

Copyright is held by the author/owner(s).  
*SIGIR'11*, July 24–28, 2011, Beijing, China.  
ACM 978-1-4503-0757-4/11/07.

*NOTE TO AUTHORS: THE ABOVE SHOULD BE  
DONE/DISPLAY IN 8 PT. times roman OR times new  
roman, WITH THE conference name  
(SIGIR'11) MADE ITALIC.*

*in position at the bottom/left of the first page of your  
submission. This statement is smaller than the text box on  
the template. You can make the text box smaller.*