

**EXPLOITING CONTEXT FOR LONG-TERM
INFORMATION RETRIEVAL RELATED TASKS**

by

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ABSTRACT

Information Retrieval (IR) is one of the most evolving research fields and has drawn extensive attention in recent years. There are different types of IR systems targeting to meet different users' information needs. Two IR systems are of the most interest in our works: (1) the evaluation system for IR researchers who are interested in understanding the IR ranking models, (2) the contextual suggestion system that shows interesting venues to end users. In order to make better aforementioned IR systems that are satisfied for both researchers and end users, in our work we explore the impact of context in two specific long-term IR related tasks – ranking model performance upper bound analysis using unified evaluation system and contextual suggestion.

A long standing problem of IR community is that newly proposed ranking models are implemented and evaluated using various systems of researchers' choices and such choices lead to the fact that different researchers reported different results for the same baseline model. The context – the IR evaluation system used by researcher, is apparently the cause of such problem. This fact casts doubts on the real effectiveness of the proposed ranking models and we argue that it is essential for the IR community to have a unified evaluation system so that ranking models can be compared without considering the details – usually other components of an IR system, e.g. preprocessing of documents or the choice of evaluation metrics. In our work we propose two unified IR evaluation systems to alleviate this problem. VIRLab as our first attempt provides a web based IR evaluation system where the users of the system can implement their own models and get them automatically evaluated. Another system RISE (Reproducible IR System Evaluation) is proposed in order to further improve VIRLab. To the best of our knowledge, RISE is the first ever known system that users of the system can collaborate with each other and thus make the normalization of baseline models much

more easier and thus can be trusted by future researchers. With the help of RISE a large scale reproducibility experiment is deployed and the comprehensive results serve as the the performances reference of most widely used IR models.

Based on the reproducibility experiment results of using RISE we find that the optimum performances of bag-of-terms ranking models do not improve a lot on TREC collections for over 20 years. This introduces another interesting question: does it exist the performance upper bound for bag-of-terms models? To answer this question we extensively investigate the context – the bag-of-terms document representation assumption and the statistics like term frequency and inverted document frequency with which the models usually play. We first find that for single term queries several ranking models can be transformed to a simplified model. We then apply the cost/gain analysis which is commonly used in learning-to-rank (LTR) domain to find the optimum of single term queries for this simplified model. The result shows that although the performances of state-of-the-art ranking models are quit close to the practical optimum there is still some room for improvement.

For contextual suggestion system it is commonly agreed that successful modeling user profile is the key to the solution. We argue that user’s preference which is usually treated as a static factor should also be considered as part of the context of this problem. Our first approach is to model the user profile using the venue’s category and description from user’s activity history. We further improve the method by leveraging the opinions from user’s preference to model the user profile. Such methodology utilizes the rich text associated with the users which naturally fits the problem into IR domain. By modeling the candidate suggestions in the similar fashion, the similarities between the candidates and the user profile are used to score the candidates. Experiments on TREC collections and a Yelp data collection confirm the advantage of our method.

For the future work, there are mainly two directions we would like to explore more. The first one is to quantify the impact of the context of unified IR evaluation system. There is no previous work on how much difference does the usage of different retrieval tools bring. We hope to be the first to report on standardizing and quantifying

the impact so that the IR community could be aware of such divergence and can better evaluate the contributions of using various tools. The second one is to provide more sound justification about the boundary theory of ranking model performance. Specifically, we want to extend the current analysis on the single term queries to multiple term queries. We also would like to try other method, e.g. explanatory analysis, to achieve the same goal.

Chapter 1

INTRODUCTION

The past decades have witnessed the tremendous success of World Wide Web. People all over the world can now access to publicly available information via commercial search engines such as Google or Baidu with great ease. According to the online statistics¹, Google now (as of October 2016) can handle over 40,000 search queries every second on average, which translates to over 3.5 billion searches per day and 1.2 trillion searches per year worldwide. With such huge volume of search activities it is essential to make the search results of high quality in order to meet the users needs.

Information Retrieval (IR), usually used by academia in favor of its industrial counterpart search engine, is one of the most evolving fields and has drawn extensive attention in recent years. Generally speaking, there are different types of IR systems targeting to meet different users' information needs. For IR researchers who are interested in understanding the IR ranking models, what they want is the IR system where they can modify the ranking model of the system more easily and quickly, test it, iterate to next round. On the other hand, an IR system could also be mainly for end users. Users of the system do not necessarily know the details of how to design, how to implement the ranking algorithm of the system – they just need to know how to use the system to meet their information needs. One such example is the contextual suggestion system [67–70, 73]. In our work we focus on two IR systems which are both related long-term information retrieval task. The first one is ranking model performance upper bound analysis using unified evaluation system which is mainly for

¹ <http://www.internetlivestats.com/google-search-statistics/>

IR researchers and the other is contextual suggestion which is mainly for end users. Specifically, we explore the context and its impact for these two systems.

The word “*Context*” is originally defined as “the set of circumstances or facts that surround a particular event, situation, etc.” In our work, context is extensively studied in order to reveal and quantify its impact for different research problems. We will show more details in the following.

1.1 Unified IR Evaluation System

The first problem we address is a long standing problem in evaluating the effectiveness of IR system². For a typical IR evaluation system the ideal case is to have a unified testing environment which is responsible for everything related to the evaluation process except the ranking model part. That said, everything including pre-processing and indexing the documents, generating the ranking list, evaluating the results, the choice of evaluation metrics and interpretation of the performance, all should be under the same settings if one’s purpose is purely compare the effectiveness of different ranking models. For this problem the unified testing environment is regarded as the context of the evaluation process.

Apparently the context of this problem is the very basis of comparing the effectiveness of ranking models and thus should be carefully treated. Without this context researchers cannot make sound claim about their proposed models. Unfortunately, there is no such environment for the IR community. People continuously report different performances on the same baseline model [72] and this casts doubt on the real effectiveness of the proposed models.

In our work, two systems, namely VIRLab (Virtual IR Lab) [20] and RISE (Reproducible Information retrieval System Evaluation) [72] are proposed in order to

² There are several aspects in IR system can be evaluated. In our work, we focus on the evaluation of effectiveness of the system. Specifically only the effectiveness of the ranking model is investigated

offer a unified context to the IR community for standardization of comparing ranking models. The uniqueness and the advantage of these two systems is that they offer centralized and controlled IR evaluation systems which facilitate easy but trusted comparison of retrieval models. With the help of these systems (in our case we use RISE) we are able to conduct a comprehensive reproducibility study for information retrieval models. In particular, we implement and evaluate more than 20 basic retrieval functions over 16 standard TREC collections. Experimental results allow us to make a few interesting observations. We first compare the evaluation results with those reported in the original papers, and find that the performance differences between the reproduced results and the original ones are small for majority of the retrieval functions. Among all the implemented functions, only one of them consistently generates worse performance than the one reported in the original paper. Moreover, we report the retrieval performance of all the implemented retrieval functions over all the 16 TREC collections including recently released ClueWeb datasets. To the best of our knowledge, this is the first time of reporting such a large scale comparison of IR retrieval models. Such a comparison can be used as the performance references of the selected models.

1.2 Boundary Theory of Bag-of-Terms Models

With the unified IR evaluation system like VIRLab and RISE we have mentioned above we are able to compare ranking models with ease and trust. After a comprehensive comparison of the most widely used ranking models [71, 72] we find that the optimum performances of some models [1, 21, 27, 42, 57, 61, 76] are quite similar on several TREC collections. The commonalities of those models are: (1) all of them are based on bag-of-terms document representation assumption. That is, terms in the document are independent with each other and the occurrence (or absence) of one term does not affect the occurrence (or absence) of any other terms, and (2) the models consist of basic signals (statistics) such as Term Frequency (TF), Inverted Document Frequency (IDF), Document Length Normalization (DLN) and other collection statistics [19]. The commonalities could be viewed as the context of these ranking models

since they are the theoretical foundation of these retrieval functions. With this context some interesting questions here would be: it remains unclear whether we have reached the performance upper bound for such retrieval models. If so, what is the upper bound performance? If not, how can we do better?

To find the performance upper bound is quite challenging: although most of the IR ranking models deal with basic signals, how they combine the signals to compute the relevance scores are quite diverse due to different implementations of IR heuristics [19]. This kind of variants makes it difficult to generalize the analysis. Moreover, typically there are one or more free parameters in the ranking models which can be tuned via the training collections. These free parameters make the analysis more complicated. In our work, we simplify the problem and just focus on single-term queries and study how to estimate the performance bound for retrieval functions utilizing only basic ranking signals. With only one term in a query, many retrieval functions can be greatly simplified. For example, Okapi BM25 and Pivoted normalization functions have different implementations for the IDF part, but this part can be omitted in the functions for single-term queries because it would not affect the ranking of search results. All the simplified functions can then be generalized to a general function form for single-term queries. As a result, the problem of finding the upper bound of retrieval function utilizing basic ranking signals becomes that of finding the optimal performance of the generalized retrieval function. We propose to use cost/gain analysis to solve the problem [6, 7, 17]. As the estimated performance upper bound of simplified/generalized model is in general better than the existing ranking models, our finding provides the practical foundation of the potentially more effective ranking models for single term queries.

1.3 Contextual Suggestion

Another research endeavor of our work is to provide better IR system for end users. This kind of system is different from the previous one since end users do not necessarily know about the implementation or design details of the system – what

they want is how to use the system to meet their information needs. Contextual suggestion is one of such example. The task of contextual suggestion is to recommend interesting venues to the users based on contextual information such as geographic location, temporal information and user’s activity history. Traditionally context of this problem is often referred to the physical conditions of the users. In our work we argue that user’s long-term, static preferences should also be included in the context as it is the key condition we have to rely on.

There are two necessary steps to tackle the contextual suggestion problem and both of them rely on the context we have defined: (1) identify a set of candidates that satisfy the contextual requirements, e.g., places of interest that are close to a target place; (2) rank the candidate suggestions based on user’s interests. User profiling is the key component to effectively rank candidate places with respect to a user’s information need and this is the reason we include the user preference history into the context.

In order to model use profile we first propose to leverage the category and description information about the places in user’s activity history to construct user profiles [66]. The advantage of such approach is the ease of computation and the satisfactory results [14]. We further find that using category or description to build a user profile is not enough: category of places is too general to capture a user’s underlying needs; while the text description of a place is too specific to be generalized to other places. In other studies [67–70, 73] we leverage opinion, i.e. opinion ratings and the associated text reviews, to construct an opinionated user profile. By doing like this we aim to explain “why the user likes or dislikes the suggestion” instead of simply recording “what places the user liked or dislike” in the search history. The problem of this approach is that on-line opinions are notoriously skewed as only very small number of people post their opinions. To address this data sparsity challenge we propose to also include the opinions from similar users as the current user to construct the profile of current user. The assumption here is that users with similar ratings have the similar reasons of giving the rating. By modeling the candidate places in the similar fashion the similarity between user profile and candidates profile is used to rank the candidates.

We tried different representations of the text reviews when modeling the profiles. We further apply Learning-to-Rank (LTR) method to the similarity scores for the ranking method. Experiment results on TREC collections and a self-crawled Yelp collection validate the effectiveness of our method.

1.4 Summary

Previous studies in IR rarely separated the context apart from other components of a specific research problem. However, we argue that the context of different IR systems or components should be carefully treated and extensively studied as the impact of the context is big enough to influence the results some IR studies, e.g. the ones aforementioned above.

As of future work, we would further explorer in two directions. The first one is to quantify the impact of the context of unified IR evaluation system. There is no previous work on how much difference does the usage of different retrieval tools bring. We hope to be the first to report on standardizing and quantifying the impact so that the IR community could be aware of such divergence and can better evaluate the contributions of using various tools. The second one is to provide more sound justification about the boundary theory of ranking model performance. Specifically, we want to extend the current analysis on the single term queries to multiple term queries. We also would like to try other method, e.g. explanatory analysis, to achieve the same goal.

The rest of the thesis is organized as follows. First, we discuss related work in Chapter 2. We describe our reproducibility study using VIRLab and RISE in Chapter 3. We explain how we use cost/gain analysis to find the performance upper bound for single term queries in Chapter 4. In Chapter 5, we investigate the problem of contextual suggestion and present our approaches. We then discuss future work in Chapter 6. Finally, we summarize the contributions of the thesis on Chapter 7.

Chapter 2

RELATED WORK

In this thesis, we investigate the impact of context in different IR systems. Specifically, two kinds of systems are mainly explored. The first one is the unified evaluation system where the context is the evaluation system itself on which the comparison of different ranking models relies. With the help of the unified evaluation system we tried to provide analytical performance upper bound for bag-of-terms ranking models of which the context here are the statistics used by the models. The other system is the contextual suggestion. The key of solving this problem is to build the user profile based on the user preference history. We include user preference as part of the context of this problem as this is the long term and thus static information need of the user. Extensive work have been done on solving these research questions. We now survey the related work in the literature and discuss the differences with our proposed approaches in detail.

2.1 Unified IR Evaluation System

There have been significant efforts on developing various web services for IR evaluation. Lin et al. [38] proposed an open-source IR reproducibility challenge where they split the IR system into pieces of components such as two kinds of tokenization methods and four different IR toolkits. By easily configuring different combinations of these components, we can have a partially filled matrix indicating the performances of specific combinations of the components. Such transparent experiment set up makes it possible to have a better understanding about the impact of different components. Gollub et al. [24] described a reference implementation of their proposed IR evaluation

web service which bears the important properties like web dissemination and peer-to-peer collaboration. Hanbury et al. [25] reviewed some of the existing automated IR evaluation approaches and proposed a framework for web service based component-level IR system evaluation. Lagun and Agichtein proposed a web service, which enables large scale studies of remote users [34]. Their system focused on providing a platform that reproduces and extends the previous findings on how users interact with the search engine especially the search results.

Our developed systems *VIRLab* and *RISE* are closely related to the ideas of Privacy Preserved Evaluation (PPE) [20] and Evaluation as a Service (EaaS) [39,40,56]. *VIRLab* [20] provides a web service for users to implement retrieval functions. It is mainly designed to facilitate teaching IR models. *RISE* is also designed as a web service to provide a unified interface for the users to evaluate their models/algorithms. This design enables the system to host the data collections instead of shipping the data collections to researchers, which can ensure the privacy of the collections. Users of *RISE* can not see the functions implemented by other users. The uniqueness of *RISE* system is that it is specifically designed to facilitate the implementation and evaluation of retrieval functions.

The SIGIR 2015 Workshop on Reproducibility, Inexplicability, and Generalizability of Results (RIGOR) [28] is one of the venues that encourage the study of reproducibility. Their reproducibility challenge invited developers of 7 open-source search engines to provide baselines for TREC GOV2 collection. Trotman et. al. [64] and Muhleisen et. al. [47] have also tried to reproduce retrieval results for IR models, but the number of retrieval functions and the number of collections used in these studies (1 function 1 collection for [64] and 9 functions 10 collections for [47]) are not as large as what we studied in this paper.

Compared with the previous studies, our work is different in the following two aspects. First, the *RISE* system is specifically designed for the reproducibility study of retrieval models. It hides details about collection processing and evaluation, and enables users to focus on only the implementation of retrieval models. Due to its

flexibility, we are able to implement and compare a wide range of retrieval functions that were not implemented in any other open-source toolkits. Second, our reproducibility study includes more retrieval functions and more data collections. The ultimate goal of the *RISE* system is to provide a complete set of benchmark results of IR models.

2.2 Boundary Theory of Bag-of-Terms Models

Although there are lots of effective ranking models proposed by researchers, there are fewer studies dedicated to the theoretical analysis of their performances upper bound. One related domain is the constraint analysis [19] which proposes formal constraints that a reasonable ranking model should bear. Examples of the constraints including how should a ranking model incorporate TF, how to regulate the interaction of TF and DL, how to penalize long document in the collection, etc. The constraint analysis provides a general guide of how a reasonable ranking model should be designed. Our work further explores this direction by providing the practical performance upper bound as well as the optimal parameters which helps to fine tune the constraint theory.

Our estimation method is mostly inspired by the RankNet [6, 7] and the LambdaRank [6, 17] which are successful in the learning to rank domain. In their works they apply the pair-wise documents comparison for a specific query which is also adopted by our work. However, we did two different things in our work: (1) the aforementioned techniques apply neural network as the underlying model while we follow the rationale proposed by some classic ranking model, i.e. the ranking score should be positively correlated with TF and inversely correlated with DL, to find the local optimum of the generalized ranking models. (2) we aim to optimize MAP instead of NDCG and we proposed a simplified equation for calculating the difference of MAP if two documents are swapped in the ranking list which can make the analysis more efficiency. There is another work which indeed directly optimizes MAP called SVM MAP [75]. SVM MAP is actually another learning to ranking algorithm based on support vector machine. It performs optimization only on a working set of constraints which is extended with the most violated constraint at each optimization step. Taylor et al. [63] used the cost

analysis to predicate a family of BM25 ranking models. They however did not apply the gain analysis which has shown to be superior in our experiments.

2.3 Contextual Suggestion

The problem of contextual suggestion was first introduced at TREC in 2012, and the track has been running in the past four years [11–14]. Although the details of the track varied, the task remains the same. Given a user’s preferences on a set of example suggestions and a context, track participants are expected to return a ranked list of new suggestions that are likely to satisfy both the user preferences (based on their preferences on the example suggestions) as well as the contexts such as geotemporal locations. Each example suggestion includes a title, description and an associated URL. For each user, we know their preferences on part or all of the example suggestions.

Most TREC participants retrieved candidate suggestions from various online services such as Google Place or Yelp based on the geographical context and then use some heuristics, e.g. nightclub will not be shown if the temporal context is in the morning, to filter out the suggestions that do not match the temporal contexts [12, 14]. After that, the task is to retrieve useful suggestions based on user preferences. Most participants formulated the task as a content-based recommendation problem [29, 31, 36, 37, 46, 55, 58, 65, 66, 69, 74]. A common strategy adopted by top-ranked participants of TREC is to estimate a user profile based on the example suggestions and then rank candidate suggestions based on their similarities to the user profile. The basic assumption is that a user would prefer suggestions that are similar to those example suggestions liked by the user.

There are some studies that used terms from the description of the places or the web pages of the example suggestions to construct user profiles, and then various similarity measures are used to rank the candidates [29, 31, 66]. A few studies also explored the use of category information for user profiling and candidate ranking. For example, Li and Alonso [37] utilized the accumulative category scores to model both user and candidate profiles, and then use the full range cosine similarity between the

two profiles for candidate ranking. Li et al. [36] leveraged how likely each popular category is liked/disliked by users to construct user profiles, and the candidate ranking is to favor suggestions from a user’s favorite categories. McCreddie et al. [46] proposed to rank the candidates by comparing two trees of finer-grained categories between user profile and candidate profile using a tree-matching technique. Diversification is then applied so that the categories of top ranked candidates are normalized. Yates et al. [74] proposed to recommend the candidates which are proportional to the number of example suggestions in each category. Koolen et al. [33] applied a similar method with a major modification of retrieving the category information from Wikitravel¹.

Although we also use category and description of example suggestions to build user profile, we propose to leverage text reviews about the example suggestion to estimate the user profile which is unseen from previous works.

2.3.1 Recommendation Systems

The problem of contextual suggestion is also similar to collaborative filtering [62]. Collaborative filtering assumes that similar users would share similar ratings, and focuses on predicting the user rating based on such an assumption. It often requires a large number of past user preferences to be more accurate and sometimes it may suffer from data sparsity problem which is known as the cold start problem [60]. In order to solve the data sparsity problem, reviews were incorporated to improve the performance. Hariri et al. [26] inferred the context or the intent of the trip by analyzing reviews. In particular, they used latent Dirichlet Allocation to identify the topics from the reviews, and the final ranking scores are generated based on both the context scores as well as the scores generated by traditional collaborative filtering methods. Jakob et al. [30] proposed to cluster the features and then apply natural language processing techniques to identify the polarity of the opinions. A few studies also focused on leveraging Location Based Social Network to solve the data sparsity problem. Noulas et al. [48] applied random walk based on latent space models and computed a variety of

¹ <http://www.wikitravel.org/>

similarity criteria with venue’s visit frequencies on the location based social newtown. Bao et al [3] proposed to first constructing a weighted category hierarchy and then identify local experts for each category. The local experts are then matched to a given user and the score of the candidate is inferred based on the opinions of the local experts.

Our work is also related to other studies that utilized reviews to improve the performance of recommendation systems [26, 35, 52, 54, 59]. Raghavan et al. [54] proposed to use the helpfulness, features from the text reviews and the meta-data (average rating, average length of text reviews and etc.) of the opinions to train a regression model in order to generate a quality score for each opinion. The quality score is then incorporated into the probabilistic matrix factorization as an inverse factor which affects the variance of the prediction from the mean of the factor model. Levi et al. [35] extended this study and analyzed the review texts to get the intent, features and the ratings for each feature. Qumsiyeh and Ng [52] explored the aspects in the reviews and computed the probability of each genres (categories) in each rating level. Their work is limited to the applications in multimedia domains, and the genres of each type of media is pre-defined.

Our work is different from these previous studies in the following aspects. First, our focus is to directly use reviews to model user profile while previous studies mainly used reviews to predict the rating quality or the user intent. Second, existing studies on collaborative filtering were often evaluated on only specific applications, e.g., movies, hotels, and it is unclear how those methods could be generalized to other domains. In contrast, our proposed method is not limited to any specific domains and can be applied to a more general problem set up.

2.3.2 Text Summarization

The summary generation of our work is related to automatic text summarization. Automatic text summarization has been well studied for traditional documents such as scientific documents and news articles [53]. In particular, previous work has studied various problems in this area including extractive summarization, abstractive

summarization, single-document summarization and multiple-document summarization [10]. More recently, there have been effort on opinion mining and summarization [2, 9, 15, 16, 18, 32, 44, 45, 49–51]. Most of them involve in the finer partition of the reviews and polarity judging of each partition. Common strategies include part-of-speech analysis, negation identification and etc. Unlike the previous effort, we focus on generating a *personalized* summary for a suggestion. Since the information about the suggestion is scattered in many places, including description, web sites and reviews, the summarization needs to synthesize the information from these heterogeneous information sources. Instead of extracting the information from a single source, we try to leverage one information source to guide the extractive summarization process in other sources and then assemble all the extracted summaries together into a *structural* way. Another main difference of our work from previous studies is to utilize the user profile to generate personalized summaries.

Chapter 3

REPRODUCIBILITY STUDY USING UNIFIED IR EVALUATION SYSTEM

Chapter 4

BOUNDARY THEORY OF IR RANKING MODELS

Various information retrieval models have been studied for decades. Most traditional retrieval models are based on bag-of-term representations, and they model the relevance based on various collection statistics, e.g. Term Frequency (TF), Inverted Document Frequency (IDF), Document Length (DL). Bag-of-term document representation and the statistics could be treated as the context of such ranking models. Despite these efforts, it seems that the performance of “bag-of-term” based retrieval functions has reached plateau, and it becomes increasingly difficult to further improve the retrieval performance. Thus, one important research question is whether we can provide any theoretical justifications on the empirical performance bound of basic retrieval functions.

In our work, we start with single term queries, and aim to estimate the performance bound of retrieval functions that leverage only basic ranking signals such as document term frequency, inverse document frequency and document length normalization. Specifically, we demonstrate that, when only single-term queries are considered, there is a general function that can cover many basic retrieval functions. We then propose to estimate the upper bound performance of this function by applying a cost/gain analysis to search for the optimal value of the function.

Chapter 5

CONTEXTUAL SUGGESTION

The increasing use of mobile devices enables an information retrieval (IR) system to capitalize on various types of contexts (e.g., temporal and geographical information) about its users. Combined with the user preference history recorded in the system, a better understanding of users' information need can be achieved and it thus leads to improved user satisfaction. More importantly, such a system could *proactively* recommend suggestions based on the contexts.

User profiling is essential and is the key to success in contextual suggestion. Since user's preference is always modeled as long-term and static we include it as part of the context of this problem. Given most users' observed behaviors are sparse and their preferences are latent in an IR system, constructing accurate user profiles is generally difficult. In our work, we focus on location-based contextual suggestion and propose two approaches to construct user profiles.

The first approach uses the categories and/or descriptions from users' activities history to build user profile. The rationale here is that users are at a better chance to favor the places that are similar to what she liked before in terms of the category/description of the places. In reality, one user would typically have several positively rated and also several negatively rated suggestions in the past. We compute the similarity of category/description between each candidate suggestion and all places in the user's activity history and combine the averages of both positive and negative scores.

The second approach leverages the users' opinions to form the user profiles. By assuming users would like or dislike a place with similar reasons, we construct

the opinion-based user profile in a collaborative way: opinions from the other users are leveraged to estimate a profile for the target user. Candidate suggestions are represented in the same fashion and ranked based on their similarities with respect to the user profiles.

Moreover, we also develop a novel summary generation method that utilizes the opinion-based user profiles to generate personalized and high-quality summaries for the suggestions.

Experiments conducted over three standard TREC Contextual suggestion collections and a Yelp data set show the advantage of our approaches and the system developed based on the proposed methods have been ranked as top 1 in both TREC 2013 and 2014 Contextual Suggestion tracks.

5.1 Problem Formulation

The problem of contextual suggestion can be formalized as follows. Given a user’s contexts (e.g., location and time) and the her/his preferences on a few example suggestions, the goal is to retrieve candidate suggestions that can satisfy the user’s information need based on both the context and preferences. For each returned candidate suggestion, a short description may also be returned so that the user could decide whether the suggestion is interesting without going to its website. For example, assume that a user liked “Magic Kingdom Park” and “Animal Kingdom”, but disliked “Kennedy Space Center”. If the user is visiting Philadelphia on a Saturday, the system is expected to return a list of suggestions such as “Sesame Palace” together with a short summary of each suggestion, e.g., “Sesame Place is a theme park in Langhorne, Pennsylvania based on the Sesame Street television program. It includes a variety of rides, shows, and water attractions suited to very young children.”

Since our paper focuses on user modeling, we assume that we have filtered out the suggestions that do not meet the context requirement and the remaining suggestions only need to be ranked based on the relevance to user preferences. Note that the filtering process based on contexts can be achieved by simply removing the suggestions

that do not satisfy the contextual requirements, such as the ones that are either too far away from the current location or those that are currently closed.

The remaining problem is essentially a ranking problem, where candidate suggestions need to be ranked based on how relevant the suggestions are with respect to a user’s interest. Formally, let U denote a user and CS denote a candidate suggestion, we need to estimate $S(U, CS)$, i.e., the relevance score between the user and the suggestion.

It is clear that the estimation of the relevance score is related to how to represent U and CS based on the available information. Let us first look at what kind of information we can gather for U and CS . For each user U , we know the user’s preferences (i.e., ratings) for a list of example suggestions. We denote an example suggestion ES and its rating given by user U as $R(U, ES)$. For a suggestion (either CS or ES), we assume that the following information about the suggestion is available: the text description such as title and category and online opinions about this suggestion. Note all the information can be collected from online location services such as Yelp and Tripadvisor.

5.2 Category and Description based User Profile Modeling

5.2.1 Ranking based on User Profiles

We first describe our framework of how to rank candidate suggestions based on user profiles. How to use the category and description to build user profile will be introduced later. The profile of each user consists of the user’s preferences for example suggestions. The suggestions that a user likes are referred to as “positive user profile”, and those disliked by the user are referred to as “negative user profile”. Intuitively, the relevance score of a candidate suggestion should be higher when it is similar to positive user profile while different from the negative user profile.

Formally, we denote U as a user and CS as a candidate suggestion. Moreover, let $\mathcal{U}_+(U)$ denote positive user profile, i.e., a set of places that the user likes, and $\mathcal{U}_-(U)$

denote negative user profile, i.e., a set of places that the user dislikes. The relevance score of CS with respect to U can then be computed as follows:

$$S(U, CS) = \varphi \times SIM(\mathcal{U}_+(U), CS) + (1 - \varphi) \times SIM(\mathcal{U}_-(U), CS) \quad (5.1)$$

$$= \varphi \times \frac{\sum_{e \in \mathcal{U}_+(U)} SIM(e, CS)}{|\mathcal{U}_+(U)|} + (1 - \varphi) \times \frac{\sum_{e \in \mathcal{U}_-(U)} SIM(e, CS)}{|\mathcal{U}_-(U)|} \quad (5.2)$$

where $\varphi \in [0, 1]$ regularizes the weight between the positive and negative similarities. When $\varphi = 1$, the highly ranked suggestions would be those similar to the suggestions that the user likes. When $\varphi = 0$, the highly ranked suggestions would be those different from the suggestions that the user dislikes. $SIM(\mathcal{U}_+(U), CS)$ measures the similarity between the positive user profile and the candidate suggestion, and we assume that it can be computed by averaging the similarity scores between each positive example and the candidate suggestion. $|\mathcal{U}_+(U)|$ corresponds to the number of positive examples in the user profile. It is trivial to explain the corresponding symbols for negative one.

Thus, it is clear that the problem of computing the relevance score of a candidate suggestion with respect to a user can be boiled down to the problem of computing the relevance score between a candidate suggestion and a place mentioned in the user profile, i.e., $SIM(e, CS)$, where e is an example from the user profile. We explore the following two types of information to compute $SIM(e, CS)$: (1) the category of a place; and (2) the description of a place.

5.2.1.1 Category-based Similarity

Category is a very important factor that may greatly impact user preferences. However, the categories of the suggestions are often in hierarchical format. Here is an example category, $[History\ Museum \rightarrow Museum \rightarrow Arts]$. The categories becomes more general from the left to the right. In this example, *Arts* is the most general category while *History Museum* is the most specific category. Note that we represent the hierarchical categories as a set of categories in this paper.

Table 5.1: Examples of Categories in Example Suggestions

NAME	Categories
HoSu Bistro	SushiRestaurant→Restaurants; KoreanRestaurant→Restaurants; JapaneseRestaurant→Restaurants
The Rex	JazzBlues→MusicVenues→Arts
St. Lawrence Market	Grocery→Shopping; FarmersMarket→Shopping
...	...

We can compute $SIM(e, CS)$ based on the category similarities between e and CS as follows:

$$SIM_C(e, CS) = \frac{\sum_{c_i \in \mathcal{C}(e)} \sum_{c_j \in \mathcal{C}(C)} \frac{|Intersection(c_i, c_j)|}{\max(|c_i|, |c_j|)}}{|\mathcal{C}(e)| \times |\mathcal{C}(C)|} \quad (5.3)$$

where $\mathcal{C}(e)$ denotes the set of categories of location e and $|Intersection(c_i, c_j)|$ is the number of common categories between c_i and c_j . Recall that we crawled the candidate suggestions from two online sources. Table 5.1 shows some example categories of the suggestions.

5.2.1.2 Description-based Similarity

In example suggestions, each suggestion has its unique description which typically is at a short length. We want to learn how the descriptions can affect people’s decision on different places. By comparing the descriptions of training suggestions with textual web sites of testing suggestions we may find some interesting connections. We use textual web sites of testing suggestions because we believe that textual web sites are more reliable than descriptions especially when we rank candidate suggestions. The similarity used function is the F2EXP ranking function [21] since it has been shown to be effective for long queries [21]. So, we have

$$F2EXP(a, b) = \sum_{t \in a \cap b} \frac{c(t, b)}{c(t, b) + 0.5 + \frac{0.5 \cdot |b|}{avdl} \cdot \left(\frac{N+1}{df(t)}\right)^{0.35}} \quad (5.4)$$

Thus, we compute the similarity scores as follows:

$$SIM_{\mathcal{D}}(e, CS) = F2EXP(DES(e), DES(CS)) \quad (5.5)$$

where $DES(e)$ is a description of the example place e .

5.3 Opinion-based User Profile Modeling

5.3.1 Basic Idea

In our problem setup, the available information for a user U includes the user’s preferences for a set of example suggestions. Existing studies often estimated user profiles based on the descriptive information of the example suggestions such as their names, descriptions and web sites [4, 29, 33, 55, 66–68]. However, one limitation of this approach is that such descriptive information could be very specific for one suggestion and might not be useful at all to infer the user’s preferences on other suggestions. Categories of the suggestions were then used by some methods to overcome the limitation [58, 66, 74]. Although this method improves the performance, the improvement is often limited since category information might be too general to capture the reasons behind the user preferences.

Instead of simply capturing what a user likes or dislikes, i.e. the descriptive information of example suggestions, we propose to model the user profile based on the user’s opinions about the example suggestions. The opinions about a suggestion is defined as the $\langle \text{rating}, \text{review text} \rangle$ pairs in our paper. When determining whether an opinion is positive or negative, we rely on the numeric rating rather than the review text. More details about this are described in Section 5.5.2.1.

We now motivate the opinion-based user modeling through an example as shown in Figure 5.1. Assume that we know a user’s preferences for the first four suggestions and want to infer the user preference for the last one. Neither description-based nor category-based methods are effective here. For example, the category of the candidate suggestion is “hotel”, which does not match with the categories of all the example suggestions. Moreover, the descriptions of these example suggestions are very specific,

making it difficult to find their commonalities. However, if we are able to know the user’s preference and review for each example suggestion, it would be possible for us to more accurately infer why the user liked or disliked these places. For example, it seems that the two suggestions that the user liked (i.e., example suggestions 1 and 3) are “clean” while the places that the user disliked (i.e., example suggestions 2 and 4) are both “dirty”. Thus, we may infer that the user prefers places that are “clean”. Now if we know that a candidate suggestion is well known for its “cleanness” based on online reviews, we could safely infer that the user would like this candidate suggestion. Clearly, opinion- based user profile modeling should be more effective than the category- based and description-based methods since it can capture user preferences more accurately.

One challenge of using opinions to model user profile is that users may not share their opinions explicitly by writing the reviews for each example suggestion. To address the challenge, we propose to leverage opinions from similar users. More specifically, we assume that users who rate a suggestion similarly would share the similar opinions about the suggestion. If a user likes a suggestion, we could identify all other users who also like this suggestion and leverage their reviews about the suggestion as part of the user’s positive profile, i.e., the profile about what the user likes. We can build the negative profile in a similar way.

Specifically, we use positive reviews of the example suggestions that the user likes to build his or her positive user profile, and use negative reviews of example suggestions that the user dislikes to build negative user profile. The basic assumption is that the opinion of a user about a place can be inferred by the opinions of the users who share the same preference as the target user to the same place.

Formally, a user U ’s positive profile $\mathcal{U}_+(U)$ can be estimated as follows:

$$\mathcal{U}_+(U) = \bigcup_{\forall i, R(U, ES_i) = POS} REP_+(ES_i), \quad (5.6)$$

where ES_i is an example suggestion and $R(U, ES_i)$ is the rating of ES_i given by user U . The ratings could be binary or within a specified range, but they can be mapped to either positive (i.e., POS) or negative (i.e., NEG). We will provide more details

on these mappings in our experiment setup. $REP_+(ES_i)$ is the positive opinion based representation for ES_i and we will provide more details about the representation in the following subsection (i.e., Section 5.3.2).

Similarly, a user U 's negative profile $\mathcal{U}_-(U)$ can be estimated as:

$$\mathcal{U}_-(U) = \bigcup_{\forall i, R(U, ES_i) = NEG} REP_-(ES_i), \quad (5.7)$$

where $REP_-(ES_i)$ is the negative opinion based representation for ES_i .

5.3.2 Opinion-based Representation for Suggestions

We now discuss how to generate opinion-based representations for the suggestions (CS or ES). Given an ES , we need to construct two profiles: (1) positive profile, i.e., $REP_+(ES)$, based on all the positive reviews of ES ; and (2) negative profile, i.e., $REP_-(ES)$ based on all negative reviews of ES .

Now the remaining challenge is how to construct these two profiles based on the reviews. For example, do we include every term from the reviews? Or shall we only include important terms from the reviews? If so, how to select the important terms and what are the impact of the selected terms? In order to answer all these questions, we explore the following four strategies to construct $REP_+(ES)$ and $REP_-(ES)$ based on the reviews. All of these strategies are based on “bag-of-terms” representations but they are different in which terms from the reviews are used in the representations.

- *Full reviews (FR)*: The simplest approach is to take all terms occurring in the review text to build the profile. For example, when estimating $REP_+(ES)$, we take all the positive reviews about ES and use bag of terms representations for these reviews. We can estimate $REP_-(ES)$ in a similar way using negative reviews. Despite its simplicity, this representation may cause the efficiency concern because when more reviews are available, the size of the profiles could be fairly large.
- *Selective term based reviews (SR)*: To reduce the computational cost, one possibility would be to construct the profile based on a set of selected terms. Terms could be selected using different criteria, and we include the most frequent terms in the profiles. Specifically, top 100 most frequent terms in the review text are selected and their frequencies are set to 1 after being selected. This strategy would

be less computational expensive than the FR method, but it may not perform as well since using only frequent terms might not be the best way of representing opinions.

- *Noun based reviews (NR)*: Another strategy that we have explored to generate concise profiles based on reviews is to only use the nouns from the review text. The rationale is that nouns often correspond to important aspects of a suggestion, and nouns are less noisy than the frequent terms. Thus, we expect better performance of this method compared with SR.
- *Review summaries (RS)*: Finally, we leverage the Opinosis algorithm [23], an unsupervised method that generates concise summaries of reviews, to construct the profiles. The algorithm first generates a textual word graph (called the Opinosis-Graph) of the input data, where each node represents a word, and an edge represents the link between two words. Using three unique properties of the graph data structure (redundancy capture, collapsible structures, gapped sub-sequences), various promising sub-paths in the graph that act as candidate summaries are scored and ranked. The top candidate summaries are then used to generate the final Opinosis summaries. In this work, we first concatenate all the reviews and then generate the review summary using the Opinosis algorithm.

Figure 5.2 shows an example of the original review and the results of different opinion-based representations. When building user profile models, we perform the following simple pre-processing on the original reviews: 1) converting terms into lower cases; and 2) removing punctuations and stop words.

5.3.3 Candidate Suggestions Ranking

We now describe how to rank candidate suggestions based on the user profiles. As described in the previous section, we can estimate a user’s profile based on the user’s preferences on the example suggestions as well as the reviews of the example suggestions. In particular, the profile of user U can be represented with $\mathcal{U}_+(U)$ and $\mathcal{U}_-(U)$. Similarly, a candidate suggestion CS can be represented based on its positive and negative reviews, i.e., $REP_+(CS)$ and $REP_-(CS)$. Thus, the relevance score $S(U, CS)$ should be related to the similarities between the positive/negative user profiles and the positive/negative representations of candidate suggestions.

In order to compute $S(U, CS)$, we investigate two possible ways of combining these similarities: linear interpolation and learning-to-rank.

5.3.3.1 Linear Interpolation

Linear interpolation is a simple yet effective method to combine multiple scores into one. The main idea here is to linearly combine the similarity scores between user profiles (i.e., $\mathcal{U}_+(U)$, $\mathcal{U}_-(U)$) and the candidate profiles (i.e., $REP_+(CS)$ and $REP_-(CS)$).

In the previous section, we have discussed how to construct these profiles, now we discuss how to compute their similarities. Our basic idea is illustrated in Figure 5.3. Intuitively, a user would prefer suggestions with the properties that the user likes or those without the properties that the user dislikes. This means that the relevance score $S(U, CS)$ should be positively correlated with the similarity between two positive profiles and two negative profiles, i.e., $SIM(\mathcal{U}_+(U), REP_+(CS))$ and $SIM(\mathcal{U}_-(U), REP_-(CS))$. Similarly, a user would not like suggestions with the properties that the user dislikes or suggestions without the properties that the user likes, which means $S(U, CS)$ should be negatively correlated with the similarity between positive and negative profiles, i.e., $SIM(\mathcal{U}_+(U), REP_-(CS))$ and $SIM(\mathcal{U}_-(U), REP_+(CS))$.

Following the above intuitions, we can estimate the similarity between a user and a candidate suggestion as follows:

$$\begin{aligned} S(U, CS) = & \alpha \times SIM(\mathcal{U}_+(U), REP_+(CS)) - \beta \times SIM(\mathcal{U}_+(U), REP_-(CS)) \\ & - \gamma \times SIM(\mathcal{U}_-(U), REP_+(CS)) + \eta \times SIM(\mathcal{U}_-(U), REP_-(CS)) \end{aligned} \quad (5.8)$$

where α , β , γ and η are parameters that balance the impact of the four components to the final similarity score. All of their values are between 0 and 1. $SIM(a, b)$ could be any text similarity measure. In this paper, we used an axiomatic retrieval function F2EXP [21] since it has been shown to be effective for long queries [21]. So, we have

$$SIM(a, b) = \sum_{t \in a \cap b} \frac{c(t, b)}{c(t, b) + 0.5 + \frac{0.5 \cdot |b|}{avdl} \cdot (\frac{N+1}{df(t)})^{0.35}} \quad (5.9)$$

where $c(t, b)$ is the occurrences of term t in b and $|b|$ is the number of terms in b . $avdl$ is the average length of all the candidate suggestion representations, N is the number

of candidate suggestions in the collection, and $df(t)$ is the number of candidate suggestion representations that contain term t . Note that there are two collections for the candidate suggestion representations, i.e, positive one vs. negative one. Depending on whether b is a positive or negative representation, the last three statistics are computed based on the corresponding collection.

5.3.3.2 Learning to Rank

Machine learning is another way of combining multiple features. And learning to rank has been proven to be effective in information retrieval area [41, 43].

For our task, we can first compute the similarity scores $SIM(\mathcal{U}_+(U), REP_+(CS))$, $SIM(\mathcal{U}_-(U), REP_-(CS))$, $SIM(\mathcal{U}_+(U), REP_-(CS))$ and $SIM(\mathcal{U}_-(U), REP_+(CS))$ which is exactly the same as what we do in linear interpolation method (Section 5.3.3.1). After having these similarities at hand, we can use the similarities as features and use learning-to-rank methods to compute the ranking score for each candidate suggestion. The following learning-to-rank methods are considered:

- **MART**, which is also known as Gradient Boosted Regression Trees. It generates a set of weighted regression trees that aim to predict the scores of training data [22]. The regression tree learned at each iteration only needs to focus on the difference between the target label and the prediction of previous trees. The number of trees can be tuned via the validation data.
- **LambdaMART**, which also applies boosted regression trees, but the training of the trees consider numeric measurements (such as NDCG and ERR) to obtain the gradient of the surrogate loss function between pairs of documents [5]. Like MART, the number of iterations can also be tuned via the validation data. It is denoted as LMART in the paper.
- **LinearRegression**, which views the target label as a linear combination of the attributes. The goal is to search for parameters so that the sum of the squares of differences between target label and the predicted label is minimized. It is denoted as LR in the paper.

5.4 Structured Summary Generation

Here we discuss how to generate a *personalized* and *structured* summary for a candidate suggestion. A straightforward solution is to apply existing text summarization techniques and extract important information from the website of a suggestion [12].

The result would be similar to the search snippets generated by Web search engines for the suggestion’s website. For example, the snippet of *Olive Room*¹ is “The Olive Room, French Restaurant in Montgomery. See the menu, 49 photos, 1 blog post and 34 user reviews. Reviews from critics, food blogs and fellow ...”

Although this strategy would work, it might not be optimal for the following reasons. First, the summary comes from only a single information source, i.e., the website of the suggestion, which may lead to incomplete or even biased information about the suggestion. Second, the summary is not personalized. The lack of personalization might not effectively convince every user.

To overcome these limitations, we propose a novel summarization method for contextual suggestions that leverages the user profile as well as the information from multiple sources about the suggestions to produce *personalized* and *structured* summaries.

Given a suggestion, we could collect a wide variety of information about the suggestion, which includes the category of the suggestion, website of the suggestion as well as the reviews of the suggestion. Note that the category and reviews of a suggestion can be downloaded from the third party websites such as Yelp and Tripadvisor. Recall that the user profiles we have estimated can tell us what makes a user like or dislike a suggestion. Thus, it would be interesting to study how to leverage user profiles to generate summaries that are more convincing. Now, the key challenge is how to synthesize the information from various sources and generate a coherent personalized summary.

To tackle this problem, we propose to generate a structured summary. In particular, the summary consists of multiple fields, and each field aims to provide information about a unique aspect of the suggestion. All the fields together would offer a more complete information about the suggestion as well as arguments on why the suggestion would be appealing to a particular user.

The structured summary consists of the following four components:

¹ <http://www.theoliveroom.com>

- **An Opening Sentence:** It provides a high-level introduction in one sentence.
- **An “official” introduction:** It provides more detailed information about the suggestion by extracting information from the website of the suggestion.
- **Highlighted reviews:** This component explains why other people like this suggestion based on the information extracted from the reviews.
- **A concluding sentence:** This component explains why this suggestion is recommended to the user.

We now provide more detailed information on how to generate the above structured summary.

An opening sentence. The opening sentence serves as a high-level introduction sentence. Sometimes people can even hardly know what kind of the suggestion it is by looking at its name. For instance, we might guess that “Zahav” is related to food, but what kind of food? Intuitively, the opening sentence should clearly explain what this suggestion is. And the category information of this suggestion could be a good choice. Our opening sentence then is of the form: suggestion’s name followed by the fine category of that suggestion. For example, “The big fish grocery is a *shopping store especially for seafood*.” If the fine category of candidate suggestion is not available, we show its coarse category like “The DCM is a museum.” The fine and coarse category can be obtained from the data sources such as Yelp and Google Place.

The “official” introduction. The “official” introduction consists of useful sentences extracted from the web site of the suggestion. Generally speaking, we cannot rely on the HTML DOM structure to extract the well crafted description for two reasons: (1) there might not be dedicated field to store such information, even in the meta data; (2) even if we can find a short summary in the meta data, the information might be too general and does not match user interests well. To address this challenge, we propose to leverage reviews to identify important information from the websites. Specifically, we first extract nouns with high frequency from the suggestion opinions. After that, we use these nouns to identify the sentences from the web site of the candidate suggestion. All the identified sentences are ranked based on the number of

distinctive/total positive adjectives. Only top 5 ranked sentences are used due to the length of the summary.

The highlighted reviews. The highlighted reviews are the sentences extracted from the positive reviews of the suggestion. The process is very similar with the extraction of “official” introduction. We use the most frequent nouns as a guide to extract sentences from positive reviews. Sentences with more distinct positive adjectives are chosen.

The concluding sentence. The concluding sentence is the last sentence in the structured description. Here we customize it to specific user. The concluding sentence is of the form: “We recommend this suggestion to you because you liked *abc* and *xyz* in example suggestions.” *abc* and *xyz* are example suggestions that have the same fine category as the candidate suggestion.

As an example, here is the generated summary for a candidate suggestion, i.e., *Olive Room*. ”*The Olive Room is a bar. HERE ARE THE DESCRIPTIONS FROM ITS WEBSITE: Here at the olive room, you will receive the finest cuisine montgomery has to offer, hands down. HERE ARE REVIEWS FROM OTHER PEOPLE: If you are looking for a unique dining experience, with excellent food, service, location, and outstanding ambiance, look no further! THIS PLACE IS SIMILAR TO OTHER PLACE(S) YOU LIKED, i.e. Tria Wine Room.*”

5.5 Experiments

We conduct experiments to evaluate the proposed category-based, description-based and opinion-based candidate ranking methods as well as the summarization method.

5.5.1 Data sets

To evaluate the effectiveness of the proposed methods, we conduct experiments over two types of data sets: (1) the data set used in the TREC Contextual Suggestion

Table 5.2: Statistics of the three TREC collections

Collection	Num. of Users	Num. of Suggestions	the range of ratings
<i>CS2012</i>	34	49	$[-1,1]$
<i>CS2013</i>	562	50	$[0,4]$
<i>CS2014</i>	299	100	$[0,4]$

track [14]; and (2) a data set crawled from Yelp².

- **TREC data set:** The TREC Contextual Suggestion Track [14] provides an evaluation platform for the problem of contextual suggestion. We use the officially released collections from 2012 to 2014, and denote them as *CS2012*, *CS2013* and *CS2014* respectively. Each collection consists of a set of example suggestions and user profiles. User profile includes the ratings for each suggestion given by each user. The information provided about each example suggestion includes its name, a short description and the URL to its webpage. To gather the opinions for each suggestion, we crawl the ratings and text reviews of the suggestions from Yelp. The statistics of these three TREC collections are summarized in Table 5.2.
- **Yelp data set:**³ For the TREC collections, all users rated the same number of suggestions, which might not be the case in reality, e.g., sparse observations of users’ preferences. To assess the proposed methods in a more realistic setting, we construct another evaluation data set based on Yelp reviews. Specifically, we randomly picked 100 Yelp users, and crawled the information about suggestions they had rated as example suggestions in one month period (from January 15, 2013 to February 14, 2013). Note that, for each suggestion, we have its name but do not have the short description as in the TREC collection. The total number of crawled suggestions is 13,880. All the opinions (i.e., ratings and text reviews) about each suggestion are also crawled. The users ratings are in the range of $[1,5]$.

These two evaluation data sets have distinct characteristics. In the TREC collections, there is a fixed set of example suggestions, and all the users provide their ratings on those suggestions. On the contrary, in the Yelp collection, different users would rate different sets of suggestions, where the overlapped suggestions are small and the number of rated suggestions per user also varies. The average number of rated suggestions per user is around 200.

² <http://www.yelp.com>

³ available at <https://s3.amazonaws.com/irj2014-yelp-data/irj2014-yelp.tar.gz>

5.5.2 Experiments on Candidate Suggestion Ranking

5.5.2.1 Experiment Design

In all the collections, for each user, we need to split the suggestions that rated by this user into development set and test set. The suggestions in the development set are used to construct user profile while those in the test set are used as candidate suggestions that need to be ranked. For each user, we randomly select 50% of the suggestions from each category at each rating level to build the user profile, and use the remaining ones as the test set. We will discuss the impact of the size of development set for user profile construction in Section 5.5.2.3.

As discussed in Section 5.5.1, user rating values in different evaluation collections are different. We need to map them into either POS (i.e, positive) or NEG (i.e., negative) as described in Equation 5.6. In the *CS2012* data set, the rating of 1 is mapped to POS and the ratings of -1,0 are mapped to NEG. In the *CS2013* and *CS2014* data sets, the ratings higher than 2 are mapped to POS while those lower than 2 are mapped to NEG. In the *Yelp* data set, the ratings higher than 3 are mapped to POS while those lower than 3 are mapped to NEG. Note that the reviews assigned with the middle rating are not included in the mapping because it is difficult to directly classify them into positive or negative opinions without looking at the text reviews.

The evaluation measures for candidate suggestion rankings are P@5 (precision at top 5 results) and ERR@20 (expected reciprocal rank at top 20 results) [8]. P@5 is the official measure used in the TREC contextual suggestion track. Since the relevance judgement of a candidate suggestion is graded and P@5 cannot capture the graded relevance, we use ERR@20 as an additional measure.

5.5.2.2 Results of candidate suggestion ranking

We first conduct experiments to evaluate the proposed methods when using linear interpolation. The results of using 5-fold cross validation are shown in Table 5.3. The Yelp data set does not have description for each suggestion to build the user profile, so the description-based method is not applicable for this data set.

We can see that opinion-based methods have better performances over category-based or description-based methods over both measures and all the collections. These results show that it is more effective to model user preferences using the opinions about the suggestions than using the categories or the descriptions of the suggestions. In particular, the improvement is larger on the Yelp data collection. This indicates that the opinion-based methods can capture the user preferences in a more general way. Moreover, the evaluation results of all the opinion-based methods are quite similar; among them, NR seems to be the most stable one.

There are four parameters in the linear interpolation methods as described in Section 5.3.3. We find that the optimal parameter setting is as follows: $\alpha = 1.0, \beta = 0.0, \gamma = 0.9, \eta = 0.1$, which indicates both positive and negative user profiles are important. It verifies our hypothesis that it is necessary to capture both what a user likes and what a user dislikes in contextual suggestion. Furthermore, we can find that the positive candidate suggestion representation is more useful than the negative one.

Table 5.4 shows the performance of learning-to-rank methods. All the models are trained on 60% of the data, validated on 20% of the data, and then tested on the remaining data. This process is repeated 5 times and the average performance is reported. We can see that the opinion-based user profiling is still consistently better than the description or category-based methods. Among the three learning-to-rank methods, LMART and MART performed much better than the linear regression methods, and MART was the best. Among different representations, the performance is still similar, and NR remains to be a reasonable choice.

Based on the results of these two tables, it seems that the best strategy is to use NR for opinion-based representation and use MART to combine the similarities.

5.5.2.3 In-depth Analysis

We first conduct experiments to analyze how the size of development set used to build the user profile affects the performance of these methods. In the previous experiments, for each user, we used 50% of the suggestions rated by the user to build user

profiles. It is necessary to verify how the performance changes when fewer suggestions are used. The results are shown in Figure 5.4. The X axis indicates the percentage of suggestions used to build the profile, and the Y axis corresponds to the ranking performance. It is clear that the performance of the opinion-based method (i.e., NR) is more robust with respect to the quality of the user profile. Even when we use fewer number of suggestions to build the profile, the performance remains robust.

Previous results show that NR seems to be more robust and effective than the other profile representations. Our result analysis suggests that the better performance may be related to the fact that the NR-based profiles contain fewer noisy terms. Here, we use an example pair i.e., user (uid:918) and candidate suggestion (id:107), to illustrate it. Table 5.5 shows the most frequent terms in the positive user profiles and the positive representation of the candidate suggestion. We can see that the candidate is about a place that selling “breakfast items” while the user seems to like “beers” and “chicken wings”. Comparing these different profiles, it is clear that the profiles generated by NR contain fewer noisy terms than others. When computing the similarity between the user profile and candidate suggestions, these noisy terms could mistakenly boost the ranking of the candidate suggestion. This effect has been shown in Table 5.6. We use KL-Divergence to measure the difference between the user profile from the candidate representation. It is clear that NR is able to capture difference between the user profile and the candidate suggestion and rank the suggestion at the seventh place. On the other hand, the other representations are more similar to the candidate suggestion and incorrectly rank it at a higher place.

5.5.3 Experiments on Summary Generation

We conduct two sets of experiments to evaluate the proposed structured summary generation method.

We first evaluate the quality of the summaries generated by the proposed method. The baseline method is the snippet generation method developed by Yelp, and this method was used in one of the top ranked TREC runs [13]. To compare the results of

the two methods, we develop an annotation interface as shown in Figure 5.5. There are 2,109 unique suggestions from the TREC 2013 and 2014 contextual suggestion tracks, and we generate the summary for each of them using the two methods. For each suggestion, the annotation system would present the summary generated by the two methods, and annotators are expected to read the results and decide which one is better or choose “Hard or Impossible to Decide”. Two annotators are hired for this task, and they are assigned to judge 1,300 and 1,209 suggestions respectively. There are suggestions judged by both assessors so that we can see whether judgements between the two assessors are consistent.

The comparison results are shown in Table 5.7. Among the overlapped suggestions, both annotators think that our method performs better than the baseline method for over 70% of the suggestions. Similar observations can be made for the non-overlapped suggestion set as well. Thus, it is clear that our structured summary generation method is more effective than the state of the art baseline method.

Since each structured summary contains multiple components, we also conduct experiments to evaluate the effectiveness for each component. Note that the last component is personalized and it is trivial to evaluate its effectiveness, so we focus on evaluating the first three components, i.e, opening, official introduction and review. We recruit three annotators (two of whom are the same ones as in the previous task) to assess the quality of the structured summaries. Following the same judgement strategy used by TREC, there are 5 rating levels, and 0,1,2 are mapped to non-relevant and 3,4 are mapped to relevant. The interface of the annotation system is shown in Figure 5.6. Again, there are 2,109 suggestions, and we split the job among three annotators. There are 200 suggestions assessed by all the three assessors to measure the agreement. The results are evaluated with accuracy, i.e., the number of relevant summaries divided by the number of summaries.

Table 5.8 shows the accuracy of each section for the overlapped suggestions. It is clear that all sections have high accuracy. Among them, it seems that the official introduction are less relevant than the other two components. We also measure the

agreement among the three assessors, and the agreement is around 0.5 for the official introduction, 0.7 for the opening, and 0.6 for the review component. Furthermore, Table 5.9 shows the accuracy of each component for all suggestions including the ones shared among annotators. If a suggestion is from the overlapped set, i.e., having more than one annotation, the relevance status of a component is determined by the majority vote. Since all the suggestions are from the pool of either TREC 2013 CS track or TREC 2014 CS track, we report the accuracy for each collection separately. The observation here is similar to what we observed in the overlapped set. It is clear that both opening and review components are useful and more relevant.


5.6 Conclusions

One of the important challenging in mobile search is to return satisfying results based on not only user preference history but also contextual information. Our work focuses on user profiling for contextual suggestion. In particular, we propose to use opinions for both candidate suggestion ranking as well as suggestion summary generation.

For candidate suggestion ranking task, category, description and opinions are used to build the enriched user profile and the candidate suggestion profile. For opinion based user profile several opinion representations including the full review text and part of the review text have been explored to model the user profile. Various ranking methods including linear interpolation and learning to rank have been investigated to compute the ranking scores. The effectiveness of our methods have been tested on standard TREC collections and a self-crawled Yelp collection for both P@5 and ERR@20. The more detailed analysis showed that using NR as the representation of the opinion in general performs better than other opinion representations. Although there is no obvious difference between the optimal performance of linear interpolation and learning to rank, MART performs better than other learning to rank methods - Lambda MART and Linear Regression. We further did more in-depth analysis on how size of the user profile can affect the performance. The results showed that using as

few as 10% of the user preferences to build the user profile still leads to promising performance.

Furthermore, we also propose to construct a structured summary by leveraging information from multiple resources. Experiment results show that the proposed method is more effective than the baseline method, and some components in the summary are more useful than the others.



	Category	Description (web site)	Review	Preference
Example Suggestion 1	Museum	The A Museum is the oldest Holocaust museum in the United States...	A small and clean museum that will take you less than an hour to see everything...	✓
Example Suggestion 2	Hotel	The B Hotel is just moments from all tourists attractions and exciting things to do in Los Angeles both for business and pleasure...	Dirty hotel, the room itself was filthy...	✗
Example Suggestion 3	Restaurant	The ambiance at C is palpable. Inside our old roadhouse, you feel like you are back in the old west with our long, long “did I say” long bar...rustic décor and welcoming taff. Makes you feel right at home the minute you walk in the door... warm and friendly like!	“Good food, clean restaurant” - My daughter and I enjoyed the corn dog... Women's bathroom was very clean , much appreciated.	✓
Example Suggestion 4	Food	Country-style comfort food including all-day breakfasts & hearty lunches served in a homey space.	Awful in every conceivable way. Bad service, dirty environment, and tasteless slop. 2 stars for a sort of decent beer selection.	✗
Candidate Suggestion	Hotel	Hotel Z features an outdoor pool for hotel guests only and indoor/outdoor private event space...	Great hotel! clean and modern...	?

Figure 5.1: An example scenario when we know the user’s preferences for some suggestions and want to predict the preference for the unknown one

Original Review:

Funky little spot with a *laid-back vibe* and good chow. The chile sauce had plenty of flavor and kick, and everything seemed fresh. Service was friendly and reasonably quick, and the prices were reasonable. A bit expensive but *great food* and a great ambiance. I had the club sandwich with green chile and it was delicious. Very, very good. Party of 6 - huevos rancheros, veggie burrito, steak tacos, Mac and cheese with *green chile*. Topped off by *key lime pie*. All servings enjoyed by all. If you want ambience skip. If you want a quick, good, no frills meal, this place is for you. The *best Mexican food* I've had in a long time. The Blue Corn Enchiladas with Green Chilis were fantastic.

FR:

The same as the the raw opinion sentences above except with removal of stop words.

SR:

chile want vibe veggie time tacos steak spot skip servings seemed sauce sandwich reasonably reasonable rancheros prices plenty place pie off no meal long huevos...

NR:

chow sauce plenty flavor kick everything Service prices bit food ambiance club sandwich chile Party burrito steak tacos Mac cheese chile lime pie servings...

RS:

best santa fe; green chile; key lime pie; great food; back vibe.

Figure 5.2: An example results of different opinion-based representations

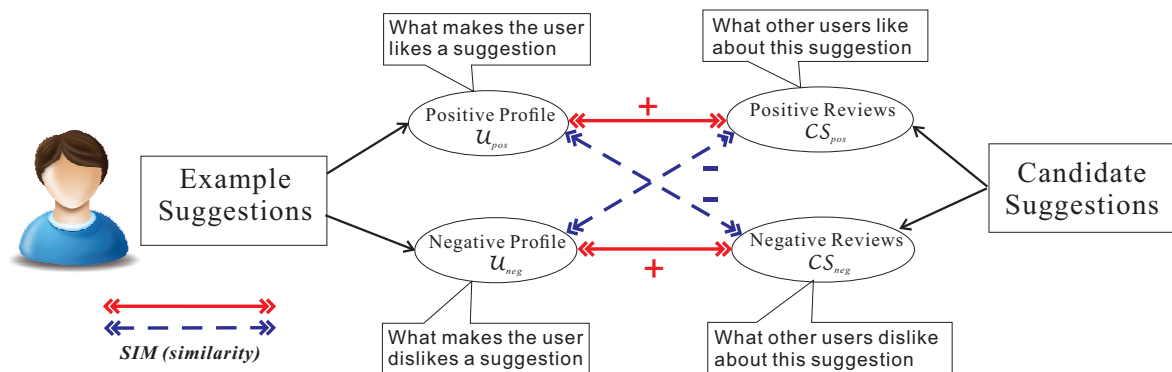


Figure 5.3: The linear interpolation method

Table 5.3: 5-fold cross validation results using linear interpolation method. * (or †) indicates the improvement over the category-based (or description-based) method is statistically significant.

Collections	Methods	ERR@20	P@5
<i>CS2012</i>	category	0.79	0.65
	description	0.70	0.51
	FR	0.80 ^{*†}	0.68 ^{*†}
	SR	0.80 ^{*†}	0.66 ^{*†}
	NR	0.81 ^{*†}	0.66 ^{*†}
	RS	0.81 ^{*†}	0.67 ^{*†}
<i>CS2013</i>	category	0.66	0.68
	description	0.65	0.65
	FR	0.72 ^{*†}	0.70 ^{*†}
	SR	0.71 ^{*†}	0.69 ^{*†}
	NR	0.71 ^{*†}	0.70 ^{*†}
	RS	0.69 ^{*†}	0.68 ^{*†}
<i>CS2014</i>	category	0.72	0.74
	description	0.71	0.74
	FR	0.73 ^{*†}	0.76 ^{*†}
	SR	0.71	0.77 ^{*†}
	NR	0.75 ^{*†}	0.78 ^{*†}
	RS	0.75 ^{*†}	0.75 ^{*†}
Yelp	category	0.70	0.73
	description	-	-
	FR	0.81 [*]	0.90 [*]
	SR	0.81 [*]	0.90 [*]
	NR	0.81 [*]	0.91 [*]
	RS	0.81 [*]	0.90 [*]

Table 5.4: Performance of learning to rank methods. * (or †) indicates the improvement over the category-based (or description-based) method is statistically significant.

Collection	Feature	ERR@20			P@5		
		LR	LMART	MART	LR	LMART	MART
<i>CS2012</i>	category	0.76	0.72	0.76	0.65	0.56	0.66
	description	0.68	0.64	0.66	0.48	0.55	0.56
	FR	0.66	0.73*†	0.80*†	0.52†	0.63*†	0.64†
	SR	0.64	0.75*†	0.73†	0.47	0.63*†	0.56
	NR	0.64	0.74*†	0.75†	0.47	0.63*†	0.61†
	RS	0.61	0.80*†	0.76*†	0.45	0.67*†	0.63†
<i>CS2013</i>	category	0.65	0.68	0.66	0.70	0.67	0.68
	description	0.65	0.66	0.65	0.62	0.62	0.65
	FR	0.65†	0.69*†	0.72*†	0.63†	0.68*†	0.70*†
	SR	0.65†	0.69*†	0.71*†	0.57	0.68*†	0.69*†
	NR	0.65†	0.70*†	0.71*†	0.64†	0.68*†	0.70*†
	RS	0.65†	0.69*†	0.71*†	0.59	0.70*†	0.70*†
<i>CS2014</i>	category	0.70	0.69	0.71	0.75	0.70	0.75
	description	0.71	0.68	0.71	0.74	0.70	0.75
	FR	0.67	0.75*†	0.76*†	0.66	0.76*†	0.79*†
	SR	0.62	0.70*†	0.75*†	0.60	0.72*†	0.78*†
	NR	0.67	0.73*†	0.75*†	0.68	0.77*†	0.79*†
	RS	0.66	0.73*†	0.74*†	0.63	0.76*†	0.79*†
Yelp	category	0.69	0.67	0.68	0.72	0.56	0.72
	FR	0.78*	0.77*	0.78*	0.84*	0.76*	0.89*
	SR	0.77*	0.80*	0.79*	0.85*	0.81*	0.93*
	NR	0.80*	0.76*	0.80*	0.85*	0.77*	0.93*
	RS	0.79*	0.76*	0.79*	0.85*	0.73*	0.92*

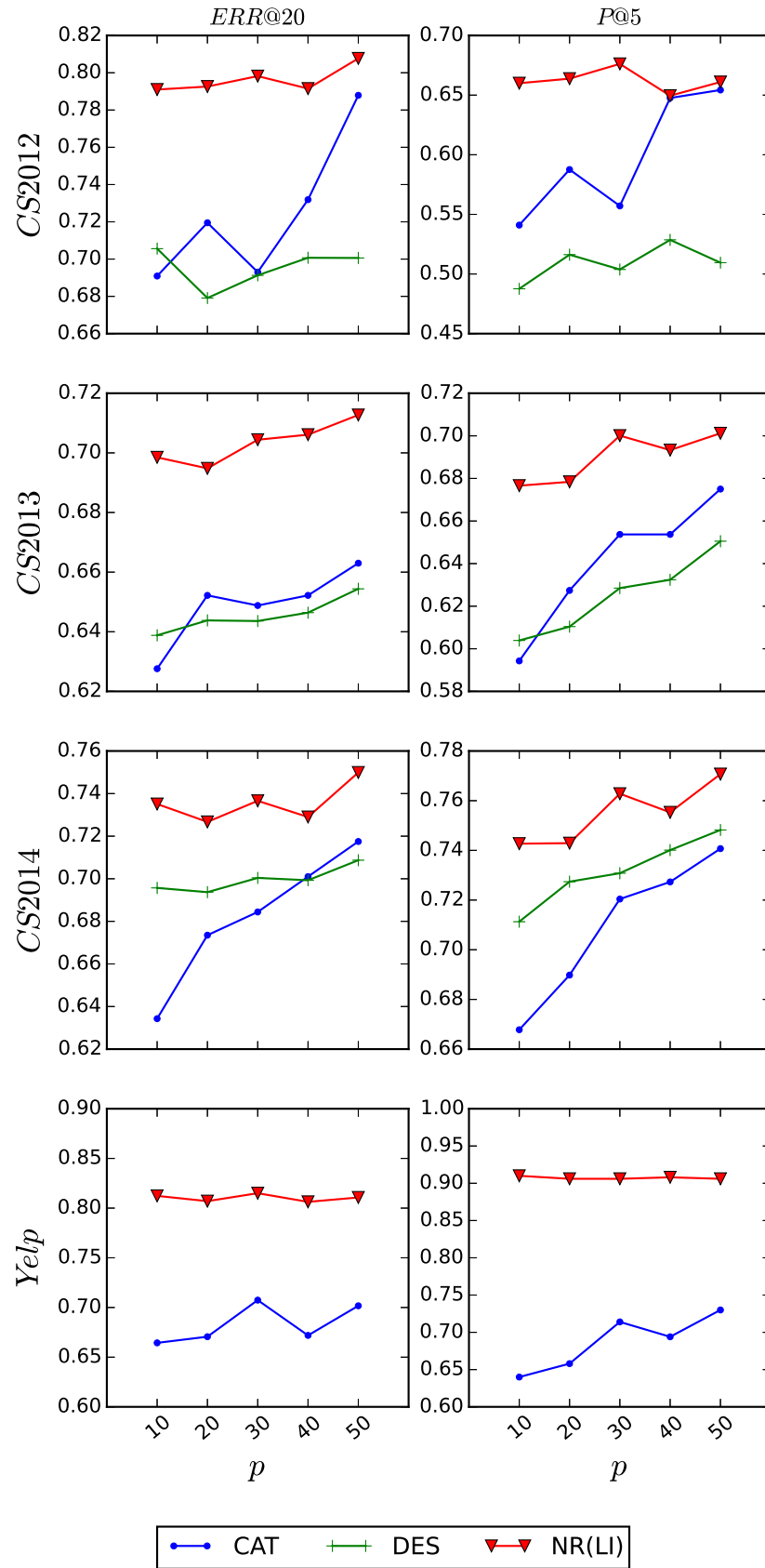


Figure 5.4: The performance of using less data to build user profile

Table 5.5: Top frequent terms in different user profiles (id:918) and positive candidate profile (id:107)

Positive User Profiles	
NR	place, burg, time, beer, food, chicago, wing, pie, art, chicken, kuma, view, bar, wait, day, drink, people, friend, table, hour, thing, cheese, sauce, night, fry
FR	burg, place, go, good, get, wait, time, great, beer, like, just, one, food, love, chicago, really, best, kuma, order, friend, will, also, back, bar, wing
SR	order, go, burg, beer, worth, wing, will, went, well, way, want, wait, visit, view, two, try, time, though, think, take, table, sure, still, something, service
RS	great, good, place, best, burg, amaze, time, favorite, beer, pie, chicago, food, art, view, first, nice, ever, delicious, beautiful, fan, awesome, worth, wait, friend, free
Positive Candidate Profile	
Name	Little Goat
Description	Upscale diner next to the Little Goat Bakery serving breakfast items, sandwiches, burgers & more
	goat, wait, little, good, food, great, order, place, like, dine, time, go, menu, love, just, try, back, friend, get, really, delicious, also, one, breakfast, sandwich, cheese, got, table, pork, service, will, pancake, come, serve, coffee, well, can, amaze, definite, bread

Table 5.6: KL divergence between positive user profile (id:918) and positive candidate profile (id:107)

Representations	KL Div.	Ranking
NR	1.54	7
FR	0.61	2
SR	1.40	2
RS	0.95	5

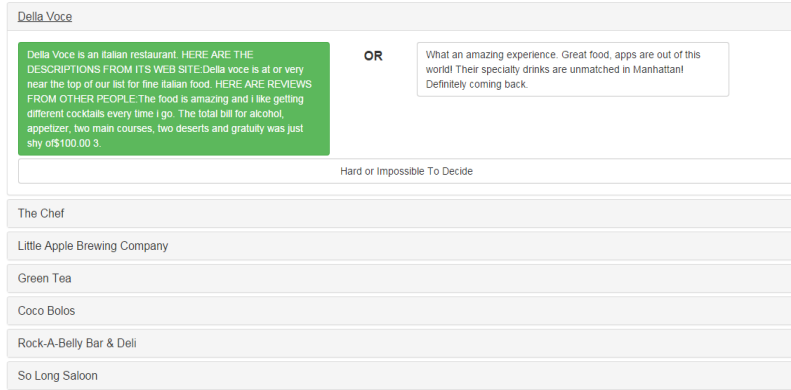


Figure 5.5: Screen shot of the web-based annotation system to compare two summary generation methods

Table 5.7: Comparison of results summarization methods

Overlapped Suggestions		
	Annotator#1	Annotator#2
Our method is better than the baseline.	71%	86%
Our method is worse than the baseline.	20%	11%
Hard or Impossible to decide	9%	4%
Non-Overlapped Suggestions		
	Annotator#1	Annotator#2
Our method is better than the baseline.	78%	68%
Our method is worse than the baseline.	15%	32%
Hard or Impossible to decide	7%	0%

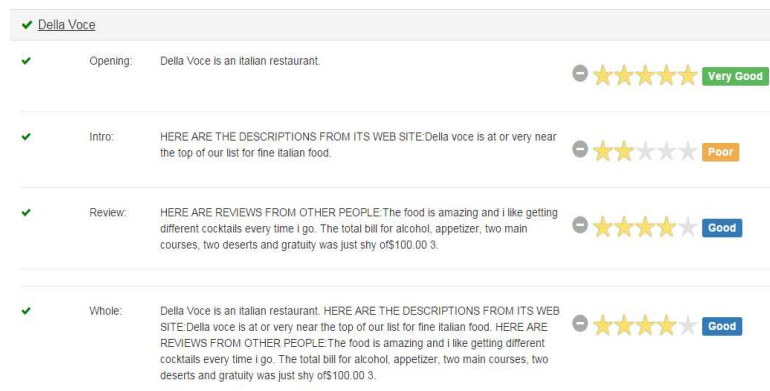


Figure 5.6: Screen shot of the web-based annotation system to evaluate the effectiveness of components

Table 5.8: Evaluation results on the overlapped suggestions (measured by accuracy)

Components	Annotator #1	Annotator #2	Annotator #3
Opening	0.98	0.81	0.80
“Official” Intro	0.75	0.53	0.78
Review	0.87	0.95	0.99

Table 5.9: Evaluation results on all the suggestions (measured by accuracy)

Components	CS2013	CS2014
Opening	0.99	0.83
“Official” Intro	0.56	0.47
Review	0.69	0.77

Chapter 6
FUTURE WORK

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