HummingBird Answering/Rating Guidelines

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"Be the best you can be… you will get noticed."

Welcome to HummingBird! :)

You must memorize and use these RULES always when answering questions.

These RULES are the <u>keys</u> to your success.

When you follow them, you will see your ratings climb which will directly affect the earning you receive.

It is so <u>important</u> to keep your ratings high because your next answers will be chosen based on your previous answer's ratings and chosen answer get more credit!

You will be asked periodically for a Guideline reference ID. When asked give the response "Be the best". After this you will also be asked to give RULE definitions. Be ready :)

Remember, our customers mean everything to you. When they are happy they will pay us, and pay you. If you loose our customer because you are not following guidelines, we take this very seriously and you will notice we will deduct credit. Don't let this happen.

We also want you to understand, your answers are spoken to the users. This is why its so important to be clear, precise, and correct.

Best your best!

RULE #1 - Answer the question!

Answer the question, and answer it correctly! and answer the question first before giving other details. Also, be precise with your answer by giving statistics and real numbers. Don't be vague and get to that point - answer, answer, answer.

Warning: If you don't know the answer, or can NOT give concrete information for the answer then DO NOT ANSWER! Bad answers will be noticed and <u>rated 1 which will lead to credit deductions</u>. Be Careful please!

Good answer will be rewarded!

Here are examples of good and bad answers.

> <u>Example 1</u>
> Will Donald Trump with the election this year?
>
>> Correct
>> Donald Trump has a 34% chance of winning the National Presidential Election as reported by USA Today.
>> Wrong
>> Donald trump has a good chance of winning the election.
>>
>> Why Wrong - This is NOT an answer. Give statistics to support your answers when asked for future events happening.
>
> <u>Example 2</u>
> Will it rain tomorrow in NYC?

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Correct
There is a 15% chance of rain tomorrow in NYC as reported by weather.com, with cloudiness prevailing the whole day.

Wrong
Yes, is will rain tomorrow.

Example 3
How <u>tall</u> is Mt. Everest?

Correct
Mt. Everest is 29,028 feet <u>tall</u> above sea level. It is the <u>tallest</u> mountain in the world, and is climbed every year with more than 250 people perishing while attempting the climb.

Special Note: Notice that the answer is <u>first</u>, <u>statistical</u> and <u>clear</u>.

Wrong
Mt. Everest is the tallest mountain in the world.

RULE #2 - Web Link - must be correct!

ALWAY put in a WEB LINK to reference your answer in the WEB LINK text box. NEVER put WEB LINK in the text of the Answer (pictured).

When required, and as part of the 3X CREDIT program, you may want to reference what is called a deep link OR you may want to reference the page you referenced to answer the question (highly recommended). In both cases you put this link in the WEB LINK text box. Be Careful, putting in a BAD LINK, or a link that is wrong will cause your answer to be <u>rated a 1 and get a deduction on your credit</u>.

Example of Web Link
https://en.wikipedia.org/wiki/Moon

Special Note: All web links, whether 'deep link' from amazon, priceline, or any other must be pointed to in the web link box pointed out, next to the weblink icon.

RULE #3 - Multiple References is better

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As a researcher, your answers must provide multiple references when called for, but it is OK to have one reference if being very specific.

Everyone will agree that Milos is the best Greek restaurant in NYC so reference the resource. When there is something more difficult to get a unanimous opinion then reference one GOOD opinion and give reference to it.

Example 1
What is the best Greek Restaurant in NYC?

Correct
The best Greek Restaurant in NYC is Estiatorio Milos as rated by Google, Zagats, and Time Out Magazine, located at 125 West 55th Street NYC.

Web Link: https://www.zagat.com/r/estiatorio-milos-new-york

Wrong
The best Greek restaurant is Milos in NYC.

Example 2
What is the best shoes store in NYC?

Correct
Chanel is the best Shoe store in NYC as rated by NYC.com. No matter where you are in the world, you can be sure that this luxury brand staple will always keep its chic aesthetic and will always bring you the best in tweed suits, Chanel logo jewelry, lovely flats and heels, and, of course, the classic Chanel bag with the chain strap. The SoHo store is known for its incredible location, and fantastic, fun window displays.

Web Link:http://www.nyc.com/yellow_pages/chanel__soho.284135/

Wrong
The best shoe store in NYC is located in Saks Fitth Avenue.

RULE #3 - Do NOT give your opinion.

Never give an answer that sounds like your opinion. Give a ranking authority's opinion and reference that opinion to support your research ONLY.

In order to sound like a researcher, you have to give references to other web sites.

Example 1

What is the safest country to travel in Europe for Americans?

Correct
According to WorldAtlas, the safest country in Europe is Finland, ranked the 3rd safest in the world only topped by Iceland and Hong Kong.

Web Link: http://www.worldatlas.com/articles/safest-countries-in-the-world.html

Wrong
The safest country in Europe is Finland.

RULE #4 - Repeat the words in the question in the answer!

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and I'll repeat - Repeat the words in the question in the answer!

There is nothing <u>more powerful</u> than using the words that were given to you. USE THEM in you answer. No matter what the question is, you should be able to use the words in the question in your answer. This is important. You will be deducted credit if you do not follow this rule.

<u>Example 1</u>

How old is President Obama?

Correct
President Obama is 54 years old, born August 4th, 1961 in Hawaii.

Web Link: https://en.wikipedia.org/wiki/Barack_Obama

Wrong
54 years old.

RULE #5 - Answers should not be too short or long in length

When the answer calls for explanation, than try to explain. When it needs to be short, be short. Be precise! Less is always more, but make sure you answer the question!

It's very important to gauge the answer. Answers that are TOO lengthy will loose our customers attention. Answers that are TOO short will not be respected. Use good judgement on the length of the answer.

No answer should be over 300 characters long (Count on the answer page - top right), unless a recipe, or instructions on how to do something are asked for. Best to keep you answers under 300 characters and then WEB LINK the directions.

<u>Example 1</u>

What is the theory of special relatively?

Correct
The theory of relatively, described by Albert Einstein in 1906, describes the relationship of space and time and the relationships as they are relative to the observer. Special relativity implies a wide range of consequences, which have been experimentally verified,[2] including length contraction, time dilation, relativistic mass, mass–energy equivalence, a universal speed limit and relativity of simultaneity.

Web Link: https://en.wikipedia.org/wiki/Special_relativity

Wrong
The theory of Special Relatively was invented by Einstein in 1906.

<u>Example 2</u>

What primary colors make up purple?

Correct
The primary colors of Red and Blue will give you the secondary color of Purple.

Web Link: http://www.colormatters.com/color-and-design/basic-color-theory

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Wrong
There are many ways to make the color purple, where you can mix different secondary colors or mix primary colors of Red and Blue.

It's very important to gauge the answer. Answers that are TOO lengthy will loose our customers attention. Answers that are TOO short will not be respected. Use good judgement on the length of the answer.

RULE #6 - NEVER ask a USER a Question (?), unless its "How can I help you?" :)

RULE #7 - Always represent HummingBird. NEVER answer as yourself! If asked your name, you say 'HummingBird' for instance. If asked where you are, you say you are everywhere including right there with the user :) Do not give out your personal information. You will be rated 1 and get maximum deductions if you give out personal information.

RULE #8 - Be Polite, be courteous and most of all be professional.

USER RATINGS

HummingBird **Connect** on iTunes

User Ratings drive your earnings so it is SO IMPORTANT that you keep your ratings up. How does your user rating influence earnings? Easy - our algorithm chooses the answer from the researchers with the highest user rating to be sent to back to the user as an answer. The user with higher user ratings has proven that they can answer question following the guidelines and has been both rated by users, and our team as being one of the best researchers.

When your answer is chosen to be used, you earn more credit!!!

Rating:	4.4194
Answers:	102
Credits:	9.3875

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RATINGS Guidelines

Important! You are rated by both users, and reviewers who look over EVERY ANSWER using the below criteria.

Be your best!

If you receive a rating of 1, 2, or 3 you will be deducted credit. It is important to understand these guidelines. If you feel you were rated wrongly, then please contact your Recruiter, or info@hummb.com asap for a review of your account.

RATING of 1 - Maximum credit deduction

- When answer is wrong

  There is no reason for wrong answer. As a researcher you have to be the best and do your research. Wrong answers will receive the maximum deductions.
- When Web Link is wrong

  Soon you will be given WebLinks for each answer also. You can see very easily if the Web Link is wrong by the URL. At this point I don't expect you to go to the URL but just make sure the URL looks correct.

RATING of 2 - Credit deduction

- When answer is not clear, or is vague, question is not answered.

  When an answer seems to go nowhere without actually answering the question then you will receive a rating of 2. If you are not sure of the answer, then do not answer it.

RATING of 3 - Minimum credit deduction

- Answer is correct, but researcher does not repeat the words of the question in the answer.
- Answer is correct, but researcher does not answer the question first before giving details
- Answer is correct, but there are no references given in the answer when the answer is <u>not obvious or factual.</u> When there can be multiple answer to the same question you MUST put in a reference (see examples next page).

       Examples when you <u>DO NOT need a reference.</u>
           How tall is Obama?
           When did World WAR II start?
           How many ounces in 1 cup?
           Who is the president of the US?
           What is the national speed limit in Germany?
           Who is the CEO of Apple?
           What is the boiling temperature of water?
           How many days in a year?
           What's the tallest building in the world?

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Examples when you <u>DO need a reference</u> - The answer is not a fact and is not obvious. Searching different website will give you different results.

What is the definition of 'strength'?
What is the best greek restaurant in NYC?
What is the best price for a flight from NYC to London?
What country has smartest people in it?
Will it rain tomorrow in Paris?
What is the most Beautiful building in the world?

<u>*Special note:*</u> Did you notice the two questions about buildings? One is factual (what is the tallest building), and one is an opinion (what it the most beautiful building ..). The last question needs a reference!

RATING of 4 - Normal Credit

- Question is answered correctly
- Words of the question are repeated in the answer
- Reference is given when needed

RATING of 5 - Normal Credit (Probability of earnings goes up with higher user rating)

- Answer is clear, concise, and accurate
- Web Link points to right reference that is interesting to USERS
- Proper English is used
- Answer is just Dynamite! Good quality - The best!