



6-6-2007

Vol. IX, Tab 46 - Ex. 6 - Email from AMC@google.com

Google

Follow this and additional works at: <http://digitalcommons.law.scu.edu/appendix>



Part of the [Computer Law Commons](#), and the [Internet Law Commons](#)

Automated Citation

Google, "Vol. IX, Tab 46 - Ex. 6 - Email from AMC@google.com" (2007). *Rosetta Stone v. Google (Joint Appendix)*. Paper 71.
<http://digitalcommons.law.scu.edu/appendix/71>

This Email is brought to you for free and open access by the Research Projects and Empirical Data at Santa Clara Law Digital Commons. It has been accepted for inclusion in Rosetta Stone v. Google (Joint Appendix) by an authorized administrator of Santa Clara Law Digital Commons. For more information, please contact sculawlibrarian@gmail.com.

From: amc@googlegroups.com
To: [redacted]
Cc: [redacted]
Subject: [Bug 251172] [Changed] new pale yellow background for top-ads is so low-contrast

----- YOUR COMMENTS ABOVE THIS LINE -----

Bcc: daniel, amc

http://bugs.corp.google.com/show_bug.cgi?id=251172

CHANGES BY amc:

- + ----- Additional Comments From amc 06/06/07 11:44 -----
- + Wow, I am more than satisfied with that response and very impressed by the
- + careful research. I applaud removing the clickability of the background,
- + which I had questioned 2.5 years ago as bug 59325.
- +
- + Thanks,
- + AMC

----- FULL TEXT -----

new pale yellow background for top-ads is so low-contrast it might be evil

ID: 251172
TYPE: Bug
PROJECT: UI
COMPONENT: General
VERSION: none
STATUS: RESOLVED
RESOLUTION: NOT A BUG
SEVERITY: Medium
PRIORITY: P2
TAGS:
OWNER: daniel
REPORTER: amc
CC:
CREATED: 05/11/2007 11:28:30.50431 PDT
DEPENDS ON:
BLOCKING:
P4 CLS:

On a CRT or high-quality LCD monitor, the new pale yellow background of top-ads has very little contrast with the white background of the rest of the page. It's not easy to see where the ads end and the results begin; in other words, it's not easy to see the scope of the "Sponsored Links" label. On a lower-quality LCD monitor, like the one on my Thinkpad T41p, the contrast is very nearly zero—it is almost impossible to see the boundary between the ads and the results.

Google has always pointed with pride to the fact that there is no paid inclusion; we always make it clear to the user which results are paid and which are not. This color change looks like a step back from that policy.

Please consider either changing the color again, or doing something else to restore the clear distinction between ads and results. For example, you could make the top ads look more like the other ads by indenting them slightly and putting a thin vertical line to their left.

AMC

Confidential Attorney's Eyes Only

GOOG-RS-0078474

EXHIBIT NO. 14
Dulitz
2-26-10
KEL

----- Additional Comments From daniel 06/05/07 19:27 -----

Confusing users would be very evil. We're very confident we aren't doing it.

User confusion is measurable, and before launch we measured it in two ways: (1) very short top ad clicks, (2) CTR on the first search result, and (3) the change in percentage of cookies that don't click on ads. Additionally, we analyzed the contrast of each color against white and didn't even experiment with colors below a threshold.

We experimented with over 20 colors, including one color that was at our limit for measured contrast and by mistake one color which was below our contrast limit. The rate of very short top ad clicks went up somewhat for the color at the contrast limit and quite a bit for the color that was below the limit.

This makes intuitive sense, because ad landing pages are quite different than search result landing pages, and if you get a commercial experience when you're not expecting one you will backclick.

You might object that the landing pages are not so different that people would notice. If that were true, then you would expect the CTR of the first search result when top ads are shown to drop to be more like the second or third search result when top ads are not shown (i.e. there should be a position effect). This does not happen, and in fact the CTR of the first search result changes much less than in non-color experiments that increase ad CTR.

Finally, we made sure that the vast majority of cookies who avoided blue ads over a two-week period were also able to avoid yellow ads over a two-week period. There was only a small change in the percentage of ad-avoidant cookies -- and since cookies are becoming slightly less ad-avoidant over time anyway, the increment amounted to two weeks or so.

I also want to point out that color is only one of the factors that differentiates a top ad from a search result. That top ads take two lines instead of four is also a significant factor, as we showed when we experimented with colored bottom ads (changing from two lines to three significantly increased CTR but decreased conversion rate).

Blog comments have been varied. One advertiser wrote (paraphrasing), "This is terrible. The blue used to be almost invisible; now everyone will know these are ads and no one will click." Others said it was terrible because it was far too distracting; they weren't able to avoid looking at it. Others said they couldn't see either color very well. Others said the yellow is less visible.

We looked at this color on a number of Thinkpad screens (as you might imagine), and indeed we thought it looked jicky -- but still visible -- in the most usual viewing angle. (The viewing angle chosen by the user is of course related to the angle at which they can see colors.)

In any case, we launched this at the same time as we removed clickability of the top ads background region. The effect of our changes, taken together, was to decrease very short top ad clicks by a very large amount.

----- Additional Comments From amc 06/06/07 11:44 -----

Wow, I am more than satisfied with that response and very impressed by the careful research. I applaud removing the clickability of the background, which I had questioned 2.5 years ago as bug 59325.

Thanks,
AMC

Confidential Attorney's Eyes Only

GOOG-RS-0078475