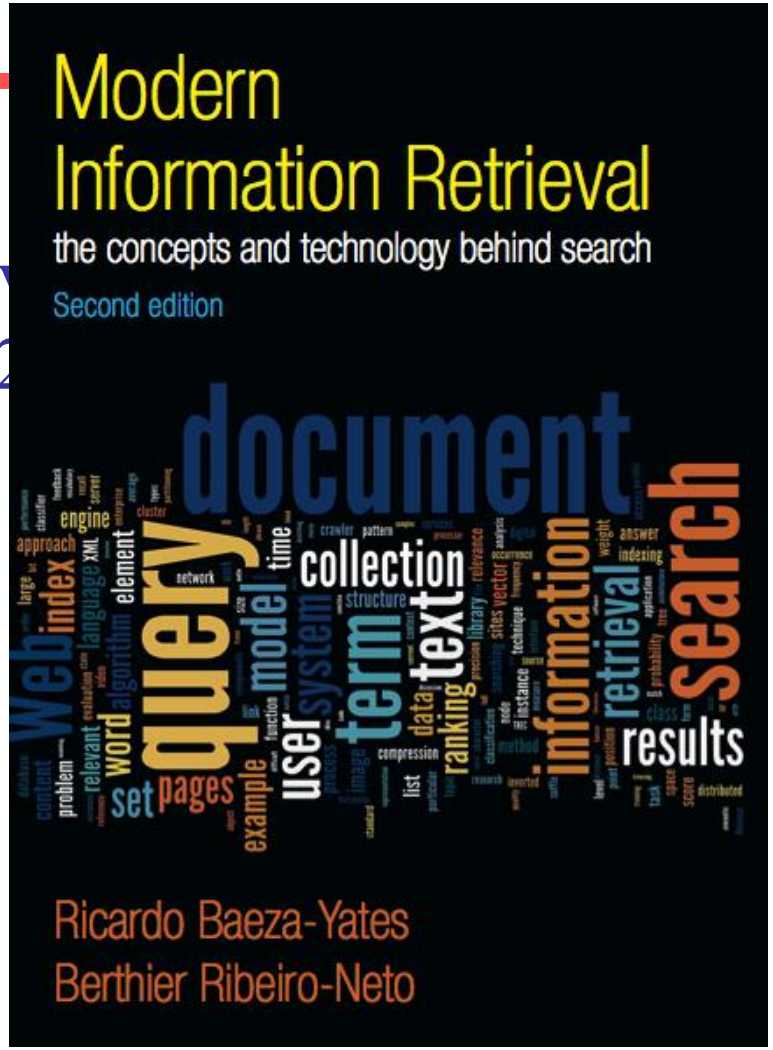
Information Storage and Web Search

- Book
  - Modern information Retriev
    technology behind search (2
  - ISBN 978-0-321-41691
- Evaluation
  - Assignment 30 %
  - Quiz 40 %
  - Final 30%



Chapter 1
Introduction to IR

Motivation

- IR: representation, storage and access to information items
- Focus is on the *user information need*
- Emphasis is on the retrieval of information (not data)

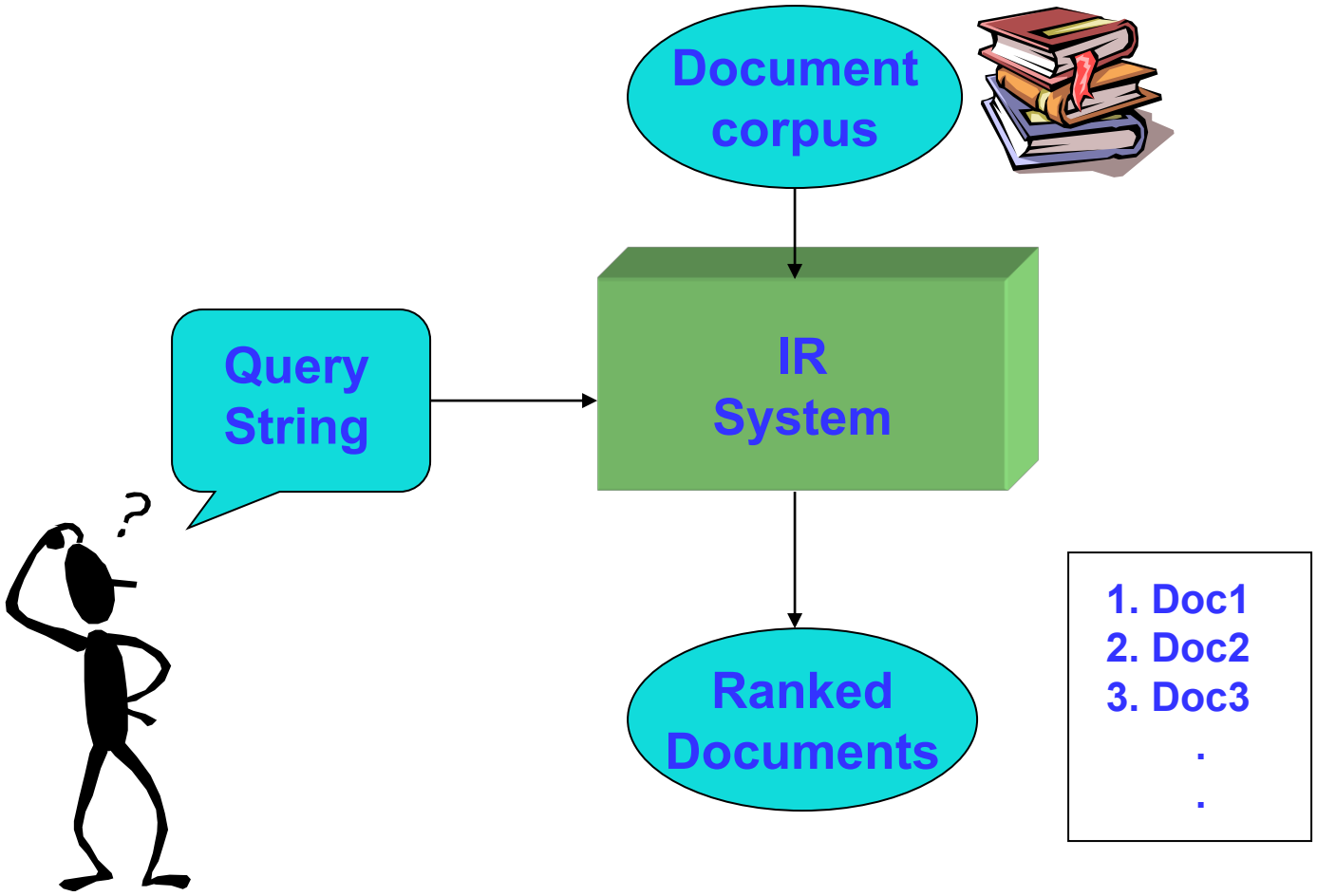
Comparing IR to databases

	Database	IR
Data	เป็นโครงสร้าง	ไม่เป็นโครงสร้าง
Fields	ความหมายชัดเจน	ไม่มี field
Queries	ทำหนด ค. สัมพันธ์ เช่น พีชคณิต	free text (ภาษาธรรมชาติ), Boolean
ความ can ในการ **Recoverability** ฟื้นตัว	Critical (ควบคุมการทำงาน พร้อมลัก, การกู้คืน, o: ตอบผิดการสำเนินงาน)	Downplayed แสร้าว่ายังคงเป็นปัญหา
Matching	ผลลัพธ์ถูกต้อง เสมอ	ไม่แม่น ต้องวัดประสิทธิภาพ

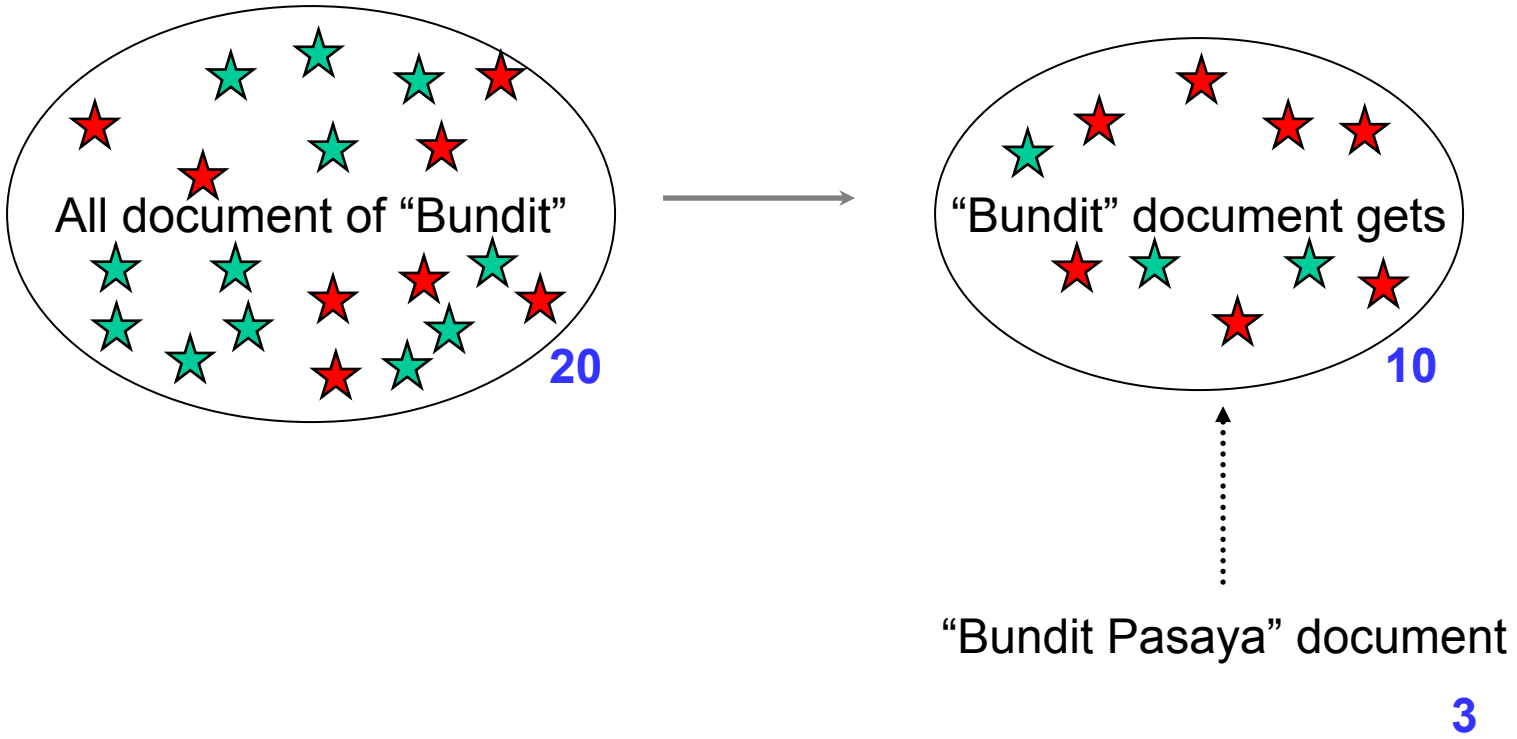
Motivation

- **Data retrieval**
  - which docs contain a set of keywords?
  - Well defined semantics
  - a single erroneous object implies failure!
- **Information retrieval**
  - information about a subject or topic
  - semantics is frequently loose
  - small errors are tolerated
- **IR system:**
  - interpret contents of information items
  - generate a ***ranking*** which reflects relevance
  - *notion of* ***relevance*** is most important

IR System


Document corpus
Query String
IR System
Ranked Documents
1. Doc1
2. Doc2
3. Doc3
.
.

Relevance Example



Relevance

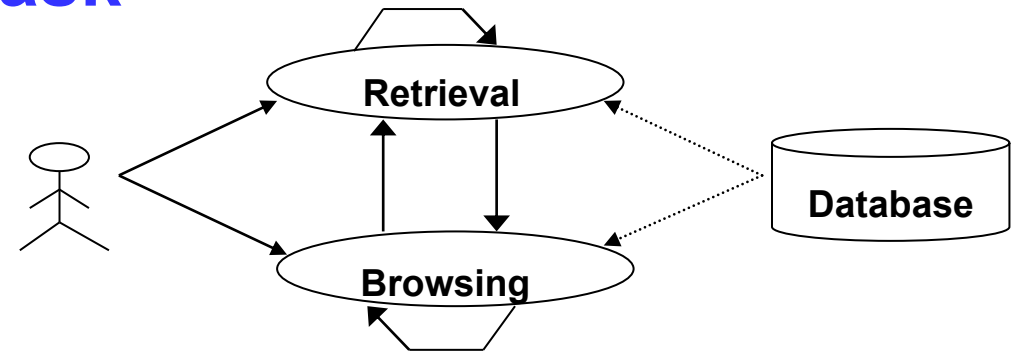
- Relevance is a subjective judgment and may include:
  - Being on the proper subject.
  - Being timely (recent information).
  - Being authoritative (from a trusted source).
  - Satisfying the goals of the user and his/her intended use of the information (***information need***).

Problems with Keywords

- May not retrieve relevant documents that include synonymous terms.
  - "restaurant" vs. "café"
  - "PRC" vs. "China"
- May retrieve irrelevant documents that include ambiguous terms.
  - "bat" (baseball vs. mammal)
  - "Apple" (company vs. fruit)
  - "bit" (unit of data vs. act of eating)

Basic Concepts

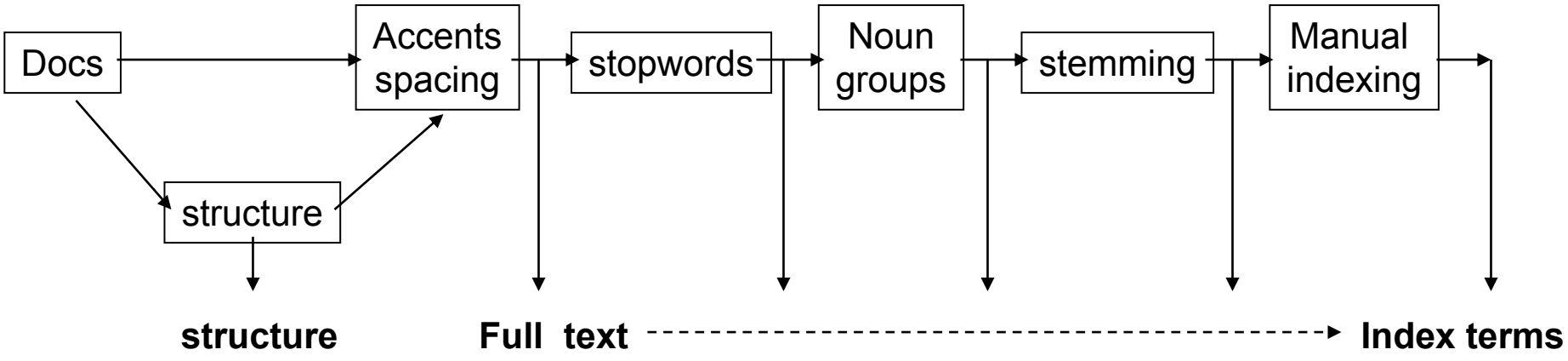
- **The User Task**



  - Retrieval
    - information or data
    - purposeful
  - Browsing
    - glancing around
    - main objectives are not clearly defined in the beginnig
    - purpose might change during the interaction with system

Basic Concepts

- Logical view of the documents



IR Concepts

- Computer Center View
- Human Center View

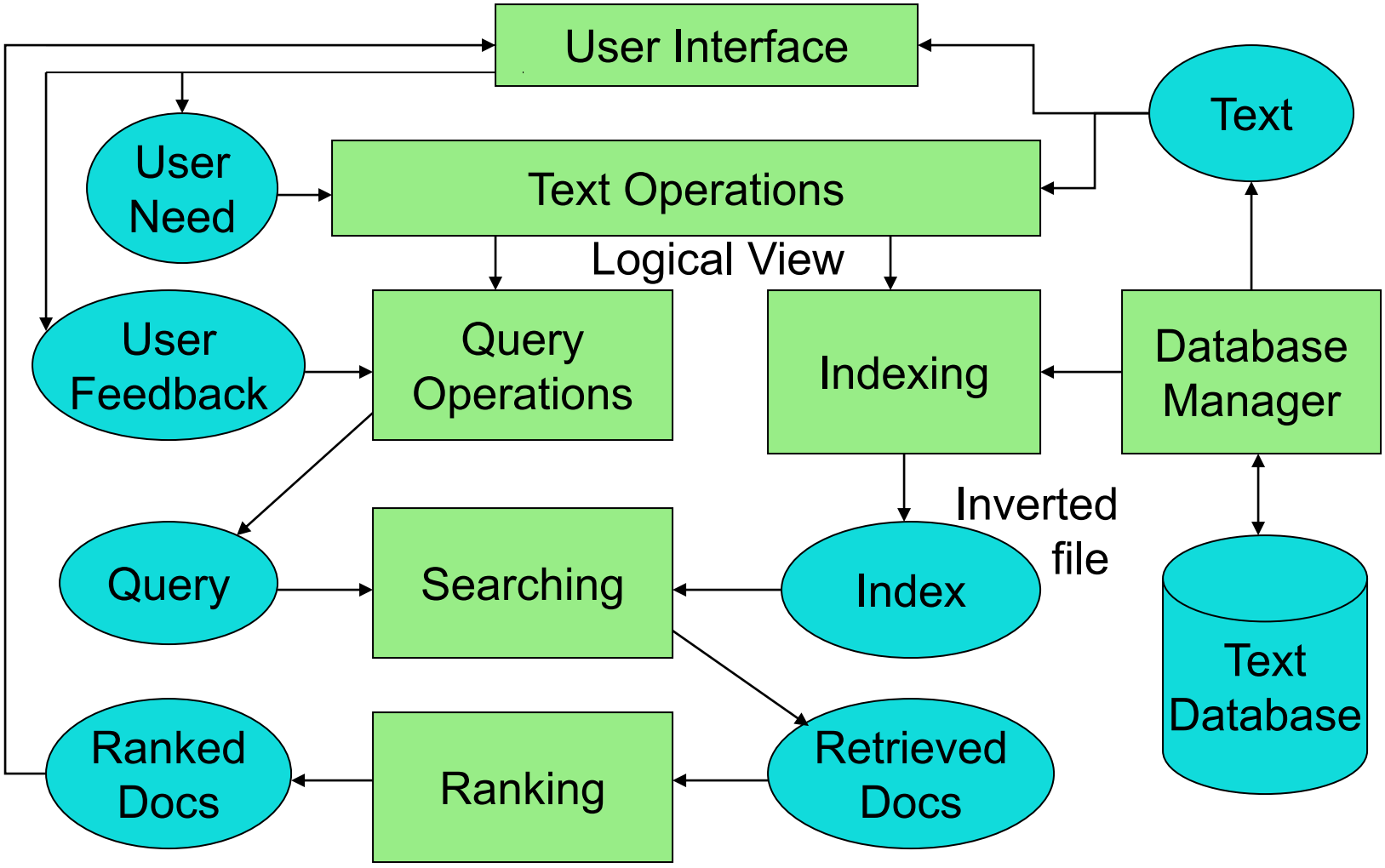
IR Questions

1. Translating user need
2. Using indices
3. Ranking

Recent IR History

- 2000's continued:
  - Multimedia IR
    - Image
    - Video
    - Audio and music

IR System Architecture



IR System Components

- **Text Operations** forms index words (tokens).
  - Stopword removal
  - Stemming
- **Indexing** constructs an *inverted index* of word to document pointers.
- **Searching** retrieves documents that contain a given query token from the inverted index.
- **Ranking** scores all retrieved documents according to a relevance metric.

IR System Components (continued)

- **User Interface** manages interaction with the user:
  - Query input and document output.
  - Relevance feedback.
  - Visualization of results.
- **Query Operations** transform the query to improve retrieval:
  - Query expansion using a thesaurus.
  - Query transformation using relevance feedback.

Related Areas

- Database Management
- Library and Information Science
- Artificial Intelligence
- Natural Language Processing
- Machine Learning