

Abstract

Aya Allah M Awad

Approximating User's Intention for Search Engine Queries

Problem Definition: Despite the evolution of today's web and the current attempt of enhancing the quality of search through Semantics Search Engines, the current internet users and search engines are still facing lack in result quality. There is a plethora of unstructured information on the internet such information is not organized in a way that helps users retrieve what they need precisely. This is exactly why two different users can be searching the same topic but one reaches better results than the other. For instance, consider the following example for a query that was submitted to Google Search Engine: Query, = diamond rings in Paris. In the shopping domain, Query should be reflecting a user intention to locate a store in Paris that sells diamond rings. However the way this query is expressed reflects an articulation issue: the query is not expressed in a way that matches how shopping data is represented and organized in shopping documents on the internet in addition to a semantic gap issue where search engines typically consider the terms in the query rather than the query semantics. Google retrieved documents that have the terms "diamond rings" and "Paris". Top 10 documents retrieved mainly contained online shopping websites, tourism blogs for Paris and even a document that talks about Paris Hilton's engagement diamond rings!! Obviously these results are not what the user intended even though the query is straight forward and seemed to be well written.