

# Overview to Turbo Search

## The Advanced Search Engine Component of cliQ's Inline Media Workspace

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### Introduction

cliQ, the Media Intelligence Platform from iQ Media, enables you to access broadcast TV content in its Optimized Media Cloud. Unlike the databases common to TV media monitoring services, which delete video content after about 60 days, the Optimized Media Cloud provides access to millions of hours of US TV programming, going back to 2010 for many markets.

You need a powerful tool in order to search this massive pool of TV content. cliQ's Turbo Search capability is essentially a "Google for TV," delivering sub-second responses to queries for TV content. Search terms can be simple or complex, empowering you to narrow the results in advance to increase the relevance of the "hits" that are found. This Guide explains the syntax rules for Turbo Search.

### Overview

The Search box is the standard method for meeting your search needs. However, you may need a more specific search to refine the results. You can type directly into the Search box to more precisely define your search using the symbols and syntax found in this document.

## AND, OR

You can use 'AND' and 'OR' as a way to specify inclusion of keywords. You can specify multiple keywords all separated with the 'AND' to guarantee inclusion, that is, each hit contains all of the keywords. Using 'OR' between each of the keywords will return hits containing at least one of the keywords. This gives the same results as simply typing multiple keywords into the Search box.

If using a combination of 'AND' and 'OR', be sure to use parentheses to get the results you are looking for. For example, type *Olympics AND (cycle OR bike)* in the Search box and click on Search. Each hit contains one of the following combinations of keywords:

'Olympics' 'cycle'

'Olympics' 'bike'

'Olympics' 'cycle' 'bike'

Without the parentheses, *Olympics AND cycle OR bike*, you will get hits that contain the keywords 'Olympics' and 'cycle' and that may, or may not, contain the keyword 'bike'. In this second example, each hit contains one of the following combinations of keywords:

'Olympics' 'cycle'

'Olympics' 'cycle' 'bike'

### **Examples: (usage of the +, ", and ~ operators is explained in the sections below)**

Search Query	Explanation
(cycle AND race) OR (Olympic AND winner)	Results include hits that contain both keywords 'cycle' and 'race' or both keywords 'Olympic' and 'winner'
(+cycle +race) (+Olympic +winner)	
(cycle OR race) AND (Olympic OR winner)	Results include hits that contain words 'cycle' or 'race', and that contain either 'Olympic' or 'winner'
+(cycle race) +(Olympic race)	
(+race +winner) AND (-cycle -Olympic)	Results include hits containing words 'race' and 'winner' but not containing words 'cycle' and 'Olympic'
(race AND winner) AND (NOT cycle NOT Olympic)	
winner AND ("cycle race"~15)	Results include hits that contain the keyword 'winner' and both keywords 'cycle' and 'race' with as much as 15 words of separation.

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## Include (+)

You can use the '+' if you want to guarantee a keyword is contained in the results. Each hit in the results will contain the specified keyword. If there are multiple keywords in the Search Box,

the keywords without a '+' are considered optional. Each hit will contain all mandatory keywords with or without the optional keywords. For example, type *+cycle +race* in the Search box and click on Search. Each hit will contain both of the mandatory keywords, 'cycle' and 'race'.

The '+' is not necessary if there is only one keyword in the Search box.

### **Examples**

<b>Search Query</b>	<b>Explanation</b>
+cycle race	'cycle' is mandatory, 'race' is optional.
	Results include hits containing 'cycle' and may, or may not, contain 'race'.
cycle race	Both 'cycle' and 'race' are optional.
	Results include hits containing either or both of the keywords.
+cycle +race	Both 'cycle' and 'race' are mandatory.
	Results include hits containing both keywords, 'cycle' and 'race'.

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### **Exclude (-, NOT)**

You can use '-' or 'NOT' to guarantee that your results will not contain a specified keyword. For example, type *+cycle -race* in the Search box and click on Search. Each hit will contain the mandatory keyword, 'cycle', and none of the hits will contain the keyword, 'race'.

### **Examples**

<b>Search Query</b>	<b>Explanation</b>
olympic race -winner	'Olympic' and 'race' are optional, 'winner' is prohibited.
	Results include hits containing the keywords 'olympic' or 'race' and none of the hits contain 'winner'.
-cycle -race	Both 'cycle' and 'race' are prohibited.
	The results include all hits that do not contain cycle or race.

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## Phrases (“ ”)

This is the type of search you need if you are searching for a set of words. You can use keywords enclosed in double quotes to specify a set of words to be matched. For example, type *“Olympic event”* in the Search box and click on Search. The results have hits containing ‘Olympic’ and ‘event’, or ‘Olympic’ and ‘events’. The plural word ‘events’ is considered a hit even though ‘event’ was a keyword. It is considered the same word because differing suffixes are typically ignored. If you want exact matches refer to [Exact](#) search.

### Examples:

Search Query	Explanation
“cycle”	This is the same as typing <i>cycle</i> without quotes. The results include hits containing the words ‘cycling’ or ‘cycle’.
"cycling event"	The results include hits containing the words ‘cycling’ (or ‘cycle’) and ‘event’ (or ‘events’)

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## Exact (“ ”#)

This is the type of search you need if you are searching for an exact word match. You can use keyword(s) enclosed in double quotes followed by a hash-symbol to specify a word or set of words to be matched. For example, type *“Olympic event”#* in the Search box and click on Search. The results have hits containing ‘Olympic event’.

### Examples:

Search Query	Explanation
"cycling event"#	The results include hits containing the phrase ‘cycling event’. The word ‘cycle’ or ‘events’ would not be considered a match.
“cyc event”#	Hits are unlikely because the search is performed on the exact representation of the characters within the quotes.

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## Phrases and Proximity (“ ”, ~)

This is the type of search you need if you are searching for multiple keywords separated by a maximum number of words in between. To do this, you use keywords enclosed in double quotes followed by ‘~’ and a number. For example, type *“Olympic event”~3* in the Search box and click on Search. The results include hits containing ‘Olympic’ and ‘event’ separated by three words or less. Results would include hits that contain phrases such as the following:

'Olympic events'

'Olympic cycling events'

'Olympic swimming and diving events'

**Examples:**

Search Query	Explanation
"opening ceremony"	This is the same as "opening ceremony"~2 (the default is 2). The results include hits containing the words 'opening ceremony' separated by no more than 2 words.
"Olympic opening ceremony"~9	The results include hits containing 'Olympic', 'opening' and 'ceremony' separated by no more than nine words. For example, a hit would look like "Olympic grand opening was handled in a ceremony that..."

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## Wildcard Search (\*)

You can search for a partial match using the wildcard expression, '\*'. To refine your search further, you can indicate the minimum number of characters expected in addition to the partial keyword. The '?' expression represents an occurrence of a character. For example, type *cycl??\** in the Search box and click on Search. The results have hits containing words starting with 'cycl' that have at least two more characters but potentially more:

'cycles'

'cycling'

'cyclist'

'cyclone', etc.

Note: Wildcard search can increase the time it takes for you to see results.

**Examples:**

Search Query	Explanation
cycle*	Results include hits containing words starting with characters 'cycle'
cy*ing	Results include hits containing words starting with 'cy' and ending with 'ing'
cyc??*	Results include hits containing words that start with 'cyc' and that have at least two more characters but potentially more. Each '?' represents an occurrence of a character.

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## Partial Match (~)

This type of search is for a single word and useful when your keyword needn't be an exact match, however, the closer the match the better. This is ideal for including misspelled occurrences of the keyword in the results. The threshold can be used to achieve a less strict to a more strict match using values between 0 and 1, with 1 being the most strict. Using a low threshold of 0.1 will result in a very large number of hits containing words that loosely match the keyword; however, using a high threshold of 0.9 will result in a reduced number of hits because the hits will contain words that closely match the keyword. It may help to think of it as percentages, where 0.1 is 10% and 0.9 is 90%.

Note: Partial match search can increase the time it takes for you to see results -- the lower the threshold, the longer the processing time.

**Examples:**

Search Query	Explanation
olympic~	This is equivalent to olympic~0.5. This results in loosely matched spellings of 'olympic'. The results will include hits containing 'olympic', 'Olympic' and a variety of misspellings. The threshold can be a value between 0 to 1, the default value is 0.5
olympic~0.8	This results in more closely matched spellings of 'olympic'. A search using ~0.8 would have fewer hits compared to a search using ~0.5.
olympic~0.9	This results in even more closely matched spellings of 'olympic'. A search using ~0.9 would have fewer hits compared to a search using ~0.8.

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