

Text Mining and Embedding

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Information Retrieval

- Information Retrieval (IR) is **finding material** (usually documents) of an **unstructured** nature (usually text) that satisfies an **information need** from within **large collections** (usually stored on computers).
- These days we frequently think first of web search, but there are many other cases:
 - E-mail search
 - Searching your laptop
 - Corporate knowledge bases
 - Legal information retrieval

Basic assumptions of Information Retrieval

- Collection: A set of documents
 - Assume it is a static collection for the moment
- Goal: Retrieve documents with information that is relevant to the user's information need and helps the user complete a task

-
- Term-document incidence matrices
 - The Inverted Index

Unstructured data in 1620

- Which plays of Shakespeare contain the words ***Brutus AND Caesar*** but ***NOT Calpurnia***?
- One could grep all of Shakespeare's plays for ***Brutus*** and ***Caesar***, then strip out lines containing ***Calpurnia***?
- Why is that not the answer?
 - Slow (for large corpora)
 - ***NOT Calpurnia*** is non-trivial
 - Other operations (e.g., find the word ***Romans*** near ***countrymen***) not feasible
 - Ranked retrieval (best documents to return)
 - Later lectures

Term-document incidence matrices

	Antony and Cleopatra	Julius Caesar	The Tempest	Hamlet	Othello	Macbeth
Antony	1	1	0	0	0	1
Brutus	1	1	0	1	0	0
Caesar	1	1	0	1	1	1
Calpurnia	0	1	0	0	0	0
Cleopatra	1	0	0	0	0	0
mercy	1	0	1	1	1	1
worser	1	0	1	1	1	0

Brutus AND Caesar BUT NOT Calpurnia

1 if play contains word, 0 otherwise

Incidence vectors

- So we have a 0/1 vector for each term.
- To answer query: take the vectors for **Brutus**, **Caesar** and **Calpurnia** (complemented) → bitwise *AND*.

$$110100 \text{ AND } 110111 \text{ AND } 101111 = \mathbf{100100}$$

	Antony and Cleopatra	Julius Caesar	The Tempest	Hamlet	Othello	Macbeth
Antony	1	1	0	0	0	1
Brutus	1	1	0	1	0	0
Caesar	1	1	0	1	1	1
Calpurnia	0	1	0	0	0	0
Cleopatra	1	0	0	0	0	0
mercy	1	0	1	1	1	1
worser	1	0	1	1	1	0

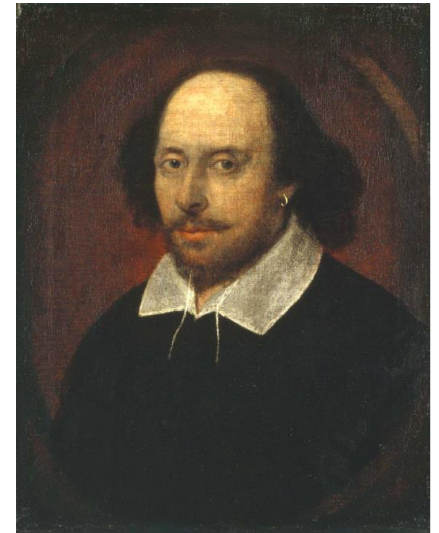
Answers to query

- Antony and Cleopatra, Act III, Scene ii

Agrippa [Aside to DOMITIUS ENOBARBUS]: Why, Enobarbus,
When Antony found Julius **Caesar** dead,
He cried almost to roaring; and he wept
When at Philippi he found **Brutus** slain.

- Hamlet, Act III, Scene ii

Lord Polonius: I did enact Julius **Caesar** I was killed i' the
Capitol; **Brutus** killed me.

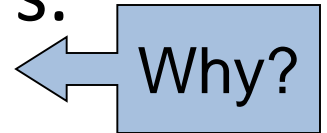


Bigger collections

- Consider $N = 1$ million documents, each with about 1000 words.
- Avg 6 bytes/word including spaces/punctuation
 - 6GB of data in the documents.
- Say there are $M = 500K$ *distinct* terms among these.

Can't build the matrix

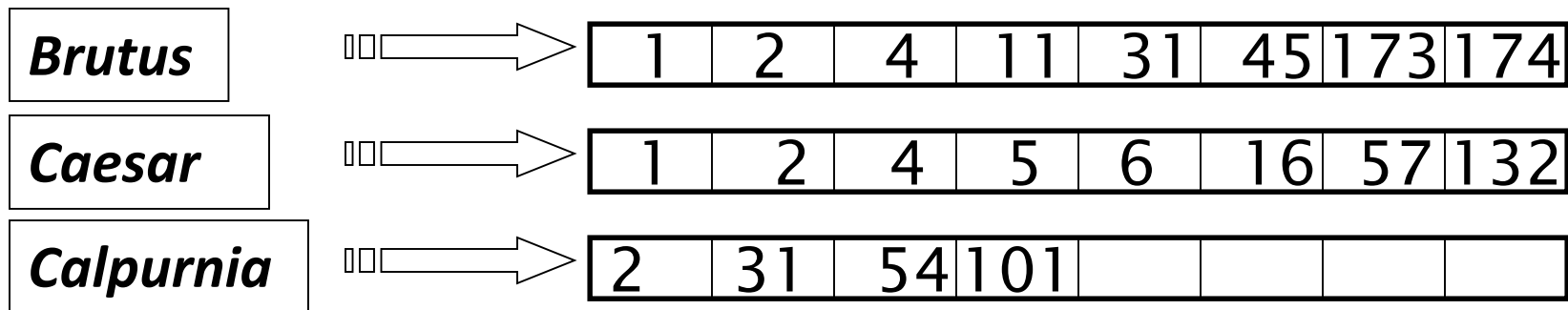
- 500K x 1M matrix has half-a-trillion 0's and 1's.
- But it has no more than one billion 1's.
 - matrix is extremely sparse.
- What's a better representation?
 - We only record the 1 positions.



- Term-document incidence matrices
- The Inverted Index

Inverted index

- For each term t , we must store a list of all documents that contain t .
 - Identify each doc by a **docID**, a document serial number
- Can we use fixed-size arrays for this?

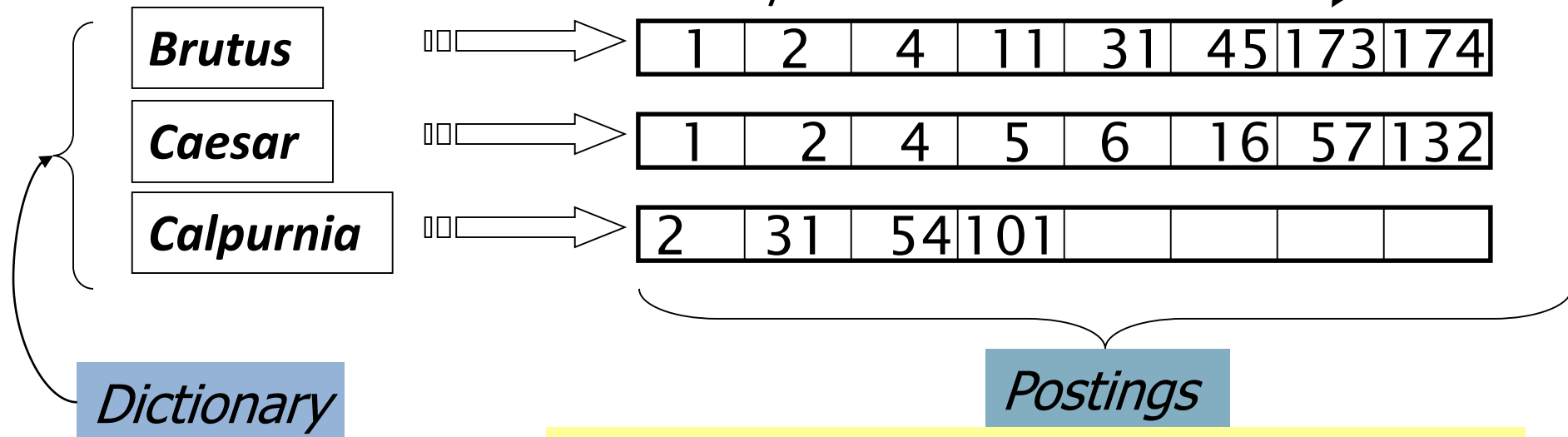


What happens if the word **Caesar** is added to document 14?

Inverted index

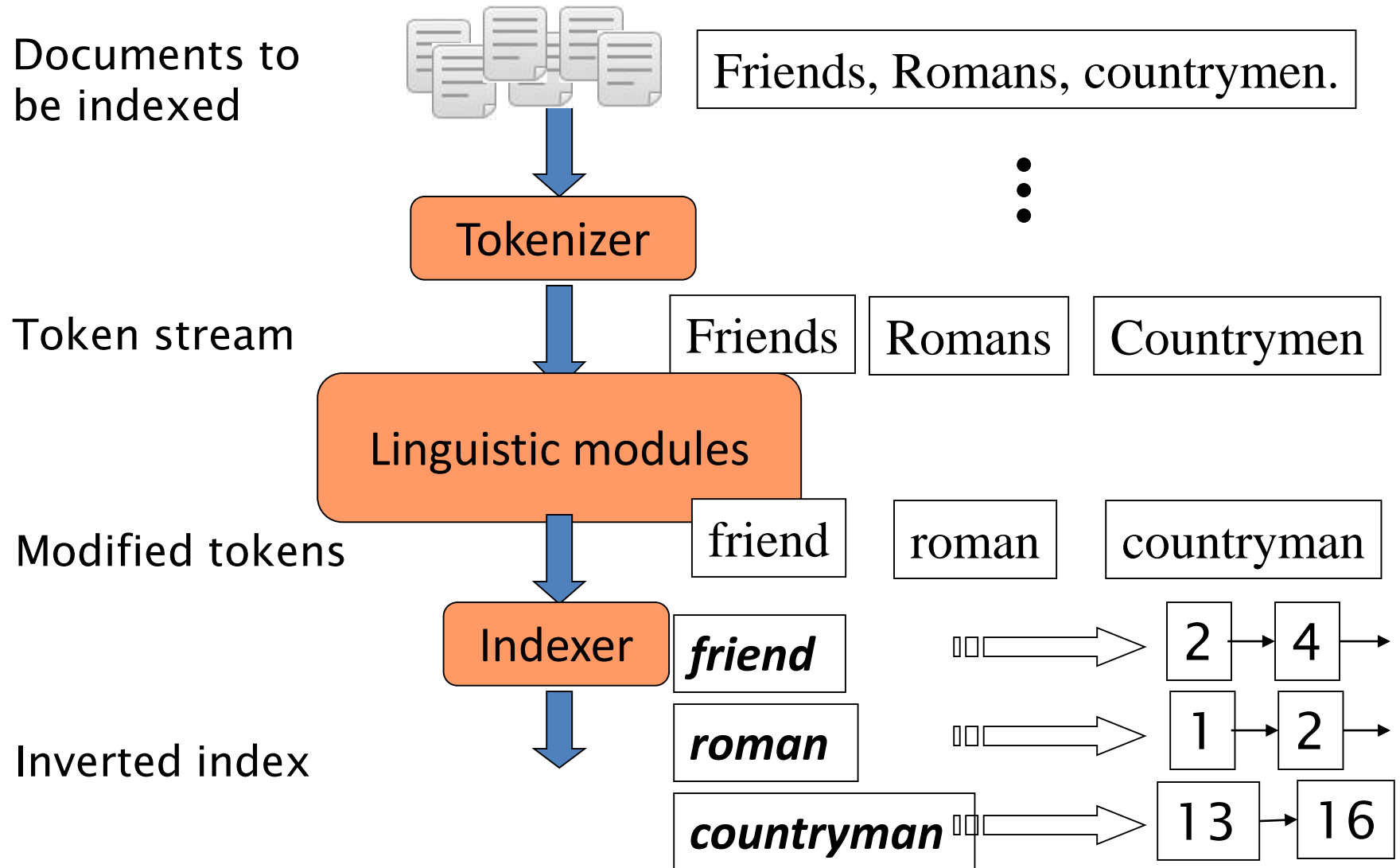
- We need variable-size postings lists
 - On disk, a continuous run of postings is normal and best
 - In memory, can use linked lists or variable length arrays

- Some tradeoffs in size/ease of insertion



Sorted by docID (more later on why).

Inverted index construction



Initial stages of text processing

- Tokenization
 - Cut character sequence into word tokens
 - Deal with ***“John’s”, a state-of-the-art solution***
- Normalization
 - Map text and query term to same form
 - You want ***U.S.A.*** and ***USA*** to match
- Stemming
 - We may wish different forms of a root to match
 - ***authorize, authorization***
- Stop words
 - We may omit very common words (or not)
 - ***the, a, to, of***

Indexer steps: Token sequence

I did enact
Julius
Caesar I was
killed
i' the Capitol;
Brutus killed
me.

Doc 1

So let it be with
Caesar. The
noble
Brutus hath told
you
Caesar was
ambitious

Doc 2



Term	docID
I	1
did	1
enact	1
julius	1
caesar	1
I	1
was	1
killed	1
i'	1
the	1
capitol	1
brutus	1
killed	1
me	1
so	2
let	2
it	2
be	2
with	2
caesar	2
the	2
noble	2
brutus	2
hath	2
told	2
you	2
caesar	2
was	2
ambitious	2

Indexer steps: Sort

- Sort by terms

- And then docID



Core indexing step

Term	docID
I	1
did	1
enact	1
julius	1
caesar	1
I	1
was	1
killed	1
i'	1
the	1
capitol	1
brutus	1
killed	1
me	1
so	2
let	2
it	2
be	2
with	2
caesar	2
the	2
noble	2
brutus	2
hath	2
told	2
you	2
caesar	2
was	2
ambitious	2



Term	docID
ambitious	2
be	2
brutus	1
brutus	2
capitol	1
caesar	1
caesar	2
caesar	2
did	1
enact	1
hath	1
I	1
I	1
i'	1
it	2
julius	1
killed	1
killed	1
let	2
me	1
noble	2
so	2
the	1
the	2
told	2
you	2
was	1
was	2
with	2

Indexer steps: Dictionary & Postings

- Multiple term entries in a single document are merged.

- Split into Dictionary and Postings

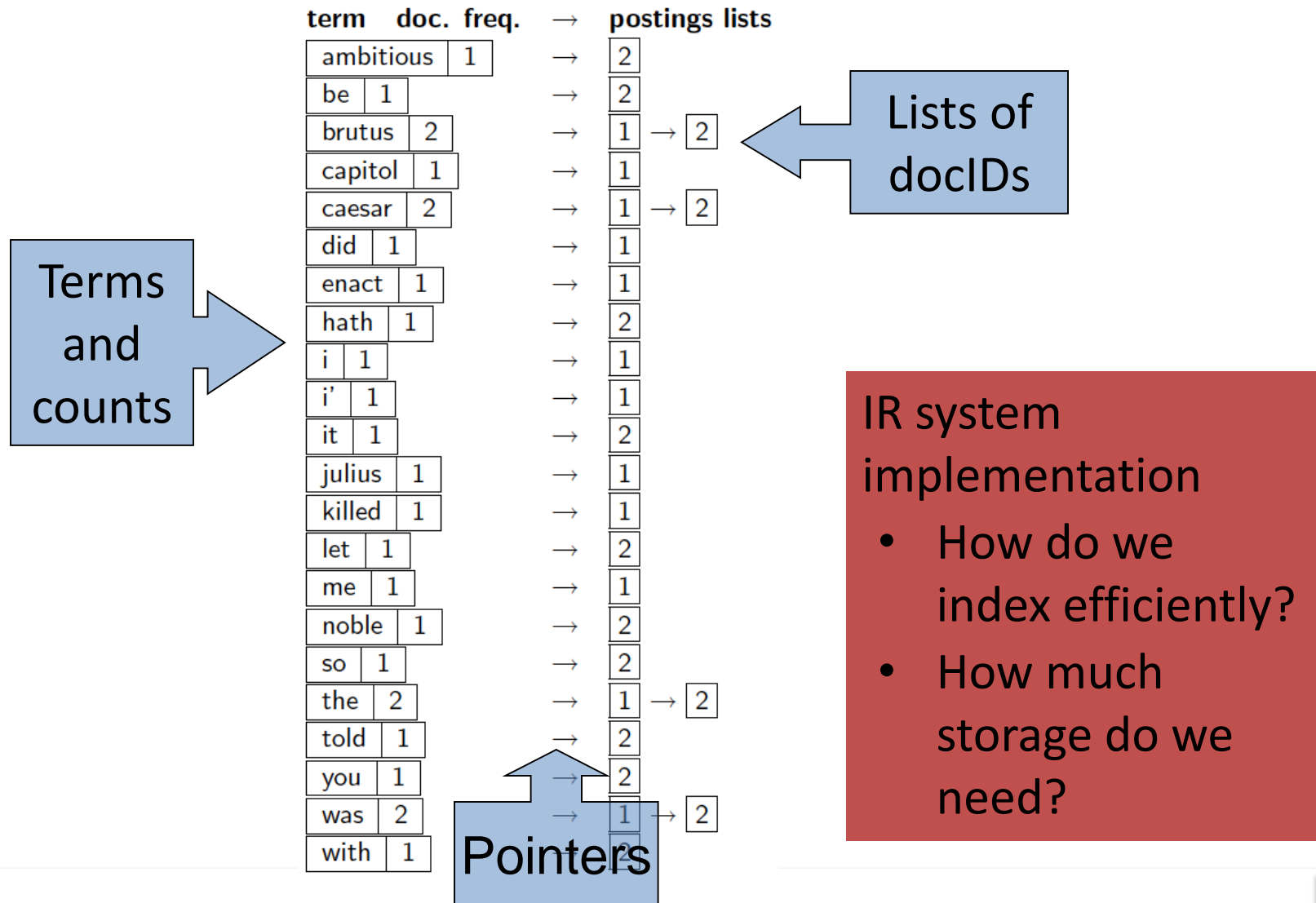
- Doc. frequency information added

Term	docID
ambitious	2
be	2
brutus	1
brutus	2
capitol	1
caesar	1
caesar	2
caesar	2
did	1
enact	1
hath	1
I	1
I	1
i'	1
it	2
julius	1
killed	1
killed	1
let	2
me	1
noble	2
so	2
the	1
the	2
told	2
you	2
was	1
was	2
with	2

term	doc. freq.	→	postings lists
ambitious	1	→	2
be	1	→	2
brutus	2	→	1 → 2
capitol	1	→	1
caesar	2	→	1 → 2
did	1	→	1
enact	1	→	1
hath	1	→	2
i	1	→	1
i'	1	→	1
it	1	→	2
julius	1	→	1
killed	1	→	1
let	1	→	2
me	1	→	1
noble	1	→	2
so	1	→	2
the	2	→	1 → 2
told	1	→	2
you	1	→	2
was	2	→	1 → 2
with	1	→	2

Why frequency?
Will discuss later.

Where do we pay in storage?



- Query processing with an inverted index
- The Boolean Retrieval Model & Extended Boolean Models
- Phrase queries and positional indexes
- Structured vs. Unstructured Data

The index we just built

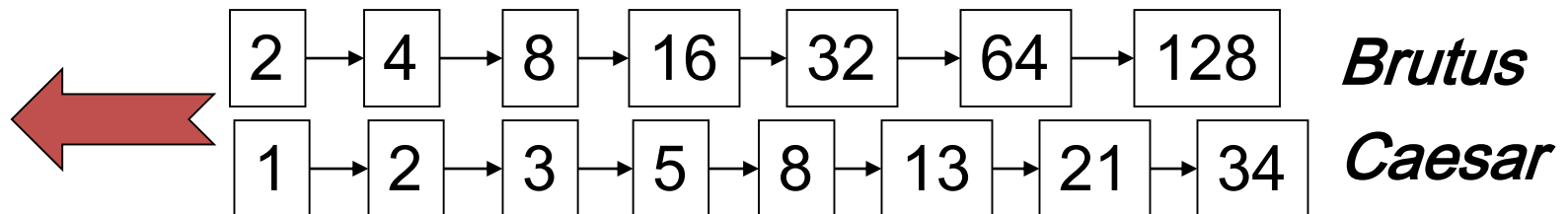
- How do we process a query?
 - Later - what kinds of queries can we process?



Our focus

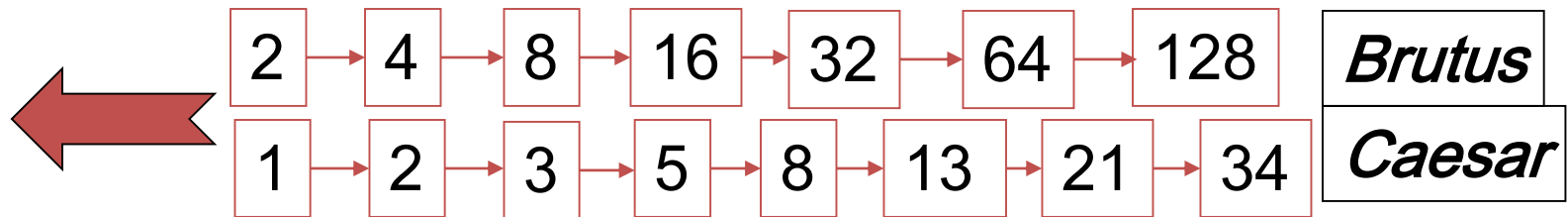
Query processing: AND

- Consider processing the query:
Brutus AND Caesar
 - Locate ***Brutus*** in the Dictionary;
 - Retrieve its postings.
 - Locate ***Caesar*** in the Dictionary;
 - Retrieve its postings.
 - “Merge” the two postings (intersect the document sets):



The merge

- Walk through the two postings simultaneously, in time linear in the total number of postings entries



If the list lengths are x and y , the merge takes $O(x+y)$ operations.

Crucial: postings sorted by docID.

Intersecting two postings lists (a “merge” algorithm)

INTERSECT(p_1, p_2)

```
1  answer  $\leftarrow \langle \rangle$ 
2  while  $p_1 \neq \text{NIL}$  and  $p_2 \neq \text{NIL}$ 
3  do if  $\text{docID}(p_1) = \text{docID}(p_2)$ 
4      then ADD(answer,  $\text{docID}(p_1)$ )
5           $p_1 \leftarrow \text{next}(p_1)$ 
6           $p_2 \leftarrow \text{next}(p_2)$ 
7      else if  $\text{docID}(p_1) < \text{docID}(p_2)$ 
8          then  $p_1 \leftarrow \text{next}(p_1)$ 
9          else  $p_2 \leftarrow \text{next}(p_2)$ 
10 return answer
```


- Query processing with an inverted index
- The Boolean Retrieval Model & Extended Boolean Models
- Phrase queries and positional indexes
- Structured vs. Unstructured Data

Boolean queries: Exact match

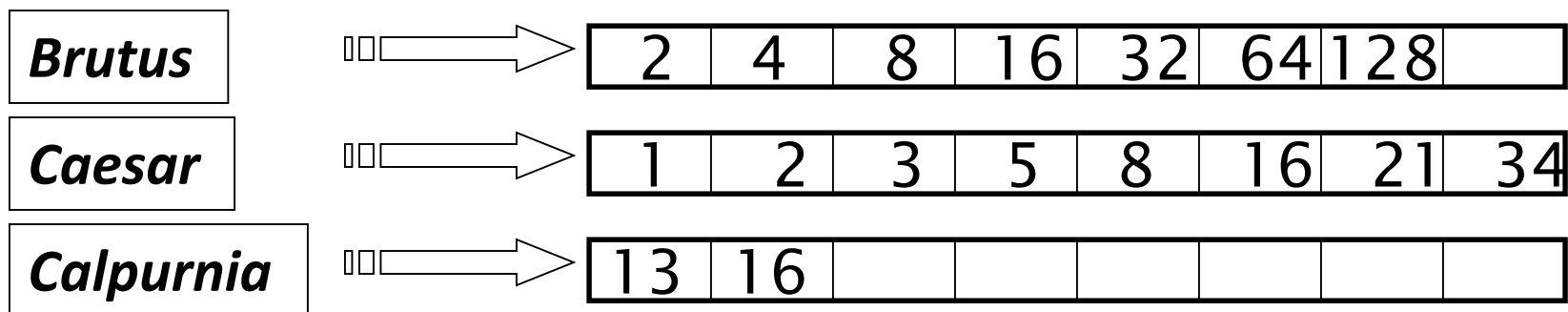
- The Boolean retrieval model is being able to ask a query that is a Boolean expression:
 - Boolean Queries are queries using *AND*, *OR* and *NOT* to join query terms
 - Views each document as a set of words
 - Is precise: document matches condition or not.
 - Perhaps the simplest model to build an IR system
- Primary commercial retrieval tool for 3 decades.
- Many search systems you still use are Boolean:
 - Email, library catalog, Mac OS X Spotlight

- Largest commercial (paying subscribers) legal search service (started 1975; ranking added 1992; new federated search added 2010)
- Tens of terabytes of data; ~700,000 users
- Majority of users *still* use boolean queries
- Example query:
 - What is the statute of limitations in cases involving the federal tort claims act?
 - LIMIT! /3 STATUTE ACTION /S FEDERAL /2 TORT /3 CLAIM
 - /3 = within 3 words, /S = in same sentence

- Another example query:
 - Requirements for disabled people to be able to access a workplace
 - disabl! /p access! /s work-site work-place (employment /3 place
- Note that SPACE is disjunction, not conjunction!
- Long, precise queries; proximity operators; incrementally developed; not like web search
- Many professional searchers still like Boolean search
 - You know exactly what you are getting
- But that doesn't mean it actually works better....

Query optimization

- What is the best order for query processing?
- Consider a query that is an *AND* of n terms.
- For each of the n terms, get its postings, then *AND* them together.



Query: **Calpurnia AND Brutus AND Caesar**

Query optimization example

- Process in order of increasing freq:
 - *start with smallest set, then keep cutting further.*

This is why we kept
document freq. in dictionary

Brutus	⇒	2	4	8	16	32	64	128	
Caesar	⇒	1	2	3	5	8	16	21	34
Calpurnia	⇒	13	16						

Execute the query as (***Calpurnia AND Brutus***) ***AND Caesar***.

More general optimization

- e.g., (*madding OR crowd*) AND (*ignoble OR strife*)
- Get doc. freq.'s for all terms.
- Estimate the size of each *OR* by the sum of its doc. freq.'s (conservative).
- Process in increasing order of *OR* sizes.

Exercise

*(tangerine OR trees) AND
(marmalade OR skies) AND
(kaleidoscope OR eyes)*

Term	Freq
eyes	213312
kaleidoscope	87009
marmalade	107913
skies	271658
tangerine	46653
trees	316812

- Recommend a query processing order for the query
- Which two terms should we process first?

- Query processing with an inverted index
- The Boolean Retrieval Model & Extended Boolean Models
- Phrase queries and positional indexes
- Structured vs. Unstructured Data

Phrase queries

- We want to be able to answer queries such as ***“University of Georgia”*** – as a phrase
- Thus the sentence *“I went to university at Georgia”* is not a match.
 - The concept of phrase queries has proven easily understood by users; one of the few “advanced search” ideas that works
 - Many more queries are *implicit phrase queries*
- For this, it no longer suffices to store only *<term : docs>* entries

A first attempt: Biword indexes

- Index every consecutive pair of terms in the text as a phrase
- For example the text “Friends, Romans, Countrymen” would generate the biwords
 - *friends romans*
 - *romans countrymen*
- Each of these biwords is now a dictionary term
- Two-word phrase query-processing is now immediate.

Longer phrase queries

- Longer phrases can be processed by breaking them down
- ***stanford university palo alto*** can be broken into the Boolean query on biwords:

stanford university AND university palo AND palo alto

Without the docs, we cannot verify that the docs matching the above Boolean query do contain the phrase.



Can have false positives!

Issues for biword indexes

- False positives, as noted before
- Index blowup due to bigger dictionary
 - Infeasible for more than biwords, big even for them
- Biword indexes are not the standard solution (for all biwords) but can be part of a compound strategy

Solution 2: Positional indexes

- In the postings, store, for each ***term*** the position(s) in which tokens of it appear:

<***term***, number of docs containing ***term***;

doc1: position1, position2 ... ;

doc2: position1, position2 ... ;

etc.>

Positional index example

- For phrase queries, we use a merge algorithm recursively at the document level
- But we now need to deal with more than just equality

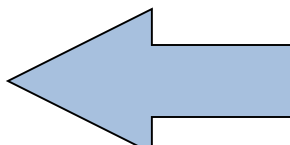
<*be*: 993427;

1: 7, 18, 33, 72, 86, 231;

2: 3, 149;

4: 17, 191, 291, 430, 434;

5: 363, 367, ...>



Which of docs *1,2,4,5*
could contain “*to be*
or not to be”?

Processing a phrase query

- Extract inverted index entries for each distinct term: ***to, be, or, not.***
- Merge their *doc:position* lists to enumerate all positions with “***to be or not to be***”.
 - ***to:***
 - 2:1,17,74,222,551; 4:8,16,190,429,433; 7:13,23,191; ...
 - ***be:***
 - 1:17,19; 4:17,191,291,430,434; 5:14,19,101; ...
- Same general method for proximity searches

Proximity queries

- LIMIT! /3 STATUTE /3 FEDERAL /2 TORT
 - Again, here, / k means “within k words of”.
- Clearly, positional indexes can be used for such queries; biword indexes cannot.

Positional index size

- A positional index expands postings storage *substantially*
 - Even though indices can be compressed
- Nevertheless, a positional index is now standardly used because of the power and usefulness of phrase and proximity queries ... whether used explicitly or implicitly in a ranking retrieval system.

Positional index size

- Need an entry for each occurrence, not just once per document
- Index size depends on average document size
 - Average web page has <1000 terms
 - SEC filings, books, even some epic poems ... easily 100,000 terms
- Consider a term with frequency 0.1%

Why?

Document size	Postings	Positional postings
1000	1	1
100,000	1	100

Rules of thumb

- A positional index is 2–4 as large as a non-positional index
- Positional index size 35–50% of volume of original text
 - Caveat: all of this holds for “English-like” languages

Combination schemes

- These two approaches can be profitably combined
 - For particular phrases (***“Michael Jackson”, “Britney Spears”***) it is inefficient to keep on merging positional postings lists
 - Even more so for phrases like ***“The Who”***
- Williams et al. (2004) evaluate a more sophisticated mixed indexing scheme
 - A typical web query mixture was executed in $\frac{1}{4}$ of the time of using just a positional index
 - It required 26% more space than having a positional index alone

- Query processing with an inverted index
- The Boolean Retrieval Model & Extended Boolean Models
- Phrase queries and positional indexes
- Structured vs. Unstructured Data

IR vs. databases: Structured vs unstructured data

- Structured data tends to refer to information in “tables”

Employee	Manager	Salary
Smith	Jones	50000
Chang	Smith	60000
Ivy	Smith	50000

Typically allows numerical range and exact match (for text) queries, e.g.,

Salary < 60000 AND Manager = Smith.

Unstructured data

- Typically refers to free text
- Allows
 - Keyword queries including operators
 - More sophisticated “concept” queries e.g.,
 - find all web pages dealing with *drug abuse*
- Classic model for searching text documents

Semi-structured data

- In fact almost no data is “unstructured”
- E.g., this slide has distinctly identified zones such as the *Title* and *Bullets*
 - ... to say nothing of linguistic structure
- Facilitates “semi-structured” search such as
 - *Title* contains data AND *Bullets* contain search
- Or even
 - *Title* is about Object Oriented Programming AND *Author* something like stro*rup
 - where * is the wild-card operator