II. Architecture of a Search Engine

- Acquisition
- Text Analysis
- Indexing
- User Interface
- Query Analysis and Synthesis
- Retrieval
- Evaluation
Remarks:

- Software architecture refers to the high level structures of a software system. These structures are needed to reason about the software system. Each comprises software elements, relations among them, and properties of both elements and relations. [Wikipedia]

- Software architecture can be specified at various levels of abstraction, also called views. We adopt a high-level functional view, showing what a search engine does, not how it is implemented.

- The implementation of a search engine must meet two requirements: effectiveness and efficiency. Effectiveness refers to retrieval quality, efficiency to retrieval speed. Other requirements boil down to these two categories. Examples: Scalability demands efficiency; result freshness improves effectiveness and demands efficiency.

- Search engines basically implement two processes, indexing and retrieval, on top of a storage layer. Indexing is a background process to prepare to-be-searched data for efficient search, as well as updating it. Retrieval offers a user interface for query submission, and implements query analysis and synthesis, and retrieval. The storage layer implements a data model for storing documents, index, and logs so that distributed and parallel search are possible.

Indexing Process

Retrieval Process

Data Storage

Acquisition

conversion to plain text, and unified encoding

Document store

Index

Retrieval Process
Acquisition

In the acquisition step, documents are collected, prepared, and stored.

Key components:

- Crawler
- Converter
- Document Store
A crawler discovers and acquires documents.

Web crawler
- Discovers new web pages via hyperlinks
- What are challenges for web crawling?

Site crawler / focused crawler / topical crawler
- Web crawler for websites / that discards documents (wrt. topics, genres, etc.)
- May exploit structured sitemaps, RSS, or Atom feeds on sites.
- May require a document classifier to identify matching documents.
- Examples: academic search, news search, business search, job search, etc.

Document crawler
- Scans local directories, emails, databases, etc.
- Examples: enterprise search, desktop search
Acquisition

Crawler

A crawler discovers and acquires documents.

Web crawler

- Discovers new web pages via hyperlinks
- Exploration policy (e.g., avoid spider traps), duplicate identification (e.g., URL normalization), parallelization, revisit / update policy, politeness

Site crawler / focused crawler / topical crawler

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Document crawler

- Scans local directories, emails, databases, etc.
- Examples: enterprise search, desktop search
A converter unifies documents as follows:

Reformatting / text extraction
- Documents come in a variety of formats. Examples: HTML, PDF, DOC
- Implementation benefits from unified formats (HTML in web search)
- Plain text extraction from documents is lossy (e.g., formatting / layout is lost)
- Layout analysis is still useful for retrieval (see segmentation)
- Document formats are often invalid, they must still be parsed

Encoding normalization
- Plain text documents come in a variety of encodings (e.g., ASCII, Unicode)
- Subsequent processing steps require unified input encoding (e.g., Unicode)
- Encoding specifications are untrustworthy, encodings must be detected
- Documents’ encodings are often invalid, they must be repaired

Errors propagate; when visible in search results, the search engine is blamed.
The document store manages all documents acquired:

Original and converted documents
- Why is it sensible to mirror documents locally?

Document metadata
- Provenance data, such as origin, crawl date, etc.

Version history
- Every recrawl of a document is kept.
- Older document versions are useful for later analyses.

Scale often demands for a distributed document store.
The document store manages all documents acquired:

Original and converted documents
- Original may not always be available
- Fast reprocessing (e.g., when a processing step is improved)
- Fast snippet generation

Document metadata
- Provenance data, such as origin, crawl date, etc.

Version history
- Every recrawl of a document is kept.
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Scale often demands for a distributed document store.
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Retrieval Process
Indexing Process

Acquisition
- conversion to plain text, and unified encoding

Text analysis
- index terms, features, classification, meta data

Data Storage

Document store

Index

Retrieval Process
Text Analysis

The text analysis extracts from a document the “keys” by which it can be looked up in the index. Two kinds of keys are distinguished:

- **Index terms (terms, for short)**
  - Words or phrases from a document’s text
  - Their purpose is to represent what a document is about
  - All index terms of all documents combined form the terminology

- **Features**
  - A feature is a measurable property of a document, a feature set represents it
  - Different feature sets are suitable for different classification targets
  - Example: relevance, spam, language, genre, …
Text Analysis

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Key components:
- Segmenter
- Stopping
- Stemmer / Lemmatizer
- Link Extraction
- Information Extraction
- Classification
Text Analysis

Segmenter

A segmenter breaks down a document into its constituent parts at two levels:

Page segmentation

- Analysis of the HTML source of a web page with regard to its structure
- Extraction of main content vs. ads, navigation, header, footer, etc.
- HTML pages often do not meet the specification (e.g., semantic elements)
- Extraction of text structure and text formatting (e.g., headings, paragraphs)

Text segmentation

- Analysis of a plain text with regard to linguistic units (e.g., words, sentences)
- Tokenization turns a text into a token sequence (token \(\approx\) word).
  - White space tokenization: tokens are separated by white space characters
  - Regular expression tokenization: a token is an alphanumeric string
    - Why are these definitions insufficient?
- Lower-casing of words ensure more matches with queries words
Text Analysis

Segmenter

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Text segmentation

- Analysis of a plain text with regard to linguistic units (e.g., words, sentences)
- Tokenization turns a text into a token sequence (token $\approx$ word).
  (a) White space tokenization: tokens are separated by white space characters
  (b) Regular expression tokenization: a token is an alphanumeric string
    - Words are not only separated by white space, but also punctuation
    - Contractions and words with special characters are neglected
- Lower-casing of words ensure more matches with queries words
Stopping (also stop word removal) discards a selection of words from the set of index terms of a document. Candidates for stop words:

- **Function words**
  Words that carry little semantics, are ambiguous, serve only grammatical purposes, or specify attitude or mood. Examples: the, of, to, for.

- **Frequent words**
  The most frequently appearing words of a language, or within a collection of documents. Example: “Wikipedia” appears on every Wikipedia page.

- **Domain-specific words**
  Words that do not discriminate in a given search domain. Example: “learning” may be ignored in the education domain, regardless of its frequency.

- **Upsides**: reduced index size, faster query processing speed, reduced noise.
- **Downsides**: many special cases missed. Example: “to be or not to be”.
- **Retrieval effectiveness improvement depends on the retrieval model.**
- **Stopping on index terms is often more conservative than on queries.**
Stemming reduces inflected index terms to a common stem. Example: “statistics”, “statistic”, and “statistical” refer to basically the same abstract concept.

Two approaches to stemming can be used:

- (Heuristic) Stemming

- Lemmatization
  - Mapping of a word to its root form, even if it is spelled differently. Example: “saw” and “see”.

- Upside: finding more relevant documents (better retrieval effectiveness)

- What are problems related to aggressive stemming?
Text Analysis
Stemming / Lemmatization

Stemming reduces inflected index terms to a common stem. Example: “statistics”, “statistic”, and “statistical” refer to basically the same abstract concept.

Two approaches to stemming can be used:

- *(Heuristic) Stemming*

- Lemmatization
  Mapping of a word to its root form, even if it is spelled differently. Example: “saw” and “see”.

  - Upside: finding more relevant documents (better retrieval effectiveness)
  - Downsides: conflations of unrelated words, lemmatization is expensive
    Example: “university”, “universe”, and “universal” are mapped to “univers” by common stemmers. Stemmed words may not be real ones. Lemmatization requires dictionaries.

  - Retrieval effectiveness improvement varies with language.
Text Analysis

Link Extraction

Extraction of links and anchor texts from a document. This serves two purposes:

Link analysis

- Hyperlinks induce a graph among web pages.
- Link analysis traverses this graph to identify authoritative web pages.
- Algorithms for link analysis include PageRank and HITS.

Text augmentation with anchor texts

- The text found on a web page may be insufficient to describe its contents.
- Examples: product pages or pages showing only images.
- Anchor texts as well as the text before and after may justify a link.
- Anchor texts are added to the text extracted from a linked page.
Information Extraction identifies more complex index terms by means of natural language processing technology:

- **Noun phrases**
  Phrases which have a noun as its head word (i.e., a noun and any word that modifies it).
  Examples: “The yellow house is for sale.”, “I want a skateboard.”

- **Named entities**
  Words or phrases that designate something in the “real” world.
  Examples: places, people, organizations, etc.

- **Coreference resolution**
  Coreferences (i.e., anaphora and cataphora) are expressions that refer backward or forward in a text, respectively. Resolving *them* is important for text understanding, yet, still unsolved.

- **Relation detection**
  Extraction of relations between named entities mentioned in the text.
  Example: “Bill lives in the USA. He works at the United Nations.”

- **Semi-structured information extraction**
  Extraction and analysis of tables, quotes, references, comments, etc.
Machine learning is applied to classify or categorize documents based on features. Common classification goals are:

- **Language identification**
  Determines the (main) language of a web page.

- **Spam detection / malware detection**
  Determines if a website/web page is trying to undermine a search engine’s ranking (spam), or harm its users (malware).

- **Topic categorization**
  Determines the topic of a document. Topics overlap, form hierarchies and depend on the search domain. Examples: sports, politics, technology, etc., or user-/domain-specific ones.

- **Cluster analysis**
  Determines previously unknown topics; automatic cluster labeling required.

- **Genre categorization**
  Determines the genre of a web page. Genres overlap, form hierarchies, and depend on the search domain. Examples: personal home page, message board, blog, shop, etc.
Indexing Process

- Acquisition
  - Document store
    - conversion to plain text, and unified encoding
- Text analysis
  - index terms, features, classification, meta data

Data Storage

- Index
- Document store

Retrieval Process

?
**Indexing Process**

- **Acquisition**: conversion to plain text, and unified encoding
- **Text analysis**: index terms, features, classification, meta data
- **Indexing**: document statistics, model formation, index update, distribution

**Data Storage**

- **Document store**
- **Index**
- **Stats**

**Retrieval Process**

Bulk indexing
Indexing

The indexing step creates the index data structures required for fast retrieval from the set of acquired documents.

The most commonly used data structure is the inverted index. Data structures for special purposes include the suffix array and the signature file.

Key components:

- Term Weighting
- Index Construction
- Distribution
- Document Statistics
Indexing

Term Weighting

For each index term of a document, calculate a weight indicating its importance with respect to the document. Basic term weighting schemes:

- **Term frequency** \((tf)\)
  Logarithm of the number of occurrences of a term in a document.

- **Inverse document frequency** \((idf)\)
  - Document frequency \((df)\): Number of documents containing a term
  - Logarithm of the total number of documents divided by \(df\).

- **\(tf \cdot idf\)**
  One of the most well-known term weighting schemes in IR.

- **BM25**
  Similar to \(tf \cdot idf\), but yields better retrieval performance.

Term weights are pre-computed and store in the index to speed up document scoring during retrieval.
Indexing

Index Construction

Index construction creates an inverted index data structure by inverting the document-term data to term-document data.

\[
\begin{array}{c|c|c|c|c|c}
T & \text{Postings (Posting Lists, Postlists)} \\
\hline
\text{t}_1 & d_1, w_{1,1} & d_2, w_{1,2} \\
\text{t}_2 & d_1, w_{2,1} & d_2, w_{2,2} & d_4, w_{2,4} \\
\text{t}_3 & d_1, w_{3,1} & d_2, w_{3,2} & d_4, w_{3,4} & d_5, w_{3,5} \\
\text{t}_4 & d_2, w_{4,2} \\
\text{t}_5 & d_1, w_{5,1} \\
\vdots & & & & \\
\end{array}
\]

- **Bulk indexing**
  Creates an index offline by processing all acquired documents. Once ready, the currently used index is replaced with the new one.

- **Index update**
  Updates a currently used index online with new documents as they appear.
Indexing

Distribution

Large indexes are distributed (sharding, partitioned) across machines:

Document distribution

- Split collection; smaller indexes for sub-collections on different machines

Term distribution

- Split the index for the entire collection by terms
- Different machines serve different terms

Replication

- Copies of (parts of) indexes at multiple sites

What are arguments for sharding by documents / terms, and for replication?
Indexing

Distribution

Large indexes are distributed (sharding, partitioned) across machines:

Document distribution

- Split collection; smaller indexes for sub-collections on different machines
- Enables parallelism for indexing and query processing
- Small indexes are faster due to caching; more search results can be retrieved

Term distribution

- Split the index for the entire collection by terms
- Different machines serve different terms
- Not all machines have to process every query

Replication

- Copies of (parts of) indexes at multiple sites
- Reduced delays during query processing
- Fault tolerance
Indexing

Document Statistics

Auxiliary information about documents is gathered for fast online query processing:

- **Term frequencies per document, topic, and genre**
  E.g., to compute query-dependent relevance scores.

- **Term positions per document**
  E.g., to speed up snippet generation.

- **Document frequencies per term**
  The number of documents a term occurs in; required for relevance scoring.

- **Document lengths**
  Required for relevance scoring.

The data structure used is a basic key-value store (i.e., a hash map).
Indexing Process

Acquisition
- Conversion to plain text, and unified encoding

Text analysis
- Index terms, features, classification, meta data

Indexing
- Document statistics, model formation, index update, distribution

Data Storage

Document store

Index

Stats

Bulk indexing

Retrieval Process

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II. Architecture of a Search Engine

- Overview
- Acquisition
- Text Analysis
- Indexing

- User Interface
- Query Analysis and Synthesis
- Retrieval

- Evaluation
Indexing Process

Acquisition
conversion to plain text, and unified encoding

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index terms, features, classification, meta data

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Bulk indexing

Retrieval Process

User Interface

Query search

IR:II-36 Introduction © HAGEN/POTTHAST/STEIN 2022
In general, a query is a form of questioning, in a line of inquiry.
User Interface

The user interface of a search engine allows the user to interact with the system. Different interfaces are designed for different usage scenarios.

Key components:

- Query Language
- Result Presentation
computer intelligence test

Performance test PC - Improve PC performance
Performance Test for Free. Free software. Easy to install. Easy to use. Get your PC in top form for free!
Top speed at the touch of a button!

IQTest.com--The Original Free Online IQ Test
The World's Leading Online IQ Test. take the test Why Our IQ Test? Our original IQ test is the most scientifically valid free IQ test available online today. Previously offered only to corporations, schools and in certified professional applications, the test is now available to you.

Computer models solving intelligence test problems...
The intelligence tests address a variety of reasoning abilities, for example, solving number series problems, detecting regularities in spatial configurations, or understanding verbal analogies. Some types of problems are rather independent of the subject's educational and cultural background, others depend on background knowledge.

Testing if a computer has human-level intelligence...
A Georgia Tech professor recently offered an alternative to the celebrated "Turing Test" to determine whether a machine or computer program exhibits human-level intelligence. The Turing Test--...
**Basic User Interface**

- **Query submission**
  - **User Interface**
  - **Example**

- **Result presentation**

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**Computer models solving intelligence test problems ...**

The intelligence test tasks address a variety of reasoning abilities, for example, solving number series problems, detecting regularities in spatial configurations, or understanding verbal analogies. Some types of problems are rather independent of the subject's educational and cultural background, others depend on background knowledge.

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**IQTest.com--The Original Free Online IQ Test**

The World's Leading Online IQ Test. Take the test Why Our IQ Test? Our original IQ test is the most scientifically valid free IQ test available online today. Previously offered only to corporations, schools and in certified professional applications, the test is now available to you.

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**Computers ace IQ tests but still make dumb mistakes. Can ...**

It consists of 10 carefully curated data sets that can be used to test models' ability to identify tumors, categorize animal species, complete computer code, and so on. Crucially, each of the data sets draws from a variety of sources—the tumor pictures come from very different hospitals, for example.
Human intelligence vs. intelligence in general — The test was introduced by Turing in his 1950 paper "Computing Machinery and Intelligence" while...

The Turing test, originally called the imitation game by Alan Turing in 1950, is a test of a machine's ability to exhibit intelligent behaviour equivalent to, or indistinguishable from, that of a human. Wikipedia

The Turing Test: Can a computer pass for a human? - Alex...

What is the Turing Test? - TechTarget

The Turing Test is a method of inquiry in artificial intelligence (AI) for determining whether or not a computer is capable of thinking like a human being.

The Turing Test Definition - Investopedia

The Turing Test is a deceptively simple method of determining whether a machine can demonstrate human intelligence: If a machine can engage in a...

The Turing Test: AI still hasn’t passed the "imitation game"

What is the Turing Test? A Brief History of the Turing Test and its...

Computer models solving intelligence test problems

The Turing Test provides a work-around to avoid the necessity to define the concept of thinking by only considering the relation between inputs...
Advanced user interface:

- Query refinement
- Result exploration
- Session support
Remarks:

- Despite the obvious differences between the two exemplary search engines, neither is DuckDuckGo’s user interface extremely simple nor is Google’s extremely advanced. On the one hand, DuckDuckGo implements features like search suggestions and the display of related searches. On the other hand, Google’s search interface offers little support for exploration nor for search sessions or search missions.

- Many different user interfaces for search engines have been proposed and developed. [Kules et al., 2008]
User Interface
Query Language

The query language defines the syntax and semantics of valid queries. It may include commands to influence the search, so-called query operators.

Common query types:
- Structured query
- Keyword query
- Question query
- Query by example

Common operators:
- Boolean operators (AND, OR, NOT (or −))
- Which Boolean operator is implicitly assumed in a keyword query (e.g., in web search)?
- What other operators do you know?
User Interface
Query Language

The query language defines the syntax and semantics of valid queries. It may include commands to influence the search, so-called query operators.

**Common query types:**
- Structured query
- Keyword query
- Question query
- Query by example

**Common operators:**
- Boolean operators (AND, OR, NOT (or –))
- Quotes / phrasal search (“phrase of text”)
- Field search (title, text, url)
- Wildcards (*, ~synonym)
- Site search (site:example.com)

The most basic form of a query language is the keyword search.

Only about 1% of web queries contain operators. [White and Morris 2007]

Web search engines cannot expect users to be experts of the query language.

Domain-specific search engines often have specialized query languages, allowing for fine-grained control of retrieval behavior.
Search results are shown in ranking order on the search results page (SERP). Several additional processing steps are required to compile the page:

- **Snippet generation**
  Accesses the stored original web page and extracts sentences and phrases that summarize it, dependent on the query. The query’s terms are highlighted in the snippet, including alternative inflections or synonyms.

- **Universal search (e.g., oneboxes)**
  Determines whether other specialized search engines can supply relevant results. Ranks the oneboxes into the SERP as per their importance compared to the organic web results.

- **Ad retrieval**
  Accesses an internal ad search engine tailored to the retrieval of ads relevant to a query from all ads offered by advertisement partners.

- **Facets / Categorization**
  If metadata about documents is available, a side bar that allows to set constraints about the metadata can be displayed. Example: Shopping search engines. Alternatively, documents may be categorized using cluster analysis and cluster labeling.
In general, a query is a form of questioning, in a line of inquiry.

[en.wikipedia.org › wiki › Query](https://en.wikipedia.org/wiki/Query)  
[www.dictionary.com › browse › query](https://www.dictionary.com/browse/query)

No one queried his presence. to question...
Indexing Process

Retrieval Process

Data Storage

Acquisition
- conversion to plain text, and unified encoding

Text analysis
- index terms, features, classification, meta data

Indexing
- document statistics, model formation, index update, distribution

Index

Stats

Log
- queries, clicks, and users

Document store

Index

Query
- synthesis

Query analysis
- q

User Interface

Retrieval

en.wikipedia.org › wiki › Query
Query - Wikipedia
In general, a query is a form of questioning, in a line of inquiry.

www.dictionary.com › browse › query
Query | Dictionary.com
to ask or inquire about: No one queried his presence. to question...
User Interface

Query analysis (query understanding) maps the keywords of a query to the index terms of the terminology to enable retrieval.

Query synthesis generates a new query to represent the user’s information need.

Key components:
- Text Analysis
- Logging
- Query Rewriting
- Query Expansion
Query Analysis and Synthesis
Text Analysis

Query analysis employs a text analysis pipeline similar to that used for documents:

- **Tokenization**
  Tokenization turns a query string into a sequence of tokens.

- **Stopping**
  Stopping, also stop word removal, discards a selection of tokens from the set of query terms.

- **Stemming and lemmatization**
  Stemming aims at reducing inflected index terms to a common stem. Lemmatization maps a word to its root form independent of its spelling.

- **Named entity recognition**
  Recognition of words or phrases that designate something in the “real” world.
Query Analysis and Synthesis
Logging

A search engine keeps logs of user interactions:

- **Queries**
  Every query submitted to the search engine.

- **Result clicks**
  Every click on a search result.

- **Page interactions**
  Data reflecting user behavior on search results pages.

- **User tracking**
  Association of all of the above data with individual users.

The logs are employed to improve retrieval by synthesizing a better query based on a user’s query, and to analyze user experience.

Logs are the most valuable data a search engine collects.
Remarks:

- Further applications of the log include user experience analysis and optimization. The user behavior on the search engine’s web pages allows for conclusions about its efficacy in supporting the user.

Example: Google’s optimization of its result link color. A designer, Jamie Divine, had picked out a blue that everyone on his team liked. But a product manager tested a different color with users and found they were more likely to click on the toolbar if it was painted a greener shade. As trivial as color choices might seem, clicks are a key part of Google’s revenue stream, and anything that enhances clicks means more money. Mr. Divine’s team resisted the greener hue, so Ms. Mayer split the difference by choosing a shade halfway between those of the two camps. Her decision was diplomatic, but it also amounted to relying on her gut rather than research. Since then, she said, she has asked her team to test the 41 gradations between the competing blues to see which ones consumers might prefer. [nytimes.com]

- In 2006, the internet company AOL released a large amount of user search requests to the public [Wikipedia]. Though thought to be sufficiently anonymized, this turned out to not be the case; a lot of personal information could be obtained from the log, and a number of users be personally identified just from their sequence of queries submitted. One particular user’s story has been turned into an artistic movie called “I love Alaska” in which the sequence of queries over a long time spells out a tragic personal history.
Query Analysis and Synthesis

Query Rewriting

Query rewriting changes the query to improve its chances of retrieving relevant documents. Changes may be suggested to users, or made on-the-fly.

Replacement of terms:

- Query suggestion
  Feedback at various degrees of urgency, ranging from hints to replacement, dependent on confidence. Hints: suggestions while typing, related queries, “Did you mean . . . ” at Google. Replacement: “Showing results for . . . ” at Google.

- Spelling correction
  A language model predicts the probability of a query, and an error model that of an observed misspelling, given an intended query.

Addition of terms:

- Query expansion
  Inclusion of additional terms to a query. Query logs and term co-occurrences in documents are exploited here. Key approach: relevance feedback.
Query Analysis and Synthesis
Query Rewriting (continued)

Query rewriting changes the query to improve its chances of retrieving relevant documents. Changes may be suggested to users, or made on-the-fly.

Removal of terms:

- **Query relaxation**
  Removal or optionalization of query terms that appear to render a query overspecific, e.g., when too few documents are retrieved. Example: removal of modifiers in a noun phrase.

Specialization:

- **Query segmentation**
  Identification of (alternative) phrases and multi-term concepts in a query to enable diversified retrieval. Example query: new york times square dance

- **Query scoping**
  Focusing of (parts of) a query on specific fields of a document, e.g., its title, or body.

- **Personalization**
  User profiles allow for tailoring search results to the user’s context and interests.
Query Analysis and Synthesis

Query Expansion

The addition of terms to a query so as to retrieve more documents relevant to the user’s information need.

Abbreviations:

- **Dictionary-based**
  Add long forms of abbreviations in a query found in a dictionary.
  Problem: ambiguity (e.g., “st.” → “saint” or “street”?).

- **Machine learning-based**
  Mining of abbreviations in context from document collections as ground truth. Recognition in queries, and addition of their long form dependent on query context.

Synonyms, hypernyms, hyponyms:

- **Dictionary-based**
  Add synonyms of query terms found in a dictionary or thesaurus.
  Problems: diversity, exactness (e.g., “computer” → “laptop”, “web” → “internet”).

- **Machine learning-based**
  Training of word embeddings based on large document collections, computation of word similarity, and usage of all words similar to a query’s terms that exceed a similarity threshold.
Remarks:

- A possible mnemonic to keep in mind that there actually is a difference between the web (content: web pages, links, etc.) and the internet (infrastructure: protocols, cables, servers, routers, etc.) are photos from the W3C20 Anniversary Symposium 2014 on which the inventors Sir Tim Berners-Lee (web) and Vinton G. Cerf (internet) wear t-shirts that explain who did (not) invent what.
Query Analysis and Synthesis
Query Expansion: Relevance Feedback

Relevance feedback refines a query in multiple retrieval runs:

1. Retrieval of documents using a given query.
2. Identification of relevant (irrelevant) documents among the top-ranked ones.
3. Extraction of terms related (unrelated) to the query’s implied information need from the identified documents.
4. Addition of related terms to the query (weight decrease of unrelated terms). Unless a stopping criterion is met, continue at Step 1.

What are possible sources of relevance feedback?
Query Analysis and Synthesis
Query Expansion: Relevance Feedback

Relevance feedback refines a query in multiple retrieval runs:

1. Retrieval of documents using a given query.
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Sources of relevance feedback:

- **Direct / explicit relevance feedback**
  A user marks retrieved documents as relevant or irrelevant.

- **Indirect / implicit relevance feedback**
  Relevant documents are identified by analyzing user behavior on the search results page. Relevance signals include: clicked results, dwell times, search abandonment.

- **Blind / pseudo-relevance feedback**
  The $k$ top-ranked documents are considered relevant without checking.
In general, a query is a form of questioning, in a line of inquiry.

To ask or inquire about: No one queried his presence. To question...

en.wikipedia.org › wiki › Query
Query - Wikipedia

www.dictionary.com › browse › query
Query | Dictionary.com
To ask or inquire about: No one queried his presence. To question...
In general, a query is a form of questioning, in a line of inquiry.
Retrieval

Given a query representation, the ranking step scores and orders the documents indexed with respect to their relevance to the query.

This step marks the keystone of the implementation of the search engine’s underlying retrieval model, a theory of how relevance can be quantified.

Retrieval models consist of

- a function to represent documents
- a function to represent queries
- a function to score a document's relevance to a query

Key components:

- Document Scoring
- Distribution
Retrieval

Document Scoring

Quantification of the relevance of an indexed document $d$ to a query $q$. 
Retrieval

Document Scoring

Quantification of the relevance of an indexed document $d$ to a query $q$.

Let $t \in T$ denote a term $t$ from the terminology $T$ of index terms, and let $\omega_X : T \times X \rightarrow \mathbb{R}$ denote a term weighting function, where $X$ may be sets of documents $D$ or queries $Q$. Then the most basic relevance function $\rho$ is:

$$\rho(q, d) = \sum_{t \in T} \omega_Q(t, q) \cdot \omega_D(t, d),$$

where $\omega_Q(t, q)$ and $\omega_D(t, d)$ are term weights indicating the importance of $t$ for the query $q \in Q$ and the document $d \in D$, respectively.

Why are weights for all terms in $T$ considered?
Why not just the weights of terms actually occurring in query $q$ and document $d$?
Quantification of the relevance of an indexed document \(d\) to a query \(q\).

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where \(\omega_Q(t, q)\) and \(\omega_D(t, d)\) are term weights indicating the importance of \(t\) for the query \(q \in Q\) and the document \(d \in D\), respectively.

Observations:

- A term \(t\) may have importance, and hence non-zero weights, for a query \(q\) or document \(d\) despite not occurring in them. Example: synonyms.
- The majority of terms from \(T\) will have insignificant importance to both.
- The term weights \(\omega_D(t, d)\) can be pre-computed and indexed.
- The term weights \(\omega_Q(t, q)\) must be computed on the fly.
Document scoring requires index access. Access strategies determine index organization and what can be accomplished. Two strategies are widespread:

**Document-at-a-time scoring**
- **Precondition:** a total order of documents in the index’s postlists is enforced
  - Ordering criterion: document ID or document quality
- Parallel traversal of query term postlists, document ID by document ID.
- Each document’s score is instantly complete, but the ranking only at the end.
- Concurrent disk IO overhead increases with query length.

**Term-at-a-time scoring**
- Iterative traversal of query term postlists (e.g., in order of term frequency).
- Temporary query postlist contains candidate documents.
- As document scores accumulate, an approximate ranking becomes available.
- More main memory required for maintaining temporary postlist.

Safe and unsafe optimizations exist (e.g., to stop the search early).
The distribution of query processing depends on that of the index.

Query broker / load balancer

- Decides which shard and which replicated copies to access.
- Receives and merges results.

Cache

- Reduces latency by keeping frequently used data close at hand. Example: Lookup table in main memory
- Caches may include (smaller) indexes containing important documents only, precomputed search results, temporary postlists, or parts of postlists.
- Caching strategies optimize the usage of the caching hierarchy from operating system to hardware caches.
II. Architecture of a Search Engine

- Overview
- Acquisition
- Text Analysis
- Indexing
- User Interface
- Query Analysis and Synthesis
- Retrieval
- Evaluation
Indexing Process

Retrieval Process

Data Storage

Indexing

Acquisition

conversion to plain text, and unified encoding

Text analysis

index terms, features, classification, meta data

Indexing

document statistics, model formation, index update, distribution

Log
queries, clicks, and users

Document store

Bulk indexing

Index

Stats

User Interface

Query synthesis

q

Query analysis

Retrieval
d₁ 7.9
d₂ 6.8
d₃ 6.2

User Interface

Query synthesis

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Evaluation

Overview

Evaluation addresses the analysis of search effectiveness and efficiency.

Retrieval analysis

- Goals: relevant documents first, diversity, novelty, ...
- (Corwdsourced) acquisition of relevance judgments for query-document pairs
- Measurement theory (e.g., emphasis on top results is common in web search)
- Log analysis of search behavior
- User studies and A/B tests

User experience analysis

- Goals: usability, user satisfaction, ...
- Log analysis of user behavior
- User studies and A/B testing

Runtime analysis

- Goals: throughput, latency, ...
- Log analysis of system behavior
- Lab experiments and simulation
Remarks:

- Evaluation is a systematic determination of a subject’s merit, worth, and significance, using criteria governed by a set of standards. It can assist to ascertain the degree of achievement or value in regard to the aim and objectives sought after. The primary purpose of evaluation, in addition to gaining insight into prior or existing initiatives, is to enable reflection and assist in the identification of future change.

[Wikipedia]
The architecture of a search engine involves several key processes:

**Acquisition**
- Conversion to plain text and unified encoding.

**Text analysis**
- Index terms, features, classification, meta data.

**Indexing**
- Document statistics, model formation, index update, distribution.

**Index**
- Index terms, features, classification, meta data.

**Retrieval**
- User queries, clicks, and users.

**Data Storage**
- Document store.
- Log, queries, clicks, and users.

**Evaluation**
- Retrieval: \( d_1 = 7.9 \), \( d_2 = 6.8 \), \( d_3 = 6.2 \), ..., \( d_k \).

**User Interface**
- Query synthesis.

**Query analysis**
- Query definition, string, synonym.

**Retrieval**
- User interface.

**Retrieval Process**
- User queries, clicks, and users.

**Indexing Process**
- Acquisition conversion to plain text, and unified encoding.

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