

Chapter No. 9 Relevance feedback and query expansion

<Food for Thoughts>

1. What do we mean by relevance feedback? What is its procedure?
2. Give three reasons why relevance feedback has been little used in web search.
3. What do we mean by Pseudo relevance feedback? Give example.
4. Suppose that a user's initial query is "cheap CDs cheap DVDs extremely cheap CDs". The user examines two documents, d1 and d2. She judges d1, with the content "CDs cheap software cheap CDs relevant" and d2 with content "cheap thrills DVDs" non relevant. Assume that we are using direct term frequency (with no scaling and no document frequency). There is no need to length-normalize vectors. Using Rocchio relevance feedback, what would the revised query vector be after relevance feedback? Assume $\alpha = 1$, $\beta = 0.75$, $\gamma = 0.25$.
5. What is a query expansion? Why is it a costly phenomenon?
6. What is a general approach to give a global relevance feedback? Give an example.
7. Does negative feedback is of any importance in web-search? Explain.
8. What are some of the problems of search engine on which relevance feedback effective? Outline them.
9. What are the assumptions for Rocchio algorithms for relevance feedback? Why these assumptions are not correct? Explain.