

ADD TO MAIN TEXT SOMEWHERE

5.6

The model used for relevance will begin with pre-set weightings assigned by the software designers to combine the various aspects of importance ratings, what is done by other recipients, history of the Transmail, etc. The model used for importance will again begin with pre-set parameters for importance. What is important is that there be feedback within the model so that these pre-set values can, over time, be adjusted so that they converge to values the recipients of Transmails would have wished. In particular, it would be hoped that, in time, the ranking given by the Transmail system to incoming mail would converge to approximately that which the recipient would have made him/herself had the recipient opened all the Transmails, considered them and ranked them. There cannot, by its nature, be absolute “true” values because the model itself can never be precise, but a convergence to some kind of ideal values would be sought both for relevance rankings for incoming mail and for importance scores for different users within the system. For any such convergence to happen there has to be some kind of feedback loop to the system giving indications of its nearness to user rankings. To achieve this, a pop up box would appear on every nth opened Transmail, asking the recipient to rank how he/she would have ranked the relevance of this email to them on a scale of 1 to 5. This can be compared with the sliders that they have an option to open in two ways:

- (1) To move a slider to indicate that (say) the fact of forwarding email is a more significant indicator of relevance than the system currently took it requires an implicit judgement of statistical association between the two things. This is inherently more difficult than simply assessing relevance of a read Transmail on a 1-5 scale.
- (2) Leaving an option to people to move sliders if they wish is likely to produce a biased sample result (a little like a “write-in vote” in a newspaper). A higher response rate could be obtained if people are directly asked, and encouraged to understand that this will help the system to learn in the medium to long term save them time. This will produce a more unbiased sample.

The system itself would then use these responses to adjust the weightings in the formulae.

ADD TO FORMULAE

The system will generate a matrix which gives relevance values for each incoming Transmail to each recipient. These relevance values will have been calculated using particular weighting values in the formulae above

For a sample of these it will also have the recipient’s own assessment of that piece of Transmail on a 1-5 scale. It would be possible to run a multiple regression model to assess what weightings

EXHIBIT 2053

metadata slip sheet

BegDoc	REV0001060
BegAttach	REV0001060
File Name	Changes to document_.doc
LastCreateOn	9/14/2004 12:26 PM
LastModifiedDate	9/15/2004 3:06 AM
Custodian	Marston, Paul
Author	Marston
SortDate	9/15/2004 3:06 AM
Office-Revision Number	2
Last Saved By	Marston
Exhibit No	