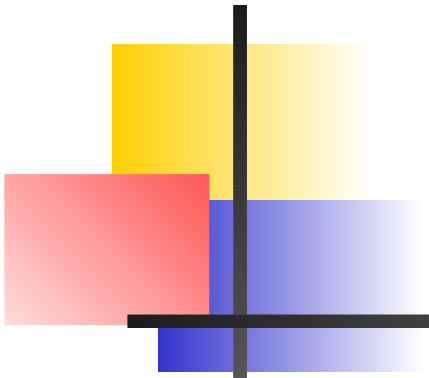

Relative Position Values in Yahoo! Auctions

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The Experiment

- Pick a fairly large set of keywords, as the union of a few sets of related keywords.
- Get the biddings for each keyword.
- Find the value of each slot for each keyword, according to GSP.
- Normalize the values of each keyword, so that the maximum bid for every keyword is 1. This gives us the relative value of each slot.

The Experiment

- Find the average value μ of each slot over all keywords.
- Find their standard deviation σ.
- Find the same values for each cluster of keywords.

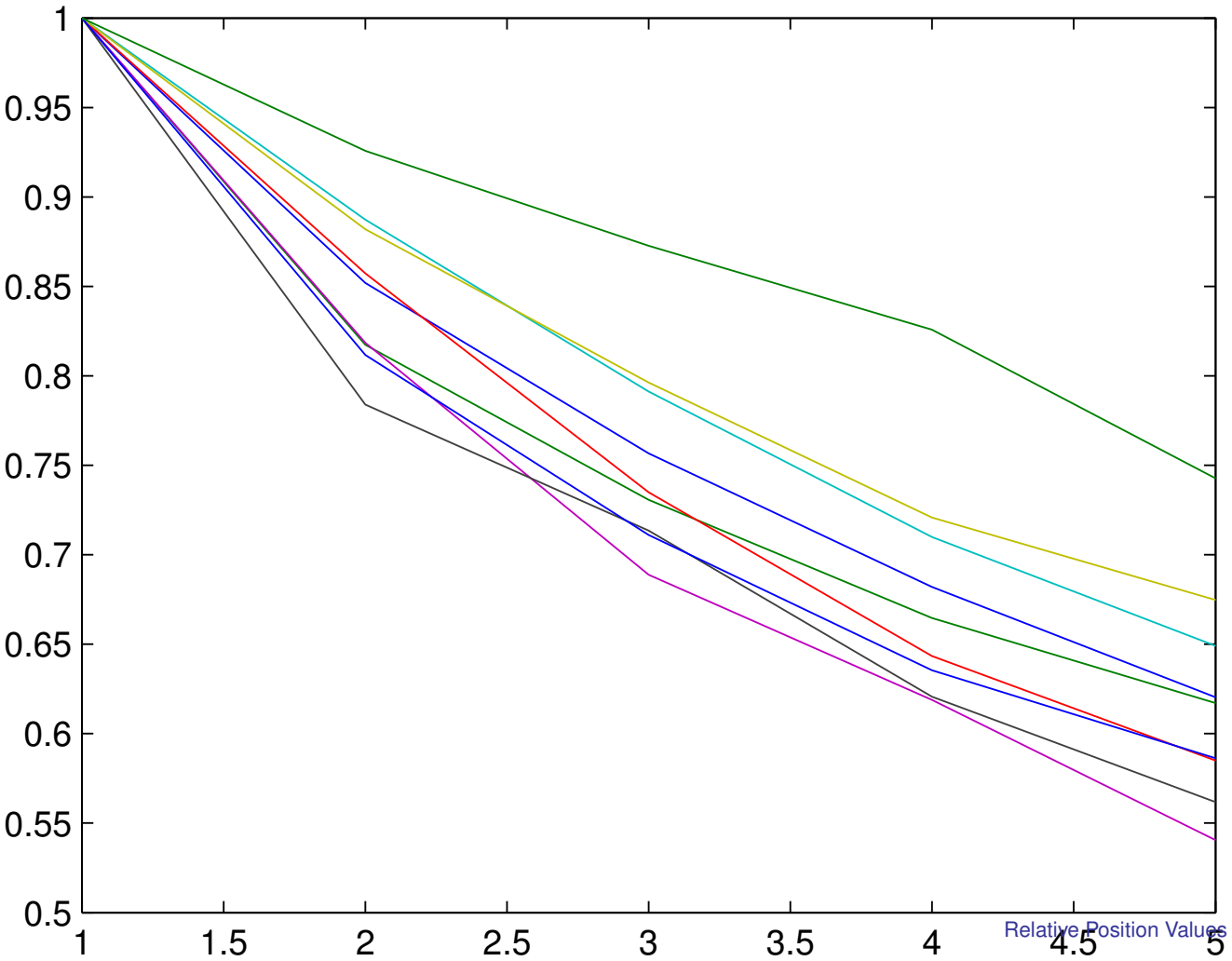
Details

- Picked 8 clusters of keywords, related to the words “car”, “hotel”, “loan”, “education”, “books”, “insurance”, “laptop” and “rent”, respectively.
- Only keywords with at least 5 bidders are chosen. About 300 keywords selected in all. About 30-50 keywords chosen from each cluster.

Results: Average

Average Relative Prices			
	Average Relative Price	% De-crease	Standard Deviation
Slot 1	1.000		0.000
Slot 2	0.852	14.8	0.178
Slot 3	0.757	11.2	0.207
Slot 4	0.682	9.9	0.218
Slot 5	0.620	9.0	0.219

Results: Averages of clusters



Results: Averages of clusters

- The relative slot prices for the clusters of loan, insurance and rent are above the average, while those for car, hotel, education, books and laptop are below average.