performances for high-recall tasks affect their evaluations of an experimental IIR system?
- “New” Evaluation Method
- Feedback: Recall (relevant documents found/relevant documents in corpus)

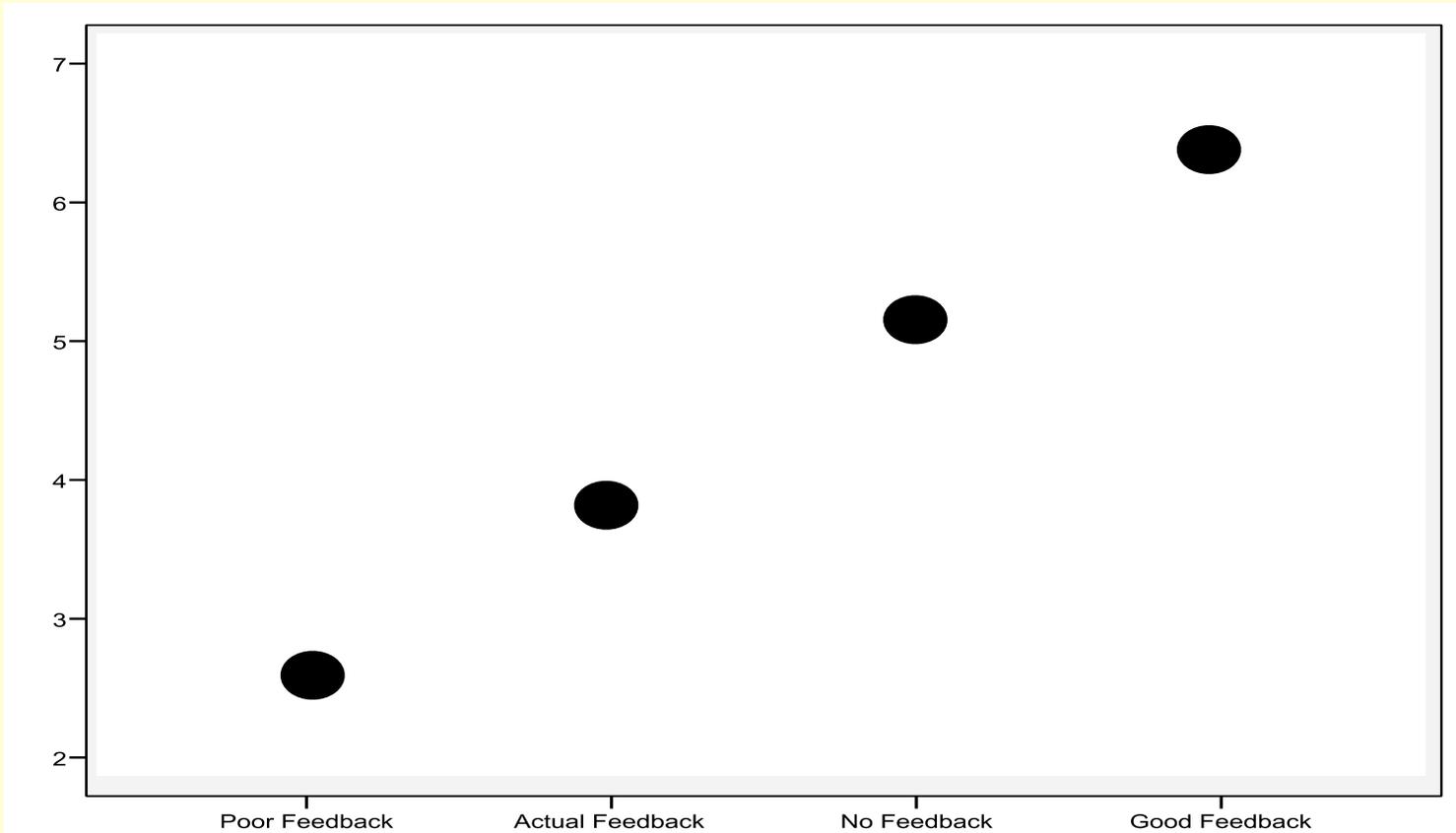
# Feedback Conditions

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- **No Feedback (NF):** users are not provided with any feedback about their performances (baseline)
- **Actual Feedback (AF):** users are told their real performances
- **Good Feedback (GF):** users are deceived and told they performed very well (92%)
- **Poor Feedback (PF):** users are deceived and told they performed very poorly (12%)

# Expectations

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**Poor Feedback < Actual Feedback < No Feedback < Good Feedback**

# Method

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- XRF experimental IR system + TREC collection + Lemur (BM25)
- 60 undergraduate subjects assigned randomly to condition (between subjects)
- Three recall-oriented search topics followed by Post-Task Questionnaires
- For three conditions (PF, AF, and GF) *performance feedback* is provided before completing Exit Questionnaire

# Example Topic

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[simulated work task] + Your goal is to identify as many different developments in robotic technology and their uses as possible, and to find as much information about each development and its uses as possible.

# “Flavor” of Questionnaires

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- Post-Task Questionnaire (6 items)
  - Familiarity, Easy to search, Satisfaction with search results, Confidence, Enough time, **Satisfaction with performance**
  - 7-pt scale: 1=not at all, 4=somewhat, 7=extremely

# “Flavor” of Questionnaires

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- Exit Questionnaire (13 items)
  - Easy to learn, **Inconsistencies**, **Easy to query**, **Easy to navigate**, Similarity of search methods, Color-coding, Easy to use, Accomplish, Easy to find relevant documents, Easy to understand why documents were retrieved, Various functions well-integrated, **Overall effectiveness**, **Overall satisfaction**
  - 7-pt scale: 1=strongly disagree, 7=strongly agree

# Results

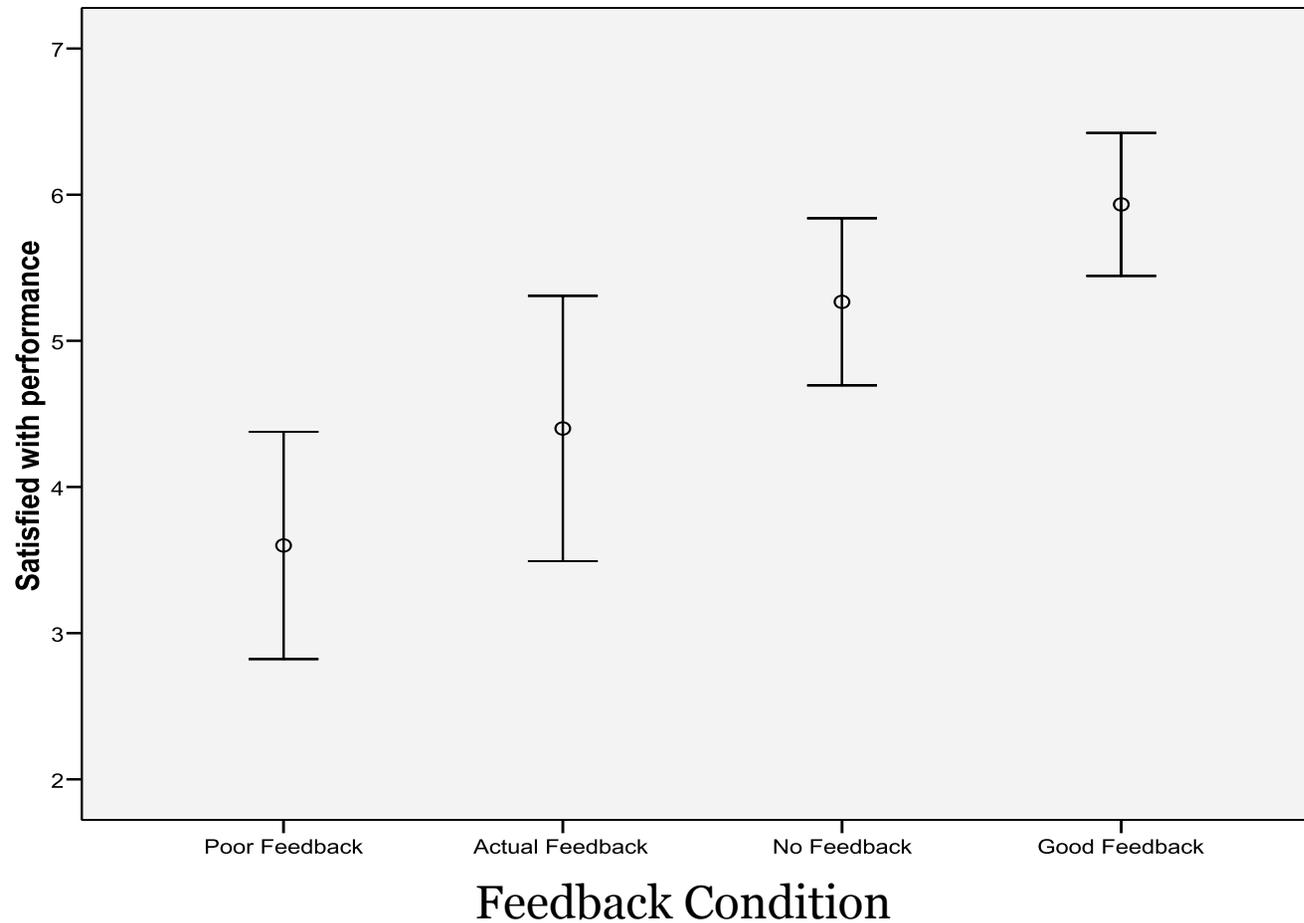
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- Post-Task Questionnaire Responses
  - For most items (except familiarity), ratings were higher than the scale mid-point
  - For all items, there were no significant differences in responses according to condition
  - Overall, things seems to be going okay ...

	<b>Feedback Condition</b>			
	<b>Poor</b>	<b>Actual</b>	<b>No</b>	<b>Good</b>
Satisfaction	4.69 (1.20)	5.22 (1.19)	4.89 (1.01)	4.82 (1.28)

# Exit Questionnaire #13: Satisfaction

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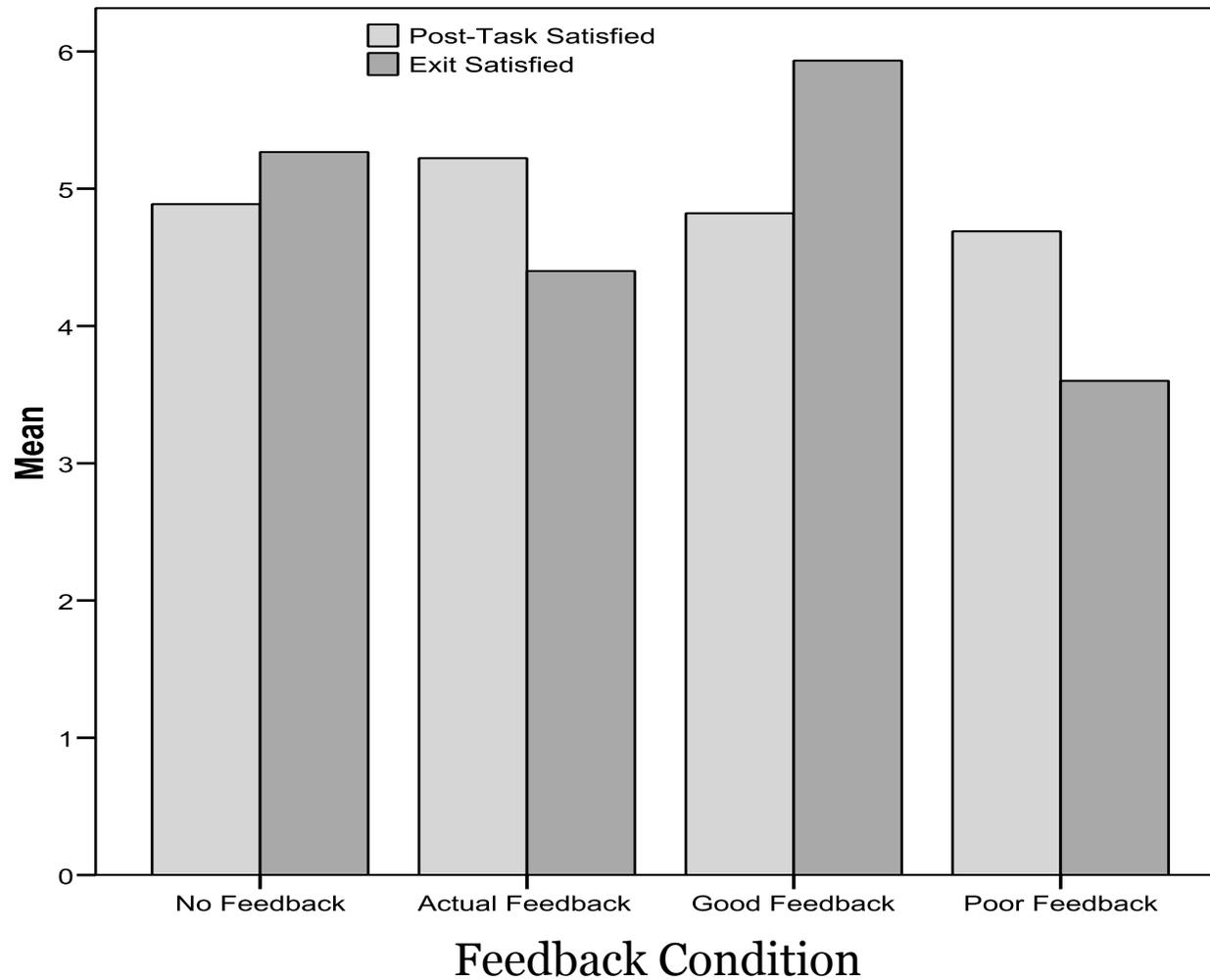


$F(3,59)=9.54, p<.01$

PF < NF, GF  
AF < GF

Effect Size = .34

# Pre- & Post-Feedback Satisfaction

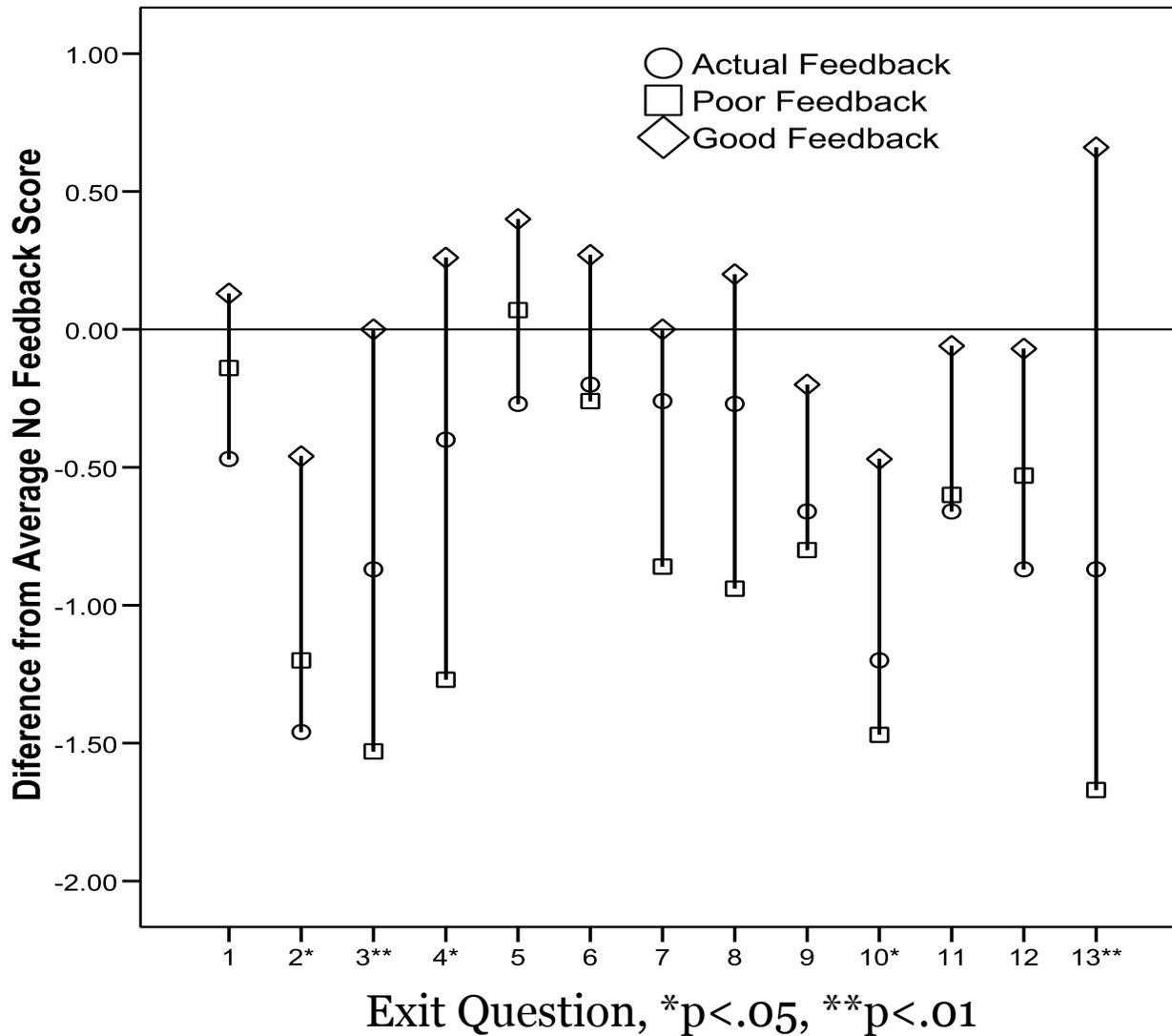


**NF:**  $t(14) = 1.89^*$   
**AF:**  $t(14) = -3.14^{**}$   
**GF:**  $t(14) = 6.29^{**}$   
**PF:**  $t(14) = 3.58^{**}$

\**ns*

\*\* $p < .01$

# Exit Questionnaire Responses



Average Score of subjects in the No Feedback Condition for each Question is set to 0.

# A Closer Look at Three Other Questions

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2. I didn't notice any inconsistencies when I used the system.

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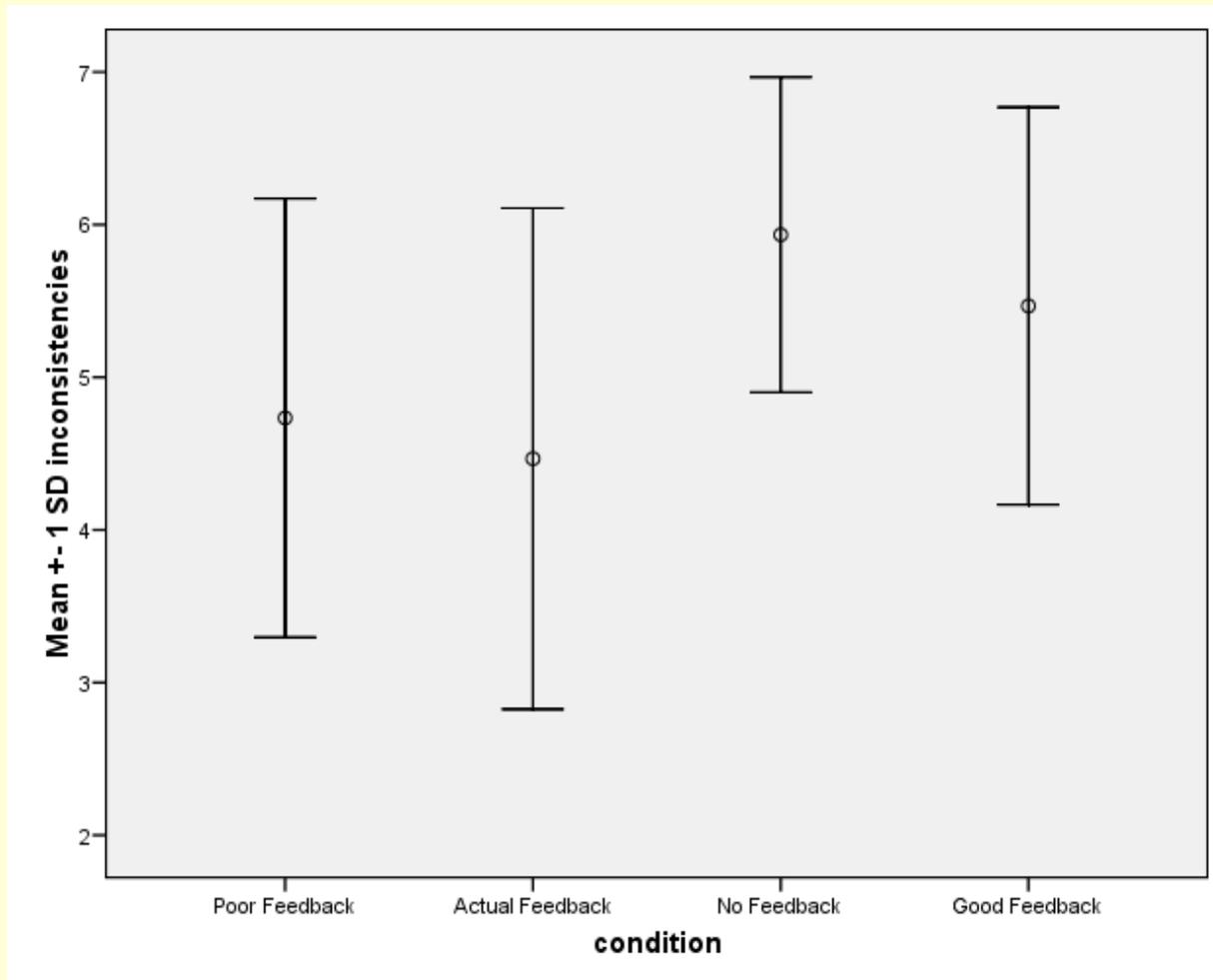
3. It was easy to pose queries to the system.

4. It was easy to navigate the search results.

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# Exit Questionnaire #2

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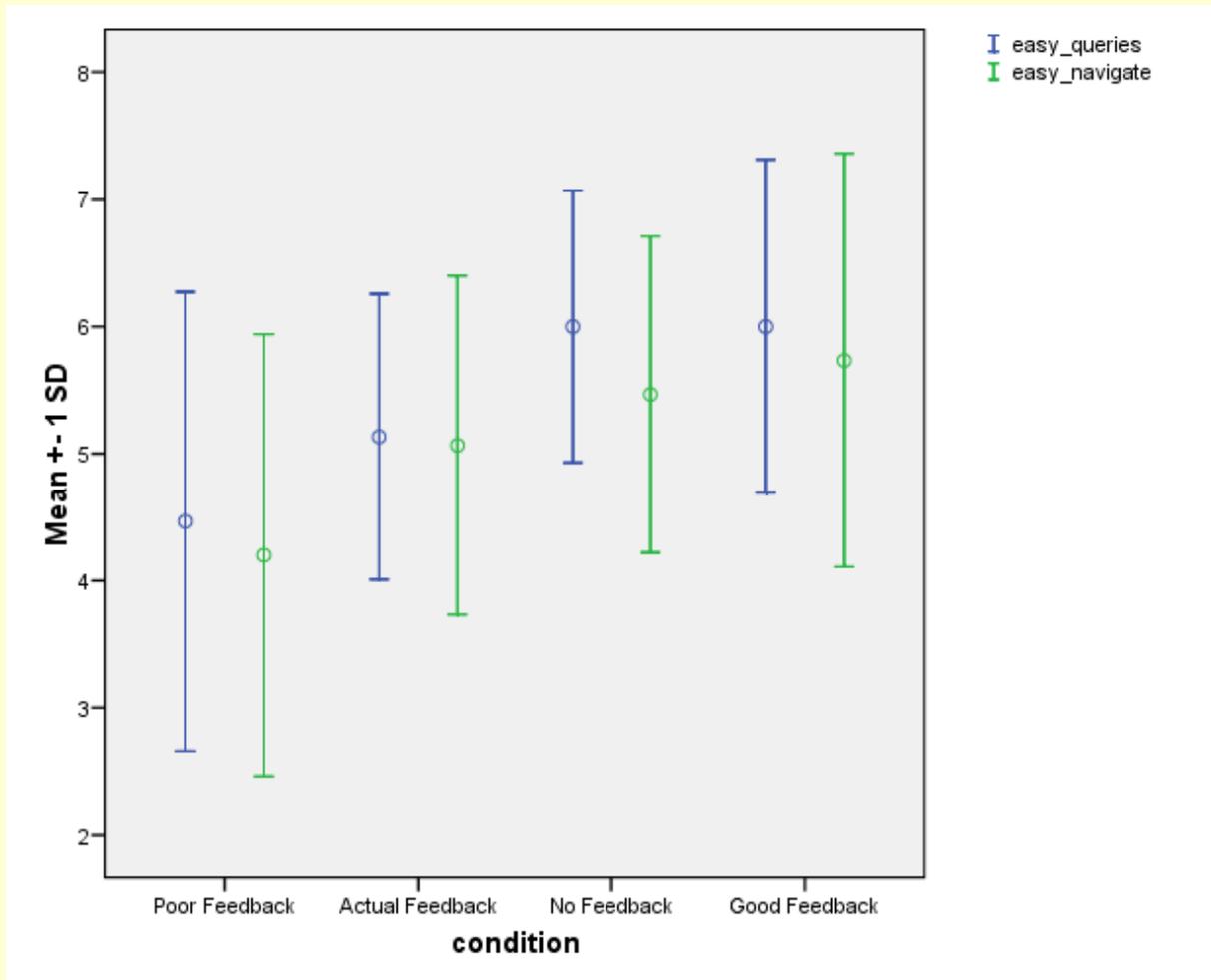


$F(3,59)=3.60, p=.02$

AF < NF

Effect Size = .16

# Exit Questionnaire #3 and #4



$F(3,59)=4.50, p=.01$

PF < NF, GF

Effect Size = .19

$F(3,59)=2.99, p=.04$

ns

Effect Size = .14

# What do we make of these results?

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- We consider several explanations:
  - Inaccurate perceptions of performance
  - Inflation bias
  - Attribution bias

# Inaccurate Perceptions

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- Subjects' perceptions of how well they performed were inaccurate and providing them with information about this helped them to make more *accurate* evaluations
- No strong relationship between objective and subject measures
- Subjects in the No Feedback condition gave the system some of the highest ratings despite being some of the worst performers
- Pre- and post-test changes in 'inconsistencies' question

# Inflation Bias

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- Subjects' initial ratings were inflated and providing them with information about their performances motivated them to make more critical evaluations
- Several items affected by feedback condition were about interface features
- Regardless of feedback condition, average ratings were still above the scale mid-point

# Attribution Bias

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- Subjects in the Poor and Actual Feedback conditions blamed the computer for their 'failures'
- Attribute theory is often used to explain how people perceive the causes of success and failure and how people attribute blame
- Does IIR create an equal-opportunity 'blame' scenario? Who is responsible for the outcome?
- Our study was not set-up to really support exploration of this explanation

# Some Limitations

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- Subjects' interpretations of performance measures (i.e., 30% = F)
- Validity and reliability of questionnaire items
- Expectations about the relationship between objective and subjective evaluation measures

# Conclusions

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- Lots of undergraduates are no-shows
- Subjects' evaluation behaviors are brittle and susceptible to slight changes in evaluation method
- Researchers should provide users with feedback about their performances when this information is available (?)
- Researchers should *at least* start to question and evaluate method variance

# Teaching + Research

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- Start with something you *already* have available and a *simple* research question.
- Ideally you have published a paper about this topic. Ask students to read this and discuss it in class.
- Spend class time discussing and refining instruments and method
- Provide lots of training & structure
- (Where'd I get the \$600?)

# Teaching + Research

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- As data are being collected, discuss experiences (research therapy)
- Provide a template for writing report describing data *each student* collected
- Discuss individual findings and present overall key findings
- If possible, integrate some of material from the reports into the final manuscript
- Master's papers

# XRF Interface

The screenshot displays the XRF interface, titled "Extreme Relevance Feedback". It features a control panel at the top with a search box containing "1000 Docs" and a query: "Query: tropical storms typhoons hurricanes". Below the search box are several colored buttons labeled "Andrew" (5 Docs), "Tim" (2 Docs), "Mireille" (2 Docs), and "Ted" (3 Docs), each with a "Similar" button underneath. To the right are eight "Click label" buttons, each with an "Empty" label and a "Similar" button below it. Below these buttons are navigation arrows.

The main area shows a list of documents with relevance feedback indicators. The selected document is "FT 02 NOV 94 / Business and the Environment: Insurers in a storm". The document content is displayed in a large text area on the right, showing a news article about hurricanes and insurance.

Navigation controls include "Previous 10", "1000 previously retrieved documents", and "Next 10" buttons. A "Prev" and "Next" button are also present near the document title. A progress indicator shows "4 of 1000" with a color-coded bar.

The document content includes the following text:

**FT 02 NOV 94 / Business and the Environment: Insurers in a storm**

Fifteen catastrophic hurricanes, floods and storms cost worldwide insurers more than Dollars 80bn (Pounds 50bn) since a period of weather extremes set in five years ago, according to an article in the latest World Watch Institute's journal.

In 1992, Hurricane Andrew struck Florida and set a new record for damages at Dollars 25bn. The Mississippi floods in 1993 cost Dollars 12bn. Europe was hit by four severe windstorms in 1990 which accumulated damages of Dollars 10bn. Japan was struck in 1991 by Typhoon Mireille with nearly Dollars 5bn in damages.

As the damages mount, insurers have begun to take seriously the global warming theory advanced by many scientists. The fear is that the warming, spurred by 'greenhouse gases', produced by fossil fuels, could seriously disrupt the world's atmospheric and oceanic systems.

Lack of agreement in the scientific community has made the insurers wary. But their interest is being applauded by environmentalists who see the insurers as a potential counterweight to the power of the oil and coal interests in the global warming debate.

Christopher Flavin, author of the World Watch article, is urging the insurers to enter the struggle over climate policy. 'Few industries are capable of doing battle with the likes of the fossil fuel lobby. But the insurance industry is,' he says. 'On a worldwide basis the two are of roughly comparable size and potential political clout.'

The insurance industry could, for example, push government to tighten energy efficiency rules for new buildings. It could actively lobby for a stronger global climate pact.

It could also use its investment capacity. If they (companies) were to dump some of their stocks in oil and coal companies or actively invest some of their funds in new, less carbon-intensive energy technologies (forming a sort of climate venture fund), insurance companies could spur the development of a less threatening energy system,' says Flavin.

Unless the industry begins to use its clout in the struggle over climate policy, its future 'is likely to be stormy indeed', said Flavin.

# Basic Protocol

**START**

Greeting & Consent

System Tutorial

[Repeat for N Tasks]

Introduce Task

Subject Searches

Post-Task Questionnaire

- Observation
- System Logs

Exit Questionnaire

Exit Interview

**END**

# Basic Protocol

**START**

Greeting & Consent

System Tutorial

Introduce Task

Subject Searches

Post-Task Questionnaire

Exit Questionnaire

**END**

[Repeat for N Tasks]

- Observation
- System Logs

Performance Feedback

# TREC

## [Text REtrieval Conference]

It's not this ...



# What is TREC?

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- TREC is a workshop series sponsored by the National Institute of Standards and Technology (NIST) and the US Department of Defense.
- It's purpose is to build infrastructure for large-scale evaluation of text retrieval technology.
- TREC collections and evaluation measures are the *de facto* standard for evaluation in IR.
- TREC is comprised of different tracks each of which focuses on different issues (e.g., question answering, filtering).

**Table 1.1**

Number of participants per track and total number of distinct participants in each TREC

Track	TREC											
	92	93	94	95	96	97	98	99	00	01	02	03
Ad hoc	18	24	26	23	28	31	42	41	—	—	—	—
Routing	16	25	25	15	16	21	—	—	—	—	—	—
Interactive	—	—	3	11	2	9	8	7	6	6	6	—
Spanish	—	—	4	10	7	—	—	—	—	—	—	—
Confusion	—	—	—	4	5	—	—	—	—	—	—	—
Database merging	—	—	—	3	3	—	—	—	—	—	—	—
filtering	—	—	—	4	7	10	12	14	15	19	21	—
Chinese	—	—	—	—	9	12	—	—	—	—	—	—
NLP	—	—	—	—	4	2	—	—	—	—	—	—
Speech	—	—	—	—	—	13	10	10	3	—	—	—
Cross-language	—	—	—	—	—	13	9	13	16	10	9	—
High precision	—	—	—	—	—	5	4	—	—	—	—	—
Very large corpus	—	—	—	—	—	—	7	6	—	—	—	—
Query	—	—	—	—	—	—	2	5	6	—	—	—
Question answering	—	—	—	—	—	—	—	20	28	36	34	33
Web	—	—	—	—	—	—	—	17	23	30	23	27
Video	—	—	—	—	—	—	—	—	—	12	19	—
Novelty	—	—	—	—	—	—	—	—	—	—	13	14
Genome	—	—	—	—	—	—	—	—	—	—	—	29
HARD	—	—	—	—	—	—	—	—	—	—	—	14
Robust	—	—	—	—	—	—	—	—	—	—	—	16
Total participants	25	31	33	36	38	51	56	66	69	87	93	93

# TREC Collections

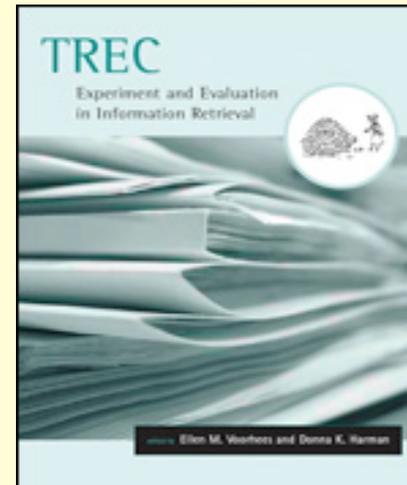
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- Central to each TREC Track is a collection, which consists of three major components:
  1. A corpus of documents (typically newswire)
  2. A set of information needs (called *topics*)
  3. A set of relevance judgments.
- Each Track also adopts particular evaluation measures
  - Precision and Recall; F-measure
  - Average Precision (AP) and Mean AP (MAP)

# Learn more about TREC

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- <http://trec.nist.gov>
- Voorhees, E. M., & Harman, D. K. (2005). *TREC: Experiment and Evaluation in Information Retrieval*, Cambridge, MA: MIT Press.



[BACK](#)