



Associative Search: Taking into account the word "context"

- Two terms are related, if they often occur in the same context
- Context can be
 - the same document
 - the same paragraph in a document
 - in close distance in a document
- The context of a term indicates the meaning of the term
- Example: The term bank
 - in business news, the term bank probably occurs together with terms like dollar, assets or share
 - in literature the term bank may occur together with terms like sit, park, or tree



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Example: The search engine mindaccess *)

Implication of the systems provides

a ranked list of documents (like any search engine)

a list of words related to the search term

a list of words related to the search term

The search term

The search engine is a list of words related to the search term

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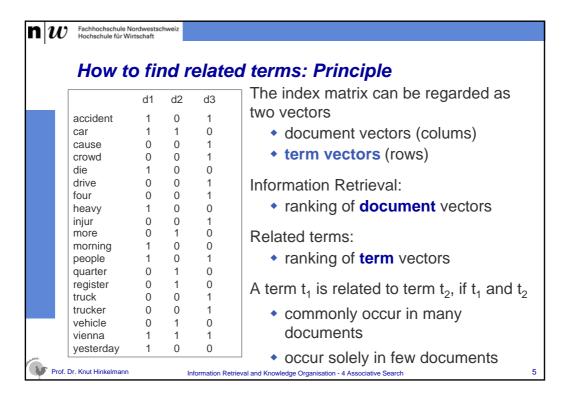
The search engine is a list of words related to the search term

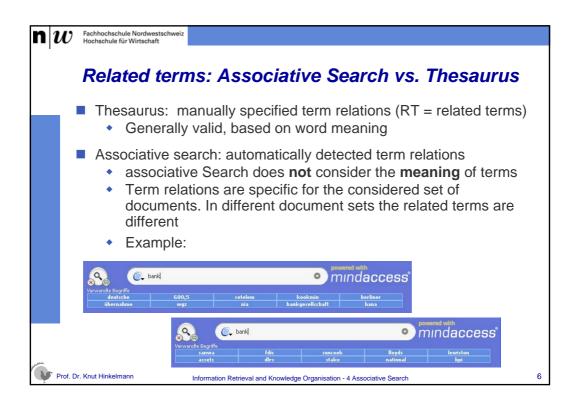
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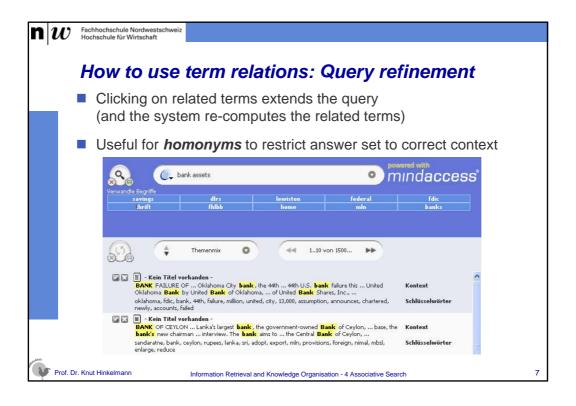
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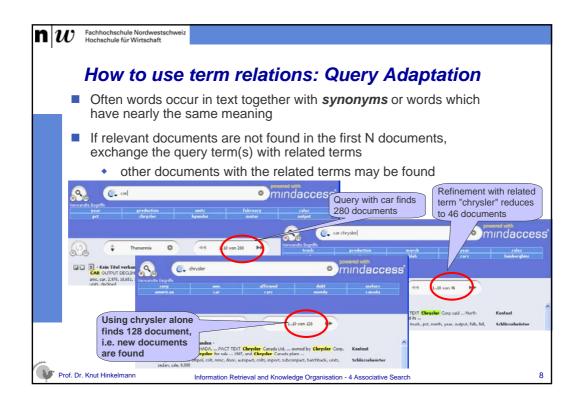
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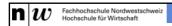
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How to use term relations: Text Mining

- Associative Search identifies term relationships
- If a term has surprising relations this can be used as a starting point for text mining



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n w Fachhochschule Nordwestschweiz Hochschule für Wirtschaft Associative Search: User Feedback (1) o mindaccess Specify User Feedback: Mark documents as relevant of irrelevant Example: the user is interested in documents about sports Schumi" voted athlete of the year by French newspaper = he/she marks documents where "tiger" occurs in the ☐ EFATURE: Tiger hunter turns conservationist in Cambodia By Browwyn Sloane, dpa E...

Tiger hunter turns. __particular the tiger_the has ... Cambodia, the tiger_t in mail rewards,
tiger hunter ar like the tiger_t is nything ...

weller, cambodia, conservation, hunters, kouprey, tigers, spedes, hunting, animal, wild, hunter,
wildfib, loopords, animals, ready. context of "woods" (Tiger Woods is a golf player) Information Retrieval and Knowledge Organisation - 4 Associative Search

