Abstract: As the development of information industry, the amount of data on the Internet is increasing at an alarming rate. Current document level search engines for instance “baidu”,”google” are becoming increasingly inadequate for a wide range of query tasks. At the same time, entity search,which has been mentioned frequently in the Internet, has just started. However, with the growth of online content, more and more people are interested in finding entities or objects instead of just documents. We more and more often include entities in the key words of our search(e.g., person number, Agency name, Place name).We always try to structure more Meaningful search conditions around entities.In this paper, we study the problem of Current document level search engines,and the habits of search engine users, and then put forward the establishment of an entity model based on Baidu Baike.We present an industry-oriented, web-information-fused search engine model by analyzing the entity-related information of Baidu Baike.This model fuses information around entities. The purpose is to use the concept of entity to entity-centric integrate information.And it makes it more convenient for ordinary Internet users use the network resources efficiently. Through the weighted processeing of information, we integrate text information to the network entity.This make it possible to build an information-fused prototype system based on a field of an industry and used network information entities as the center. The experiments show that our entity model, to compensate for the inadequacies of the current search engine can better meet the needs of the users of the current information search.

Introduction