III.5 Advanced Query Types

(MRS book, Chapters 9+10; Baeza-Yates, Chapters 5+13)

- 5.1 Query Expansion & Relevance Feedback
- 5.2 Vague Search:

Phrases, Proximity-based Ranking,

More Similarity Measures: Phonetic, Editex, Soundex

- 5.3 XML-IR

III.5.1 Query Expansion & Relevance Feedback

Average length of a query (in any of the major search engines) is **about 2.6 keywords**.

(source: http://www.keyworddiscovery.com/keyword-stats.html)

May be sufficient for most everyday queries:

"steve jobs"

...but not for all:

"transportation tunnel disasters"

Navigational

→ find specific resource; known information need

<u>Informational</u>

→ learn about topic in general; target not known; relevant instances not captured by keywords

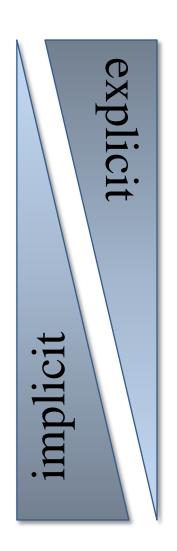
Explicit vs. Implicit Relevance Feedback

Manual document selection

Query & click logs

Eye tracking

Pseudo relevance feedback



Relevance Feedback for the VSM

Given: a query q, a result set (or ranked list) D, a user's assessment u: $D \rightarrow \{+, -\}$ yielding positive docs $D^+ \subseteq D$ and negative docs $D^- \subseteq D$

Goal: derive query q' that better captures the user's intention, by adapting term weights in the query or by query expansion

Classical approach: *Rocchio method* (for term vectors)

$$\vec{q}' = \alpha \, \vec{q} + \frac{\beta}{|D^{+}|} \sum_{d \in D^{+}} \vec{d} - \frac{\gamma}{|D^{-}|} \sum_{d \in D^{-}} \vec{d} \quad \text{with } \alpha, \beta, \gamma \in [0,1] \\ \text{and typically } \alpha > \beta > \gamma$$

Modern approach: replace explicit feedback by **implicit feedback** derived from **query & click logs** (pos. if clicked, neg. if skipped)

or rely on pseudo-relevance feedback:

assume that all top-k results are positive

Rocchio Example

Documents $d_1...d_4$ with relevance feedback:

	tf ₁	tf_2	tf ₃	tf ₄	tf ₅	tf ₆	R	
d_1	1	0	1	1	0	0	1	
d_2	1					0	1	$\mid D^+ =2, D^- =2$
d_3	0	0	0	1	1	0	0	$ \rangle D -2, D -2 $
d_4	0	0	1	0	0	0	0	

Given:
$$\vec{q} = \{1, 1, 1, 1, 1, 1, 1\}$$

Then:
$$\vec{q}' = \left(\frac{1}{2} \cdot 1 + \frac{1}{3 \cdot 2} \cdot 2 - \frac{1}{4 \cdot 2} \cdot 0, \frac{1}{2} \cdot 1 + \frac{1}{3 \cdot 2} \cdot 1 - \frac{1}{4 \cdot 2} \cdot 0, \dots\right)$$

Using
$$\vec{q}' = \alpha \vec{q} + \frac{\beta}{|D^+|} \sum_{d \in D^+} \vec{t} f_d - \frac{\gamma}{|D^-|} \sum_{d \in D^-} \vec{t} f_d$$
 with $\alpha = 1/2$, $\beta = 1/3$ and $\gamma = 1/4$, $tf_{ij} \in [0,1]$

Multiple feedback iterations possible: set q = q' for the next iteration.

Relevance Feedback for Probabilistic IR

Compare to Robertson/Sparck-Jones formula (see Chapter III.3):

$$sim(d,q) = \sum_{i \in q \cap d} \log \frac{r_i + 0.5}{R - r_i + 0.5} + \sum_{i \in q \cap d} \log \frac{N - n_i - R + r_i + 0.5}{n_i - r_i + 0.5}$$

Where

- N: #docs in sample
- R: # relevant docs in sample
- n_i: #docs in sample that contain term i
- r_i: #relevant docs in sample that contain term i

Advantage of RSJ over Rocchio:

No tuning parameters for reweighting the query terms!

Disadvantages:

- Document term weights are not taken into account
- Weights of previous query formulations are not considered
- No actual query expansion is used (existing query terms are just reweighted)

TREC Query Format & Example Query

<num> Number: 363

<title> transportation tunnel disasters

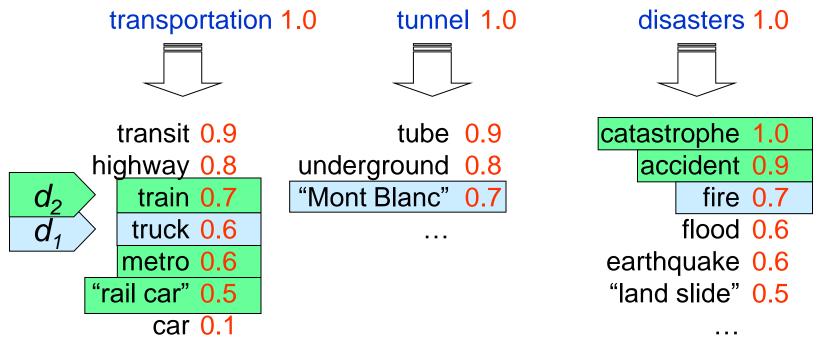
<desc> Description: What disasters have occurred in tunnels used for transportation?

<narr> Narrative: A relevant document identifies a disaster in a tunnel used for trains, motor vehicles, or people. Wind tunnels and tunnels used for wiring, sewage, water, oil, etc. are not relevant. The cause of the problem may be fire, earthquake, flood, or explosion and can be accidental or planned. Documents that discuss tunnel disasters occurring during construction of a tunnel are relevant if lives were threatened.

- See also: TREC 2004/2005 Robust Track http://trec.nist.gov/data/robust.html
- Specifically picks difficult queries (topics) from previous ad-hoc search tasks
- Relevance assessments by retired NIST staff

Query Expansion Example

Q: transportation tunnel disasters (from TREC 2004 Robust Track)



- Expansion terms from (pseudo-) relevance feedback, thesauri/gazetteers/ontologies, Google top-10 snippets, query & click logs, user's desktop data, etc.
- **Term similarities** pre-computed from corpus-wide correlation measures, analysis of co-occurrence matrix, etc.

Towards Robust Query Expansion

Threshold-based query expansion:

Substitute \sim w by $\exp(w) := \{c_1 \dots c_k\}$ for all c_i with $\sin(w, c_i) \ge \delta$

Naive scoring:

$$s(q,d) = \sum_{w \in q} \sum_{c \in exp(w)} sim(w,c) * s_c(d)$$

danger of
"topic dilution"/
"topic drift"

Approach to careful expansion and scoring:

- Determine **phrases** from query or best initial query results (e.g., forming 3-grams and looking up ontology/thesaurus entries)
- If **uniquely mapped** to one concept then expand with synonyms and weighted hyponyms
- Avoid undue score-mass accumulation by expansion terms:

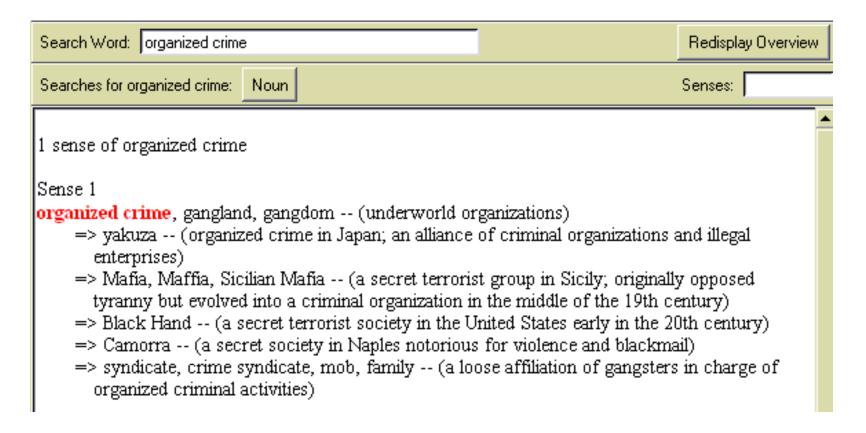
$$s(q,d) = \sum w \in q \max_{c \in exp(w)} \{ sim(w,c) * s_c(d) \}$$

Query Expansion Example

From TREC 2004 Robust Track Benchmark:

Title: International Organized Crime

Description: Identify organizations that participate in international criminal activity, the activity, and collaborating organizations and the countries involved.



Query Expansion Example

From TREC 2004 Robust Track Benchmark:

Title: International Organized Crime

Description: Identify organizations that participate in international criminal activity, the activity, and collaborating organizations and the countries involved.

```
Query = {international[0.145], {gangdom[1.00], gangland[0.742], "organ[0.213] & crime[0.312]", camorra[0.254], maffia[0.318], mafia[0.154], "sicilian[0.201] & mafia[0.154]", "black[0.066] & hand[0.053]", mob[0.123], syndicate[0.093]}, organ[0.213], crime[0.312], collabor[0.415], columbian[0.686], cartel[0.466], ...}
```

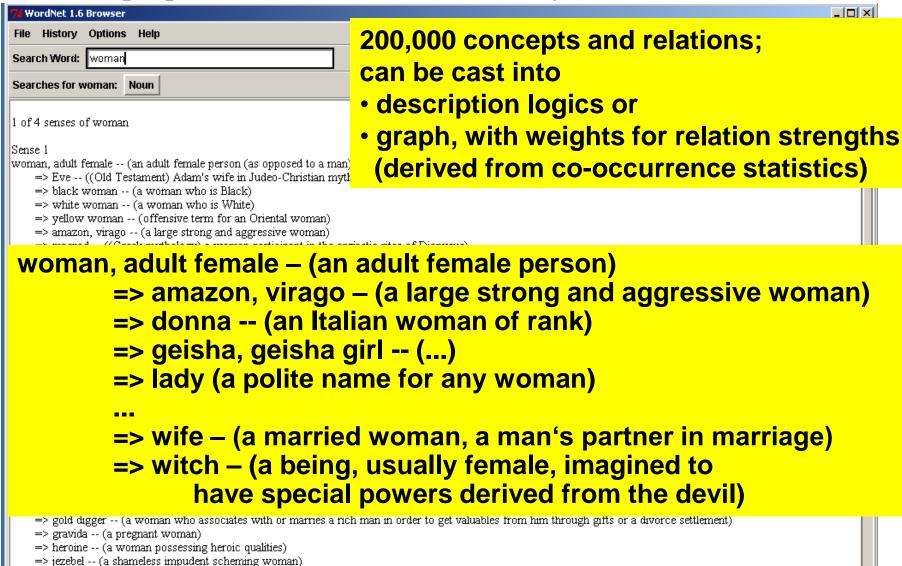
Top-5 Results (in TREC Aquaint News Collection)

- 1. Interpol Chief on Fight Against Narcotics
- 2. Economic Counterintelligence Tasks Viewed
- 3. Dresden Conference Views Growth of Organized Crime in Europe
- 4. Report on Drug, Weapons Seizures in Southwest Border Region
- 5. SWITZERLAND CALLED SOFT ON CRIME

• • •

Thesaurus/Ontology-based Query Expansion

General-purpose thesauri: WordNet family



DM; warran/1: (an unnaturally frenzied or distraught woman) November 15, 2011 => matron, head nurse -- (a woman in charge of nursing in a medical institution)

=> jilt -- (a woman who jilts a lover) => lady -- (a polite name for any woman)

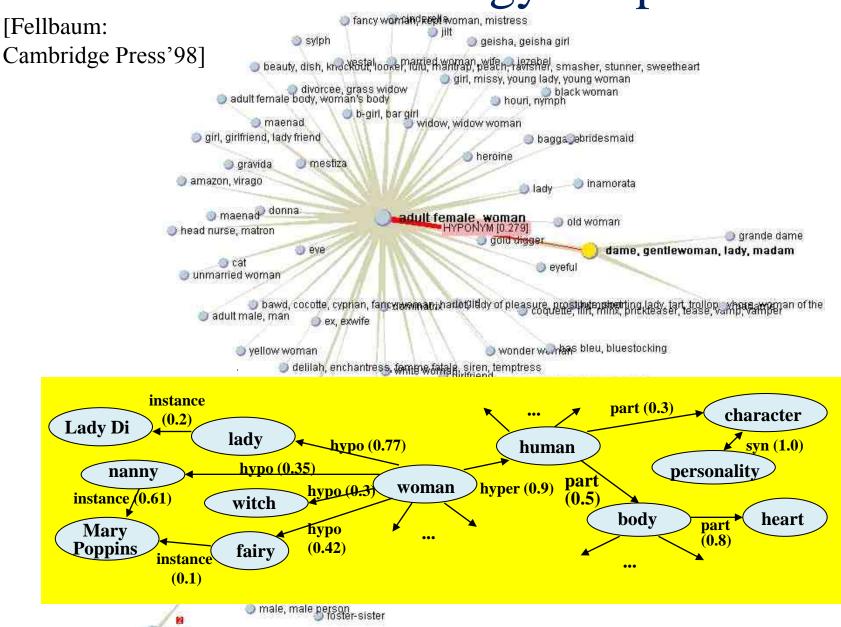
Most Important Relations among Semantic Concepts

- **Synonymy** (different words with the same meaning) *e.g.,* "*emodiment*" ↔ "*archetype*"
- **Hyponymy** (more specific concept) *e.g.,* "*vehicle*" → "*car*"
- Hypernymy (more general concept)
 e.g., "car" → "vehicle"
- Meronymy (part of something)
 e.g., "wheel" → "vehicle"
- **Antonymy** (opposite meaning) *e.g.* "hot" ↔ "cold"
- Further issues include NLP techniques such as Named Entity Recognition (NER) (for noun phrases) and more general Word Sense Disambiguation (WSD) (incl. verbs, etc.) of words in context.

WordNet-based Ontology Graph

man

IR&DM, WS'11/12



November 15, 2011 III.14

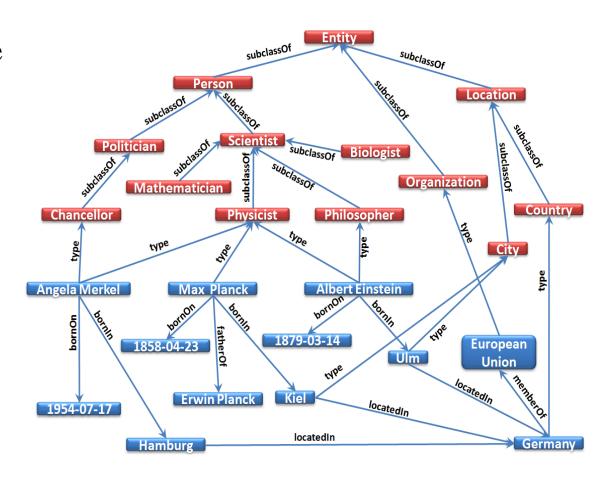
YAGO (Yet Another Great Ontology)

[Suchanek et al: WWW'07 Hoffart et al: WWW'11]

 Combine knowledge from WordNet & Wikipedia

Additional Gazetteers (geonames.org)

Part of the Linked Data cloud



YAGO-2 Numbers

[Hoffart et al: WWW'11]

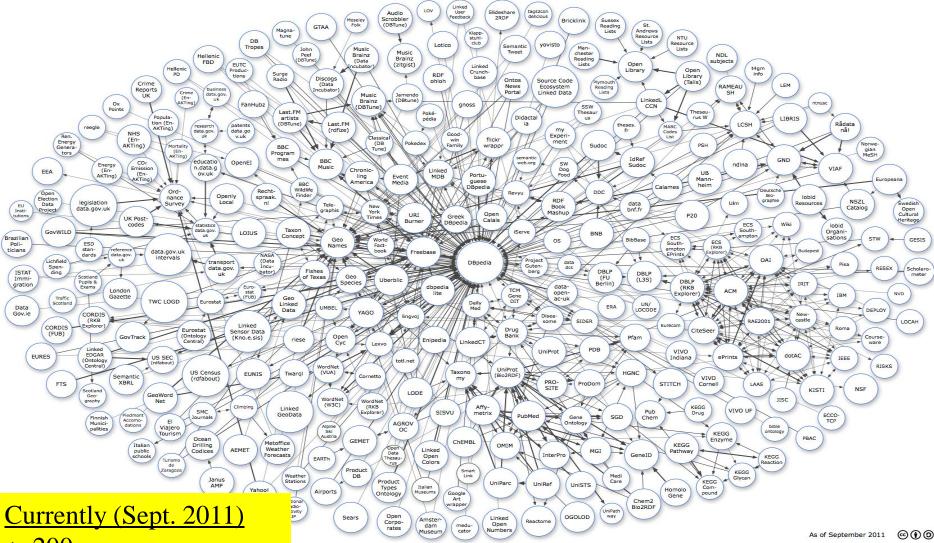
	Just Wikipedia	Incl. Gazetteer Data
#Relations	104	114
#Classes	364,740	364,740
#Entities	2,641,040	9,804,102
#Facts	120,056,073	461,893,127
- types & classes	8,649,652	15,716,697
- base relations	25,471,211	196,713,637
- space, time & proven.	85,935,210	249,462,793
Size (CSV format)	3.4 GB	8.7 GB

estimated **precision > 95%**

(for base relations excl. space, time & provenance)

www.mpi-inf.mpg.de/yago-naga/

Linked Data Cloud



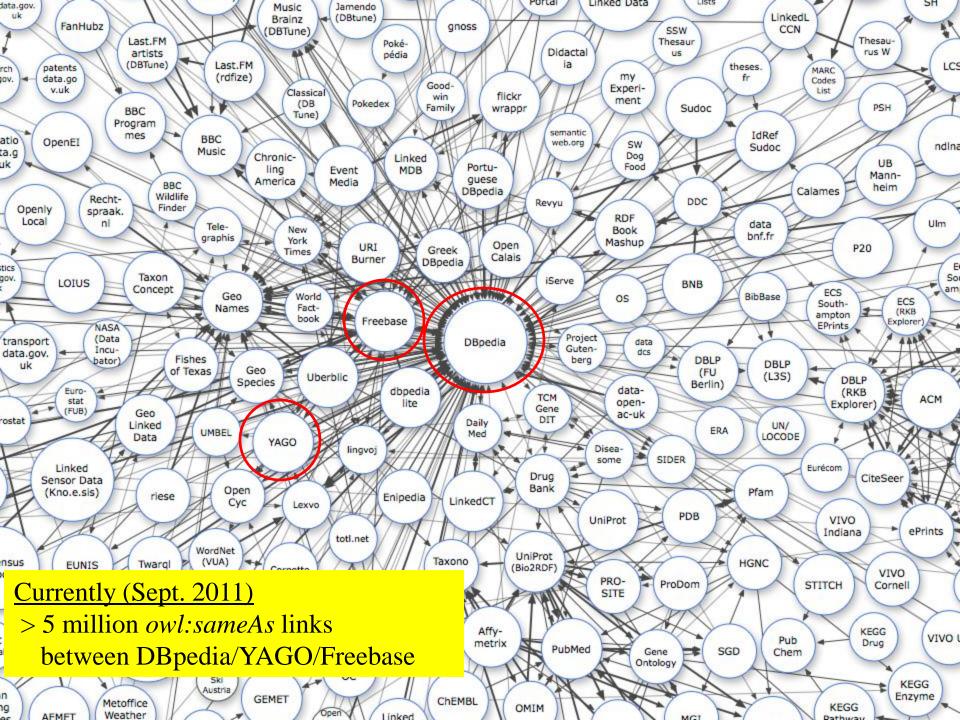
> 200 sources

> 30 billion RDF triples

> 400 million links

http://linkeddata.org/

November 15, 2011 III.17



Common Similarity Measures for Ontological Relations

Dice coefficient:
$$\frac{2|\{docs\ with\ c_1\}\cap\{docs\ with\ c_2\}|}{|\{docs\ with\ c_1\}|+|\{docs\ with\ c_2\}|}$$

```
Jaccard coefficient: |\{docs\ with\ c_1\} \cap \{docs\ with\ c_2\}| |\{docs\ with\ c_1\}| + |\{docs\ with\ c_2\}| - |\{docs\ with\ c_2\ and\ c_2\}|
```

Conditional Probability:

 $P[doc has c_1 | doc has c_2]$

PMI (Pointwise Mutual Information):
$$\log \frac{freq(c_1 \wedge c_2)}{freq(c_1) \cdot freq(c_2)}$$

(With freq(c) and $freq(c_1 \land c_2)$ usually estimated over large Web sample)

Graph-specific Similarity Measures

Compute (graph-based) similarity between *Philosopher* and *Chancellor* in an **IS-A ontology**

Leacock-Chodorow Measure:

$$sim(c_1, c_2) = -\log(\frac{len(c_1, c_2)}{2D})$$

len(c_1,c_2): length of shortest path between c_1,c_2

D: depth of the IS-A ontology

Lin Similarity:

$$sim(c_1, c_2) = \frac{2 \cdot IC(LCA(c_1, c_2))}{IC(c_1) + IC(c_2)}$$

LCA(c₁,c₂): lowest common ancestor of c₁,c₂
IC(c): Information Content of c in the IS-A DAG
(including all sub-concepts/hyponyms)

Transitive path similarity:

$$sim*(c_1, c_2) = \max\{\prod_{i=1,\dots,n-1} sim(c_i, c_{i+1}) | all \ paths \ from \ c_1 \ to \ c_n\}$$

(Computed by adaptation of Dijkstra's shortest-path algorithm)

Eye Tracking and Relevance Judgments

- Can correctly detect the area of the screen that is focused by the user in 60-90% of the cases
- Distinguish between
 - Pupil fixation
 - Saccades (abrupt stops)
 - Pupil dilation
 - San paths
- **Pupil fixations** mostly used to interpret the user's interest
- However generally not appropriate to judge the quality of search results (fixation strongly biased toward the top-ranked results in 60-70% of the cases → "trust bias")

Eye tracking experiments @ <u>University of Lübeck</u>, 2007





@<u>University of Tampere</u>, 2007

Exploiting Query Logs for Query Expansion

Given: user sessions of the form (q, D⁺), and let " $d \in D^+$ " denote the event that d is clicked on

We are interested in the **correlation between words** w in a query and w' in a clicked-on document:

$$P[w'|w] := P[w' \in d \text{ for some } d \in D^+ | w \in q]$$
$$= \sum_{d \in D^+} P[w' \in d | d \in D^+] \cdot P[d \in D^+ | w \in q]$$

Estimate from query log:

of w' in d

relative frequency relative frequency of d being clicked on when w appears in query

Expand query by adding top m words w' in descending order of P[w'|w] $w \in q$

Implicit Relevance Feedback [Xu, Croft: SIGIR'96]

→ Local Context Analysis

- Retrieve top n ranked passages by breaking the initial result documents into smaller passages (e.g., 300 words) $\delta \in [0,1]$: tuning par.
 - For each noun group c (i.e., concept), compute the similarity sim(q,c) to the query q using a variant of TF*IDF
 - Expand q by the top r concepts
 according to sim(q,c) using
 1- (0.9 m/r) as expansion weight,
 where m is the position of c in the
 ranked list of concepts

$$sim(q,c) = \prod_{t_i \in q} \left(\delta + \frac{\log(f(c,t_i) \cdot IDF_c)}{\log n} \right)^{IDF_i}$$

$$with \quad f(c,t_i) = \sum_{j=1}^n pf_{i,j} \cdot pf_{c,j}$$

$$IDF_i = \max(1, \frac{\log_{10}(N/np_i)}{5})$$

$$IDF_c = \max(1, \frac{\log_{10}(N/np_c)}{5})$$

$$N: \#passages \text{ in } np_c: \#passages$$

IR&DM, WS'11/12 containing c
November 15, 2011 containing c

Implicit Relevance Feedback [Qiu, Frei: SIGIR'93]

→ Global Context Analysis

<u>Idea:</u> build global similarity thesaurus automatically!

- Consider inverse term frequency **ITF**_i of document d_i
- Compute weight vector k_i of term i
- TF*IDF-style weights w_{i,i} for term i in document d_i
- Correlation matrix c_{u,v} between terms u, v

(Usually expand query with top r ranked terms v according to q)

$$sim(q, k_v) = \vec{q} \times \vec{k}_v = \sum_{k_i \in q} w_{i,q} \cdot c_{i,v}$$

$$ITF_{j} = \log(\frac{t}{t_{j}})$$
 in collection
$$ITF_{j} = \log(\frac{t}{t_{j}})$$
 t_j: #distinct terms in d_j

$$\vec{k}_{i} = (w_{i,1}, w_{i,2}, ..., w_{i,N})$$

$$(0.5 + 0.5 \cdot \frac{tf_{i,j}}{\max_{j}(tf_{i,j})}) \cdot ITF_{j}$$

$$\sqrt{\sum_{l=1}^{N} (0.5 + 0.5 \cdot \frac{tf_{i,l}}{\max_{k}(tf_{i,k})})^{2} \cdot ITF_{l}^{2}}$$

$$c_{u,v} = \vec{k}_u \times \vec{k}_v = \sum_{\forall d_j} w_{u,j} \cdot w_{v,j}$$

$$sim(q,d_j) = \sum_{k_v \in d_j} \sum_{k_u \in q} w_{v,j} \cdot w_{u,q} \cdot c_{u,v}$$

III.5.2 Vague Search

http://www.google.com/press/zeitgeist2010/ regions/de.html

488941 britney spear 40134 brittany spea 35315 brittney spea 24342 britany spear 7331 britny spears 5533 briteny spear 2595 britteny spea 1807 briney spears 1635 brittny spear 1479 brintey spear br 1479 britanny spea br 1338 britiny spear 1211 britnet spear 1096 britiney spea br 991 britaney spea 991 britnay spear 811 brithney spea 811 brtiney spear 664 birtney spear 664 brintney spea 554 briteney spea 601 bitney spears br 601 brinty spears br 544 brittaney spe 544 brittnay spea bi 354 britey spears 354 brittiny spea 329 brtney spears br 269 bretney spear bi 269 britneys spea 244 britne spears br 244 brytney spear br 220 breatney spea 220 britiany spea 199 britnney spea 163 brithry spear 147 breatny spear 147 brittiney spe 147 britty spears 147 brotney spear 147 brutney spear 133 britteney spe 133 brigney spear hritne gnearg

Google.com 2008 (U.S.)

- 1. obama
- 2. facebook
- **3.** att

br

br

br

br

br

- 4. iphone
- 5. youtube

Google news 2008 (U.S.)

- 1. sarah palin
- 2. american idol
- 3. mccain
- 4. olympics
- 5. ike (hurricane)

2 bbritny spears

2 bbrittany spea

2 beitny spears

2 bertny spears

2 bertney spears

rittany spea

2 beitany spears

Google image 2008 (U.S.)

- 1. sarah palin
- 2. obama
- 3. twilight
- 4. miley cyrus
- 5. joker

Google translate 2008 (U.S.)

- 1. you
- 2. what
- 3. thank you
- 4. please
- 5. love

Google.de 2008

- 1. wer kennt wen
- 2. juegos
- 3. facebook
- 4. schüler vz
- 5. studi vz
- 6. jappy
- 7. youtube
- 8 yasni
- 9. obama
- 10. euro 2008

britey spears brittiny spears brtney spears bretney spears britneys spears

7 britly spears 7 britnej spears 7 britneyu spears 7 britniey spears 7 brithnay spears 7 brittian spears 7 briwny spears

7 britianny spears

4 britthey spears 4 brittnaey spears 4 brittnat spears 4 brittneny spears 4 brittnye spears 4 brittteny spears

4 brittaby spears

4 brittery spears

2 betney spears 2 betny spears riney spear: ney spears ntey spears retny spears ritany spear

Search Engine Users: People who can't spell!

[Amit Singhal: SIGIR'05 Keynote]

IR&DM, WS'11/12

November 15, 2011

Vague String Matching with Edit Distance

Idea:

Tolerate mis-spellings and other variations of search terms and score matches based on editing distance.

Examples:

- Query: "Microsoft"
 Vague Match: "Migrosaft"
 Score ~ edit distance 3
- 2) Query: "Microsoft"Vague Match: "Microsiphon"Score ~ edit distance 5
- 3) Query: "Microsoft Corporation, Redmond, WA" Vague match (at token level): "MS Corp., Readmond, USA"

But:

Requires substantial amount of query rewriting/expansion and/or expensive string similarity comparisons at query time!

Similarity Measures on Strings (1)

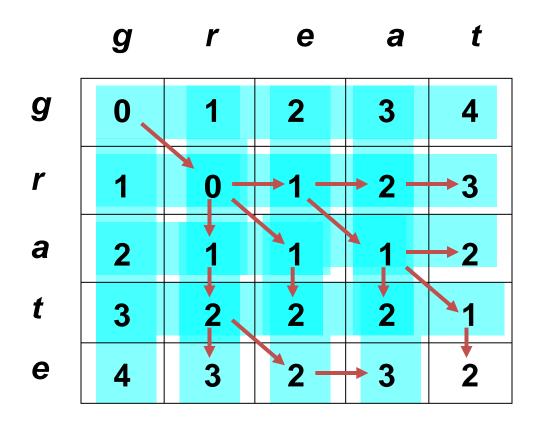
```
Hamming distance of strings s_1, s_2 \in \Sigma^* with |s_1| = |s_2|: number of different characters (cardinality of \{i: s_1[i] \neq s_2[i]\})
```

Levenshtein distance (edit distance) of strings $s_1, s_2 \in \Sigma^*$: minimal number of editing operations on s_1 (replacement, deletion, insertion of a character) to change s_1 into s_2

```
For edit (i, j): Levenshtein distance of s_1[1..i] and s_2[1..j] it holds: edit (0, 0) = 0, edit (i, 0) = i, edit (0, j) = j edit (i, j) = min { edit (i-1, j) + 1, edit (i, j-1) + 1, edit (i-1, j-1) + diff (i, j) } with diff (i, j) = 1 if s_1[i] \neq s_2[j], 0 otherwise
```

→ Efficient computation by **dynamic programming**

Dynamic Programming Example for Levenshtein Edit Distance: *grate[1..i]* → *great[1..i]*



Similarity Measures on Strings (2)

Damerau-Levenshtein distance of strings $s_1, s_2 \in \Sigma^*$: minimal number of replacement, insertion, deletion, or *transposition* operations (exchanging two adjacent characters) for changing s_1 into s_2

```
For edit (i, j): Damerau-Levenshtein distance of s_1[1..i] and s_2[1..j]: edit (0, 0) = 0, edit (i, 0) = i, edit (0, j) = j edit (i, j) = min { edit (i-1, j) + 1, edit (i-1, j-1) + diff (i, j), edit (i-2, j-2) + diff(i-1, j) + diff(i, j-1) + 1 } with diff (i, j) = 1 if s_1[i] \neq s_2[j], 0 otherwise
```

Similarity based on N-Grams

Determine for string s the set of its N-grams:

```
G(s) = \{ \text{substrings of s with length N} \} (often tri-grams are used, i.e. N=3)
```

Distance of strings s_1 and s_2 :

```
|G(s_1)| + |G(s_2)| - 2|G(s_1) \cap G(s_2)|
```

Example:

```
G(rodney) = \{rod, odn, dne, ney\}

G(rhodnee) = \{rho, hod, odn, dne, nee\}

distance (rodney, rhodnee) = 4 + 5 - 2*2 = 5
```

Alternative similarity measures:

```
Jaccard coefficient: |G(s_1) \cap G(s_2)| / |G(s_1) \cup G(s_2)|
Dice coefficient: 2|G(s_1) \cap G(s_2)| / (|G(s_1)| + |G(s_2)|)
```

N-Gram Indexing for Vague Search

Theorem (Jokinen and Ukkonen 1991):

For a query string s and a target string t, the Levenshtein edit distance is bounded by the N-gram-based bag-overlap:

$$edit(s,t) \le d \Rightarrow |Ngrams(s) \cap Ngrams(t)| \ge |s| - (N-1) - dN$$

→ For vague-match queries with edit-distance tolerance d, perform top-k query over N-grams, using counts of N-grams as score aggregation.

Example for Jokinen/Ukkonen Theorem

edit(s,t)
$$\leq$$
 d \Rightarrow overlap(s,t) $<$ |s| $-$ (N-1) $-$ dN \Rightarrow s = abababababa, |s|=11

N=2 \rightarrow N-grams(s) = {ab(5),ba(5)}
N=3 \rightarrow N-grams(s) = {aba(5), bab(4)}
N=4 \rightarrow N-grams(s) = {abab(4), baba(4)}

```
overlap(s,t) \geq |s| - (N-1) - dN edit(s,t) > d
```

```
t_1 = ababababab, |t_1|=10

t_2 = abacdefaba, |t_2|=10

t_3 = ababaaababa, |t_3|=11

t_4 = ababababb, |t_4|=7

t_5 = ababaaabbbb, |t_5|=11
```

<u>task:</u> find all t_i with edit(s,t_i) ≤ 2

- \rightarrow prune all t_i with edit(s, t_i) > 2 = d
- \rightarrow overlapBound = |s| (N-1) dN= 6 (for N=2)
- \rightarrow prune all t_i with overlap(s, t_i) < 6

<u>N=2:</u>

```
N-grams(t_1) = {ab(5),ba(4)}

N-grams(t_2)

= {ab(2),ba(2),ac,cd,de,ef,fa}

N-grams(t_3) =

= {ab(4),ba(4),aa(2)}

N-grams(t_4) = {ab(3),ba(2),bb}

N-grams(t_5)

= {ab3),ba(2),aa(2)bb(3)}
```

 \rightarrow prune t_2 , t_4 , t_5 because overlap(s, t_j) < 6 for these t_j

Phrase Queries and Proximity Queries

Phrase queries such as:

```
"George W. Bush", "President Bush", "The Who", "Evil Empire", "PhD admission", "FC Schalke 04", "native American music", "to be or not to be", "The Lord of the Rings", etc. etc.
```

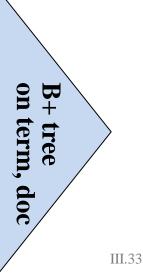
- → Difficult to anticipate and index all (meaningful) phrases
- → Sources would be the sauri (e.g. WordNet) or query logs

Standard approach:

Combine single-term index with separate position index

	term	doc	score	
	 empire empire	77 39	0.85 0.82	
B+ tree on term	evil	49 39	0.81 0.78 0.75	
IR&DM, WS'11/12	 evil	77	0.12	ber 15, 2

term	doc	offset
empire empire	39 77	191 375
evil evil evil evil	12 39 39 49	45 190 194 190
evil	77	190



Biword and Phrase Indexing

Build index over all word pairs:

- index lists (term₁, term₂, doc, score) or
- for each $term_1$ store nested list $(term_2, doc, score)$

Variations:

- treat nearest nouns as pairs,
 or discount articles, prepositions, conjunctions
- index phrases from query logs, compute correlation statistics

Query processing:

- decompose even-numbered query phrases into biwords
- decompose odd-numbered query phrases into biwords with low selectivity (as estimated by df(term₁))
- may additionally use standard single-term index if necessary

Examples:

"to be or not to be" \rightarrow (to be) (or not) (to be)
"The Lord of the Rings" \rightarrow (The Lord) (Lord of) (the Rings)

N-Gram Indexing and Wildcard Queries

Queries with wildcards (simple regular expressions), to capture mis-spellings, name variations, etc.

Examples:

Brit*ney, Sm*th*, Go*zilla, Marko*, reali*ation, *raklion

Approach:

- decompose words into N-grams of N successive letters and index all N-grams as terms
- query processing computes AND of N-gram matches

Example (N=3):

Brit*ney \rightarrow Bri AND rit AND ney

Generalization: decompose words into frequent fragments (e.g., syllables, or fragments derived from mis-spelling statistics)

Proximity-based Ranking

Proximity Query Examples:

"root polynom three", "high cholesterol measure", "doctoral degree defense", "statistical relational learning"

→ Particularly important for combinations of mostly frequent (and a few infrequent) keywords with otherwise different meaning.

<u>Idea:</u> Identify positions (pos) of all query-term occurrences in a document and reward short distances.

"Holistic" keyword proximity scores: [Büttcher/Clarke: SIGIR'06] aggregation of per-term scores # + per-term-pair scores attributed to each term $score(t_1...t_m) = \sum_{i=1}^{m} core(t_i) +$

$$\sum_{j \neq i} \left\{ \frac{idf(t_j)}{\left(pos(t_i) - pos(t_j)\right)^2} \left| \neg \exists t_k \left(pos(t_i) < pos(t_k) < pos(t_j) \text{ or } ... \right) \right\} \right)$$

 $acc(t_j)$: cannot be pre-computed \rightarrow expensive at query-time

count only pairs of query terms with no other query term in between

Example: Proximity Score Computation

It¹ took² the³ sea⁴ a⁵ thousand⁶ years,⁷

A⁸ thousand⁹ years¹⁰ to¹¹ trace¹²

The¹³ granite¹⁴ features¹⁵ of¹⁶ this¹⁷ cliff,¹⁸

In¹⁹ crag²⁰ and²¹ scarp²² and²³ base.²⁴

E.J. Pratt (1882-1964)

Query: \langle sea, years, cliff \rangle (\rightarrow order of query terms matters!)

$$acc(d,sea) = \frac{idf(years)}{(7-4)^2}$$

$$acc(d,years) = \frac{idf(sea)}{(7-4)^2} + \frac{idf(cliff)}{(18-10)^2}$$

$$acc(d,cliff) = \frac{idf(years)}{(18-10)^2}$$

Efficient Proximity Search

Define aggregation function to be **distributive** [Broschart et al. 2007] rather than "holistic" [Büttcher/Clarke 2006]:

→ pre-compute term-pair distances at indexing time and simply sum up at query-time!

$$score(t_{1}...t_{m}) = \sum_{i=1..m} \{core(t_{i}) + \sum_{j \neq i} \{\frac{idf(t_{j})}{(pos(t_{i}) - pos(t_{j}))^{2}}\} \}$$

$$count over all pairs of query terms$$

→ empirical result quality comparable to "holistic" scores

Extensions: index all pairs within max. window size (or nested list of nearby terms for each term), with precomputed pair-score mass.

Example with More Efficient Proximity Scoring Function

```
It<sup>1</sup> took<sup>2</sup> the<sup>3</sup> sea<sup>4</sup> a<sup>5</sup> thousand<sup>6</sup> years,<sup>7</sup>
A<sup>8</sup> thousand<sup>9</sup> years<sup>10</sup> to<sup>11</sup> trace<sup>12</sup>
The<sup>13</sup> granite<sup>14</sup> features<sup>15</sup> of<sup>16</sup> this<sup>17</sup> cliff,<sup>18</sup>
In<sup>19</sup> crag<sup>20</sup> and<sup>21</sup> scarp<sup>22</sup> and<sup>23</sup> base.<sup>24</sup>
```

E.J. Pratt (1882-1964)

Query: {sea, years, cliff} (→ order of terms does not matter!)

```
acc(d,cliff,sea) = \frac{1}{(18-4)^2}
acc(d,cliff,years) = 0.0
acc(d,sea,years) = \frac{1}{(7-4)^2} + \frac{1}{(10-4)^2}
```

Phonetic Similarity (1)

Soundex Code: (for English)

Mapping of words (especially last names) onto 4-letter codes such that words that are similarly pronounced have the same code

- first position of code = first letter of word
- vowels and "weak" consonants (a, e, i, o, u, y, h, w are ignored)
- code positions 2, 3, 4:

b, p, f, v	$\rightarrow 1$	c, s, g, j, k, q, x, z	$\rightarrow 2$
d, t	$\rightarrow 3$	1	$\rightarrow 4$
m, n	\rightarrow 5	r	$\rightarrow 6$

• Successive identical code letters are combined into one letter (unless separated by the letter h)

Examples:

Powers \rightarrow P620, Perez \rightarrow P620

Penny \rightarrow P500, Penee \rightarrow P500

Tymczak \rightarrow T522, Tanshik \rightarrow T522

Phonetic Similarity (2)

Editex similarity:

edit distance with consideration of phonetic codes

```
For
        editex (i, j): Editex distance of s_1[1..i] and s_2[1..i] it holds:
        editex (0, 0) = 0,
        editex (i, 0) = editex (i-1, 0) + d(s_1[i-1], s_1[i]),
        editex (0, j) = editex (0, j-1) + d(s_2[j-1], s_2[j]),
        editex (i, j) = min { editex (i-1, j) + d(s_1[i-1], s_1[i]),
                               editex (i, j-1) + d(s_2[j-1], s_2[j]),
                               edit (i-1, j-1) + diffcode (i, j) }
        with diffcode (i, j) = 0 if s_1[i] = s_2[j]
                               1 if group(s_1[i]) = group(s_2[j]), 2 otherwise
        und d(X, Y) = 1 if X \neq Y and X is h or w,
                          diffcode (X, Y) otherwise
```

```
with group:
```

```
{a e i o u y}, {b p}, {c k q}, {d t}, {l r}, {m n}, {g j}, {f p v}, {s x z}, {c s z}
```

III.5.3 XML-IR



History of INEX

- 2002-2011 (and beyond?)
- Co-Initiative by the University
 of Duisburg-Essen (Norbert
 Fuhr) and Queen Mary
 University London (Mounia
 Lalmas)
- Funded by
 - DELOS Network of Excellence (EU)
 - IEEE Computer Society

- Combine two longstanding paradigms:**DB** and **IR**
- Many tracks over the years, including
 - Ad-hoc
 - Efficiency
 - Question Answering
 - Relevance Feedback
 - Interactive Track
 - Books & Social Search
 - Snippet Retrieval
 - Link-The-Wiki

INEX 2002-2006 Ad-Hoc Collection

```
<?xml version="1.0"?>
 <!DOCTYPE article SYSTEM "../../dtd/xmlarticle.dtd" PUBLIC "-//LBIN//DTD IEEE Mag//EN">

    <article>

     <fno>B1089</fno>
     <doi>10.1041/B10895-2004</doi>
   - <fm>
      - <hdr>
          + <hdr1>
          + <hdr2>
        </hdr>
      - <edinfo>
            <obi>Editor: Mary Baker, Stanford University, mgbaker@cs.stanford.edu</obi>
        </edinfo>
      - <tia>
            <atl>Mobile Computing at the Beach</atl>
            <pn>pp. 89-92</pn>
       - <au sequence="first">
            <fnm>Justin Mazzola </fnm>
               <ref type="prb" aid="b1089a1">Paluska</ref>
            </snm>
        </au>
       + <au sequence="additional">
       + <au sequence="additional">
       + <au sequence="additional">
       + <au sequence="additional">
      + <au sequence="additional">
      + <fiq id="b1089x1">
     </fm>
     <bdy>
      + <sec>
      - <sec>
            <st>KEYNOTE: EXPOSE YOUR INFRASTRUCTURE</st>
```

- 16,000 IEEE articles (scientific journal publications)
- XML-ified bibtex + document meta data, ~750 MB XML

- ind="none" align="left">Tom Rodden from Nottingham University opened WMCSA 2003 with a rousing keynote about "bringing research into the real world."
 Specifically, he described the six-year-old Equator project. Equator tries to move research from the lab into the everyday digital world to learn how users actually use technology, rather than trying to create new bits of infrastructure to support what technologists want users to do.
- Interestingly, interfaces in the Equator project didn't completely hide the research systems' complexity or problems. Rather, the interfaces hid little and let users adapt. The extra bits of information from errors and complexity can add up to a great deal of information for the user. Much in the way we check the number of bars on our cell phone before making a call to ensure that we have enough signal strength, the Equator project found that users easily adjust to and master the information that their interfaces give them. As engineers, we often look at error and try to minimize it, much as interface designers look at complexity and try to hide it. However, users can calibrate themselves and their actions to the error information. Rodden's message was that you should expose aspects of the infrastructure and give users the information so that they can make their own decisions about their environment.
- Rodden showed videos and slides from three subprojects to drive home this point. In the first, Equator developed a system for the Glasgow City Architecture Museum involving physical museum attendees, virtual reality attendees, and Web site attendees. They were linked by audio, on-

INEX 2007-2009 Ad-Hoc Collection

```
<?xml version="1.0" encoding="UTF-8"?>
 <!-- generated by CLiX/Wiki2XML [MPI-Inf, MMCI@UdS] $LastChangedRevision: 92 $ on 16.04.2009 16:54:42[mciao0828] -->
 <!DOCTYPE article SYSTEM "../article.dtd">
- <article xmlns:xlink="http://www.w3.org/1999/xlink">
   - <skvscraper wordnetid="104233124" confidence="0.9511911446218017">
      - <entity wordnetid="100001740" confidence="0.9511911446218017">
          - <plaza wordnetid="103965456" confidence="0.9508927676800064">
             - <header>
                  <title>Toronto Eaton Centre</title>
                  <id>354995</id>
                 - <revision>
                      <id>240664034</id>
                      <timestamp>2008-09-24T11:58:13Z</timestamp>
                    - <contributor>
                         <username>Skeezix1000</username>
                         <id>455783</id>
                      </contributor>
                  </revision>
                 <categories>
                      <category>1981 architecture</category>
                      <category>Skyscrapers in Toronto</category>
                      <category>Shopping malls in Toronto</category>
                      <category>Skyscrapers between 150 and 199 meters</category>
                      <category>PATH (Toronto)</category>
                      <category>Skyscrapers between 100 and 149 meters</category>
                      <category>1992 architecture</category>
                      <category>Eaton's</category>
                  </categories>
               </header>
             - <bdy>

    <template>

                      <name>infobox shopping mall</name>

    <parameters>

                       - <image src="Toronto_Eaton_Centre_Logo.gif" width="150px">
                             <caption> The Toronto Eaton Centre logo. </caption>
                         </image>
                       - <parking>
                             Yonge Parkade, operated by Cadillac Fairview Express (785 spaces)
                             <ref xlink:href="#xpointer(//reflist/entry[@id=%228%22])" xlink:type="simple">8</ref>
                         </parking>
                         <manager> Cadillac Fairview</manager>
                       - <website>
                             <weblink xlink:href="http://www.torontoeatoncentre.com/" xlink:type="simple"> www.torontoeatoncentre.com
                         </website>
```

<village wordnetid="108672738" confidence="0.9508927676800064"</p>

- <location>

- 2.6 Mio Wikipedia articles wrapped into XML
- Wiki-Markup + semantic annotations, ~50 GB XML data

INEX 2010-2011 Data-Centric Collection

```
<?xml version="1.0" encoding="UTF-8"?>
- <movie xmlns:xlink="http://www.w3.org/1999/xlink">
     <title>Punch-Drunk Love (2002) </title>
     <url>http://www.imdb.com/Title?Punch-Drunk Love (2002) </url>
   - <overview>
        <rating>7.4 48008votes </rating>
       - <directors>
            <director>Anderson, Paul Thomas </director>
        </directors>
       - <writers>
            <writer>Anderson, Paul Thomas </writer>
        </writers>
       + < releasedates >
       < <genres>
            <genre>Comedy </genre>
            <genre>Drama </genre>
            <genre>Romance </genre>
        </genres>
```

- 4.5 Mio IMDB files about movies/actors/directors
- Highly structured content + large textual fields (plots, etc.), ~4.5 GB

<plot>Barry Egan is a small business owner with seven sisters whose abuse has kept him alone and unable to fall in love. When a harmonium and a mysterious woman enter his life, his romantic journey begins. <djblau@aol.com> Barry Egan runs his own company, is continually hounded by his seven sisters, and every now and then gets a tiny bit violent. One odd morning a harmonium first appears in the street then a striking young lady asks for his help with her car. She reappears a few days later and there seems to be a spark between them, but can they possibly cut through his seemingly over-complicated life and his somewhat unusual interpersonal skills? Jeremy Perkins {jwp@aber.ac.uk} Barry Egan is a wreck, driven to breakdown by the henpecking of his seven sisters. He steals his heart and manhood away from the curbside. Slowly he learns how to direct them toward love, for the sake of and with the help of another troubled soul. Jeff

```
Smith </plot>
   + <keywords>
 </overview>
- <cast>
   <actors>
      - <actor>
           <name>Andrews, Jason (I) </name>
           <character>(voice) Operator Carter <2> </character>
        </actor>
      - <actor>
           <name>Barahona, Jorge </name>
           <character>Jorge <13> </character>
        </actor>
      - <actor>
           <name>Beck, John E. </name>
           <character> Member of After Eden Band <27> </character>
        </actor>
      - <actor>
           <name>Bluehouse, Bobby </name>
           <character>After Eden Sound Man <30> </character>
        </actor>
```

NEXI Query Language [Trotman, Sigurbjörnsson: INEX'04]

Narrowed Extended XPath I

- Proposes a simple query language for both unstructured and structured IR queries against XML documents
- Content-only (CO) queries
 "punch drunk love" +"seven sisters"
- Content-And-Structure (CAS) queries
 //article[about(.//title, "punch drunk love")]
 //sec[about(.//, "seven sisters")]

XML-IR and the W3C

http://www.w3.org/TR/xpath-full-text-10/

```
doc("http://example.com/full-text.xml")
/books/book[count(./content ftcontains "tests")>0]
```

• http://www.w3.org/TR/2005/WD-xmlquery-full-text-use-cases-20051103/

```
for $book in doc("http://example.com/full-text.xml")/books/book
let $cont := $book/content[. ftcontains "tests"]
where count($cont)>0
return $book
```

Query Evaluation (Sub-Tasks)

Article

Retrieve entire XML articles

Thorough

Retrieve individual XML elements (including overlapping ones)

Focused

- Retrieve individual XML elements (non-overlapping)
- With a plethora of evaluation metrics, including *precision*, *recall*, *MA(i)P*, *NDC(i)G*, etc.

BM25 with Multiple Weighted Fields

Idea:

[Robertson, Zaragossa, Taylor: CIKM'04]

Extend BM25 to handle the impact of different document fields (HTML: Punch Drunk Love <P>Punch Drunk Love</P>

$$w_{i,j} := \frac{(k_1 + 1)tf_{i,j}}{k_1((1-b) + b\frac{len(d_j)}{avglen}) + tf_{i,j}} \cdot \log \frac{N - df_i + 0.5}{df_i + 0.5}$$

$$\rightarrow tf'_{i,j} := \sum_{f=1}^{K} v_f \cdot tf_{i,j}[f]$$

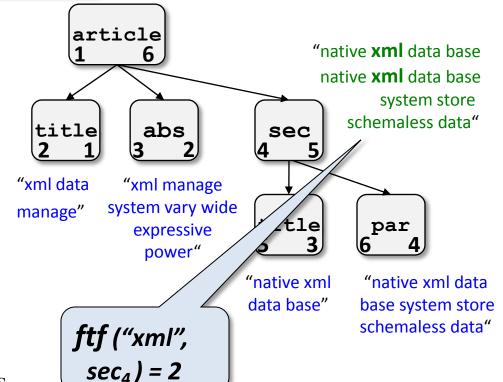
- With field-specific weights $v_1, ..., v_K$
- Preserves the non-linearity of the tf component

But:

- Requires adjustment of $len(d_i)$ to match weighted tf components
- Involves new tuning parameters v_f

TopX Data Model

"xml data manage xml manage system vary wide expressive power native xml native xml data base system store schemaless data"



- XML trees with XML elements as inner nodes and text nodes as leafs
- Additionally associate inner nodes with redundant full-content text
 nodes for entire subtree

ftf ("xml",

BM25 with Hierarchical Scores

[TopX @ INEX '05-'09]

Content Index (Tag-Term Pairs)

DocID	Tag	Term	Pre	Post	FTF
1	article	xml	1	6	4
1	sec	xml	4	5	2
1	title	xml	5	3	1
1	par	xml	6	4	1
•••		•••	•••	•••	

Element Freq.

Tag	Term	EF
article	xml	863
sec	xml	947
title	xml	62
par	xml	674
•••		•••

Element Statistics

Tag	N	AvLen
article	659K	269.2
sec	1.6M	89.1
title	2.2M	2.8
par	2.8M	34.1
	•••	

author["gates"]

vs.

section["gates"]

XML-specific variant of Okapi BM25

$$score(A//"t_1,...,t_m",e) = \sum_{i=1}^{m} \frac{(k_1+1) ftf(t_i,e)}{K+ftf(t_i,e)} \log \frac{N_A - ef_A(t_i) + 0.5}{ef_A(t_i) + 0.5}$$

$$with K = k_1 \left((1-b) + b \frac{length(e)}{avg_{e'}\{length(e') \mid e' with tag A\}} \right)$$

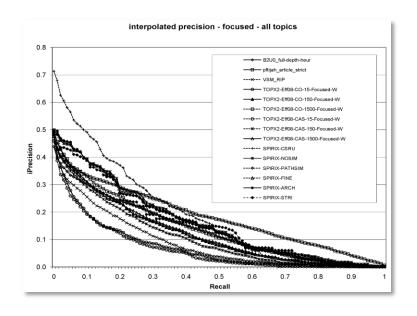
with $k_1 = 2.0$, b=0.75, and tag-specific element frequencies ef_A and full-text term frequencies ftf over XML subtrees

TopX 2008 Results

INEX Efficiency Track 2008:

Summary of 21 Runs by 5 Groups

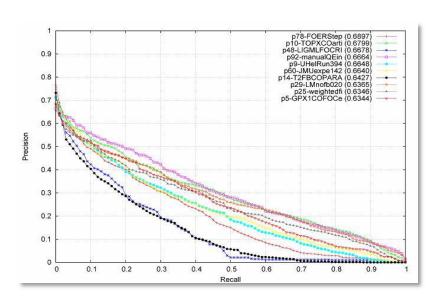
Part.ID	Run ID	iP[0.00]	iP[0.01]	iP[0.05]	iP[0.10]	MAiP	AVG MS.	SUM MS.	#Topics
Focused									•
10	TOPX2-Eff08-CAS-15-Focused-W	0.4587	0.3878	0.2592	0.1918	0.0662	90,99	51,499	566
10	TOPX2-Eff08-CAS-150-Focused-W	0.4747	0.4282	0.3494	0.2915	0.1094	112.32	63,574	566
10	TOPX2-Eff08-CAS-1500-Focused-W	0.4824	0.4360	0.3572	0.3103	0.1241	253.42	143,436	566
10	TOPX2-Eff08-CO-15-Focused-W	0.4751	0.4123	0.2793	0.1971	0.0726	49.79	28,180	566
10	TOPX2-Eff08-CO-150-Focused-W	0.4955	0.4520	0.3674	0.3114	0.1225	85.96	48,653	566
10	TOPX2-Eff08-CO-1500-Focused-W	0.4994	0.4560	0.3749	0.3298	0.1409	239.73	135,688	566
16	SPIRIX-ARCH	0.4953	0.4950	0.4544	0.3892	0.1601	100.97	28,779	70
16	SPIRIX-CSRU	0.7134	0.6787	0.5648	0.4915	0.1890	4,723.80	1,346,284	70
16	SPIRIX-FINE	0.4888	0.4882	0.4528	0.3898	0.1628	101.78	29,010	70
16	SPIRIX-NOSIM	0.4943	0.4854	0.4443	0.3940	0.1651	103.23	29,421	70
16	SPIRIX-PATHSIM	0.4997	0.4957	0.4550	0.3885	0.1588	105.30	30,013	70
16	SPIRIX-STRI	0.4821	0.4821	0.4260	0.3942	0.1573	100.48	28,637	33
42	B2U0_full-depth-heur	0.4388	0.3964	0.3344	0.3013	0.1357	2,994.00	1,679,634	561
56	VSM_RIP	0.4836	0.4058	0.3077	0.2553	0.0895	4,807.55	2,730,687	568
Article	T								
53	pftijah_article_strict	0.4599	0.4272	0.3689	0.3346	0.1839	701.98	398,722	568
Thorough			P@0.01	P@0.05	P@0.10	MAP			
10	TOPX2-Eff08-CAS-15-Thorough-W		0.1811	0.0288	0.0069	0.0053	89.31	50,549	566
10	TOPX2-Eff08-CO-15-Thorough-W		0.1890	0.0357	0.0084	0.0065	70.91	40,133	566
42	B2U0_full-depth-sr			0.0541	0.0077	0.0080	3,519.59	1,974,492	561
53	pftijah_asp_strict	0.2674 0.1008		0.0294	0.0136			568	
53	pftijah_asp_vague				4,665,010	568			
53	pftijah_star_strict				568				



INEX Ad-Hoc Track 2008:

Top-15 out of 163 Runs by 23 Groups

#	iP[0.01]	Institute	Run
1	0.690	University of Waterloo	FOERStep
2	0.688	University of Waterloo	FOER
3	0.680	Max-Planck-Institut Informatik	TOPX-CO-articleOnly-Proximity
4	0.669	Max-Planck-Institut Informatik	TOPX-CO-articleOnly-baseline
5	0.668	LIG	LIG-ML-FOCRIC-4OUT-05-00
6	0.666	University of Lyon3	manualQE_indri03_focused
7	0.665	University of Helsinki	UHel-Run3-94
8	0.665	University of Helsinki	UHel-Run2-93
9	0.664	Saint Etienne University	JMU_expe_142
10	0.653	University of Helsinki	UHel-Run1-92
11	0.647	Max-Planck-Institut Informatik	TOPX-CO-all-Focused
12	0.643	University of California, Berkeley	T2FB_CO_PARA
13	0.642	University of Lyon3	manual_indri01_focused
14	0.641	Saint Etienne University	JMU_expe_136
15	0.636	INDIAN STATISTICAL INSTITUTE	LM-nofb-0.20



Summary of Section III.5

- Difficult queries cannot easily be solved with 2.6 keywords
- Relevance feedback and query expansion can more accurately reflect the user's information need
- Simple Roccio weighting scheme vs. Probabilistic IR
 - → lots of heuristics and ad-hoc tuning parameters
- Explicit thesauri and implicit term correlations for automatic query expansion with phrases and proximtybased ranking
- XML-IR combines ideas from DB and IR in a unified (semistructured) data model with **both text and semantic** annotations

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