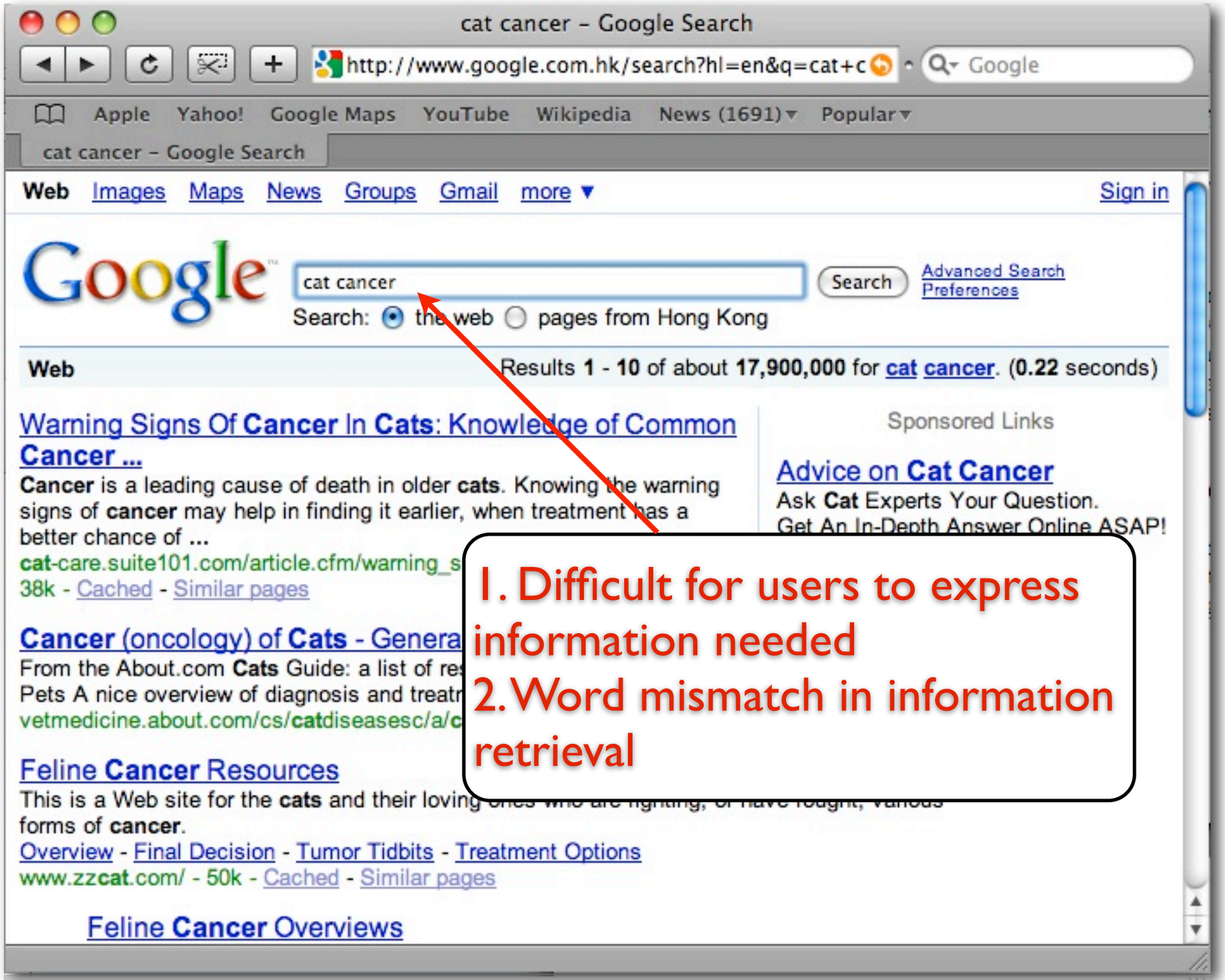
Introduction to Social Computing
Query Suggestion

Irwin King

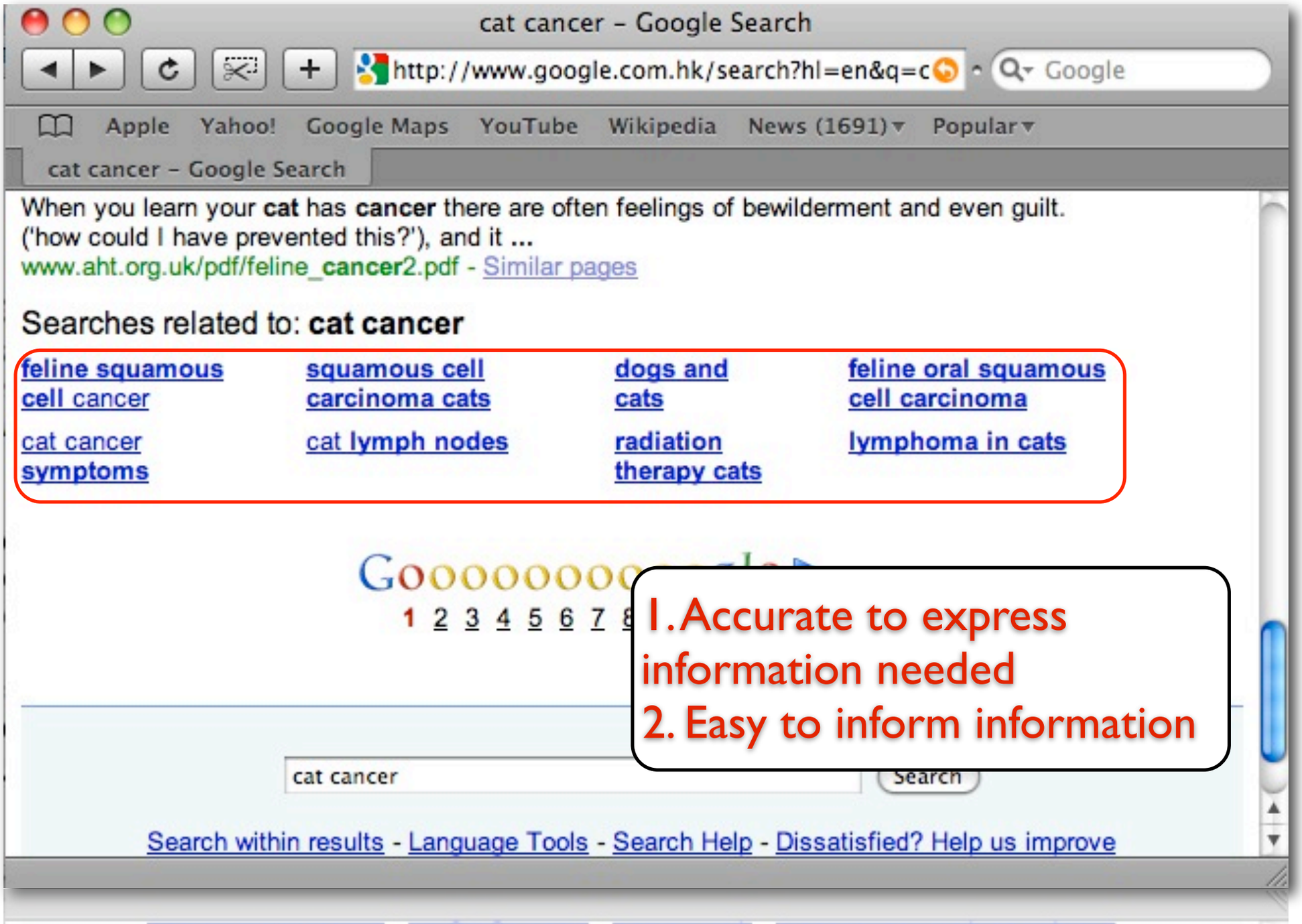
ATT Labs, Research
&
Department of Computer Science and Engineering
The Chinese University of Hong Kong

king@cse.cuhk.edu.hk
http://www.cse.cuhk.edu.hk/~king

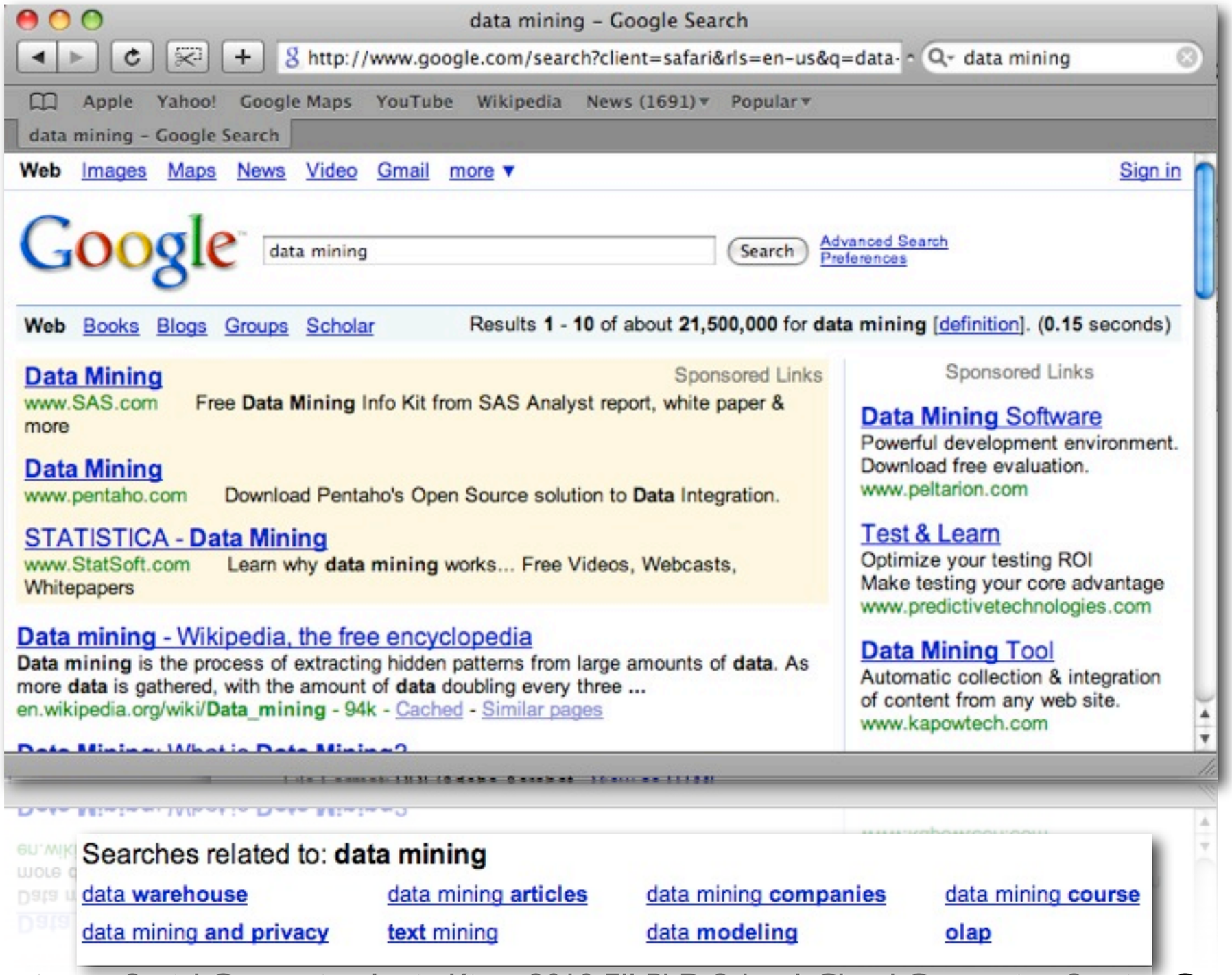
Motivation


cat cancer - Google Search
http://www.google.com.hk/search?hl=en&q=cat+c
Google
Apple Yahoo! Google Maps YouTube Wikipedia News (1691) Popular
cat cancer - Google Search
Web Images Maps News Groups Gmail more ▼
Sign in
Google
cat cancer
Search
Advanced Search
Preferences
Search: the web pages from Hong Kong
Web
Results 1 - 10 of about 17,900,000 for cat cancer. (0.22 seconds)
Warning Signs Of Cancer In Cats: Knowledge of Common Cancer ...
Cancer is a leading cause of death in older cats. Knowing the warning signs of cancer may help in finding it earlier, when treatment has a better chance of ...
cat-care.suite101.com/article.cfm/warning_s
38k - Cached - Similar pages
Cancer (oncology) of Cats - Genera
From the About.com Cats Guide: a list of re
Pets A nice overview of diagnosis and treatr
vetmedicine.about.com/cs/catdiseasesc/a/c
Feline Cancer Resources
This is a Web site for the cats and their loving
forms of cancer.
Overview - Final Decision - Tumor Tidbits - Treatment Options
www.zzcat.com/ - 50k - Cached - Similar pages
Feline Cancer Overviews
Sponsored Links
Advice on Cat Cancer
Ask Cat Experts Your Question.
Get An In-Depth Answer Online ASAP!
1. Difficult for users to express information needed
2. Word mismatch in information retrieval

Motivation

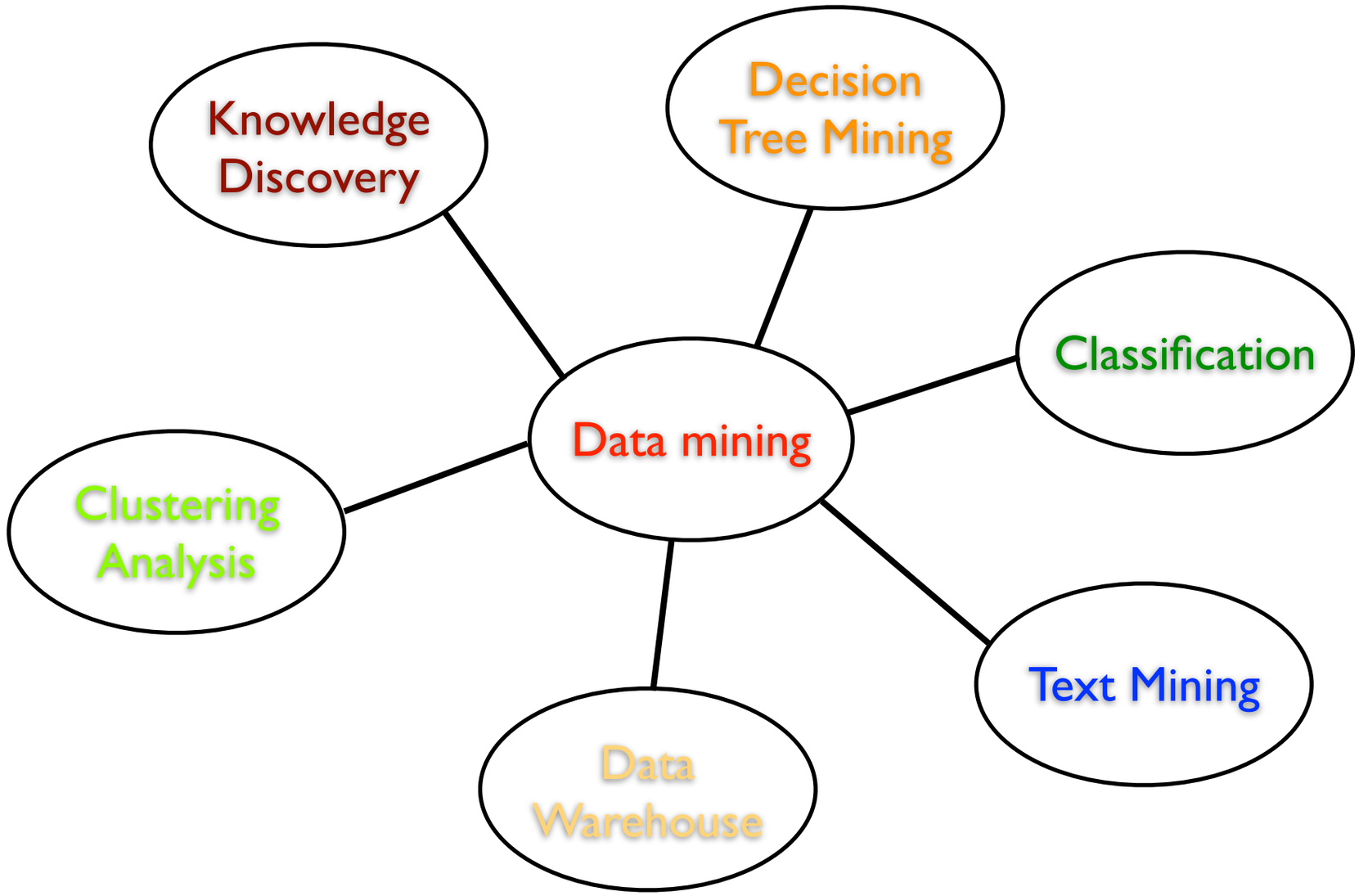

cat cancer - Google Search
http://www.google.com.hk/search?hl=en&q=c
Google
Apple
Yahoo!
Google Maps
YouTube
Wikipedia
News (1691)
Popular
cat cancer - Google Search
When you learn your cat has cancer there are often feelings of bewilderment and even guilt. ('how could I have prevented this?'), and it ...
www.aht.org.uk/pdf/feline_cancer2.pdf - Similar pages
Searches related to: cat cancer
feline squamous cell cancer
squamous cell carcinoma cats
dogs and cats
feline oral squamous cell carcinoma
cat cancer symptoms
cat lymph nodes
radiation therapy cats
lymphoma in cats
1 2 3 4 5 6 7
1. Accurate to express information needed
2. Easy to inform information
cat cancer
Search
Search within results - Language Tools - Search Help - Dissatisfied? Help us improve

Motivation


data mining – Google Search
http://www.google.com/search?client=safari&rls=en-us&q=data-
data mining
Apple Yahoo! Google Maps YouTube Wikipedia News (1691) Popular
data mining – Google Search
Web Images Maps News Video Gmail more ▼ Sign in
Google
data mining
Search
Advanced Search
Preferences
Web Books Blogs Groups Scholar
Results 1 - 10 of about 21,500,000 for data mining [definition]. (0.15 seconds)
Data Mining
www.SAS.com
Free Data Mining Info Kit from SAS Analyst report, white paper & more
Data Mining
www.pentaho.com
Download Pentaho's Open Source solution to Data Integration.
STATISTICA - Data Mining
www.StatSoft.com
Learn why data mining works... Free Videos, Webcasts, Whitepapers
Data mining - Wikipedia, the free encyclopedia
Data mining is the process of extracting hidden patterns from large amounts of data. As more data is gathered, with the amount of data doubling every three ...
en.wikipedia.org/wiki/Data_mining - 94k - Cached - Similar pages
Sponsored Links
Data Mining Software
Powerful development environment.
Download free evaluation.
www.peltarion.com
Test & Learn
Optimize your testing ROI
Make testing your core advantage
www.predictivetechnologies.com
Data Mining Tool
Automatic collection & integration of content from any web site.
www.kapowtech.com
Searches related to: data mining
data warehouse
data mining articles
data mining companies
data mining course
data mining and privacy
text mining
data modeling
olap

Challenges

- Word mismatch: people often use different words to describe concepts in their queries than authors use to describe the same concepts in their documents.



Challenges

- Queries contain ambiguous and new terms
  - apple: "apple computer" or "apple pie"?
  - NDCG:?
- Users tend to submit short queries consisting of only one or two words
  - almost 20% one-word queries
  - almost 30% two-word queries

- Users may have little or even no knowledge about the topic they are searching for!

Classes of Suggestion Relevance

[Jones, 2006]

- Precise rewriting
  - The rewritten form of query matches user's intent
- Approximate rewriting
  - The rewritten form has a direct close relationship to the topic described by the initial query
- Possible rewriting
  - The rewritten form either has some categorical relationship to the initial query or describes a complementary product
- Clear mismatch
  - The rewritten form has no clear relationship to user's intent

Example Queries and Query-suggestion

Class	Score	Examples		
Precise rewriting	1	automotive insurance	$\mapsto$	automobile insurance
		corvette car	$\mapsto$	chevrolet corvette
		apple music player	$\mapsto$	apple ipod
		apple music player	$\mapsto$	ipod
		cat cancer	$\mapsto$	feline cancer
		help with math homework	$\mapsto$	math homework help
Approximate rewriting	2	apple music player	$\mapsto$	ipod shuffle
		personal computer	$\mapsto$	compaq computer
		hybrid car	$\mapsto$	toyota prius
		aeron chair	$\mapsto$	office furniture
Possible rewriting	3	onkyo speaker system	$\mapsto$	yamaha speaker system
		eye-glasses	$\mapsto$	contact lenses
		orlando bloom	$\mapsto$	johnny depp
		cow	$\mapsto$	pig
		ibm thinkpad	$\mapsto$	laptop bag
Clear mismatch	4	jaguar xj6	$\mapsto$	os x jaguar
		time magazine	$\mapsto$	time and date magazine

Typical Query Suggestion

[Jinxi Xu, 1996]

- Global analysis
  - Selects expansion terms on the basis of the information on the whole document set
  - Relatively robust
  - Expensive in terms of disk space and computer time
- Local analysis
  - Formulate expansion terms based on top-ranked results
  - Relatively efficient
  - Perform badly for queries with few relevant documents

Query Suggestion Using Clickthrough Data

- Query logs recorded by search engines

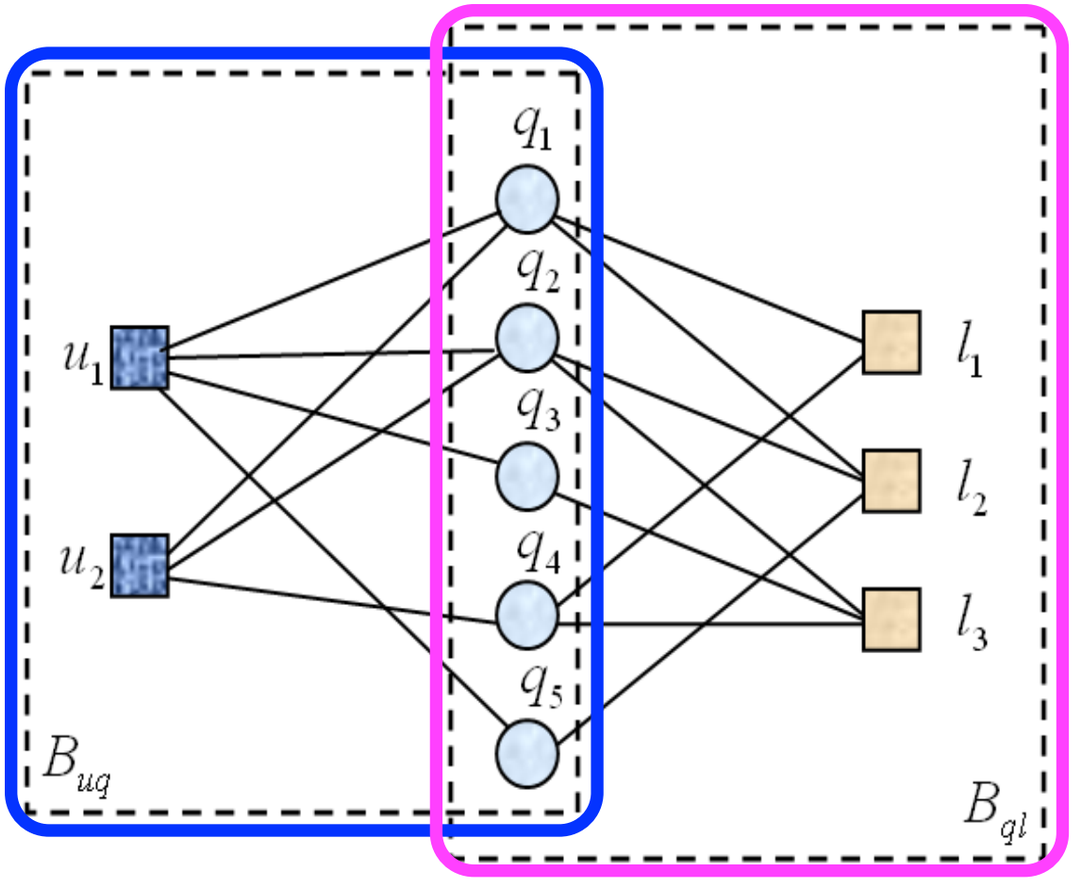
$$\langle u, q, l, r, t \rangle$$

Table 1: Samples of search engine clickthrough data

ID	Query	URL	Rank	Time
358	facebook	http://www.facebook.com	1	2008-01-01 07:17:12
358	facebook	http://en.wikipedia.org/wiki/Facebook	3	2008-01-01 07:19:18
3968	apple iphone	http://www.apple.com/iphone/	1	2008-01-01 07:20:36
...	...	...	...	...

- Users' relevance feedback to indicate desired/preferred/ target results

Joint Bipartite Graph



$B_{uq} = (V_{uq}, E_{uq})$
$V_{uq} = U \cup Q$
$U = \{u_1, u_2, ..., u_m\}$
$Q = \{q_1, q_2, ..., q_n\}$
$E_{uq} = \{(u_i, q_j) |$ there is an edge from u_i to $q_j\}$ is the set of all edges.
The edge (u_i, q_j) exists in this bipartite graph if and only if a user u_i issued a query q_j.

$B_{ql} = (V_{ql}, E_{ql})$
$V_{ql} = Q \cup L$
$Q = \{q_1, q_2, ..., q_n\}$
$L = \{l_1, l_2, ..., l_p\}$
$E_{ql} = \{(q_i, l_j) |$ there is an edge from q_i to $l_j\}$ is the set of all edges.
The edge (q_j, l_k) exists if and only if a user u_i clicked a URL l_k after issuing an query q_j.

Key Points

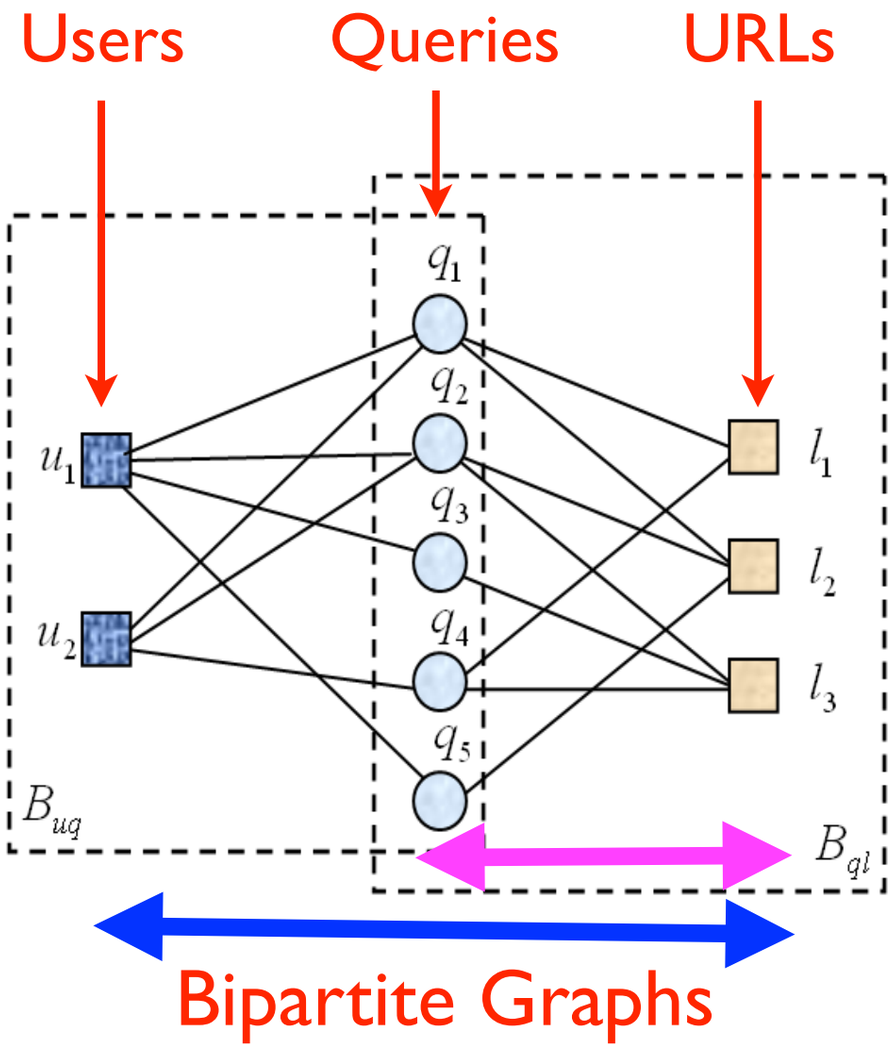
- Two-level latent semantic analysis

Level 1

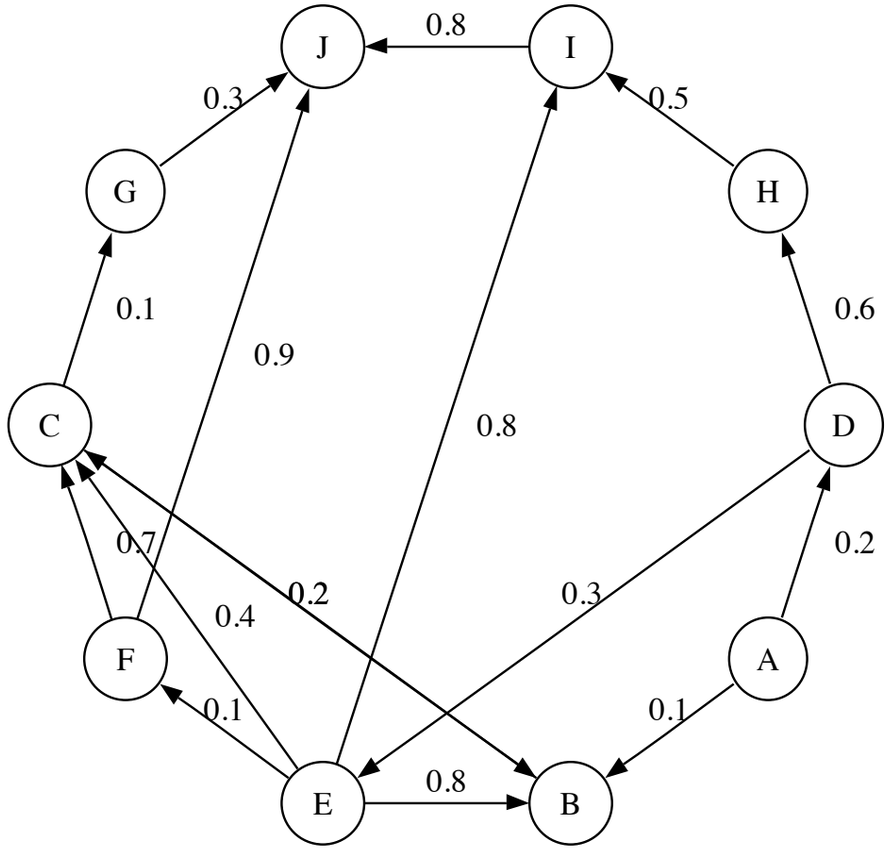
- Consider the use of a joint user-query and query-URL bipartite graphs for query suggestion

Level 2

- Use matrix factorization for learning query features in constructing the Query Similarity Graph
- Use heat diffusion for similarity propagation for query suggestions

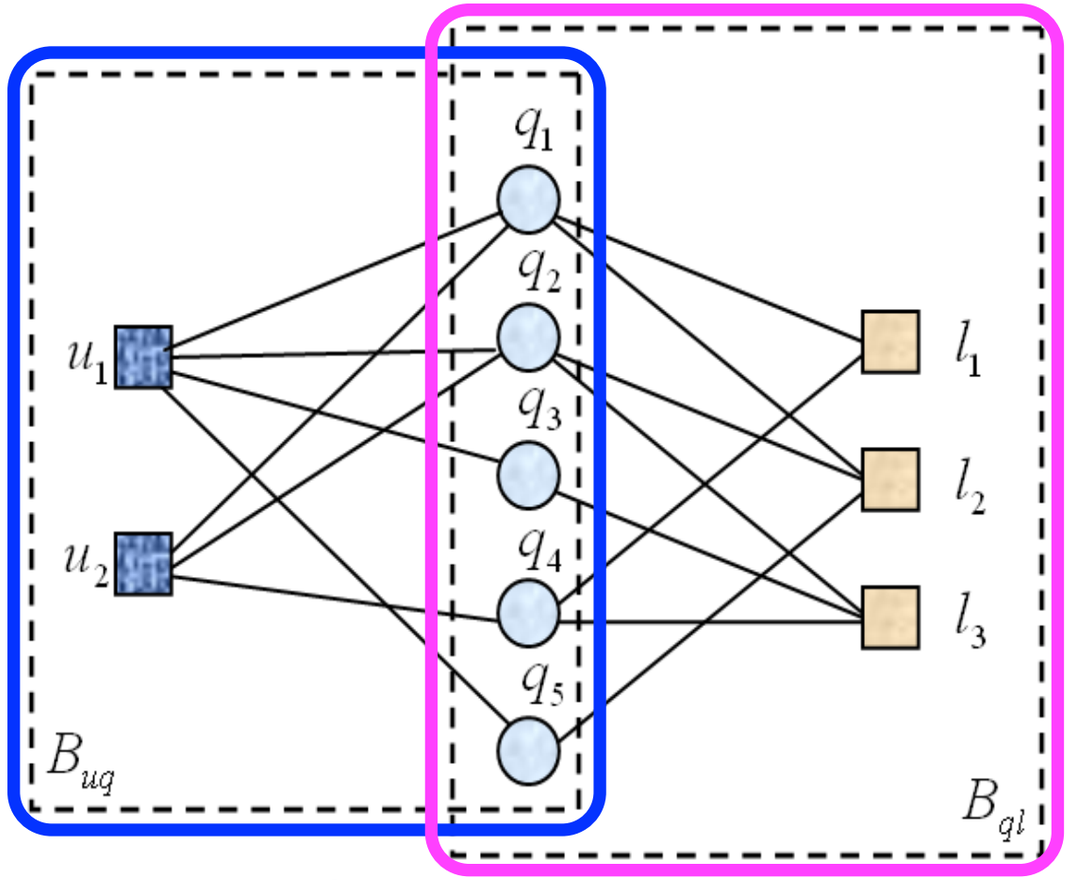


Bipartite Graphs



Query Similarity Graph

- Queries are issued by the users, and which URLs to click are also decided by the users
- Two distinct users are similar if they issued similar queries
- Two queries are similar if they are issued by similar users



r^*_{ij} Normalized weight, how many times u_i issued q_j

s^*_{jk} Normalized weight, how many times q_j is linked to l_k

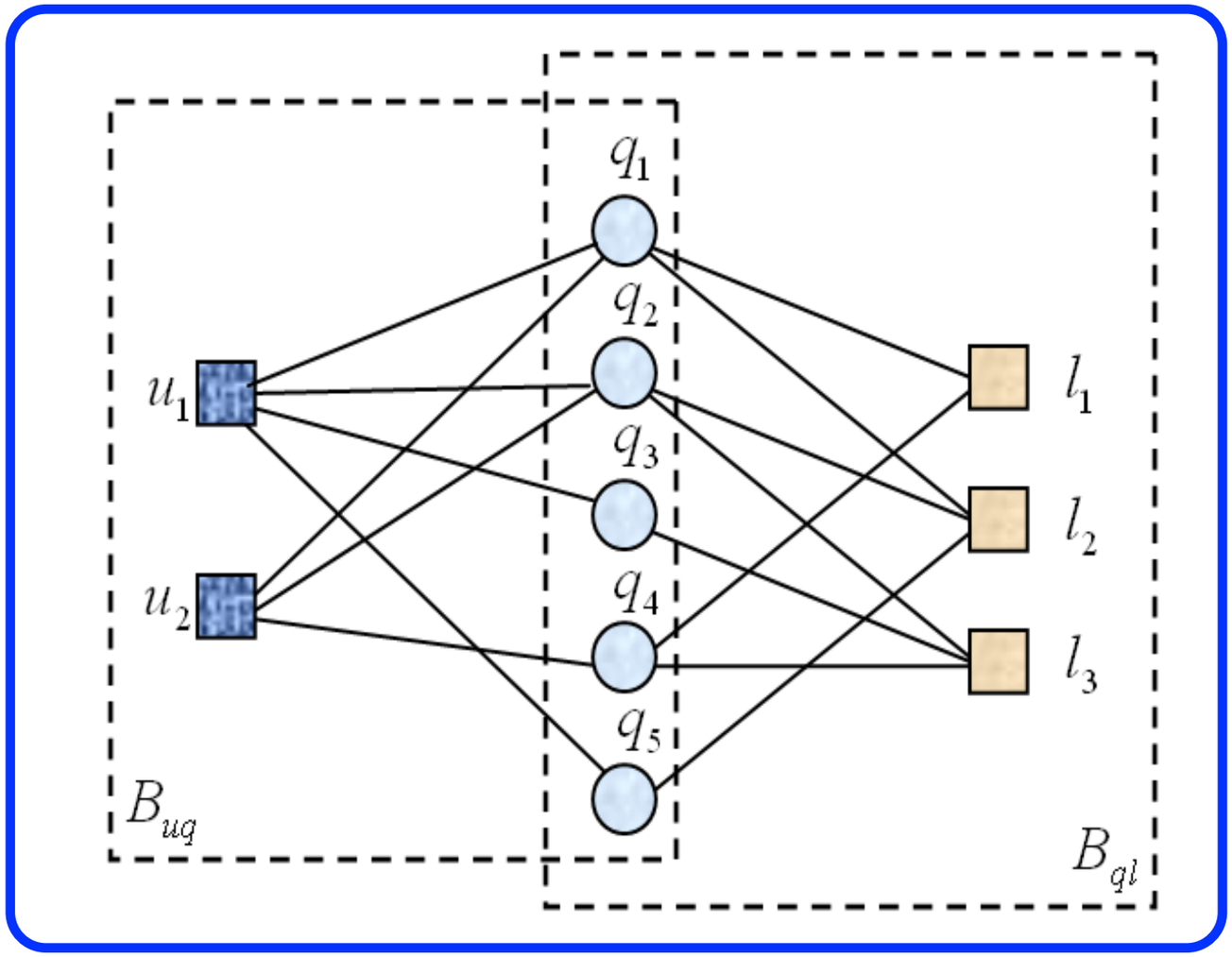
U_i L-dimensional vector of user u_i

Q_j L-dimensional vector of query q_j

L_k L-dimensional vector of URL l_k

$$\mathcal{H}(R,U,Q) = \min_{U,Q} \frac{1}{2} \sum_{i=1}^{m} \sum_{j=1}^{n} I^R_{ij} (r^*_{ij} - g(U_i^T Q_j))^2 + \frac{\alpha_u}{2} \|U\|_F^2 + \frac{\alpha_q}{2} \|Q\|_F^2$$

$$\mathcal{H}(S,Q,L) = \min_{Q,L} \frac{1}{2} \sum_{j=1}^{n} \sum_{k=1}^{p} I^S_{jk} (s^*_{jk} - g(Q_j^T L_k))^2 + \frac{\alpha_q}{2} \|Q\|_F^2 + \frac{\alpha_l}{2} \|L\|_F^2$$



$$\mathcal{H}(S,R,U,Q,L) =$$
$$\frac{1}{2}\sum_{j=1}^{n}\sum_{k=1}^{p} I_{jk}^{S}(s_{jk}^{*}-g(Q_j^T L_k))^2 + \frac{\alpha_r}{2}\sum_{i=1}^{m}\sum_{j=1}^{n} I_{ij}^{R}(r_{ij}^{*}-g(U_i^T Q_j))^2$$
$$+\frac{\alpha_u}{2}\|U\|_F^2 + \frac{\alpha_q}{2}\|Q\|_F^2 + \frac{\alpha_l}{2}\|L\|_F^2,$$

- A local minimum can be found by performing gradient descent in U_i, Q_j and L_k

Gradient Descent Equations

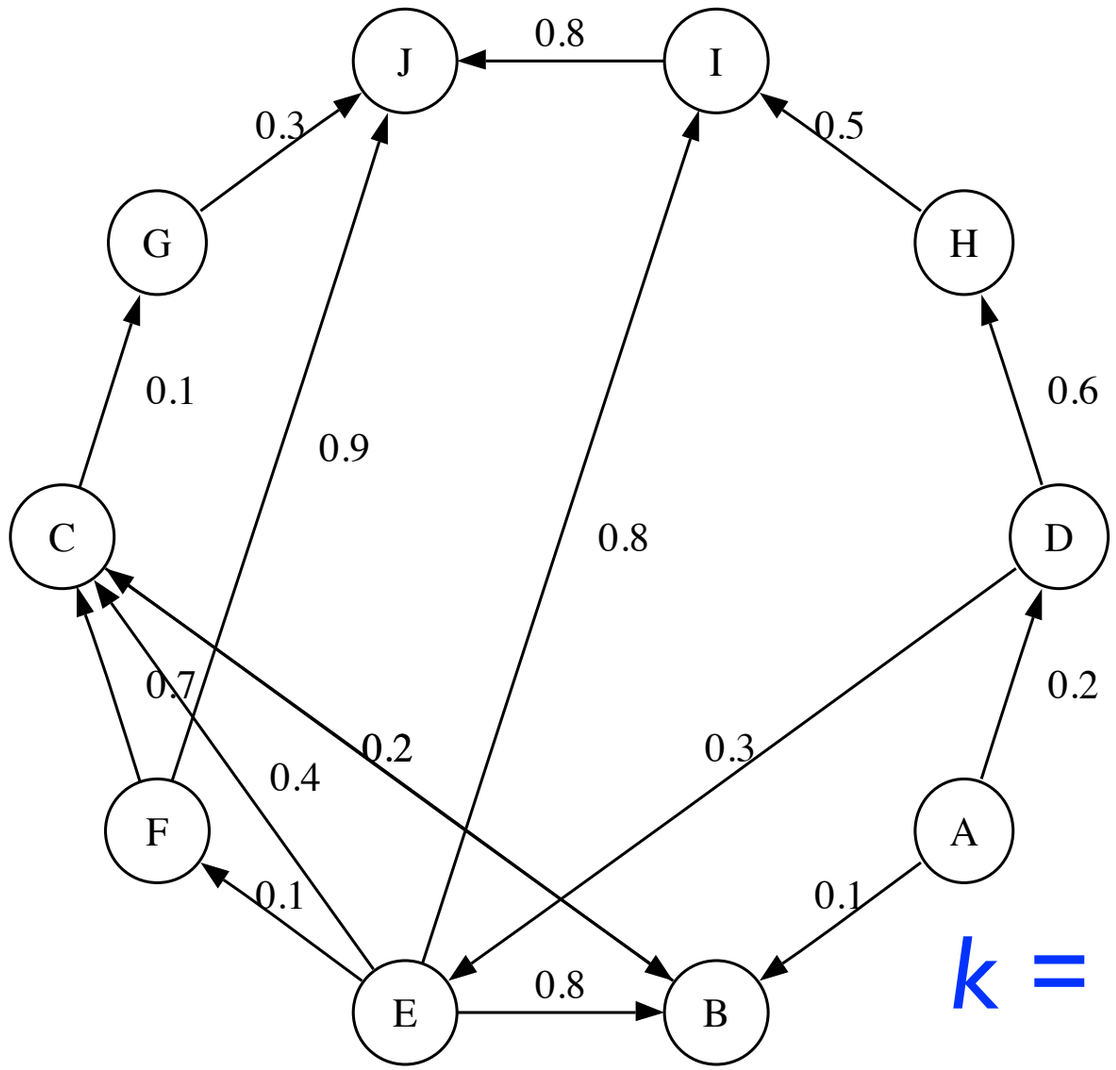
$$\frac{\partial \mathcal{H}}{\partial U_i} = \alpha_r \sum_{j=1}^{n} I_{ij}^R g'(U_i^T Q_j)(g(U_i^T Q_j) - r_{ij}^*) Q_j + \alpha_u U_i,$$

$$\frac{\partial \mathcal{H}}{\partial Q_j} = \sum_{k=1}^{p} I_{jk}^S g'(Q_j^T L_k)(g(Q_j^T L_k) - s_{jk}^*) L_k + \alpha_r \sum_{i=1}^{m} I_{ij}^R g'(U_i^T Q_j)(g(U_i^T Q_j) - r_{ij}^*) U_i + \alpha_q Q_j,$$

$$\frac{\partial \mathcal{H}}{\partial L_k} = \sum_{j=1}^{n} I_{jk}^S g'(Q_j^T L_k)(g(Q_j^T L_k) - s_{jk}^*) Q_j + \alpha_l L_k,$$

Only the Q matrix, the queries' latent features, is being used to generate the query similarity graph!

Query Similarity Graph



- Similarities are calculated using queries' latent features
- Only the top-*k* similar neighbors (terms) are kept

Similarity Propagation

- Based on the Heat Diffusion Model
- In the query graph, given the heat sources and the initial heat values, start the heat diffusion process and perform *P* steps
- Return the Top-*N* queries in terms of highest heat values for query suggestions

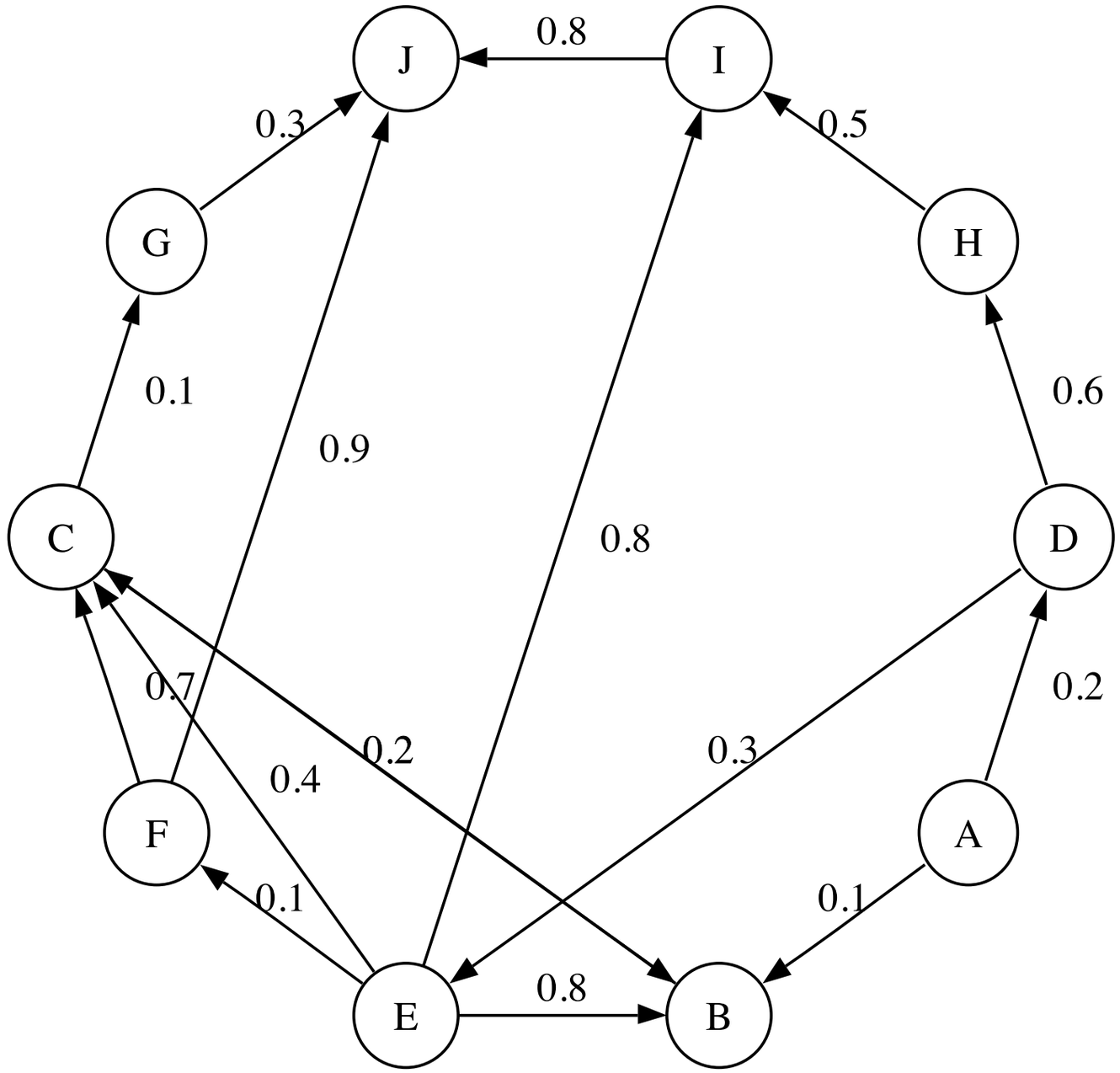
Heat Diffusion Model

- Heat diffusion is a physical phenomena
- Heat flows from high temperature to low temperature in a medium
- Heat kernel is used to describe the amount of heat that one point receives from another point
- The way that heat diffuse varies when the underlying geometry varies

$$\rho C_P \frac{\partial T}{\partial t} = Q + \nabla \cdot (k \nabla T)$$

ρ	Density
C_P	Heat capacity and constant pressure
$\frac{\partial T}{\partial t}$	Change in temperature over time
Q	Heat added
k	Thermal conductivity
∇T	Temperature gradient
$\nabla \cdot \mathbf{v}$	Divergence

Heat Diffusion Process



Similarity Propagation Model

$$\frac{f_i(t+\Delta t) - f_i(t)}{\Delta t} = \alpha \left(-\frac{\tau_i}{d_i} f_i(t) \sum_{k:(q_i,q_k)\in E} w_{ik} + \sum_{j:(q_j,q_i)\in E} \frac{w_{ji}}{d_j} f_j(t) \right) \quad (1)$$

$$\mathbf{f}(1) = e^{\alpha \mathbf{H}} \mathbf{f}(0) \quad (2)$$

$$H_{ij} = \begin{cases} w_{ji}/d_j, & (q_j, q_i) \in E, \\ -(\tau_i/d_i) \sum_{k:(i,k)\in E} w_{ik}, & i = j, \\ 0, & \text{otherwise.} \end{cases} \quad (3)$$

$$\mathbf{f}(1) = e^{\alpha \mathbf{R}} \mathbf{f}(0), \quad \mathbf{R} = \gamma \mathbf{H} + (1-\gamma)\mathbf{g}\mathbf{1}^T \quad (4)$$

α	Thermal conductivity
d_i	Heat value of node i at time t
$f_i(t)$	Heat value of node i at time t
w_{ik}	Weight between node i and node k
$\mathbf{f}(0)$	Vector of the initial heat distribution
$\mathbf{f}(1)$	Vector of the heat distribution at time 1
τ_i	Equal to 1 if node i has outlinks, else equal to 0
γ	Random jump parameter, and set to 0.85
$\mathbf{g}$	Uniform stochastic distribution vector

Discrete Approximation

- Compute $e^{\alpha \mathbf{R}}$ is time consuming
- We use the discrete approximation to substitute

$$\mathbf{f}(1) = \left(\mathbf{I} + \frac{\alpha}{P}\mathbf{R}\right)^P \mathbf{f}(0)$$

- For every heat source, only diffuse heat to its neighbors within *P* steps
- In our experiments, *P* = 3 already generates fairly good results

Query Suggestion Procedure

- For a given query *q*

1. Select a set of *n* queries, each of which contains at least one word in common with *q*, as heat sources

2. Calculate the initial heat values by

$$f_{\hat{q}_i}(0) = \frac{|\mathcal{W}(q) \cap \mathcal{W}(\hat{q}_i)|}{|\mathcal{W}(q) \cup \mathcal{W}(\hat{q}_i)|}$$

q = "Sony"
"Sony" = 1
"Sony Electronics" = 1/2
"Sony Vaio Laptop" = 1/3

3. Use $\mathbf{f}(1) = e^{\alpha \mathbf{R}} \mathbf{f}(0)$ to diffuse the heat in graph

4. Obtain the Top-*N* queries from $\mathbf{f}(1)$

Physical Meaning of α

- If set α to a large value
  - The results depend more on the query graph, and more semantically related to original queries, e.g., travel => lowest air fare
- If set α to a small value
  - The results depend more on the initial heat distributions, and more literally similar to original queries, e.g., travel => travel insurance

Experimental Dataset

Data Source	Clickthrough data from AOL search	After Pre-Processing
Collection Period	March 2006 to May 2006 (3 months)	
Lines of Logs	19,442,629	
Unique user IDS	657,426	192,371
Unique queries	4,802,520	224,165
Unique URLs	1,606,326	343,302
Unique words		69,937

Pre-processing

- Computer set-up
  Intel Pentium D CPU, 3.0 Gz, Dual Core with 1G memory
- Keep valid words which contains only ‘a’, ‘b’,…, ‘z’ and spaces
- Remove those queries which appear less than three times

Query Suggestions

Table 2: Examples of LSQS Query Suggestion Results ($k = 50$)

Testing Queries	Suggestions				
	$\alpha = 10$			$\alpha = 1000$	
	Top 1	Top 2	Top 3	Top 4	Top 5
michael jordan	michael jordan shoes	michael jordan bio	pictures of michael jordan	nba playoff	nba standings
travel	travel insurance	abc travel	travel companions	hotel tickets	lowest air fare
java	sun java	java script	java search	sun microsystems inc	virtual machine
global services	ibm global services	global technical services	staffing services	temporary agency	manpower professional
walt disney land	world of disney	disney world orlando	disney world theme park	disneyland grand hotel	disneyland in california
intel	intel vs amd	amd vs intel	pentium d	pentium	centrino
job hunt	jobs in maryland	monster job	jobs in mississippi	work from home online	monster board
photography	photography classes	portrait photography	wedding photography	adobe elements	canon lens
internet explorer	ms internet explorer	internet explorer repair	internet explorer upgrade	microsoft com	security update
fitness	fitness magazine	lifestyles family fitness	fitness connection	womens health magazine	family fitness
m schumacher	schumacher	red bull racing	formula one racing	ferrari cars	formula one
solar system	solar system project	solar system facts	solar system planets	planet jupiter	mars facts
sunglasses	replica sunglasses	cheap sunglasses	discount sunglasses	safilo	marhon
search engine	audio search engine	best search engine	search engine optimization	song lyrics search	search by google
disease	grovers disease	liver disease	morgellons disease	colic in babies	oklahoma vital records
pizzahut	pizza hut menu	pizza coupons	pizza hut coupons	papa johns pizza coupon	papa johns
health care	health care proxy	universal health care	free health care	great west healthcare	uhc
flower delivery	global flower delivery	online florist	flowers online	send flowers	virtual flower
wedding	wedding guide	wedding reception ideas	wedding decoration	unity candle	centerpiece ideas
astronomy	astronomy magazine	astronomy pic of the day	star charts	space pictures	comet

Comparisons

Table 3: Comparisons between LSQS and SimRank

	Top 1	Top 2	Top 3	Top 4	Top 5
jaguar					
LSQS	jaguar cat	jaguar commercial	jaguar parts	jaguarundi	leopard
SimRank	american black bear	bottlenose dolphin	leopard	margay	jaguarundi
apple					
LSQS	apple computers	apple ipod	apple diet	apple vacations	apple bottom
SimRank	ipod troubleshooting	apple quicktime	apple ipods	apple computers	apple software

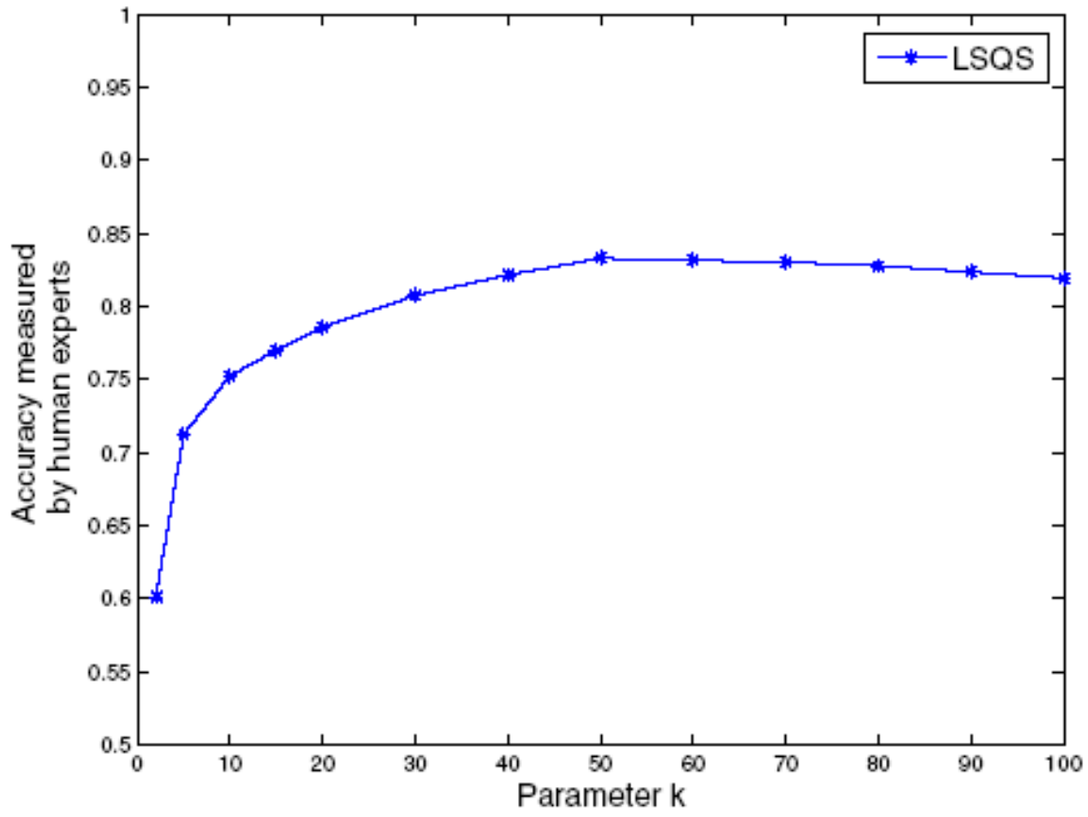
Table 4: Accuracy Comparisons

Accuracy	**LSQS**	**SimRank**
By Experts	0.8413	0.7101
By ODP	0.6823	0.5789

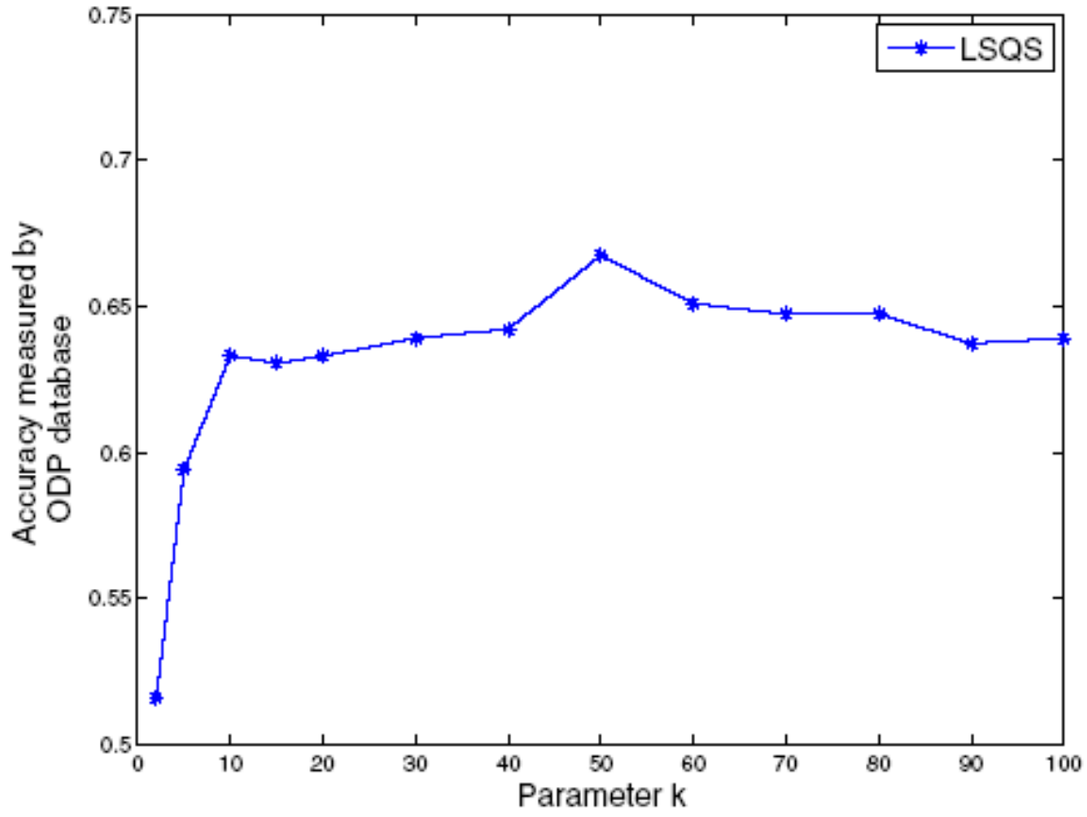
ODP, Open Directory Project, see http://dmoz.org

Impact of Parameter *k*

To test the extend of similarity needed



(a) Evaluation by Experts

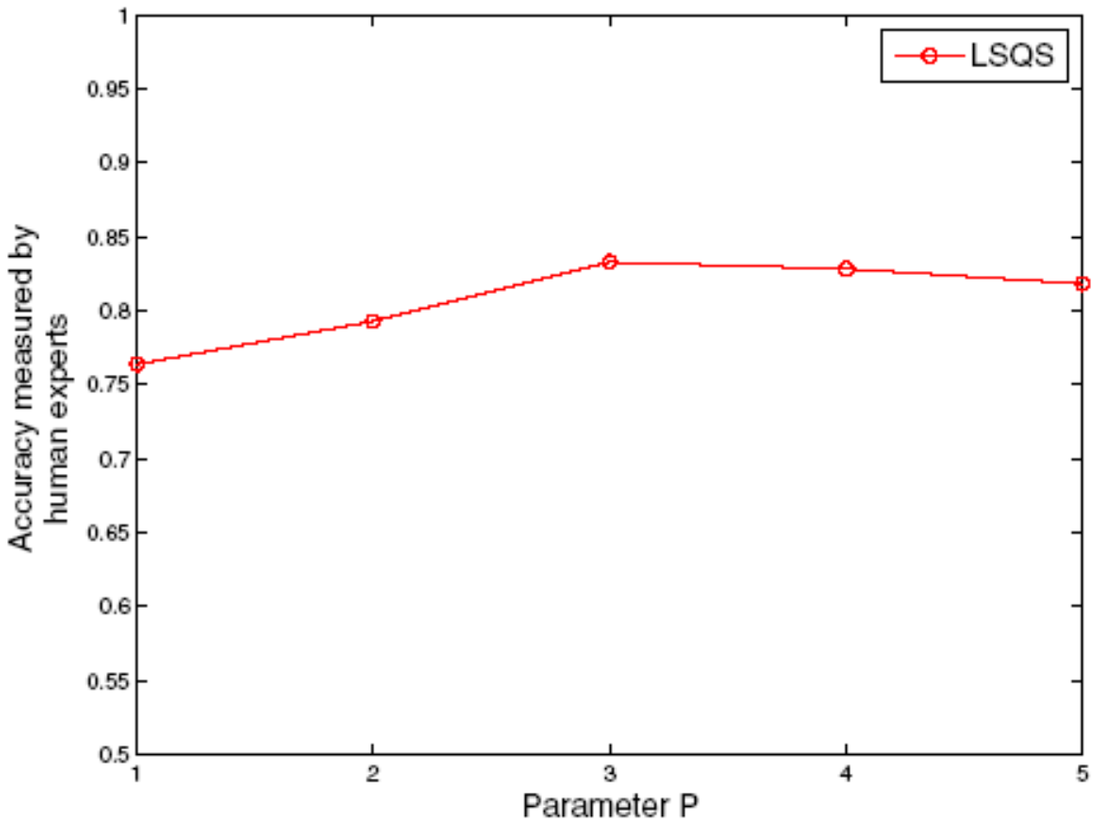


(b) Evaluation by ODP Database

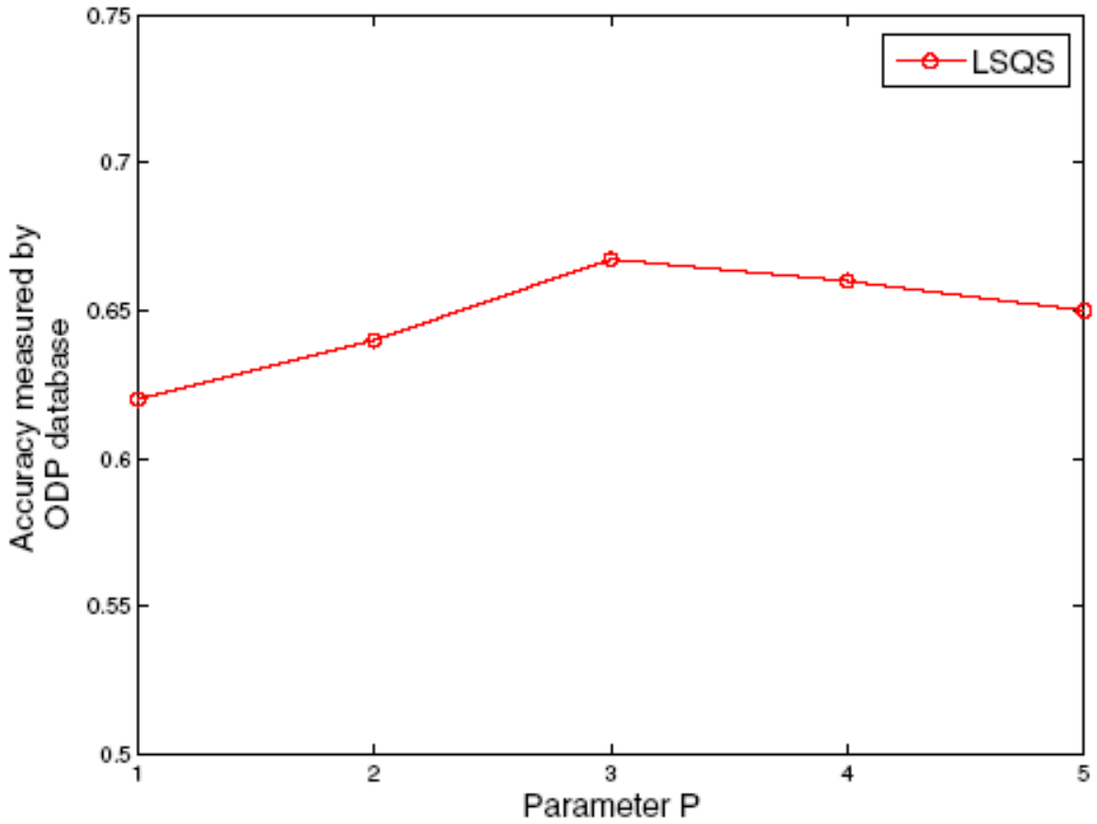
Figure 2: Impact of Parameter k ($P = 3$)

Impact of Parameter *P*

To test the propagation influence



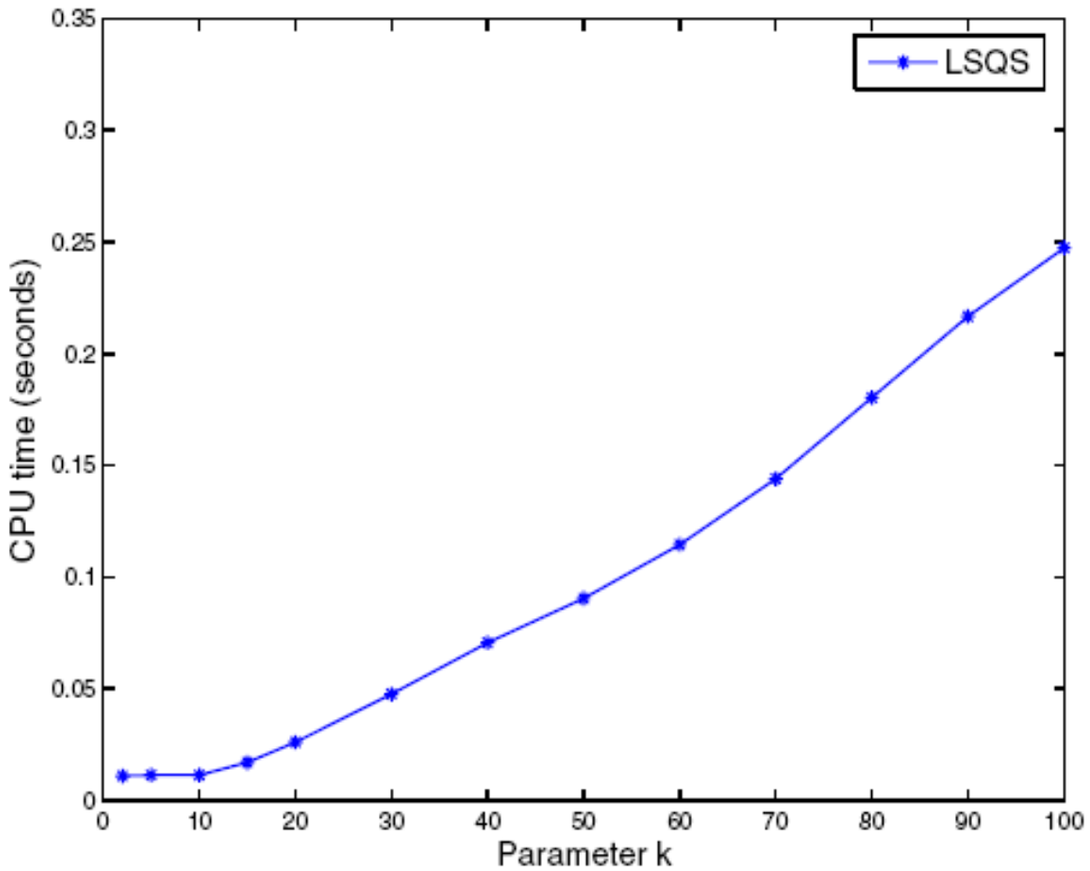
(a) Evaluation by Experts



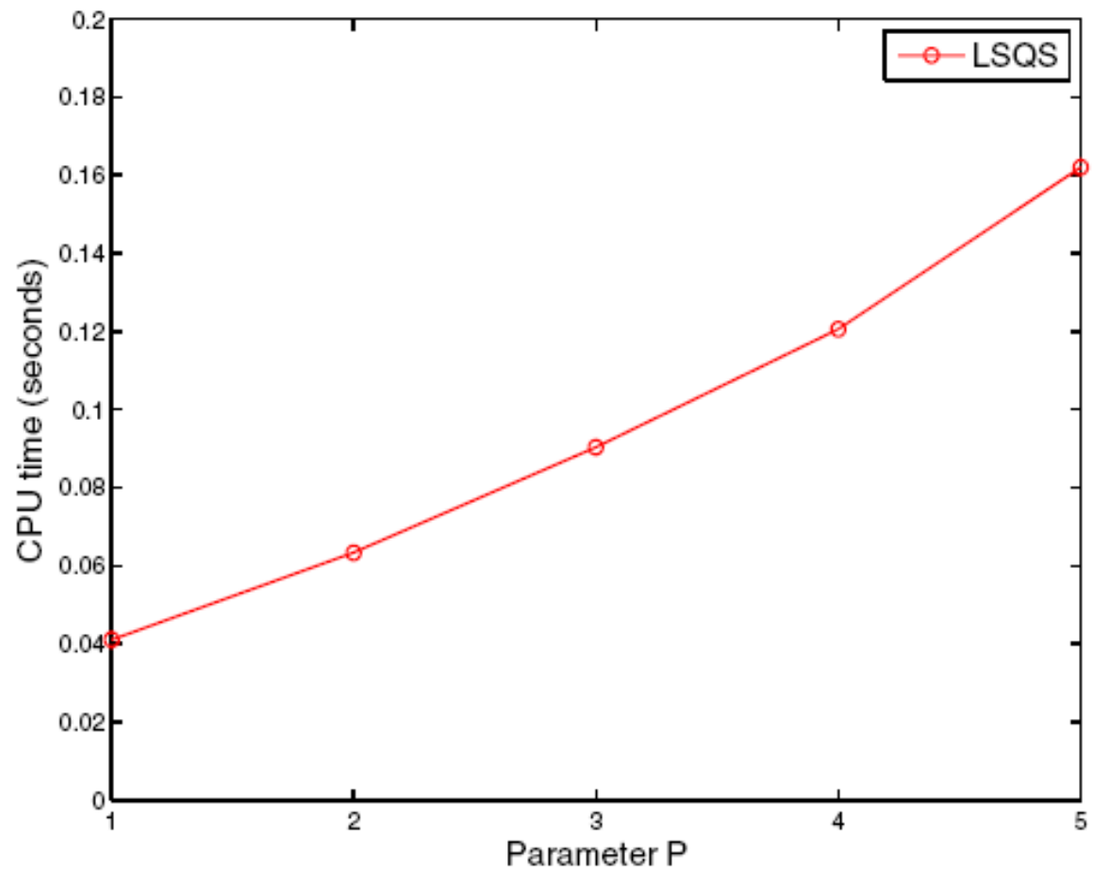
(b) Evaluation by ODP Database

Figure 3: Impact of Parameter P ($k = 50$)

Efficiency Analysis



(a) $P = 3$



(b) $k = 50$

Figure 4: Efficiency Analysis

Complexity Analysis

- Complexity of the gradient descent calculation of function $\mathcal{H}$ is

$$\frac{\partial \mathcal{H}}{\partial U}, \frac{\partial \mathcal{H}}{\partial Q}, \text{ and } \frac{\partial \mathcal{H}}{\partial L} = O(\rho_R d), O(\rho_R d + \rho_S d), \text{ and } O(\rho_S d)$$

- Complexity of the heat diffusion method is

$$O(h \cdot k^3)$$

References

- S. Cucerzan and R. W. White. Query suggestion based on user landing pages. In SIGIR, pages 875–876, 2007.
- H. Cui, J.-R. Wen, J.-Y. Nie, and W.-Y. Ma. Query expansion by mining user logs. IEEE Trans. Knowl. Data Eng., 15(4):829–839, 2003.
- W. Gao, C. Niu, J.-Y. Nie, M. Zhou, J. Hu, K.-F. Wong, and H.-W. Hon. Cross-lingual query suggestion using query logs of different languages. In SIGIR, pages 463–470, 2007.
- R. Jones, B. Rey, O. Madani, and W. Greiner. Generating query substitutions. In L. Carr, D. D. Roure, A. Iyengar, C. A. Goble, and M. Dahlin, editors, WWW, pages 387–396. ACM, 2006.
- H. Ma, H. Yang, I. King, and M. R. Lyu. Learning latent semantic relations from clickthrough data for query suggestion. In CIKM, pages 709–718, 2008.
- Q. Mei, D. Zhou, and K. W. Church. Query suggestion using hitting time. In CIKM, pages 469–478, 2008.
- J. Xu and W. B. Croft. Query expansion using local and global document analysis. In SIGIR, pages 4–11, 1996.

http://www.blifaloo.com/humor/thesaurus.php

Q & A