

ΑΝΑΚΤΗΣΗ ΠΛΗΡΟΦΟΡΙΩΝ ΚΑΙ
ΑΝΑΖΗΤΗΣΗ ΣΤΟΝ ΠΑΓΚΟΣΜΙΟ
ΙΣΤΟ

Παροράματα από το Πανεπιστήμιο του Stanford

Introduction to **Information Retrieval**

CS276

Information Retrieval and Web Search

Pandu Nayak and Prabhakar Raghavan

Lecture 7: Scoring and results assembly

This lecture

- Speeding up vector space ranking
- Putting together a complete search system
 - Will require learning about a number of miscellaneous topics and heuristics

Computing cosine scores

COSINESCORE(q)

```
1  float Scores[ $N$ ] = 0
2  float Length[ $N$ ]
3  for each query term  $t$ 
4  do calculate  $w_{t,q}$  and fetch postings list for  $t$ 
5      for each pair( $d, tf_{t,d}$ ) in postings list
6          do  $Scores[d] + = w_{t,d} \times w_{t,q}$ 
7  Read the array Length
8  for each  $d$ 
9  do  $Scores[d] = Scores[d] / Length[d]$ 
10 return Top  $K$  components of Scores[]
```

Efficient cosine ranking

- Find the K docs in the collection “nearest” to the query $\Rightarrow K$ largest query-doc cosines.
- Efficient ranking:
 - Computing a single cosine efficiently.
 - Choosing the K largest cosine values efficiently.
 - Can we do this without computing all N cosines?

Efficient cosine ranking

- What we're doing in effect: solving the K -nearest neighbor problem for a query vector
- In general, we do not know how to do this efficiently for high-dimensional spaces
- But it is solvable for short queries, and standard indexes support this well

Special case – unweighted queries

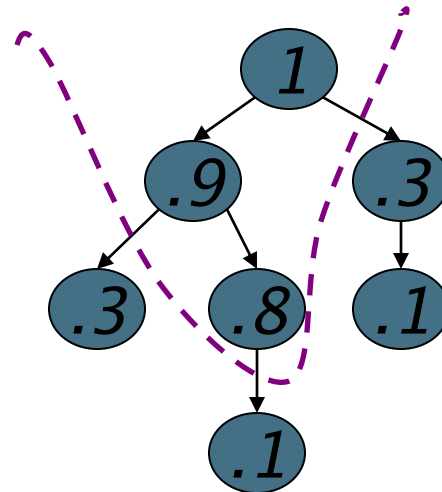
- No weighting on query terms
 - Assume each query term occurs only once
- Then for ranking, don't need to normalize query vector
 - Slight simplification of algorithm from Lecture 6

Computing the K largest cosines: selection vs. sorting

- Typically we want to retrieve the top K docs (in the cosine ranking for the query)
 - not to totally order all docs in the collection
- **Can we pick off docs with K highest cosines?**
- Let J = number of docs with nonzero cosines
 - We seek the K best of these J

Use heap for selecting top K

- Binary tree in which each node's value $>$ the values of children
- Takes $2J$ operations to construct, then each of K “winners” read off in $2\log J$ steps.
- For $J=1\text{M}$, $K=100$, this is about 10% of the cost of sorting.



Bottlenecks

- Primary computational bottleneck in scoring: cosine computation
- **Can we avoid all this computation?**
- Yes, but may sometimes get it wrong
 - a doc *not* in the top K may creep into the list of K output docs
 - Is this such a bad thing?

Cosine similarity is only a proxy

- User has a task and a query formulation
- Cosine matches docs to query
- Thus cosine is anyway a proxy for user happiness
- If we get a list of K docs “close” to the top K by cosine measure, should be ok

Generic approach

- Find a set A of *contenders*, with $K < |A| \ll N$
 - A does not necessarily contain the top K , but has many docs from among the top K
 - Return the top K docs in A
- Think of A as pruning non-contenders
- The same approach is also used for other (non-cosine) scoring functions
- Will look at several schemes following this approach

Index elimination

- Basic algorithm cosine computation algorithm only considers docs containing at least one query term
- Take this further:
 - Only consider high-idf query terms
 - Only consider docs containing many query terms

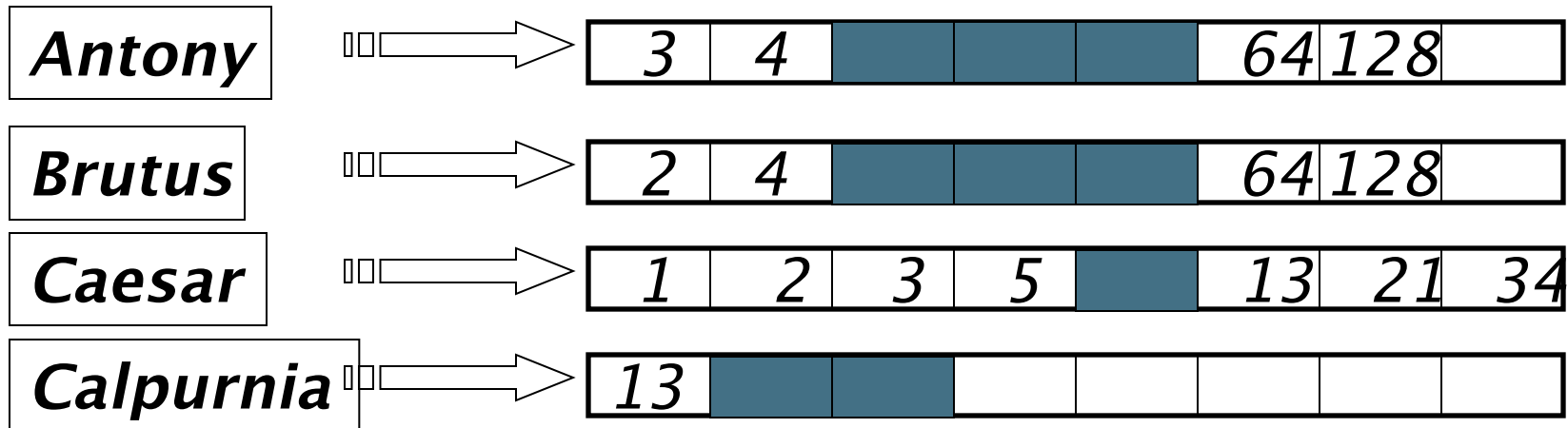
High-idf query terms only

- For a query such as *catcher in the rye*
- **Only accumulate scores from *catcher* and *rye***
- Intuition: *in* and *the* contribute little to the scores and so don't alter rank-ordering much
- Benefit:
 - **Postings of low-idf terms have many docs → these (many) docs get eliminated from set A of contenders**

Docs containing many query terms

- Any doc with at least one query term is a candidate for the top K output list
- For multi-term queries, only compute scores for docs containing several of the query terms
 - Say, at least 3 out of 4
 - Imposes a “soft conjunction” on queries seen on web search engines (early Google)
- Easy to implement in postings traversal

3 of 4 query terms



Scores only computed for docs 8, 16 and 32.

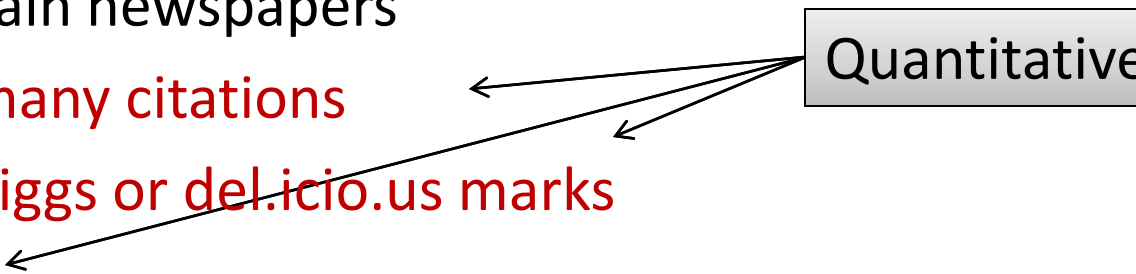
Champion lists

- Precompute for each dictionary term t , the r docs of highest weight in t 's postings
 - Call this the champion list for t
 - (aka fancy list or top docs for t)
- **Note that r has to be chosen at index build time**
 - **Thus, it's possible that $r < K$**
- At query time, only compute scores for docs in the champion list of some query term
 - Pick the K top-scoring docs from amongst these

Exercises

- How do Champion Lists relate to Index Elimination?
Can they be used together?
- **How can Champion Lists be implemented in an inverted index?**
 - Note that the champion list has nothing to do with small docIDs

Static quality scores

- We want top-ranking documents to be both *relevant* and *authoritative*
 - *Relevance* is being modeled by cosine scores
 - *Authority* is typically a query-independent property of a document
 - **Examples of authority signals**
 - Wikipedia among websites
 - Articles in certain newspapers
 - **A paper with many citations**
 - **Many bitly's, diggs or del.icio.us marks**
 - **(Pagerank)**
- 
- ```
graph LR; Q[Quantitative] --> C[A paper with many citations]; Q --> D[Many bitly's, diggs or del.icio.us marks]; Q --> P["(Pagerank)"]
```

# Modeling authority

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- Assign to each document a *query-independent quality score* in  $[0,1]$  to each document  $d$ 
  - Denote this by  $g(d)$
- Thus, a quantity like the number of citations is scaled into  $[0,1]$ 
  - Exercise: suggest a formula for this.

# Net score

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- Consider a simple total score combining cosine relevance and authority
- $\text{net-score}(q,d) = g(d) + \text{cosine}(q,d)$ 
  - Can use some other linear combination
  - Indeed, any function of the two “signals” of user happiness – more later
- Now we seek the top  $K$  docs by net score

# Top $K$ by net score – fast methods

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- First idea: Order all postings by  $g(d)$
- **Key: this is a common ordering for all postings**
- Thus, can concurrently traverse query terms' postings for
  - Postings intersection
  - Cosine score computation
- **Exercise: write pseudocode for cosine score computation if postings are ordered by  $g(d)$**

# Why order postings by $g(d)$ ?

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- Under  $g(d)$ -ordering, top-scoring docs likely to appear early in postings traversal
- In time-bound applications (say, we have to return whatever search results we can in 50 ms), this allows us to stop postings traversal early
  - Short of computing scores for all docs in postings



# Champion lists in $g(d)$ -ordering

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- Can combine champion lists with  $g(d)$ -ordering
- Maintain for each term a champion list of the  $r$  docs with highest  $g(d) + \text{tf-idf}_{td}$
- Seek top- $K$  results from only the docs in these champion lists

# High and low lists

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- For each term, we maintain two postings lists called *high* and *low*
  - Think of *high* as the champion list
- When traversing postings on a query, only traverse *high* lists first
  - If we get more than  $K$  docs, select the top  $K$  and stop
  - Else proceed to get docs from the *low* lists
- Can be used even for simple cosine scores, without global quality  $g(d)$
- A means for segmenting index into two tiers

# Impact-ordered postings

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- We only want to compute scores for docs for which  $wf_{t,d}$  is high enough
- We sort each postings list by  $wf_{t,d}$
- Now: not all postings in a common order!
- How do we compute scores in order to pick off top  $K$ ?
  - Two ideas follow

# 1. Early termination

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- When traversing  $t$ 's postings, stop early after either
  - a fixed number of  $r$  docs
  - $wf_{t,d}$  drops below some threshold
- Take the union of the resulting sets of docs
  - One from the postings of each query term
- Compute only the scores for docs in this union

## 2. idf-ordered terms

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- When considering the postings of query terms
- Look at them in order of decreasing idf
  - High idf terms likely to contribute most to score
- As we update score contribution from each query term
  - Stop if doc scores relatively unchanged
- Can apply to cosine or some other net scores

# Cluster pruning: preprocessing

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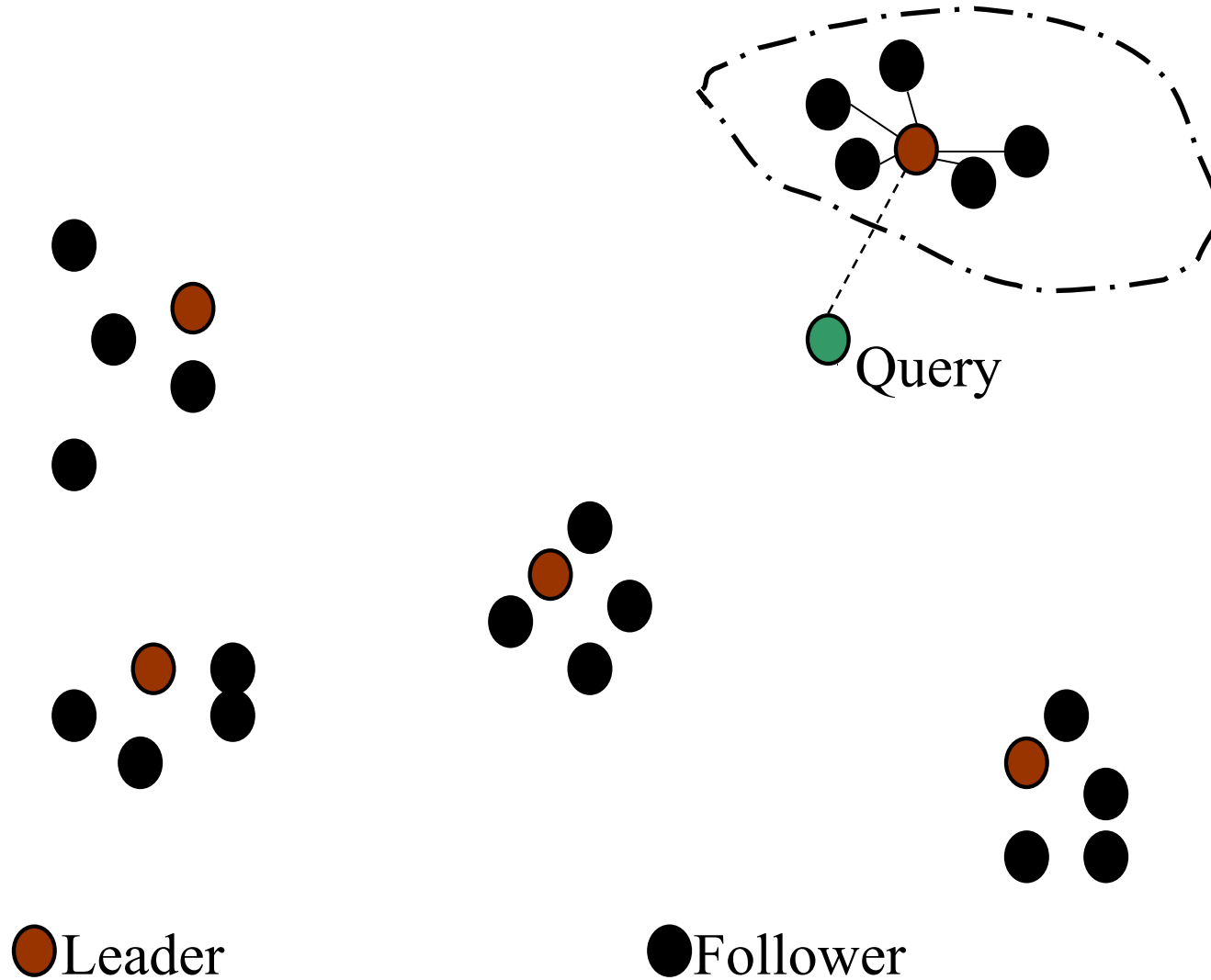
- Pick  $\sqrt{N}$  docs at random: call these *leaders*
- For every other doc, pre-compute nearest leader
  - Docs attached to a leader: its *followers*;
  - Likely: each leader has  $\sim \sqrt{N}$  followers.

# Cluster pruning: query processing

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- Process a query as follows:
  - Given query  $Q$ , find its nearest *leader*  $L$ .
  - Seek  $K$  nearest docs from among  $L$ 's followers.

# Visualization





# Why use random sampling

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- Fast
- Leaders reflect data distribution

# General variants

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- Have each follower attached to  $b_1=3$  (say) nearest leaders.
- From query, find  $b_2=4$  (say) nearest leaders and their followers.
- Can recurse on leader/follower construction.

# Exercises

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- To find the nearest leader in step 1, how many cosine computations do we do?
  - Why did we have  $\sqrt{N}$  in the first place?
- What is the effect of the constants  $b_1$ ,  $b_2$  on the previous slide?
- Devise an example where this is *likely to fail* – i.e., we miss one of the  $K$  nearest docs.
  - *Likely* under random sampling.

# Parametric and zone indexes

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- Thus far, a doc has been a sequence of terms
- In fact documents have multiple parts, some with special semantics:
  - Author
  - Title
  - Date of publication
  - Language
  - Format
  - etc.
- These constitute the metadata about a document

# Fields

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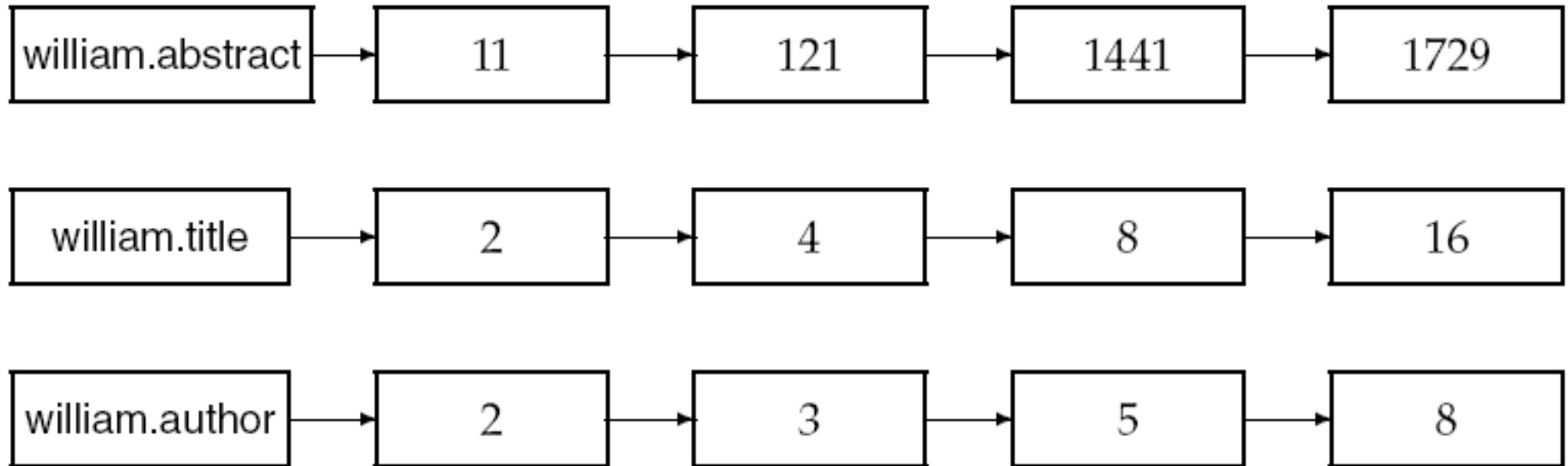
- We sometimes wish to search by these metadata
  - E.g., find docs authored by William Shakespeare in the year 1601, containing *alas poor Yorick*
- **Year = 1601 is an example of a field**
- Also, author last name = shakespeare, etc.
- **Field or parametric index: postings for each field value**
  - **Sometimes build range trees (e.g., for dates)**
- Field query typically treated as conjunction
  - (doc *must* be authored by shakespeare)

# Zone

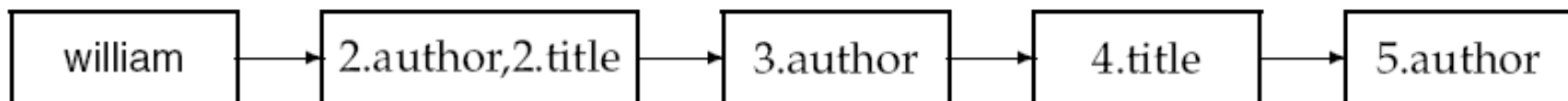
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- A zone is a region of the doc that can contain an arbitrary amount of text, e.g.,
  - Title
  - Abstract
  - References ...
- Build inverted indexes on zones as well to permit querying
- E.g., “find docs with *merchant* in the title zone and matching the query *gentle rain*”

# Example zone indexes



*Encode zones in dictionary vs. postings.*



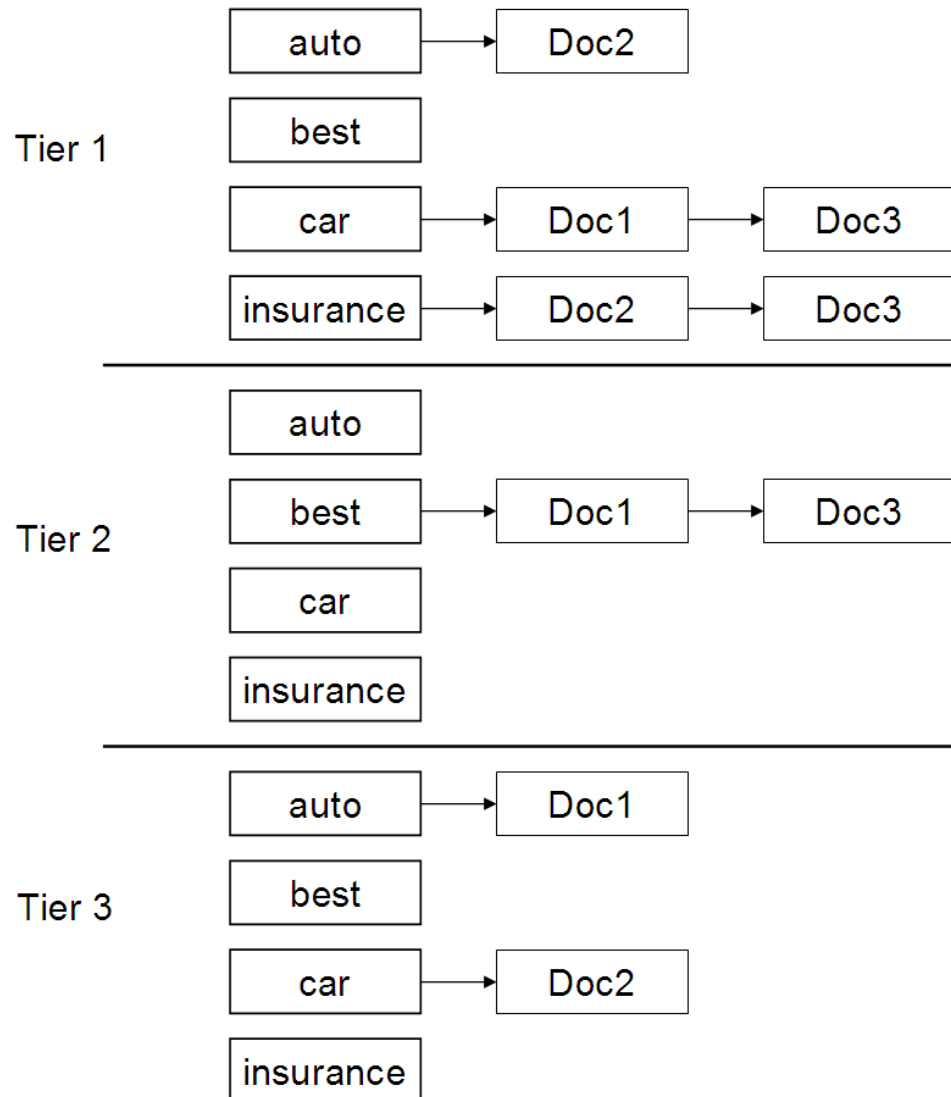
# Tiered indexes

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- Break postings up into a hierarchy of lists
  - Most important
  - ...
  - Least important
- Can be done by  $g(d)$  or another measure
- Inverted index thus broken up into tiers of decreasing importance
- At query time use top tier unless it fails to yield  $K$  docs
  - If so drop to lower tiers



# Example tiered index



# Query term proximity

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- Free text queries: just a set of terms typed into the query box – common on the web
- Users prefer docs in which query terms occur within close proximity of each other
- Let  $w$  be the smallest window in a doc containing all query terms, e.g.,
- For the query *strained mercy* the smallest window in the doc *The quality of mercy is not strained* is 4 (words)
- Would like scoring function to take this into account – how?

# Query parsers

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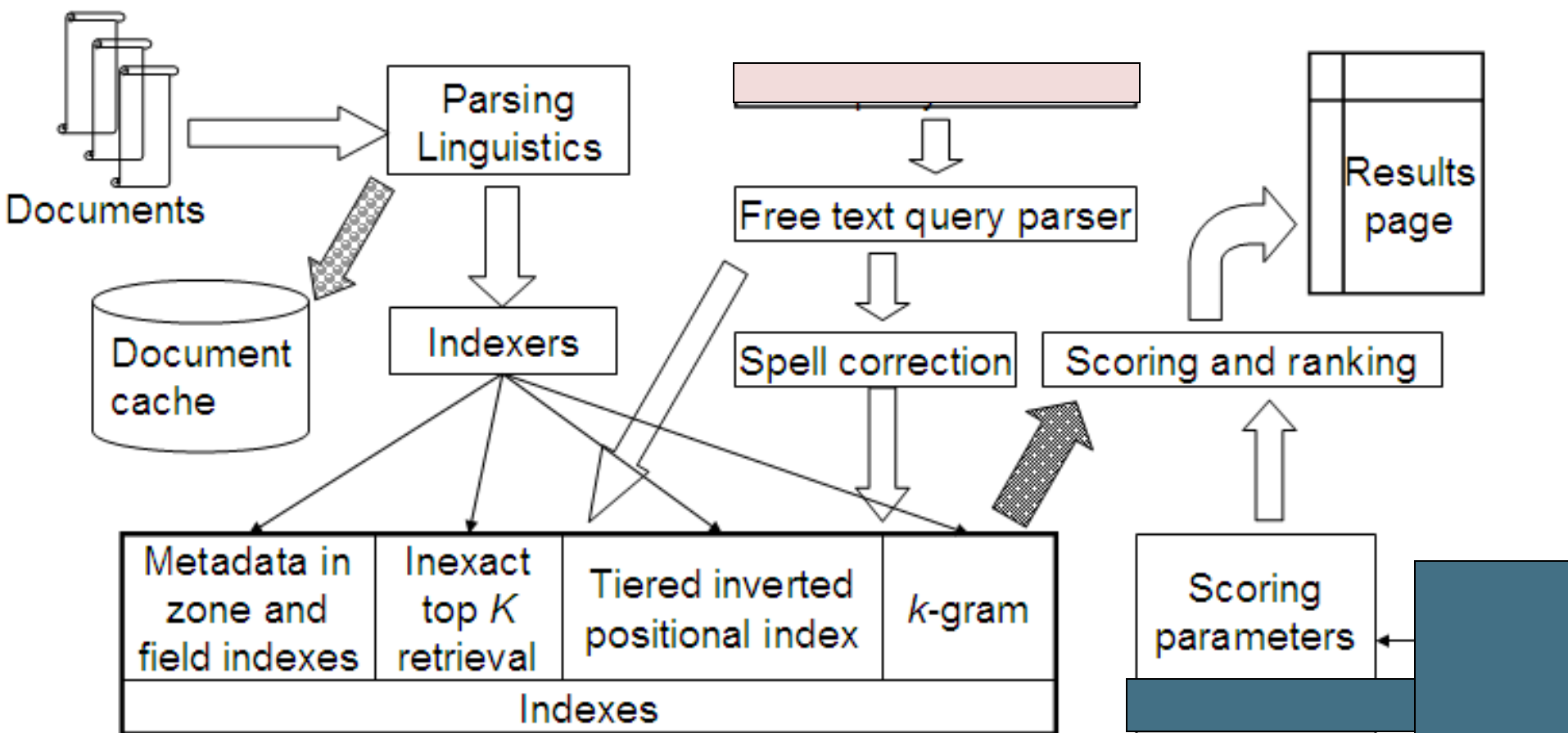
- Free text query from user may in fact spawn one or more queries to the indexes, e.g., query *rising interest rates*
  - Run the query as a phrase query
  - If  $<K$  docs contain the phrase *rising interest rates*, run the two phrase queries *rising interest* and *interest rates*
  - If we still have  $<K$  docs, run the vector space query *rising interest rates*
  - Rank matching docs by vector space scoring
- This sequence is issued by a query parser

# Aggregate scores

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- We've seen that score functions can combine cosine, static quality, proximity, etc.
- **How do we know the best combination?**
- Some applications – expert-tuned
- **Increasingly common: machine-learned**
  - See May 19<sup>th</sup> lecture

# Putting it all together



# Resources

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- IIR 7, 6.1