



Search



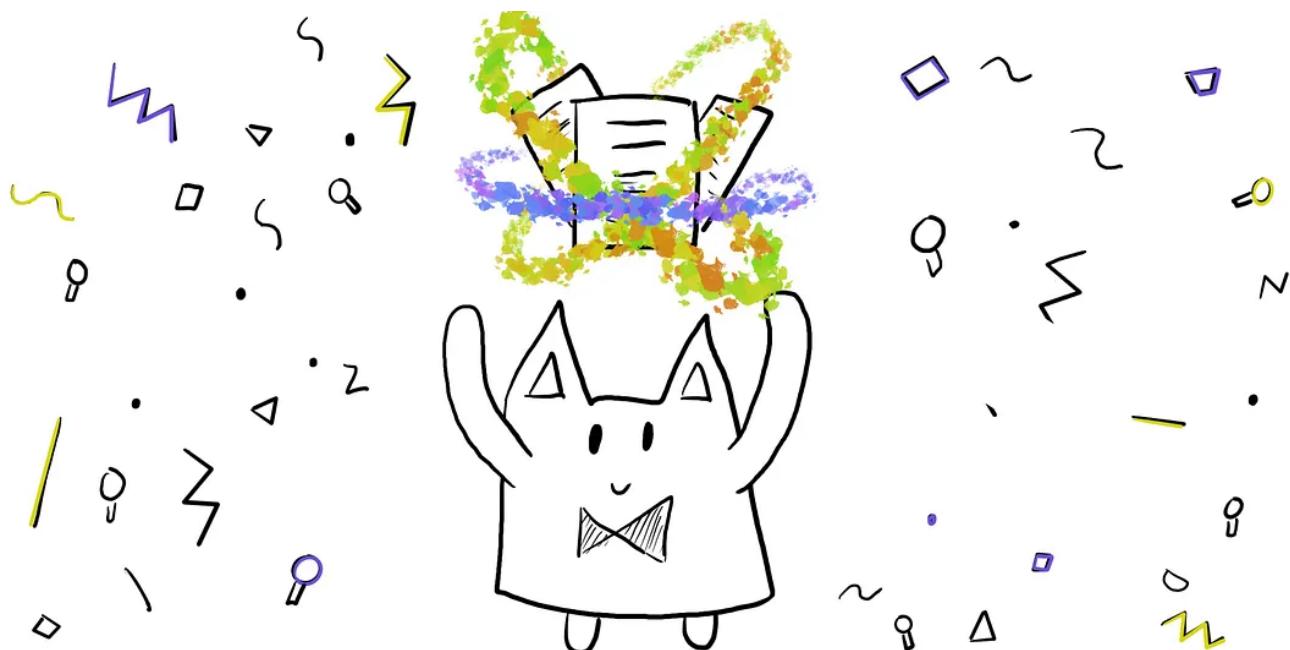
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Forget RAG, the Future is RAG-Fusion

The Next Frontier of Search: Retrieval Augmented Generation meets Reciprocal Rank Fusion and Generated Queries

Adrian H. Raudaschl · [Follow](#)Published in [Towards Data Science](#)

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The Wonderful World of RAG Fusion. Illustration by author.

Having built search products for almost a decade, I can honestly say nothing has been as disruptive as the recent rise of Retrieval Augmented Generation (RAG). This system is revolutionising search and information retrieval using vector search with generative AI to produce direct answers based on trusted data.

However, as a product manager who has been recently putting RAG products into a production environment, I believe RAG is still too limited to meet users' needs and needs an upgrade.

The screenshot shows the Ramble app interface. At the top, there's a navigation bar with 'ramble app', 'Home', 'About', 'My Profile', and 'Sign Out'. Below this is a search bar with the placeholder 'How to be better'. To the left, there's a sidebar titled 'Filters' with 'Filter 1' and 'Filter 2' options. The main area is titled 'Search Results' and lists several search results:

- [22 Principles for Great Product Managers](#) 2.8808583
^59bf97 * As a product manager, constantly think about **how** you can create clarity for your team: Clearer
- [Junior PMs, What's Your General Struggle Right Now Let's Get You Some Advice!](#) (reddit) 2.077276000000000003
- [Execution Is Exponential \(Nathan Baschez\)](#) 1.9497192
- [9 Lessons From My 10+ Years Working in Product \(reddit\)](#) 1.7664195
- [Why thinking too much can be bad for you \(economist.com\)](#) 1.7575065799999998
- [How to Make Smart Decisions Without Getting Lucky](#) 1.70134404
- [Accelerated Learning: Learn Faster and Remember More](#) 1.6823661300000001
- [Learn In Public](#) 1.5101798
- [How to protect your job in recession \(Harvard Business Review Spring 2021\)](#) 1.4988012
- [A Rite of I Insanitized Advice](#) 1.4722286

On the right, there's a 'Search Result Details' panel for the first result. It shows the title '22 Principles for Great Product Managers' and the ID '2.8808583'. There's a 'team management' tag and a 'Search' button. The panel contains two paragraphs of text from the document, starting with '(1.397) When there's a narrative vacuum, people will "creatively" fill in the blanks themselves and you might not like it. 80% of your role is discovering the right product & driving organizational alignment, and 20% is answering clarifying questions for the "makers" on your team. Product teams are in a constant cycle of discovery and delivery, which run in parallel. Designers design, engineers code, etc.'

My personal search system (Project Ramble), where I hooked up my Obsidian notes to a vector search combined with GPT-3 in 2022. Image by author.

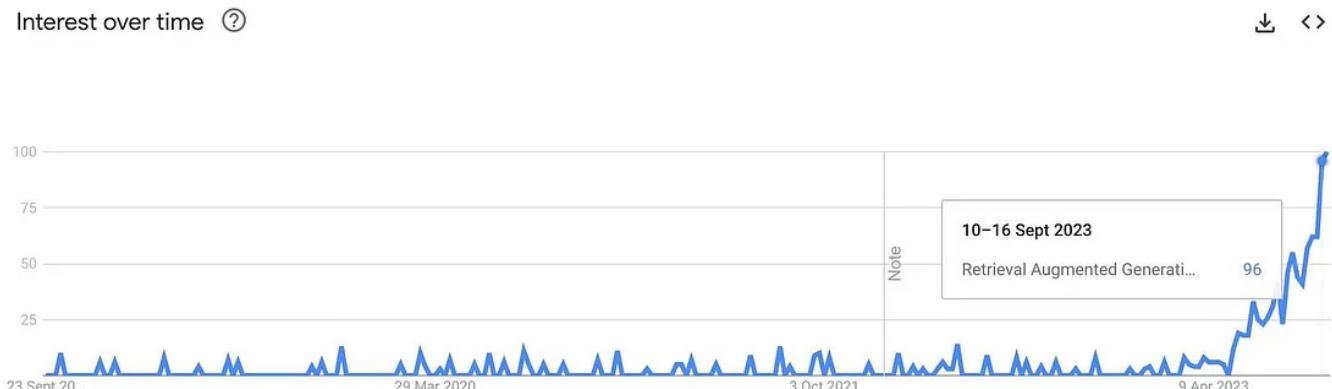
Don't get me wrong, RAG is excellent and is absolutely a step in the right direction for information retrieval technologies. I've used RAG since the advent of GPT-2 in 2021, which has significantly helped boost my productivity when looking for valuable information from my own notes or work documents. RAG has many advantages:

- **Vector Search Fusion:** RAG introduces a novel paradigm by integrating vector search capabilities with generative models. This fusion enables the generation of richer, more context-aware outputs from large language models (LLMs).
- **Reduced Hallucination:** RAG significantly diminishes the LLM's propensity for hallucination, making the generated text more grounded in data.
- **Personal and Professional Utility:** From personal applications like sifting through notes to more professional integrations, RAG showcases versatility in

enhancing productivity and content quality while being based on a trustworthy data source.

However, I'm finding more and more **limitations** of RAG:

- **Constraints with Current Search Technologies:** RAG is limited by the same things limiting our retrieval-based lexical and vector search technologies.
- **Human Search Inefficiencies:** Humans are not great at writing what they want into search systems, such as typos, vague queries, or limited vocabulary, which often lead to missing the vast reservoir of information that lies beyond the obvious top search results. While RAG assists, it hasn't entirely solved this problem.
- **Over-Simplification of Search:** Our prevalent search paradigm linearly maps queries to answers, lacking the depth to understand the multi-dimensional nature of human queries. This linear model often fails to capture the nuances and contexts of more complex user inquiries, resulting in less relevant results.



Searches for RAG (Retrieval Augmented Generation) skyrocketing in 2023. Screenshot by author from Google Trends Sept 2023.

So, what can we do to address these issues? We need a system that doesn't just retrieve what we ask but grasps the nuance behind our queries without needing ever-more advanced LLMs. Recognising these challenges and inspired by the possibilities, I developed a more refined solution: RAG-Fusion.

Why RAG-Fusion?

- **Addressing Gaps:** It tackles the constraints inherent in RAG by generating multiple user queries and reranking the results.
- **Enhanced Search:** Utilises Reciprocal Rank Fusion and custom vector score weighting for comprehensive, accurate results.

RAG-Fusion aspires to bridge the gap between what users explicitly ask and what they intend to ask, inching closer to uncovering the transformative knowledge that typically remains hidden.

Embarking on this journey with RAG years ago, I regret not sharing those initial experiments. But it's time to make amends. Let's delve deep into the technical intricacies of RAG-Fusion.

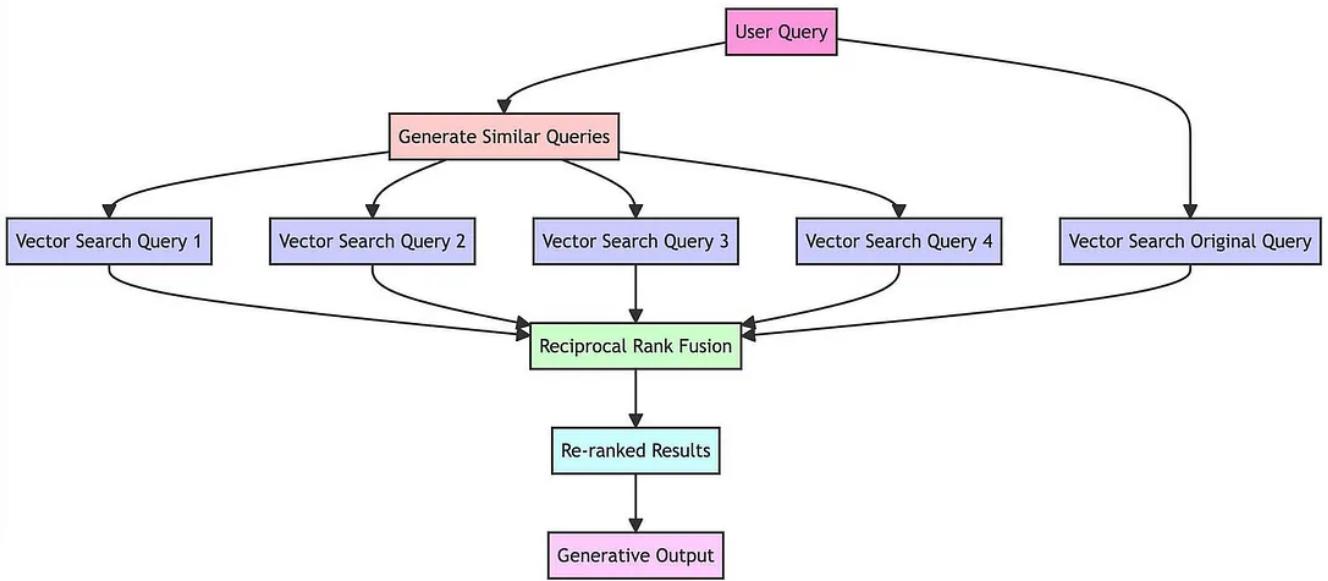
A Deep Dive into the Mechanics of RAG-Fusion

Tools and Tech Stack

FYI, for those of you who just want to see code and get straight into playing with RAG-Fusion, [check out the GitHub repo here](#).

The foundational triad of RAG Fusion is similar to RAG and lies in the same three key technologies:

- A general-purpose programming language, often Python.
- A dedicated vector search database, such as Elasticsearch or Pinecone, steering the document retrieval.
- A potent large language model, like ChatGPT, crafting the text.



An illustrative representation of RAG-Fusion's working mechanism. Image by author.

However, unlike RAG, RAG-Fusion differentiates itself with a few additional steps — query generation and a reranking of the results.

RAG-Fusion's Workflow:

- 1. Query Duplication with a Twist:** Translate a user's query into similar, yet distinct queries via an LLM.
- 2. Vector Search Unleashed:** Perform vector searches for the original and its newly generated query siblings.
- 3. Intelligent Reranking:** Aggregate and refine all the results using reciprocal rank fusion.
- 4. Eloquent Finale:** Pair the cherry-picked results with the new queries, guiding the large language model to a crafted output that considers all the queries and the reranked list of results.

```

31
32     # Reciprocal Rank Fusion algorithm
33     # Reciprocal Rank Fusion algorithm
34     def reciprocal_rank_fusion(search_results_dict, k=60):
35         fused_scores = {}
36         print(f"Initial individual search result ranks:")
37         for query, doc_scores in search_results_dict.items():
38             print(f"For query '{query}': {doc_scores}")
39
40         for query, doc_scores in search_results_dict.items():
41             for rank, (doc, score) in enumerate(sorted(doc_scores.items(), key=lambda x: x[1], reverse=True)):
42                 if doc not in fused_scores:
43                     fused_scores[doc] = 0
44                     previous_score = fused_scores[doc]
45                     fused_scores[doc] += 1 / (rank + k)
46                     print(f"Updating score for {doc} from {previous_score} to {fused_scores[doc]} based on rank {rank} in query '{query}'")
47
48         reranked_results = {doc: score for doc, score in sorted(fused_scores.items(), key=lambda x: x[1], reverse=True)}
49         print("Final reranked results:", reranked_results)
50         return reranked_results
51
52     # Dummy function to simulate generative output
53     def generate_output(reranked_results, queries):
54         return f"Final output based on {queries} and reranked documents: {list(reranked_results.keys())}"
55
56
57
58     self._interpret_response_line()
59     File "/Users/raudaschl/.pyenv/versions/3.8.0/lib/python3.8/site-packages/openai/api_requestor.py", line 687, in _interpret_response_line
60         raise self.handle_error_response()
61     openai.error.AuthenticationError: Incorrect API key provided: your-openkey-here. You can find your API key at https://platform.openai.com/account/api-keys.
62     ● Adrians-Mac:~ raudaschl$ python main.py
63     Initial individual search result ranks:
64     For query '1. Current and future impacts of climate change on ecosystems': {'doc8': 0.82, 'doc9': 0.74}
65     For query '2. Economic consequences of climate change': {'doc10': 0.88, 'doc2': 0.84, 'doc3': 0.81, 'doc8': 0.71}
66     For query '3. Social and cultural impacts of climate change': {'doc8': 0.85, 'doc9': 0.81, 'doc5': 0.79, 'doc2': 0.73}
67     For query '4. Solutions to mitigate the impact of climate change': {'doc9': 0.87, 'doc2': 0.79, 'doc4': 0.75, 'doc5': 0.73, 'doc8': 0.71}
68     Updating score for doc8 from 0 to 0.01666666666666666 based on rank 0 in query '1. Current and future impacts of climate change on ecosystems'
69     Updating score for doc9 from 0 to 0.01639344262295082 based on rank 1 in query '1. Current and future impacts of climate change on ecosystems'
70     Updating score for doc5 from 0 to 0.01666666666666666 based on rank 0 in query '2. Economic consequences of climate change'
71     Updating score for doc10 from 0 to 0.01639344262295082 based on rank 0 in query '2. Economic consequences of climate change'
72     Updating score for doc2 from 0 to 0.01639344262295082 based on rank 1 in query '2. Economic consequences of climate change'
73     Updating score for doc3 from 0 to 0.01612903225804516 based on rank 2 in query '2. Economic consequences of climate change'
74     Updating score for doc8 from 0.01666666666666666 to 0.032539682539682535 based on rank 3 in query '2. Economic consequences of climate change'
75     Updating score for doc8 from 0.032539682539682535 to 0.0492063492063492 based on rank 0 in query '3. Social and cultural impacts of climate change'
76     Updating score for doc9 from 0.03278688524590164 based on rank 1 in query '3. Social and cultural impacts of climate change'
77     Updating score for doc5 from 0 to 0.01612903225804516 based on rank 2 in query '3. Social and cultural impacts of climate change'
78     Updating score for doc2 from 0.032266458495966696 based on rank 3 in query '3. Social and cultural impacts of climate change'
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RAG-Fusion Code Example. Image by author.

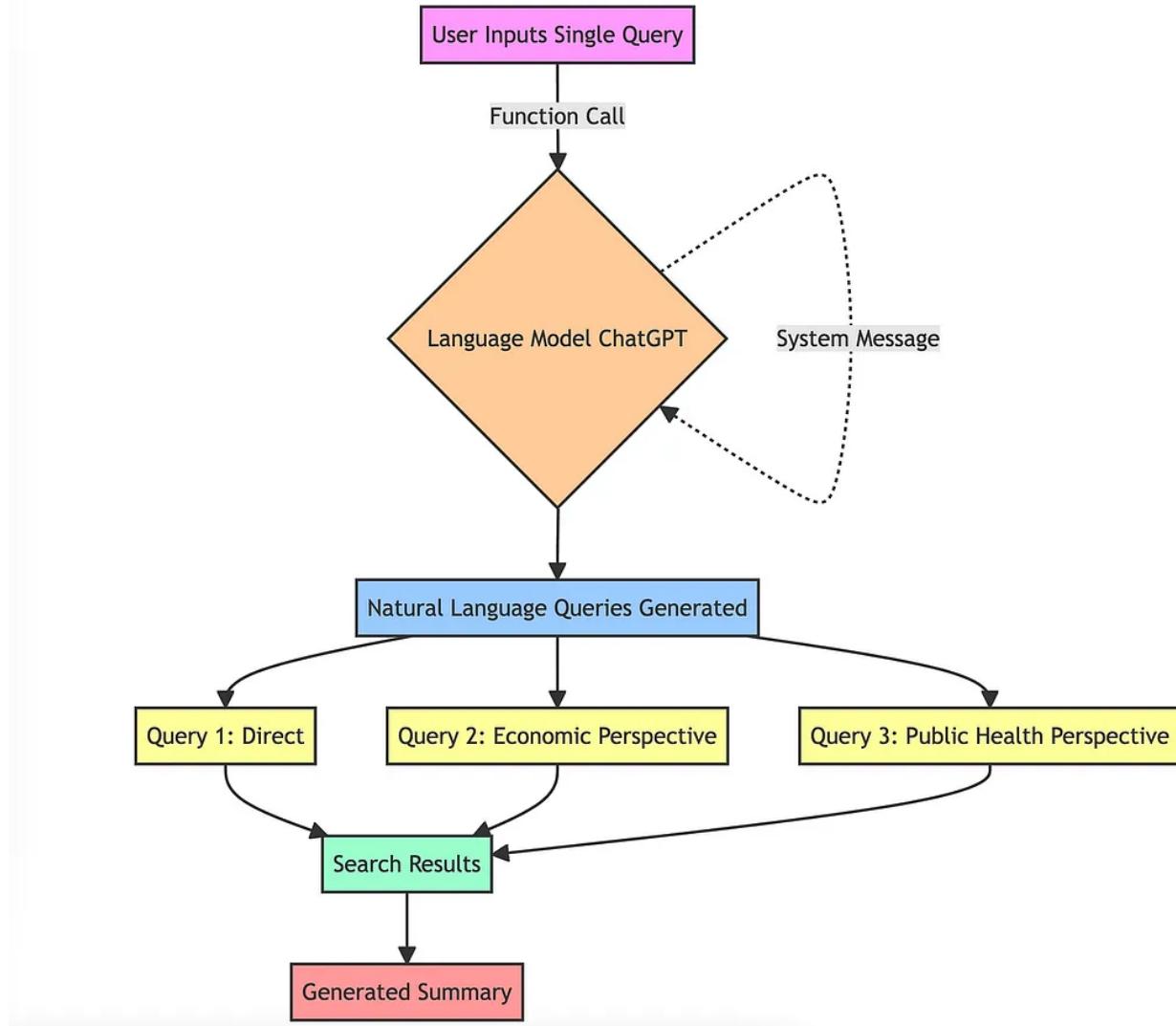
Let's walk through each of these steps in more detail.

Multi-Query Generation

Why Multiple Queries?

In traditional search systems, users often input a single query to find information. While this approach is straightforward, it has limitations. A single query may not capture the full scope of what the user is interested in, or it may be too narrow to yield comprehensive results. This is where generating multiple queries from different perspectives comes into play.

Technical Implementation (Prompt Engineering)



Flow Diagram of Multi-Query Generation: Leveraging Prompt Engineering and Natural Language Models to Broaden Search Horizons and Enhance Result Quality. Image by author.

The use of prompt engineering is crucial to generate multiple queries that are not only similar to the original query but also offer different angles or perspectives.

Here's how it works:

1. Function Call to Language Model: The function calls a language model (in this case, chatGPT). This method expects a specific instruction set, often described as a “system message”, to guide the model. For example, the system message here instructs the model to act as an “AI assistant.”
2. Natural Language Queries: The model then generates multiple queries based on

the original query.

3. Diversity and Coverage: These queries aren't just random variations. They are carefully generated to offer different perspectives on the original question. For instance, if the original query was about the "impact of climate change," the generated queries might include angles like "economic consequences of climate change," "climate change and public health," etc.

This approach ensures that the search process considers a broader range of information, thereby increasing the quality and depth of the generated summary.

Reciprocal Rank Fusion (RRF)

Why RRF?

Reciprocal Rank Fusion (RRF) is a technique for combining the ranks of multiple search result lists to produce a single, unified ranking. Developed in collaboration with the University of Waterloo (CAN) and Google, RRF, in the words of its authors, "yields better results than any individual system, and better results than standard" reranking methods.

$$RRFscore(d \in D) = \sum_{r \in R} \frac{1}{k + r(d)},$$

RRF algorithm where k=60. Image from — [Reciprocal Rank Fusion outperforms Condorcet and individual Rank Learning Methods](#)

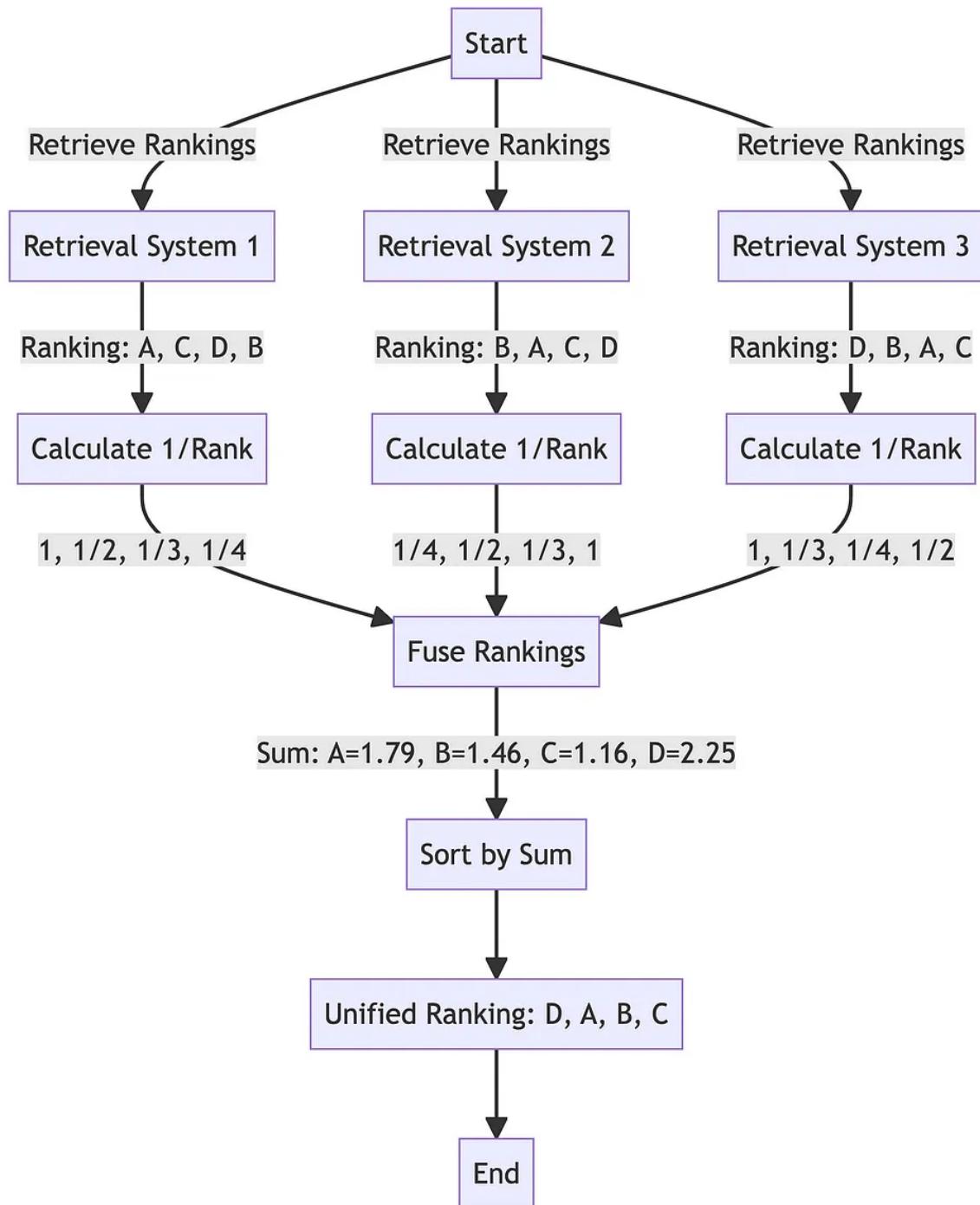
By combining ranks from different queries, we increase the chances that the most relevant documents will appear at the top of the final list. RRF is particularly effective because it doesn't rely on the absolute scores assigned by the search engine but rather on the relative ranks, making it well-suited for combining results from queries that might have different scales or distributions of scores.

Typically, RRF has been used to blend lexical and vector results. And although that method can help make up for the lack of specificity of vector search when looking up specific terms like acronyms, for example, I've been unimpressed by the results, which tend to be more of a patchwork of multiple result sets as the same results

rarely come up for the same query for lexical and vector search.

Think of RRF as that person who insists on getting everyone's opinion before making a decision. Only in this case, it's not annoying but helpful. The more, the merrier — or, in this case, the more accurate.

Technical Implementation



Reciprocal Rank Fusion Positional Reranking System. Image by author.

The function `reciprocal_rank_fusion` takes a dictionary of search results, where each key is a query, and the corresponding value is a list of document IDs ranked by their relevance to that query. The RRF algorithm then calculates a new score for each document based on its ranks in the different lists and sorts them to create a final reranked list.

After calculating the fused scores, the function sorts the documents in descending order of these scores to get the final reranked list, which is then returned.

Generative Output

User Intent Preservation

One of the challenges in using multiple queries is the potential dilution of the user's original intent. To mitigate this, we instruct the model to give more weight to the original query in the prompt engineering.

Technical Implementation

Finally, the reranked documents and all queries are fed into an LLM prompt to produce the generative output in a typical RAG way, like asking for a response or summary.

By layering these technologies and techniques, RAG Fusion offers a powerful, nuanced approach to text generation. It leverages the best of search technology and generative AI to produce high-quality, reliable outputs.

Strengths and Shortcomings of RAG-Fusion

Strengths

1. Superior Source Material Quality

When you use RAG Fusion, the depth of your search isn't merely 'enhanced' — it's amplified. The reranked list of relevant documents means that you're not just scraping the surface of information but diving into an ocean of perspectives. The structured output is easier to read and feels intuitively trustworthy, which is crucial in a world sceptical of AI-generated content.

2. Enhanced User Intent Alignment

At its core, RAG Fusion is designed to be an empathic AI that brings to light what users are striving to express but perhaps can't articulate. Leveraging a multi-query strategy captures a multifaceted representation of the user's informational needs, thus delivering holistic outputs and resonating with user intent.

3. Structured, Insightful Outputs

By drawing from a diverse set of sources, the model crafts well-organised and insightful answers, anticipating follow-up questions and preemptively addressing them.

4. Auto-Correcting User Queries

The system not only interprets but also refines user queries. Through the generation of multiple query variations, RAG Fusion performs implicit spelling and grammar checks, thereby enhancing search result accuracy

5. Navigating Complex Queries

Human language often falters when expressing intricate or specialised thoughts. The system acts as a linguistic catalyst, generating variations that may incorporate the jargon or terminologies required for more focused and relevant search results. It can also take longer, more complex queries and break them down into smaller, manageable chunks for the vector search.

6. Serendipity in Search

Consider the “unknown unknowns” — information you don’t know you need until you encounter it. RAG Fusion allows for this serendipitous discovery. By employing a broader query spectrum, the system engenders the likelihood of unearthing information that, while not explicitly sought, becomes a eureka moment for the user. This sets RAG Fusion apart from other traditional search models.

Challenges

1. The Risk of Being Overly Verbose

RAG-Fusion's depth can sometimes lead to a deluge of information. Outputs might be detailed to the point of being overwhelming. Think of RAG-Fusion as that friend who over-explains things — informative, but occasionally, you might need them to get to the point.

2. Balancing the Context Window

The inclusion of multi-query input and a diversified document set can stress the language model's context window. Picture a stage crowded with actors, making it challenging to follow the plot. For models with tight context constraints, this could lead to less coherent or even truncated outputs.

Ethical and User Experience Considerations

With great power comes great responsibility. And with RAG Fusion, the power to manipulate user queries to improve results feels like it's crossing into some kind of moral grey zone. Balancing the improved search results with the integrity of user intent is crucial, and I've got some thoughts you should consider when implementing this solution:

Ethical Concerns:

- **User Autonomy:** The manipulation of user queries can sometimes deviate from the original intent. It's essential to consider how much control we're ceding to AI and at what cost.
 · · ·
- **Transparency:** It's not just about better results; users should be aware if and how their queries are adjusted. This transparency is essential to maintain trust and respect user intent.

User Experience (UX) Enhancements: RAG Fusion is not merely an advancement; it's a clarion call to all innovators. It becomes preserving original query intent framework and maintaining transparency of "searching" its importance in the generative process. This acts as a safeguard against misinterpretations.

To those in the realm of search, I pose a challenge: Let's not merely create search systems.

Visibility of Process: Displaying generated queries alongside final results provides users with a transparent look at the search's scope and depth. It aids in

building trust and understanding.

Hopefully, RAG Fusion inspires you to take up that challenge with me.

UX/UI Implementation Tips: Dive into the [GitHub repo](#), get your hands dirty with the code, and join the choice between manual control and enhanced AI assistance.

- **User Control:** Offer users an option to toggle RAG Fusion, allowing them the choice between manual control and enhanced AI assistance.

You have to start with the customer experience and can help set clear user expectations.

work backwards to the technology. — Steve Jobs

Bibliography

- If want to read more on the subject, I strongly recommend reading “[AI-Powered](#)

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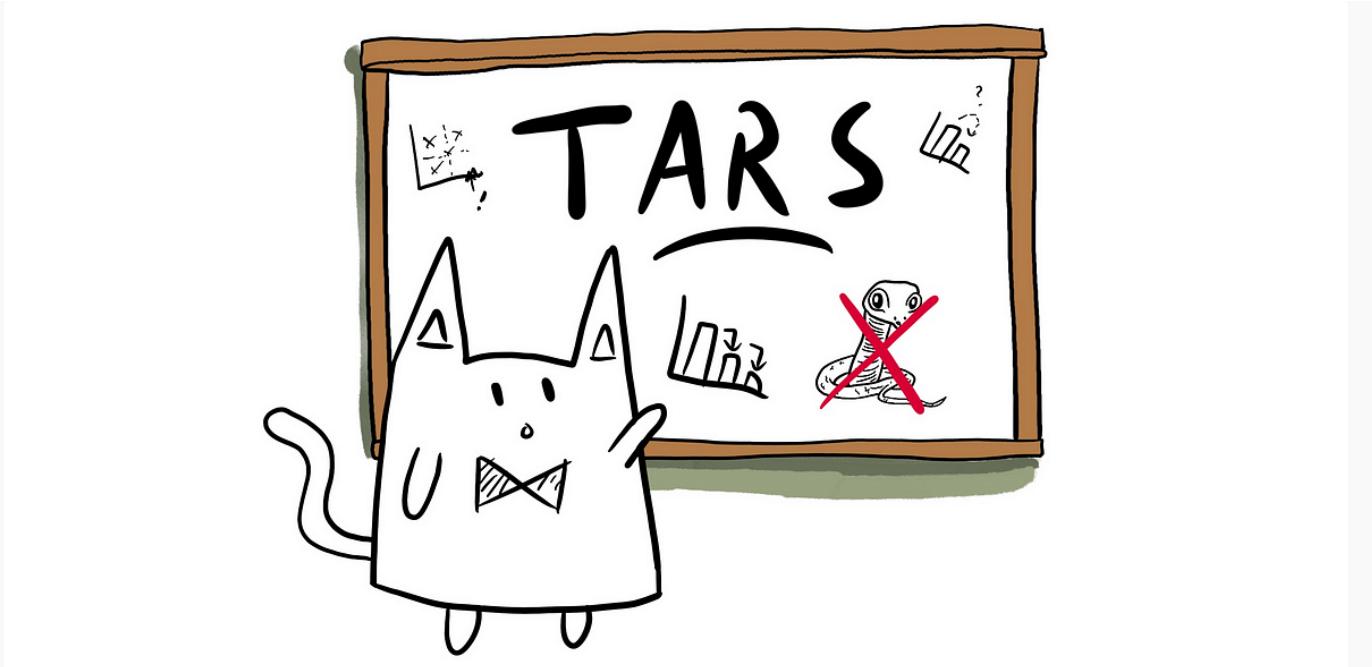


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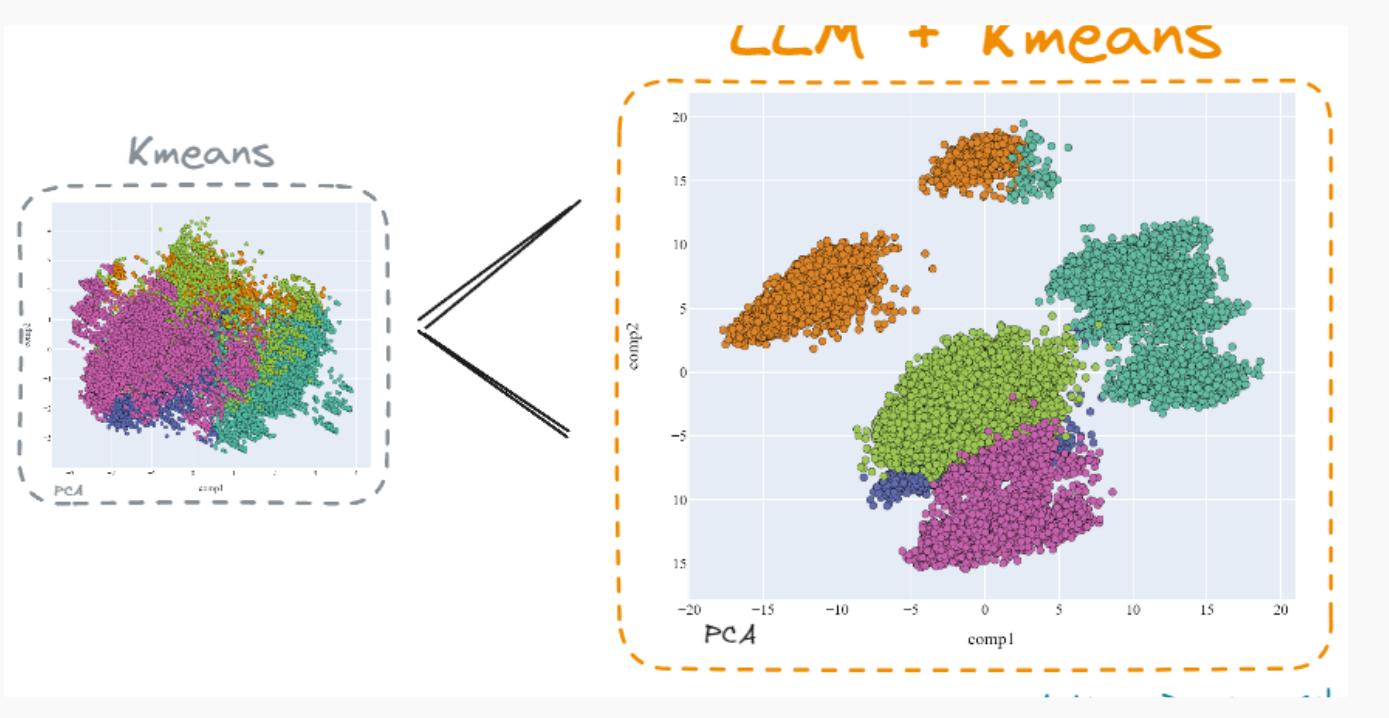
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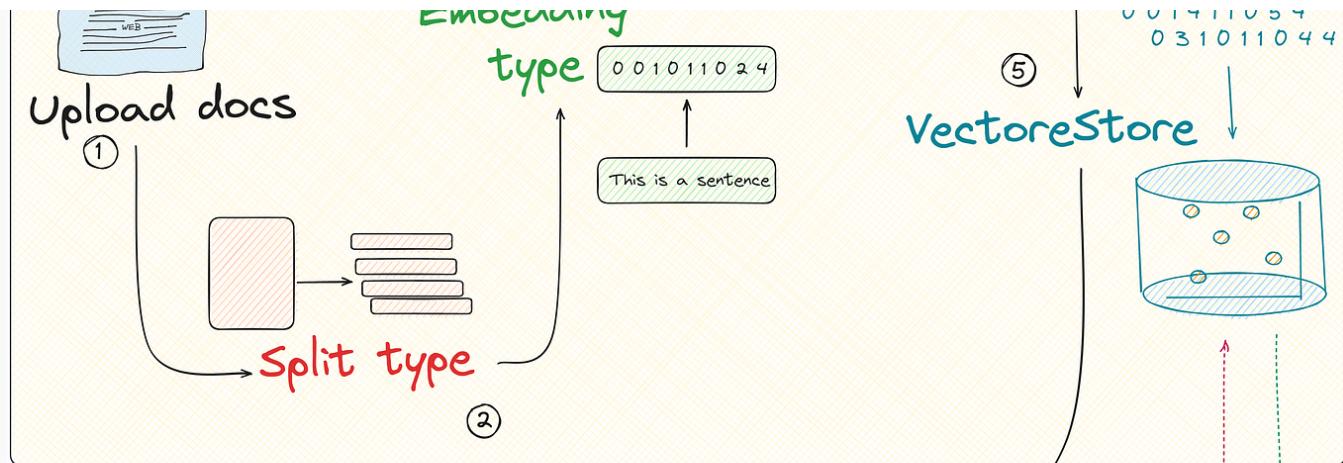


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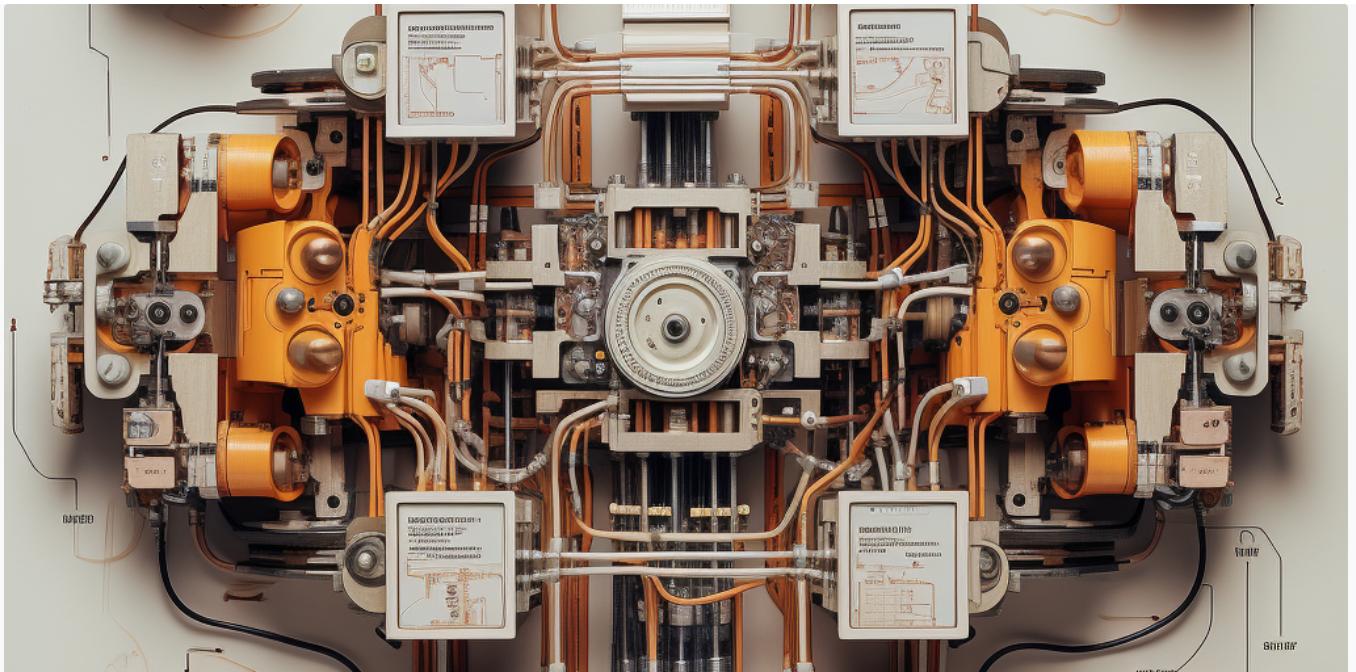
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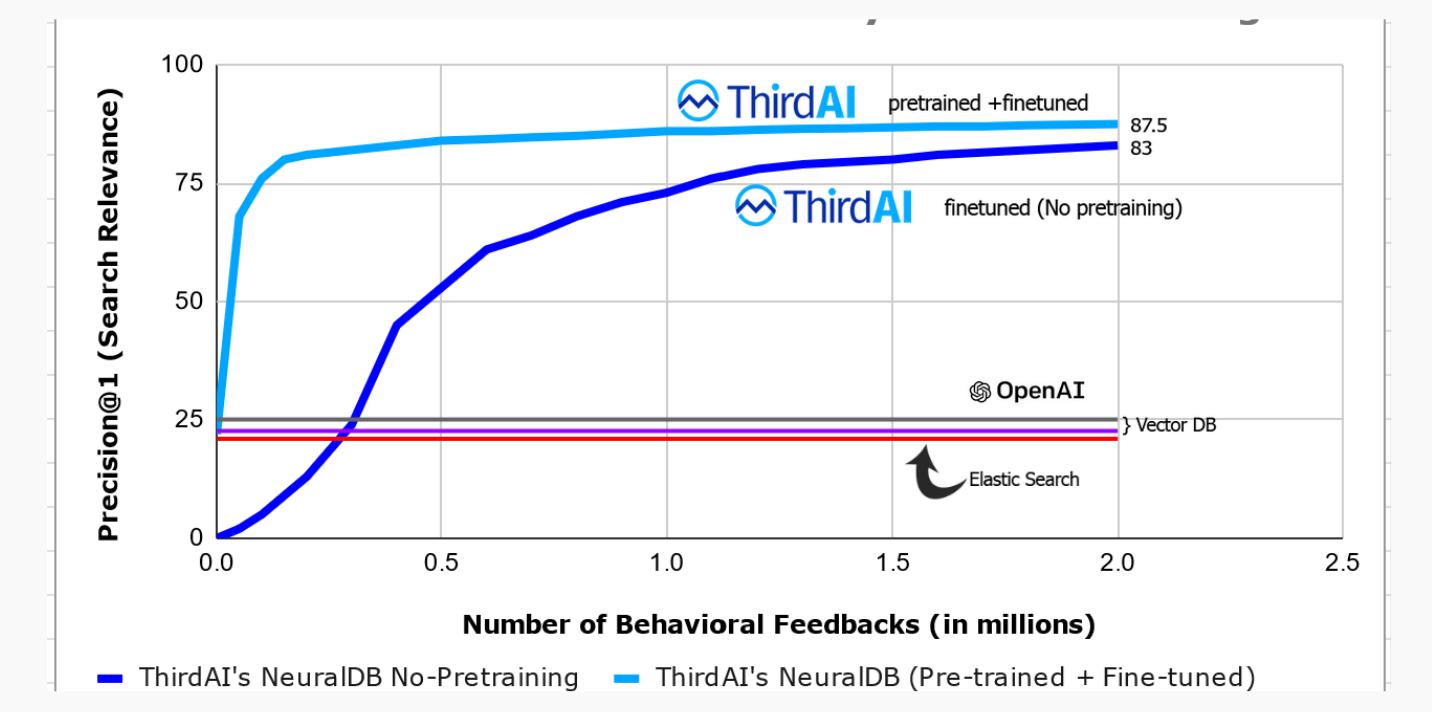
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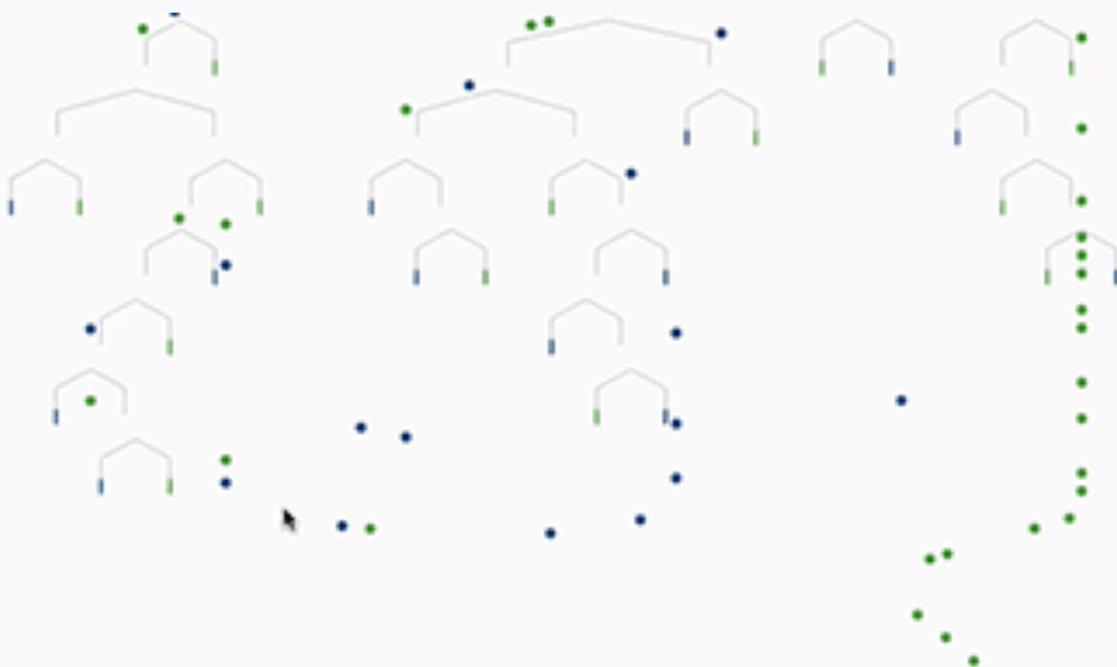
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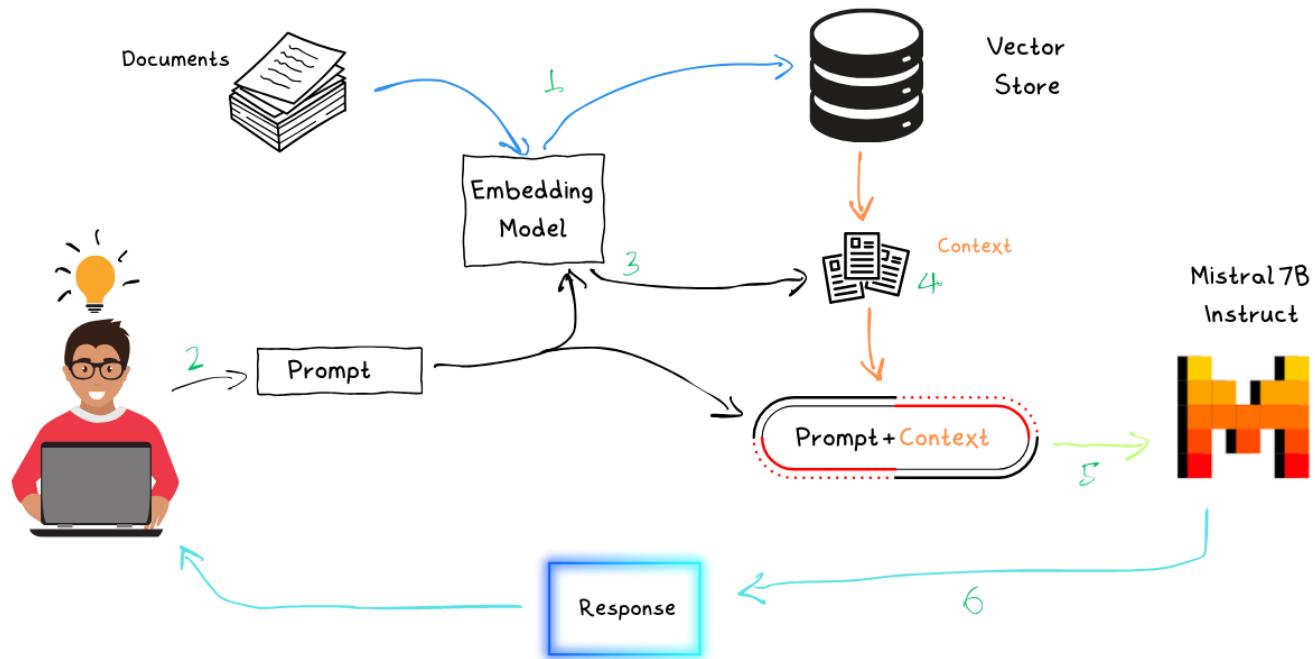
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