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NASA'S EARTH OBSERVING SYSTEM
DATA AND INFORMATION SYSTEM

Relevancy 101

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WHAT IS RELEVANCY?

A la Wikipedia

"how well a retrieved document or set of documents meets the [information need](#) of the user"

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Say I'm looking for *ozone* data from the Ozone Monitoring Instrument...

Keyword: ⑦

omi ozone

Say I'm looking for *ozone* data from the Ozone Monitoring Instrument...

Keyword: ⓘ

`omi ozone`

Wait, what?

☐ **OMI/Aura Ozone (O3) DOAS Total Column L3 1 day 0.25 degree x 0.25 degree V3 (OMDOAO3e)** ⚙
| View Files | Info | Giovanni_Analysis | Data Calendar
Approx. **4247** files found (Avg Size: **7.64** MB)
Parameters: **OZONE**
Spatial Resolution: 0.25 degree x 0.25 degree
Temporal Resolution: 1 day

☐ **OMI/Aura Bromine Monoxide (BrO) Total Column 1-orbit L2 Swath 13x24 km V003 (OMBRO)** ⚙
| View Files | Info | Data Calendar
Approx. **60135** files found (Avg. Size: **6.85** MB)
Parameters: BROMINE MONOXIDE
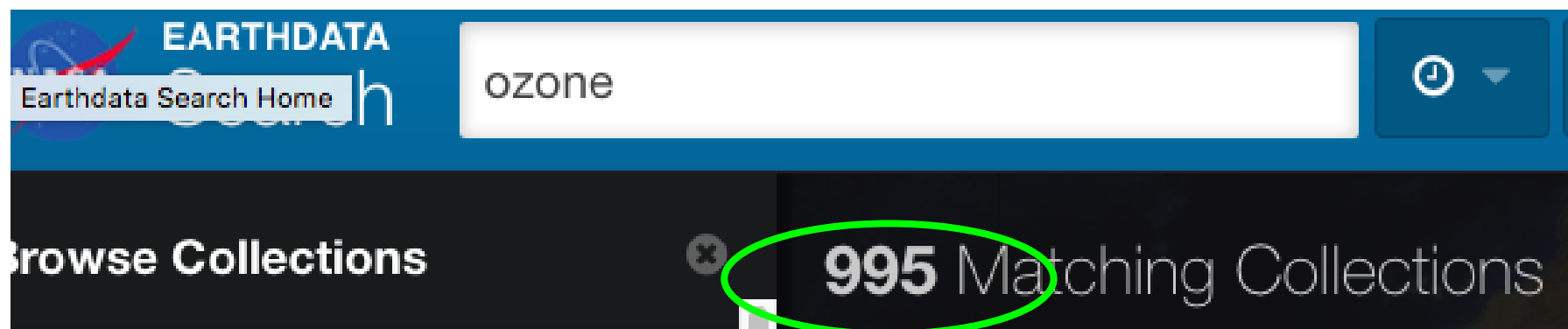Spatial Resolution: 13 km x 24 km
Temporal Resolution: 1 hour

☐ **OMI/Aura Ozone (O3) DOAS Total Column Daily L2 Global Gridded 0.25 degree x 0.25 degree V3 (OMD**

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WHY IT IS IMPORTANT?

Back to our ozone search...

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Back to our ozone search...

Good thing I'm not busy for the next two weeks :-/

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HOW?

The Content Heuristic

Well, it would be nice if the dataset actually *had* the content I am looking for...

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New and Improved Heuristic - Processing Version
Newer version is better than older version

New and Improved Heuristic - Processing Version

New version is more likely to be up to date

New and Improved Heuristic - Instrument

Newer instrument is supposed to be "better" than previous instruments

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Usability Heuristic

Level 3 Gridded datasets are easier for most users to use than Level 2 Swaths

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Community Usage Heuristic

The dataset most often used by the community is more likely to be useful

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Time Range Heuristic

Datasets covering the user's full time range are better than those covering just part of it

Spatial Heuristic

Datasets covering the user's full area are better than those covering just part of it

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User-centric Heuristics

User type or intent	The most relevant datasets are...
Applications users	High spatial resolution, near-real-time
Students	Easier to use data (L3 grids in netCDF)
Climate Modeler	Datasets on Climate Model Grid (CMG)

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