Context Based Search

A. Newsfeed is growing
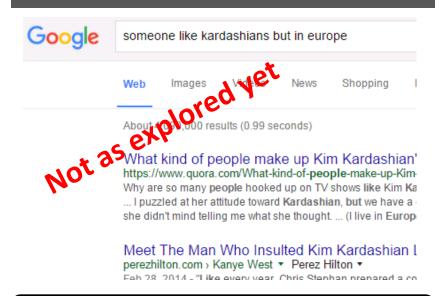

B. Context Search

Not as explored yet

C. Deep Learning in NLP

Word2Vec (T. Mikolov, 2013)

Queen = King + (Woman-Man)
(vector addition's rule)

D. Context search in news

Example:
Input: "MJ performed best under pressure!"
Objective: Find similar news for golf!
Output: "Tiger Woods has lost his prime!"

Idea: Represent the news in context.