

# Web Search

## Interfaces

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- Search page must accept a query string and submit it within an HTML `<form>`.
- Program on the server must process requests and generate HTML text for the top ranked documents with pointers to the original and/or cached web pages.
- Server program must also allow for requests for more relevant documents for a previous query.

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## Submit Forms

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- HTML supports various types of program input in forms, including:
  - Text boxes
  - Menus
  - Check boxes
  - Radio buttons
- When user submits a form, string values for various *parameters* are sent to the server program for processing.
- Server program uses these values to compute an appropriate HTML response page.

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## Simple Search Submit Form

```
<form action="http://prospero.cs.utexas.edu:8082/servlet/irs.Search" method="POST">
<p> <b> Enter your query: </b>
  <input type="text" name="query" size=40>
<p> <b> Search Database: </b>
  <select name="directory">
    <option selected value="/u/mooney/ir-code/corpora/cs-faculty/"> UT CS Faculty
    <option value="/u/mooney/ir-code/corpora/yahoo-science/"> Yahoo Science
  </select>
<p> <b> Use Relevance Feedback: </b>
  <input type="checkbox" name="feedback" value="1">
<br> <br>
  <input type="submit" value="Submit Query">
  <input type="reset" value="Reset Form">
</form>
```

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## Java Servlet

- Java's approach to processing web form requests.
- Program runs on Web server and builds pages on the fly.
- Servlet code supporting sample interface is in
  - </u/mooney/ir-code/irs/>

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## Simple Search Servlet

- Based on **directory** parameter, creates or selects existing InvertedIndex for the appropriate corpus.
- Processes the query with VSR to get ranked results.
- Writes out HTML ordered list of 10 results starting at the rank of the **start** parameter.
- Each item includes:
  - Link to the original URL saved by the spider in the top of the document in BASE tag.
  - Name link with page <TITLE> extracted from file.
  - Additional link to local cached file.
- If all retrievals not already shown, creates a submit form for "**More Results**" starting from the next ranked item.

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### Simple Search Interface Refinements

- For “More results” requests, stores current ranked list with the user session and displays next set in the list.
- Integrates relevance feedback interaction with “radio buttons” for “NEUTRAL,” “GOOD,” and “BAD” in HTML form.

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### Other Search Interface Refinements

- Highlight search terms in the displayed document.
  - Provided in cached file on [Google](#).
- Allow for “advanced” search:
  - Phrasal search (“.”)
  - Mandatory terms (+)
  - Negated term (-)
  - Language preference
  - Reverse link
  - Date preference
- Machine translation of pages.

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### Clustering Results

- Group search results into coherent “clusters”:
  - “microwave dish”
    - One group of on food recipes or cookware.
    - Another group on satellite TV reception.
  - “Austin bats”
    - One group on the local flying mammals.
    - One group on the local hockey team.
- [Northern Light](#) used to group results into “folders” based on a pre-established categorization of pages (like DMOZ categories).
- Alternative is to dynamically cluster search results into groups of similar documents.

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User Query Length

- Users tend to enter short queries.
  - Study in 1998 gave average length of 2.35 words.
- Evidence that queries are getting longer.

| Percentage of U.S. clicks by number of keywords |        |        |        |                               |
|---|--------|--------|--------|-------------------------------|
| Subject   | Jan-08 | Dec-08 | Jan-09 | Year-over-year percent change |
| 1 word  | 20.96% | 20.70% | 20.29% | -3%                           |
| 2 words   | 24.91% | 24.13% | 23.65% | -5%                           |
| 3 words   | 22.03% | 21.94% | 21.92% | 0%                            |
| 4 words   | 14.54% | 14.67% | 14.89% | 2%                            |
| 5 words   | 8.20%  | 8.37%  | 8.68%  | 6%                            |
| 6 words   | 4.32%  | 4.47%  | 4.65%  | 8%                            |
| 7 words   | 2.23%  | 2.40%  | 2.49%  | 12%                           |
| 8+ words  | 2.81%  | 3.31%  | 3.43%  | 22%                           |

Note: Data is based on four-week rolling periods (ending Jan. 31, 2009; Dec. 27, 2008; and Jan. 26, 2008) from the Hitwise sample of 10 million U.S. Internet users.

Source: Hitwise, an Experian company

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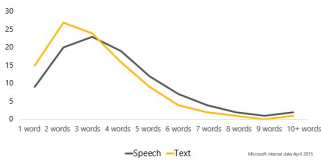
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Speech Queries are Longer



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