

Vector Space Model

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INLS 509: Information Retrieval

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The Search Task

- Given a **query** and a **corpus**, find **relevant** items

query: a textual description of the user's information need

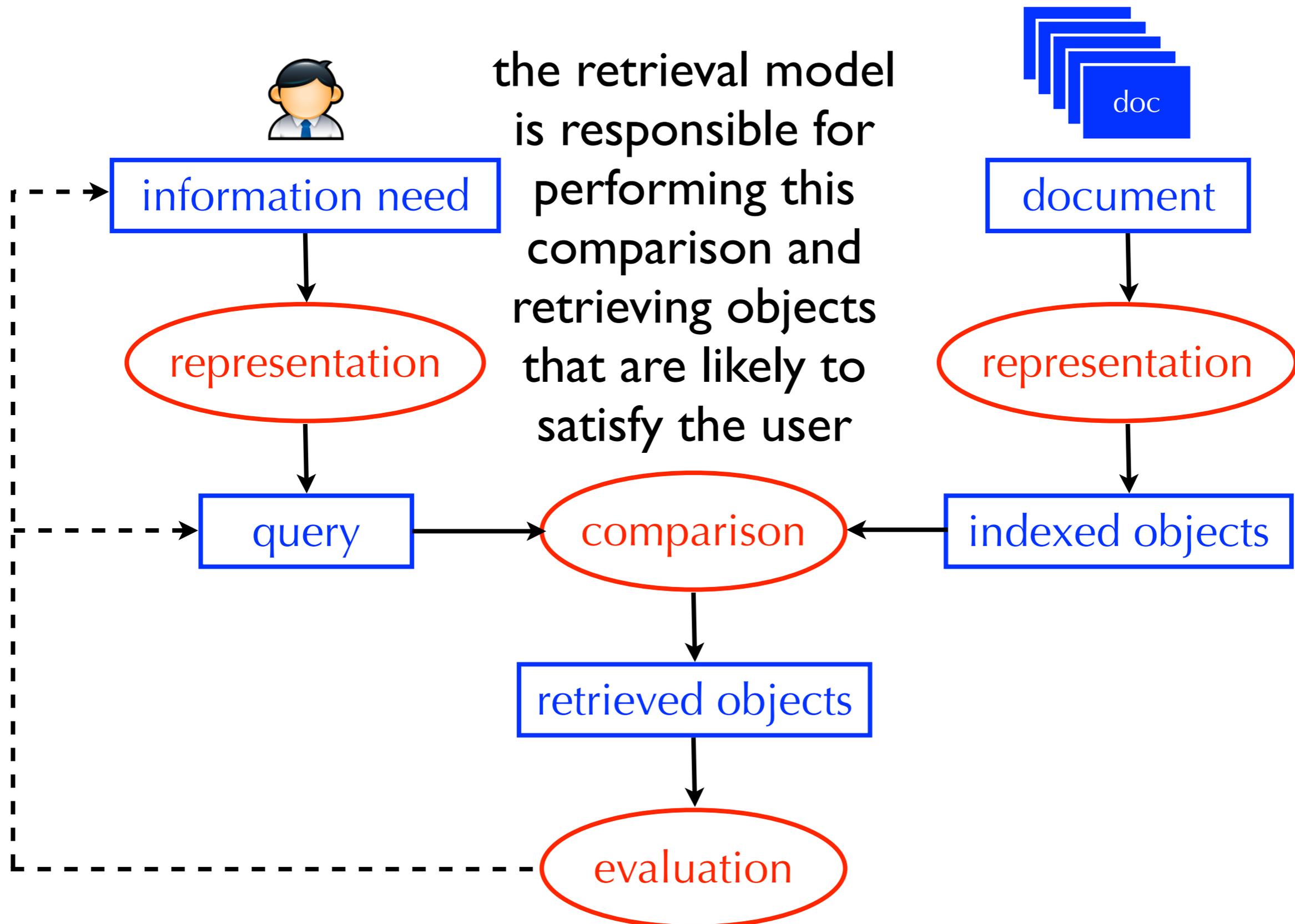
corpus: a repository of textual documents

relevance: satisfaction of the user's information need

What is a Retrieval Model?

- A formal method that predicts the degree of relevance of a document to a query

Basic Information Retrieval Process



Boolean Retrieval Models

- The user describes their information need using boolean constraints (e.g., **AND**, **OR**, and **AND NOT**)
- **Unranked Boolean Retrieval Model:** retrieves documents that satisfy the constraints in no particular order
- **Ranked Boolean Retrieval Model:** retrieves documents that satisfy the constraints and ranks them based on the number of ways they satisfy the constraints
- Also known as 'exact-match' retrieval models
- Advantages and disadvantages?

Boolean Retrieval Models

- Advantages:
 - ▶ Easy for the system
 - ▶ Users get transparency: it is easy to understand why a document was or was not retrieved
 - ▶ Users get control: it easy to determine whether the query is too specific (few results) or too broad (many results)
- Disadvantages:
 - ▶ The burden is on the user to formulate a good boolean query

Relevance

- Many factors affect whether a document satisfies a particular user's information need
- Topicality, novelty, freshness, authority, formatting, reading level, assumed level of prior knowledge/expertise
- **Topical relevance:** the document is on the same topic as the query
- **User relevance:** everything else!
- For now, we will only try to predict topical relevance

Relevance

- Focusing on topical relevance does not mean we're ignoring everything else!
- It only means we're focusing on one (of many) criteria by which users judge relevance
- And, it's an important criterion

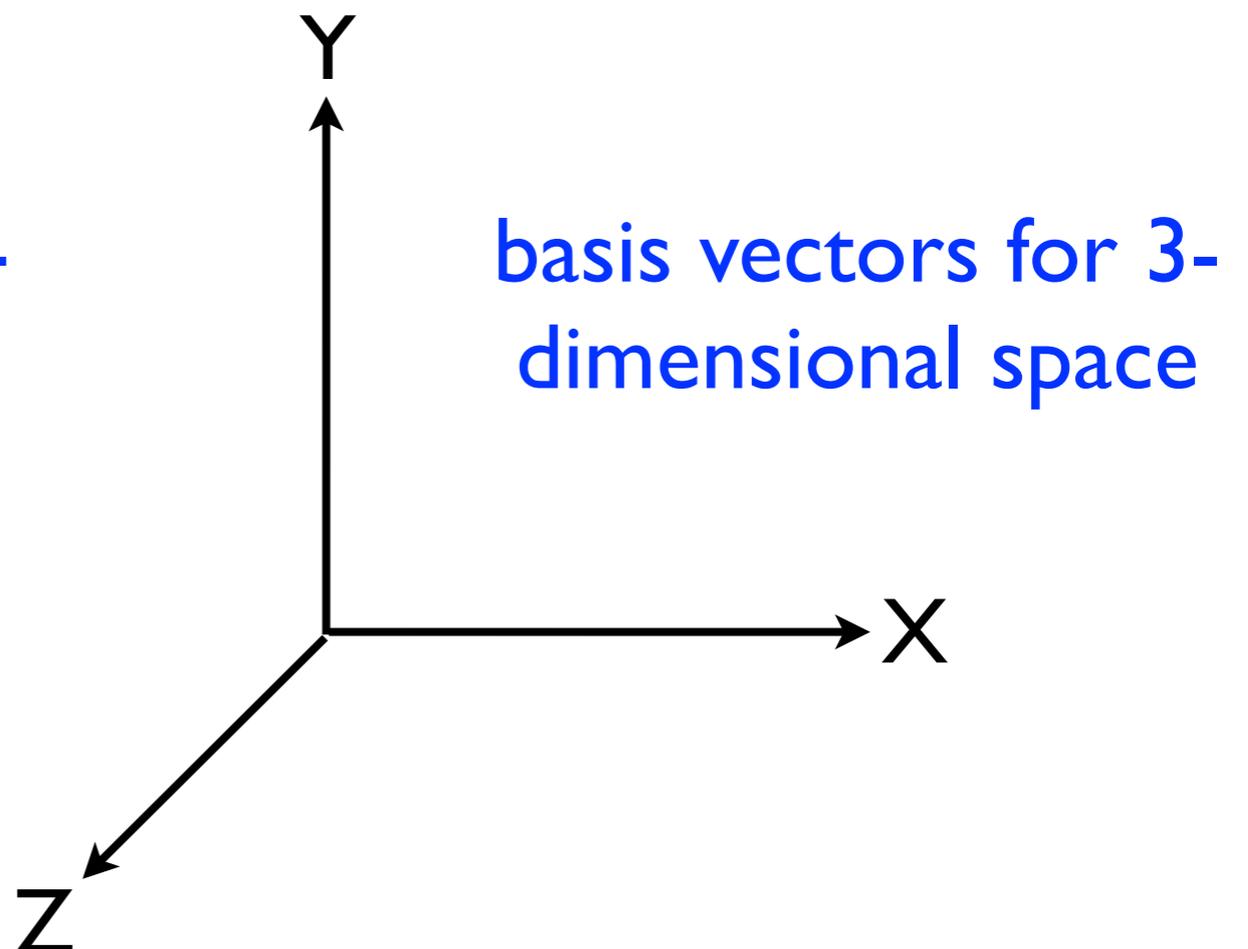
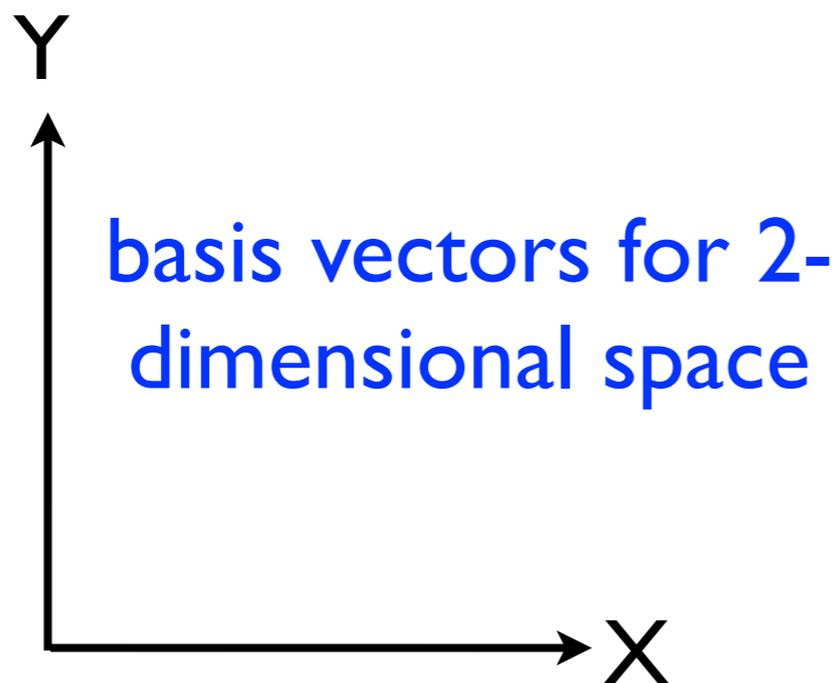
Introduction to Best-Match Retrieval Models

- So far, we've discussed 'exact-match' models
- Today, we start discussing 'best-match' models
- Best-match models predict the degree to which a document is relevant to a query
- Ideally, this would be expressed as **RELEVANT(q,d)**
- In practice, it is expressed as **SIMILAR(q,d)**
- How might you compute the similarity between q and d?

Vector Space Model

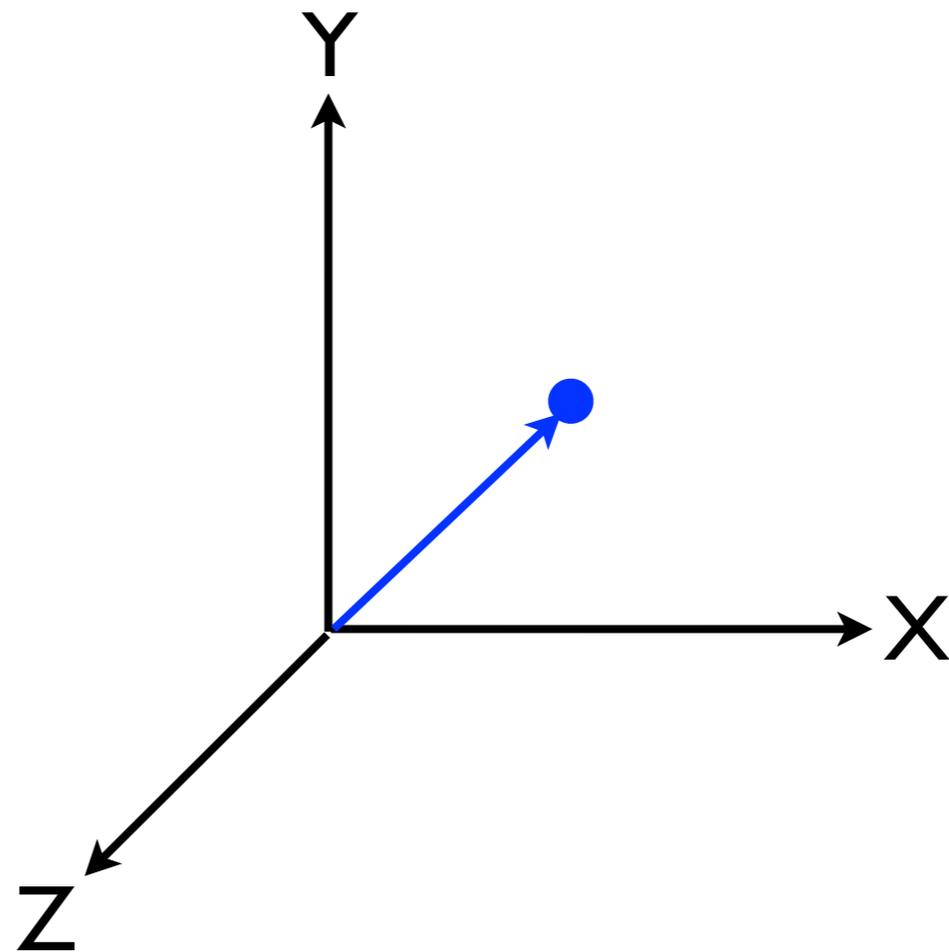
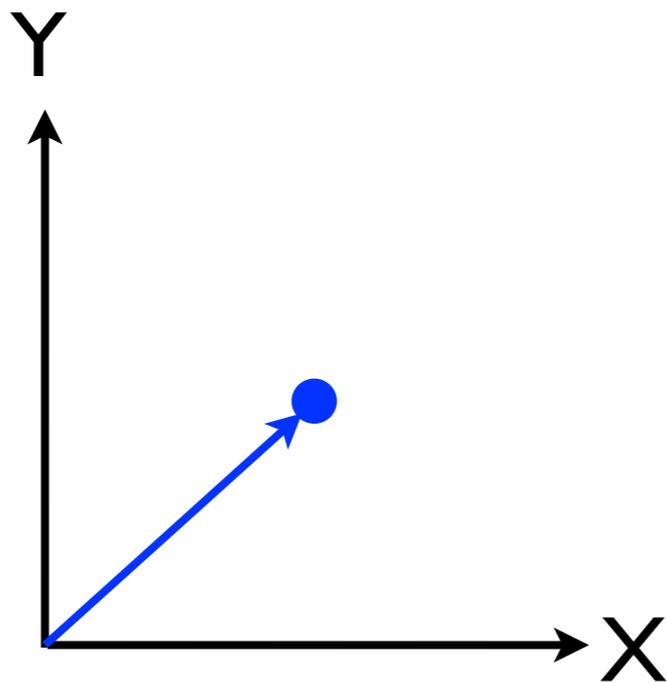
What is a Vector Space?

- Formally, a **vector space** is defined by a set of linearly independent basis vectors
- The **basis vectors** correspond to the dimensions or directions of the vector space



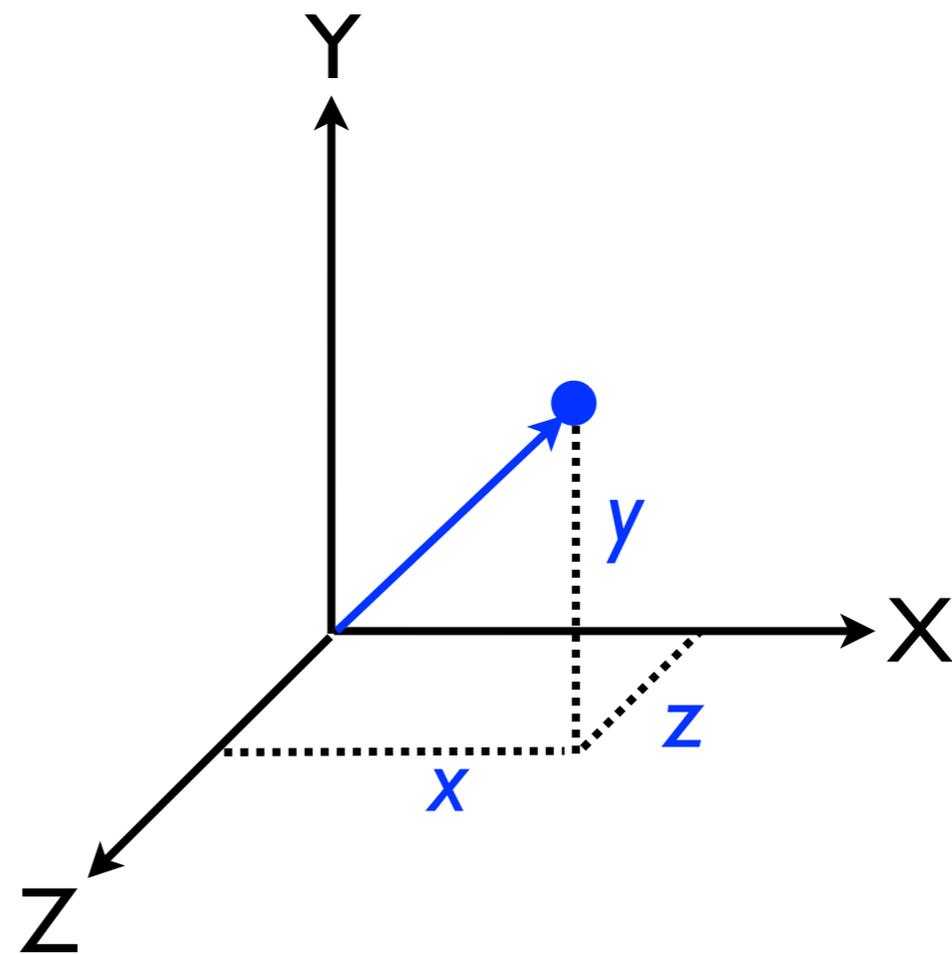
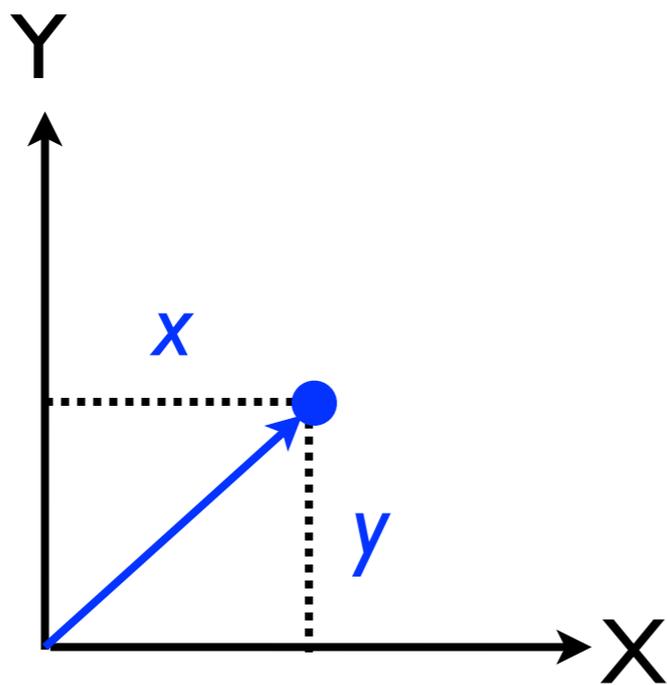
What is a Vector?

- A **vector** is a point in a vector space and has length (from the origin to the point) and direction



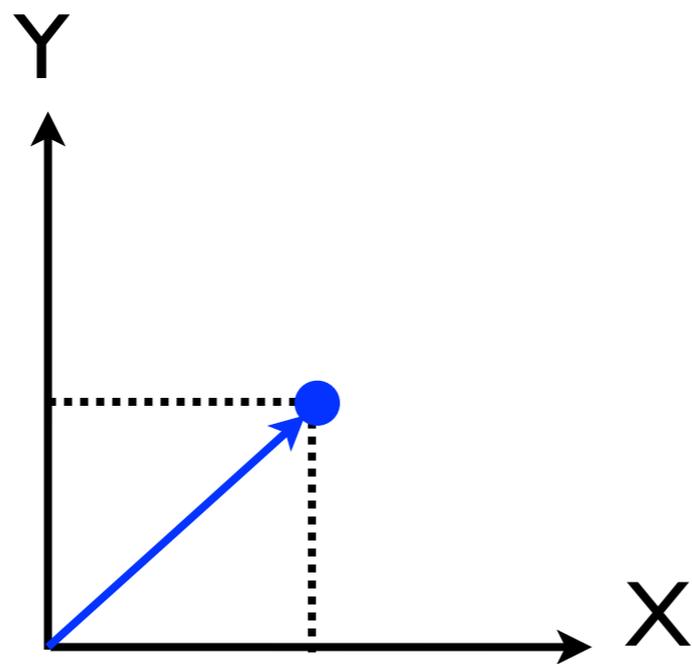
What is a Vector?

- A 2-dimensional vector can be written as $[x,y]$
- A 3-dimensional vector can be written as $[x,y,z]$

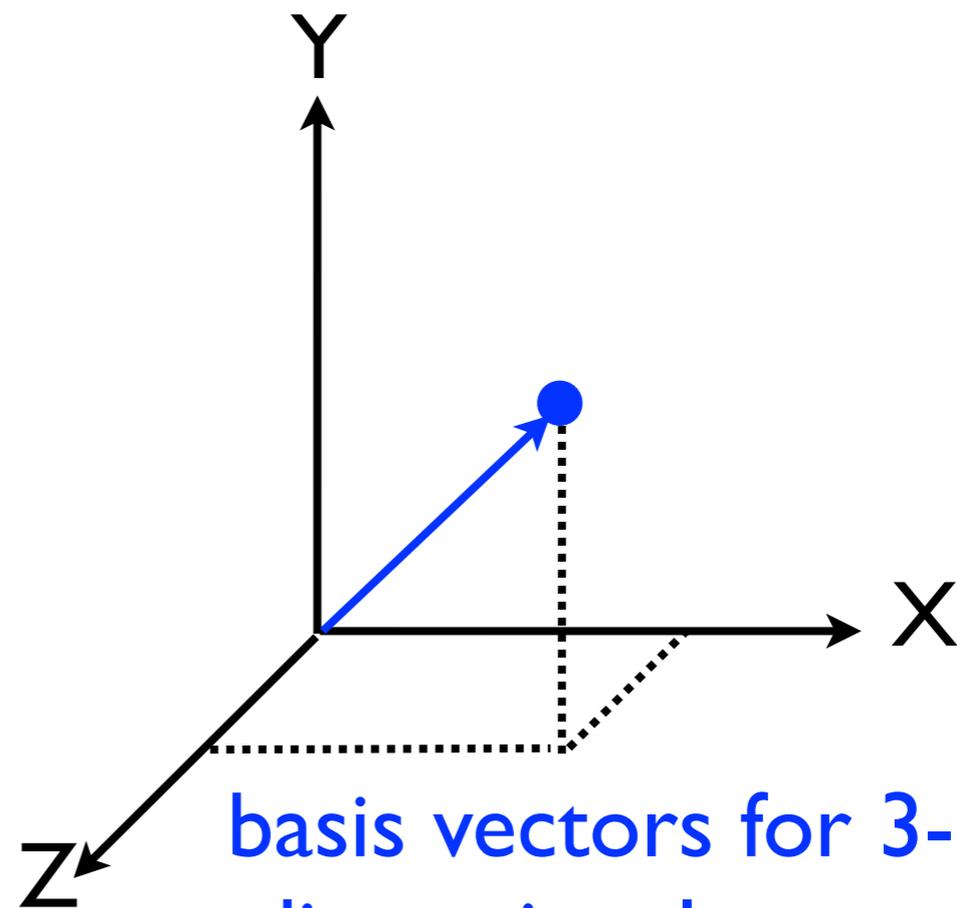


What is a Vector Space?

- The **basis vectors** are linearly independent because knowing a vector's value on one dimension doesn't say anything about its value along another dimension



basis vectors for 2-dimensional space



basis vectors for 3-dimensional space

Binary Text Representation

| | <i>a</i> | <i>aardvark</i> | <i>abacus</i> | <i>abba</i> | <i>able</i> | ... | <i>zoom</i> |
|--------------|----------|-----------------|---------------|-------------|-------------|-----|-------------|
| <i>doc_1</i> | 1 | 0 | 0 | 0 | 0 | ... | 1 |
| <i>doc_2</i> | 0 | 0 | 0 | 0 | 1 | ... | 1 |
| :: | :: | :: | :: | :: | :: | ... | 0 |
| <i>doc_m</i> | 0 | 0 | 1 | 1 | 0 | ... | 0 |

- 1 = the word appears in the document
- 0 = the word does not appear in the document
- Does not represent word frequency, word location, or word order information

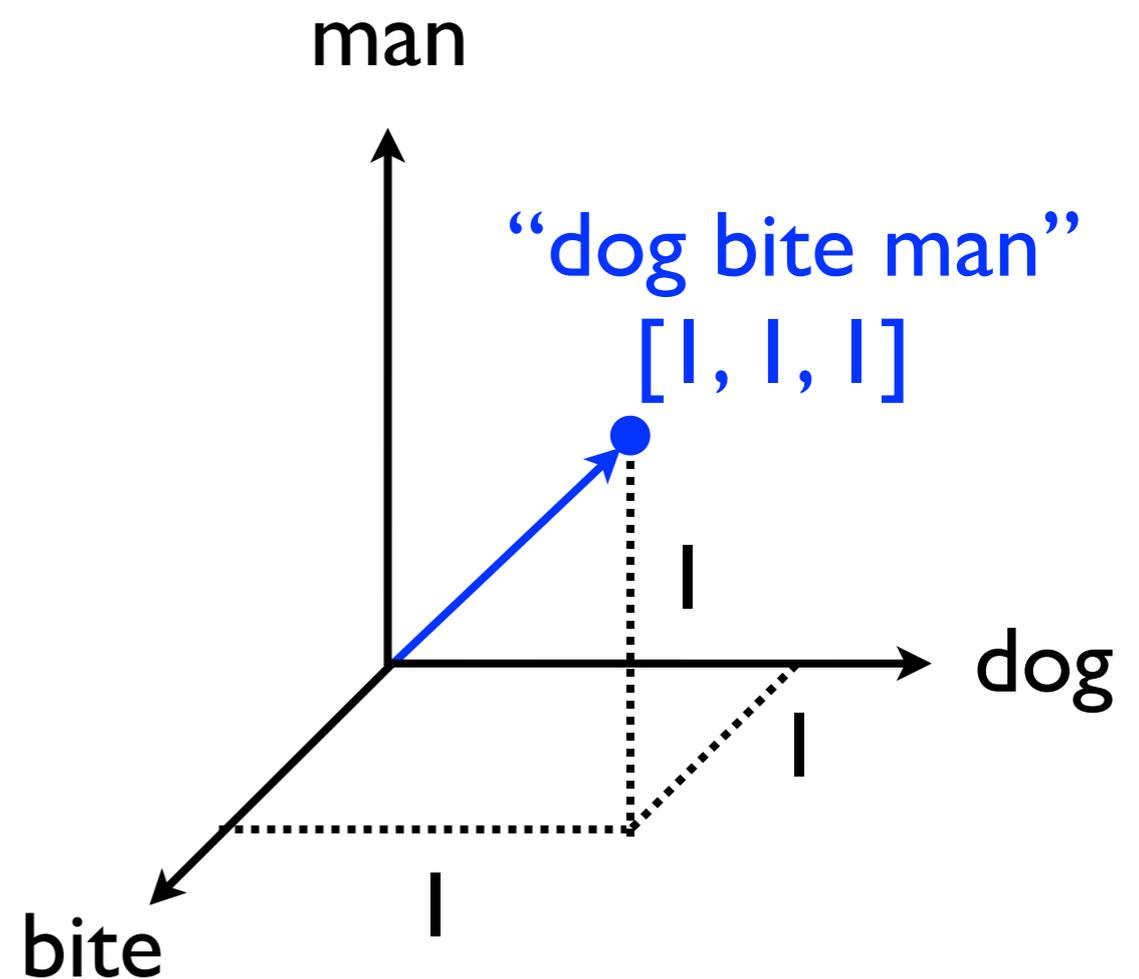
Vector Space Representation

- Let V denote the size of the indexed vocabulary
 - ▶ V = the number of unique terms,
 - ▶ V = the number of unique terms excluding stopwords,
 - ▶ V = the number of unique stems, etc...
- Any arbitrary span of text (i.e., a document, or a query) can be represented as a vector in V -dimensional space
- For simplicity, let's assume three index terms: dog, bite, man (i.e., $V=3$)
- Why? Because it's easy to visualize 3-D space

Vector Space Representation with binary weights

- 1 = the term appears at least once
- 0 = the term does not appear

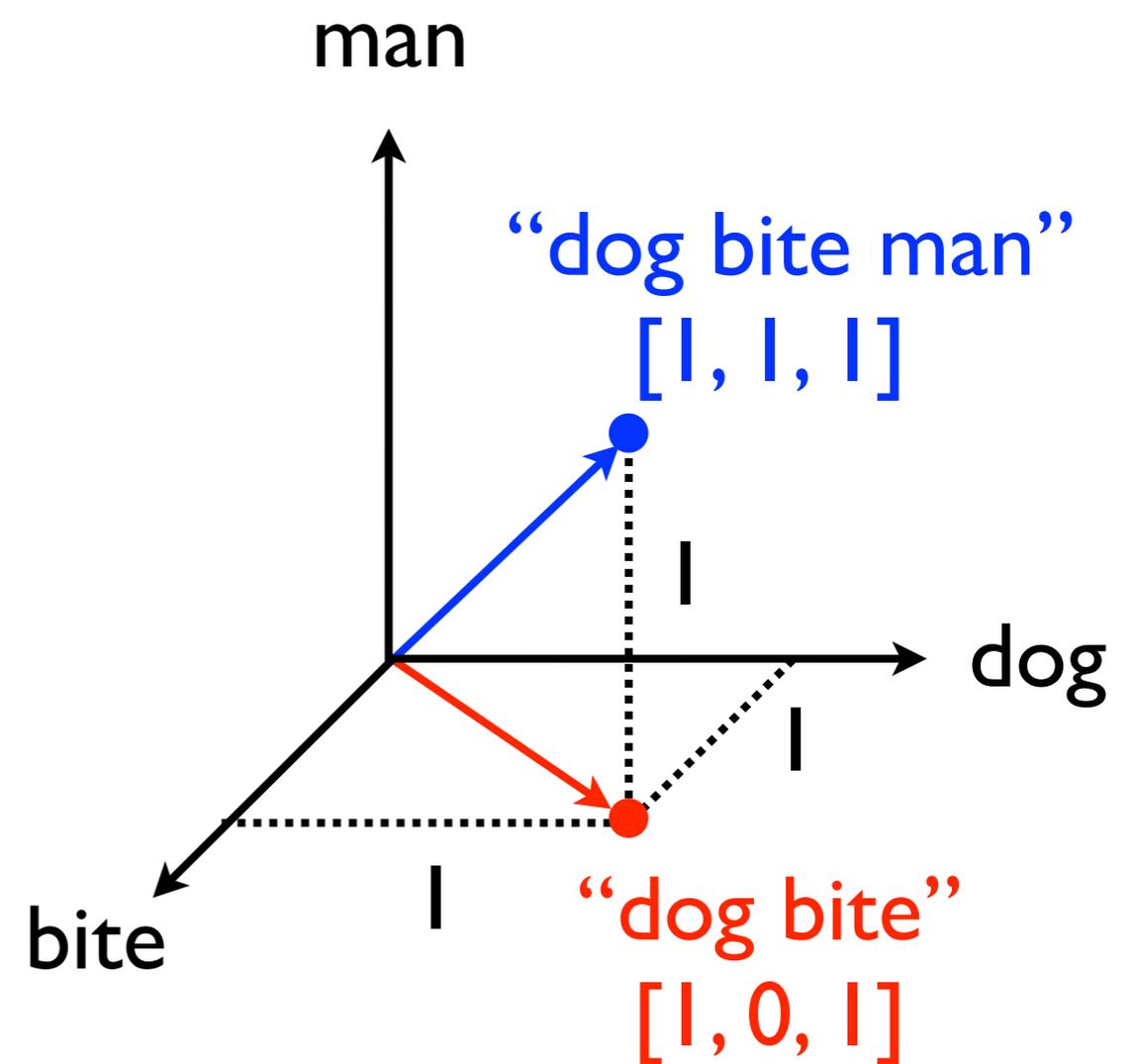
| | <i>dog</i> | <i>man</i> | <i>bite</i> |
|--------------|------------|------------|-------------|
| <i>doc_1</i> | 1 | 1 | 1 |



Vector Space Representation with binary weights

- 1 = the term appears at least once
- 0 = the term does not appear

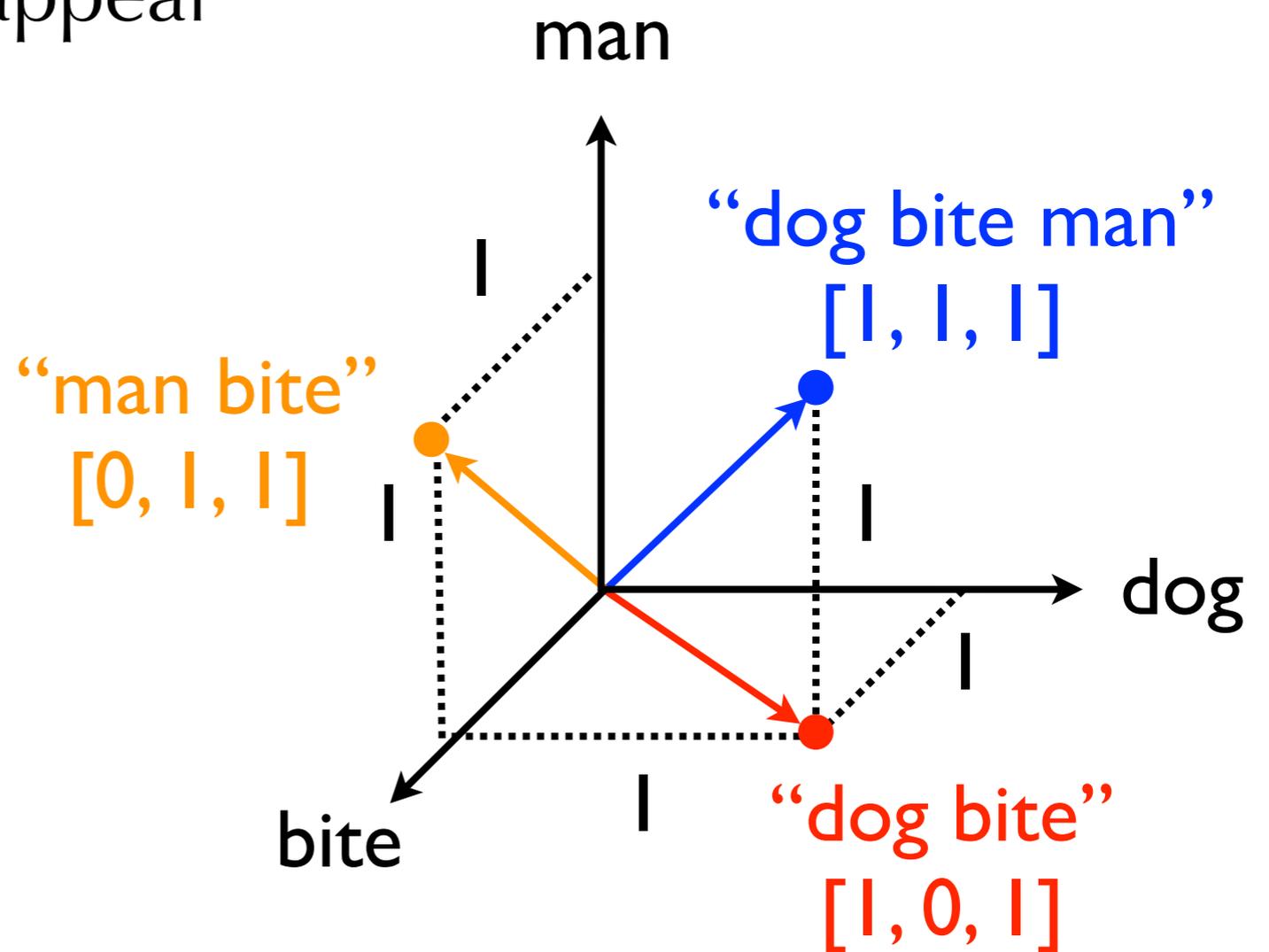
| | <i>dog</i> | <i>man</i> | <i>bite</i> |
|--------------|------------|------------|-------------|
| <i>doc_1</i> | 1 | 1 | 1 |
| <i>doc_2</i> | 1 | 0 | 1 |



Vector Space Representation with binary weights

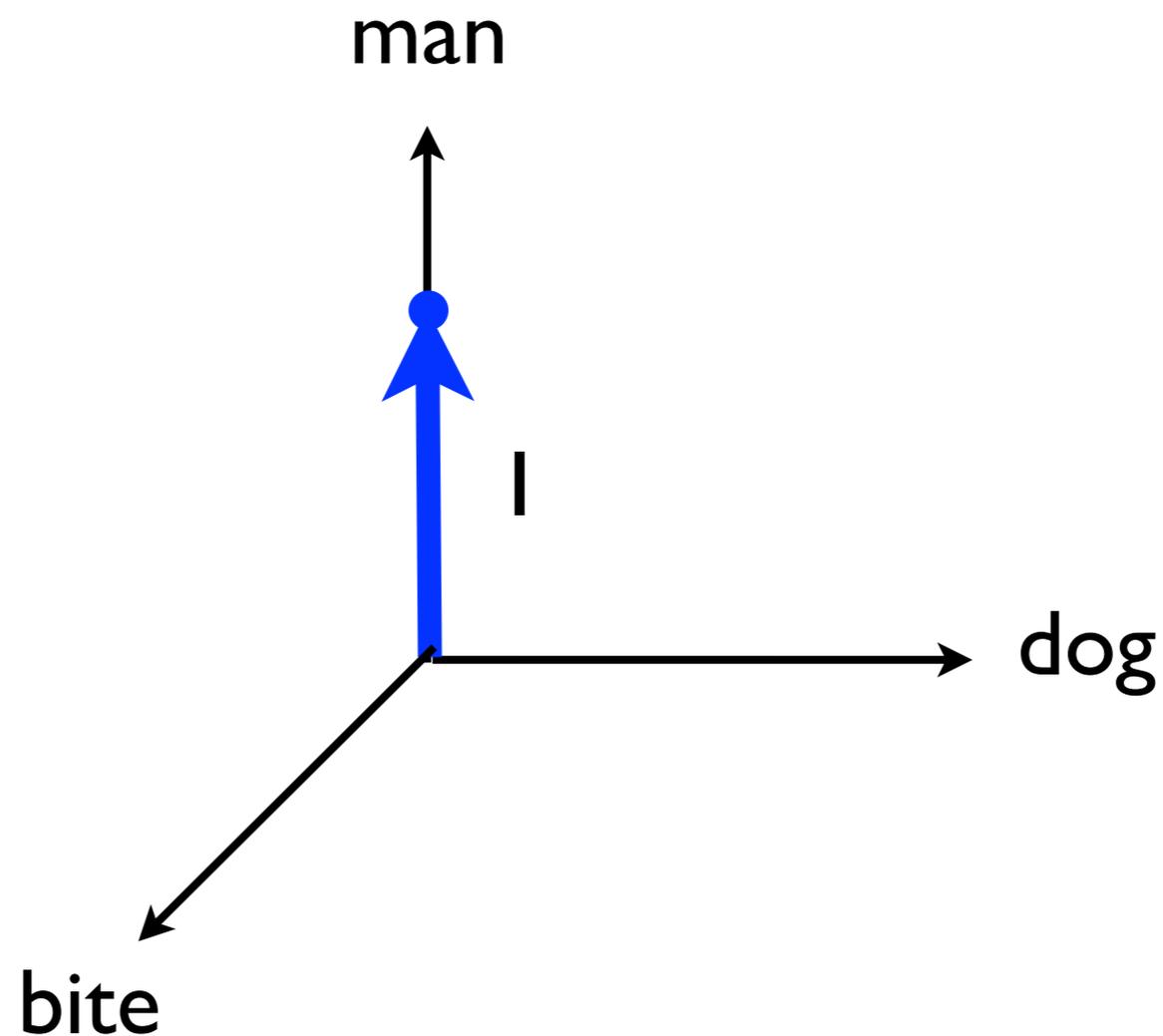
- 1 = the term appears at least once
- 0 = the term does not appear

| | <i>dog</i> | <i>man</i> | <i>bite</i> |
|--------------|------------|------------|-------------|
| <i>doc_1</i> | 1 | 1 | 1 |
| <i>doc_2</i> | 1 | 0 | 1 |
| <i>doc_3</i> | 0 | 1 | 1 |



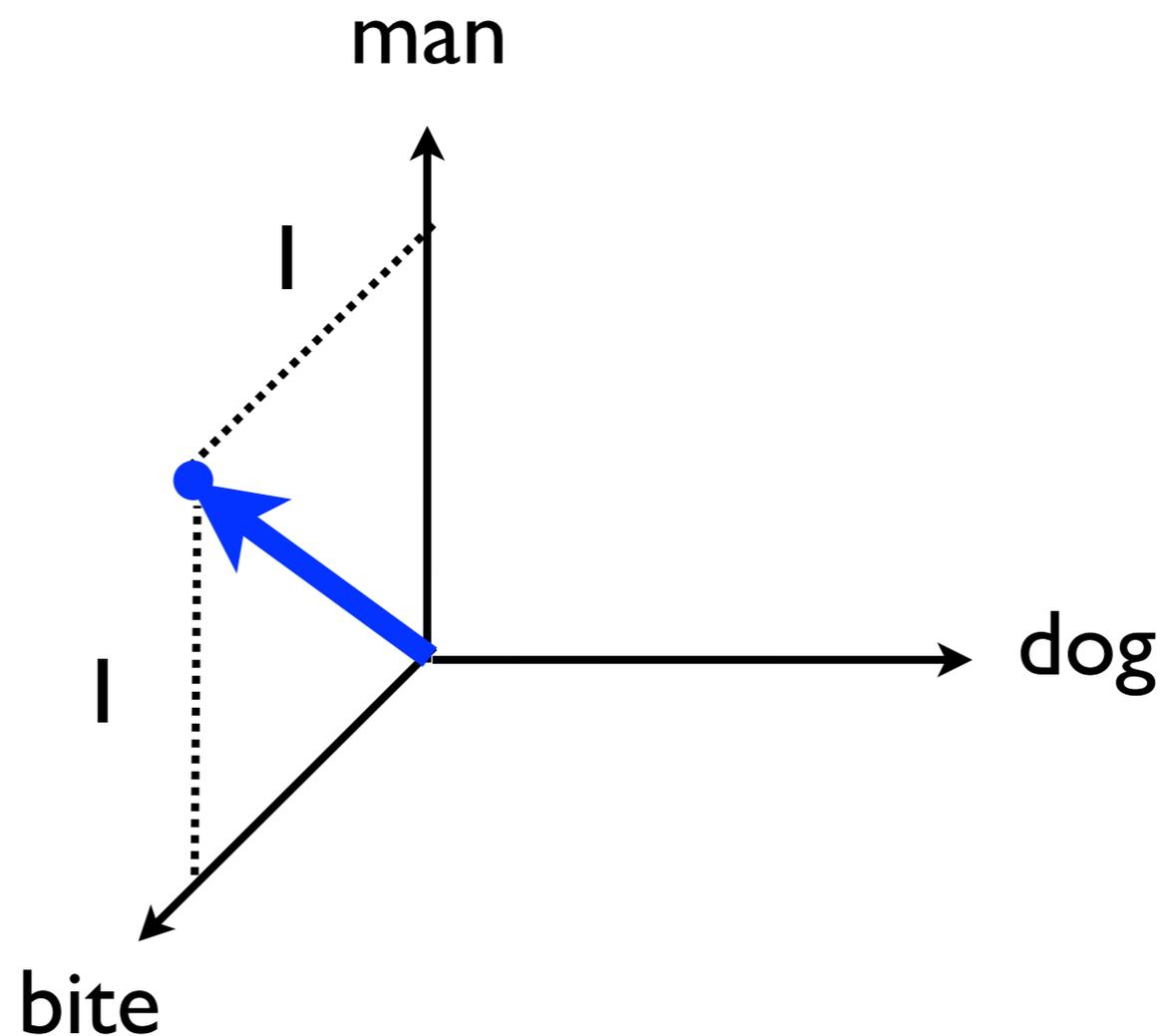
Vector Space Representation with binary weights

- What span(s) of text does this vector represent?



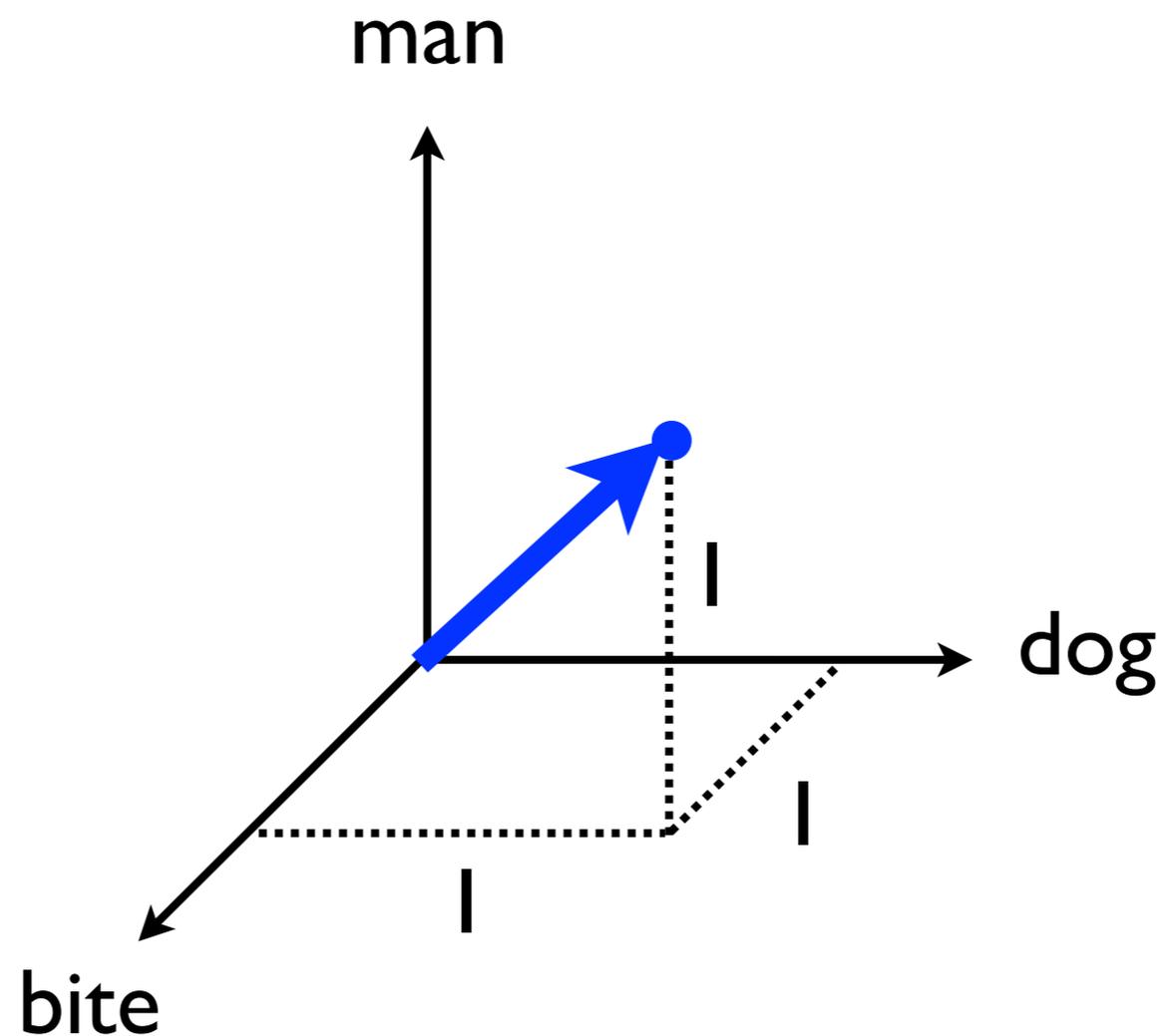
Vector Space Representation with binary weights

- What span(s) of text does this vector represent?



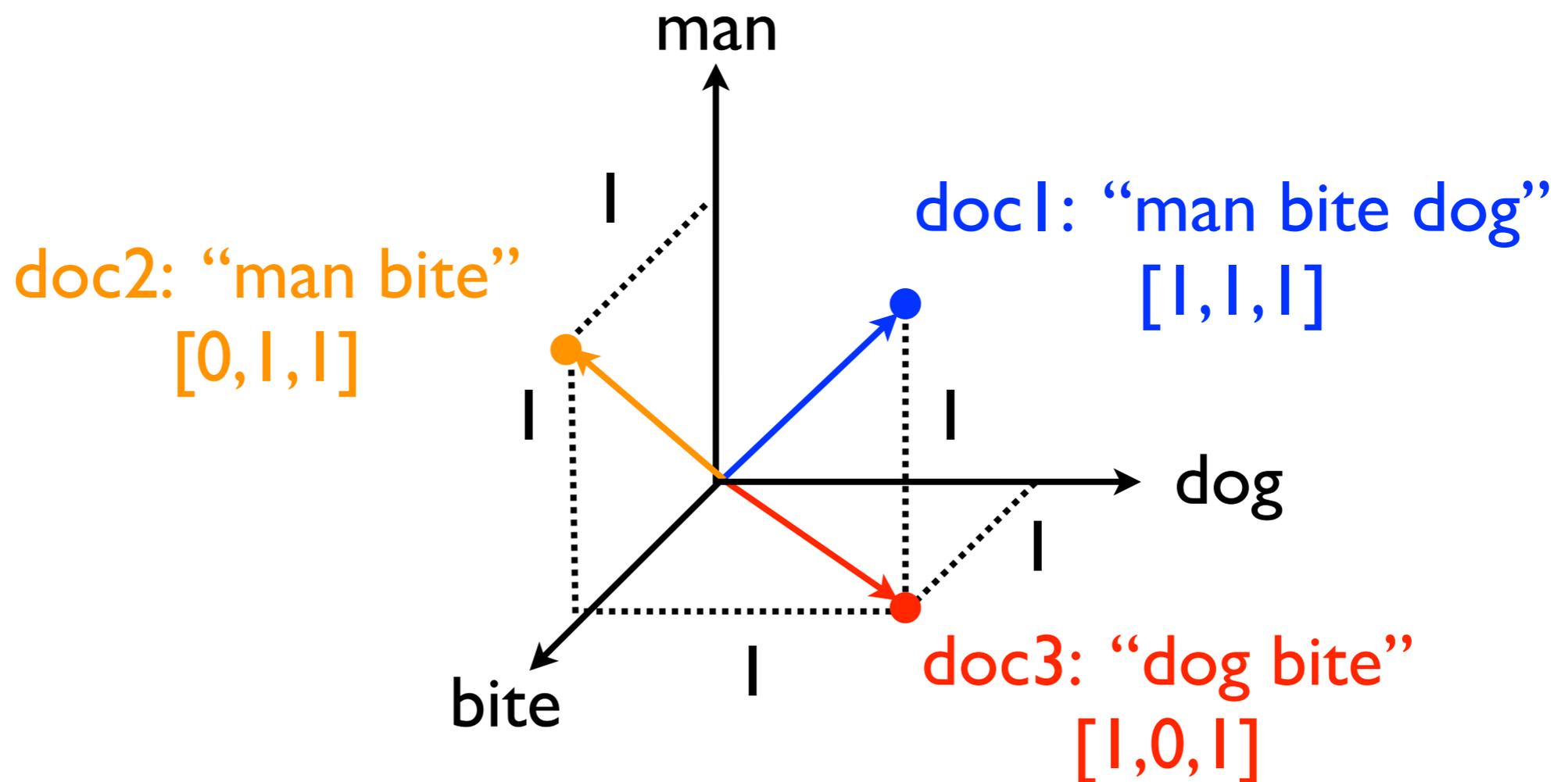
Vector Space Representation with binary weights

- What span(s) of text does this vector represent?



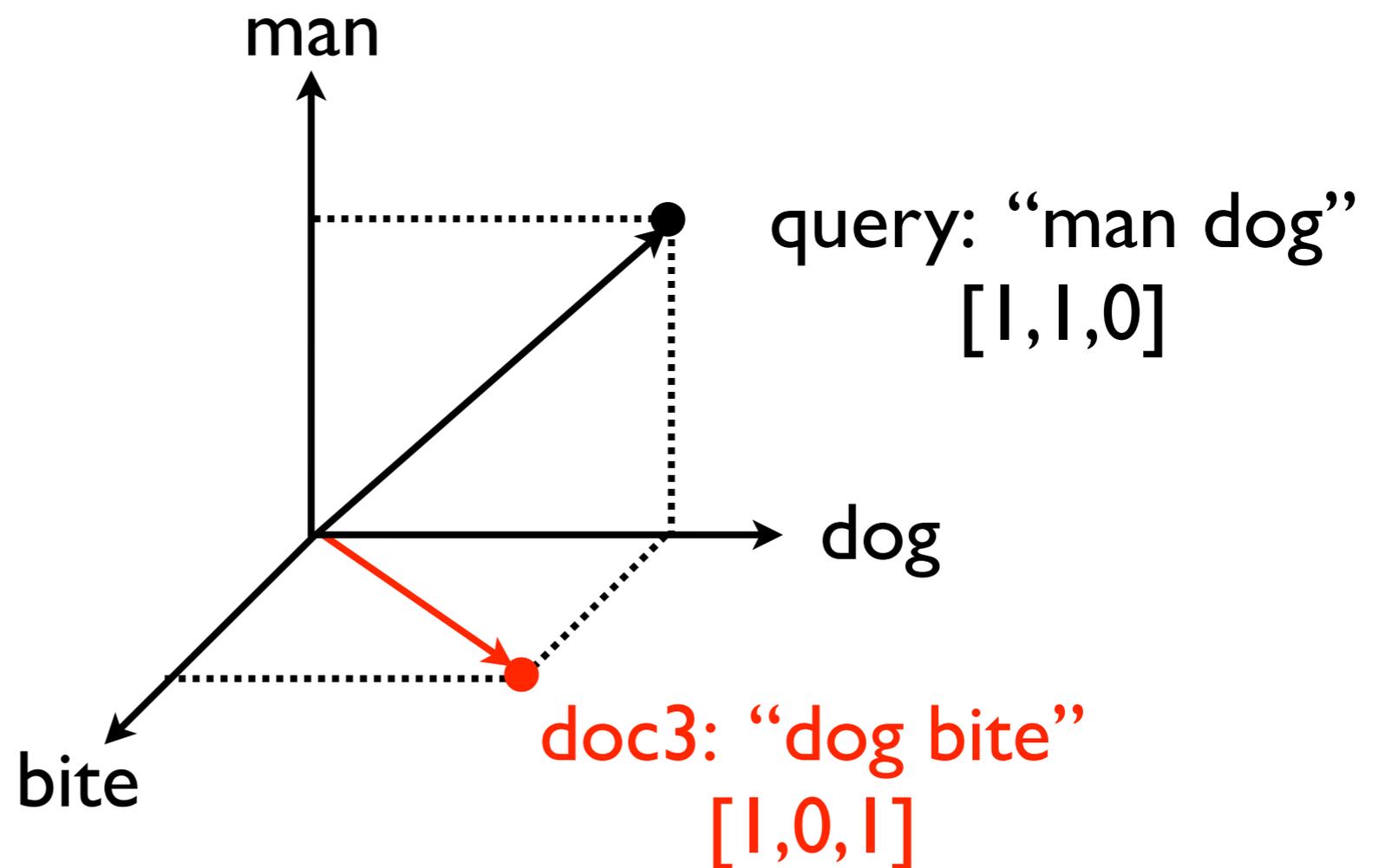
Vector Space Representation

- Any span of text is a vector in V -dimensional space, where V is the size of the vocabulary



Vector Space Representation

- A query is a vector in V -dimensional space, where V is the number of terms in the vocabulary



Vector Space Similarity

- The vector space model ranks documents based on the vector-space similarity between the query vector and the document vector
- There are many ways to compute the similarity between two vectors
- One way is to compute the **inner product**

$$\sum_{i=1}^V x_i \times y_i$$

The Inner Product

- Multiply corresponding components and then sum of those products

$$\sum_{i=1}^V x_i \times y_i$$

| | x_i | y_i | $x_i \times y_i$ |
|----------------------------|-------|-------|------------------|
| <i>a</i> | 1 | 1 | 1 |
| <i>aardvark</i> | 0 | 1 | 0 |
| <i>abacus</i> | 1 | 1 | 1 |
| <i>abba</i> | 1 | 0 | 0 |
| <i>able</i> | 0 | 1 | 0 |
| :: | :: | :: | :: |
| <i>zoom</i> | 0 | 0 | 0 |
| <i>inner product =></i> | | | 2 |

The Inner Product

- When using 0's and 1's, this is just the number of terms in common between the query and the document

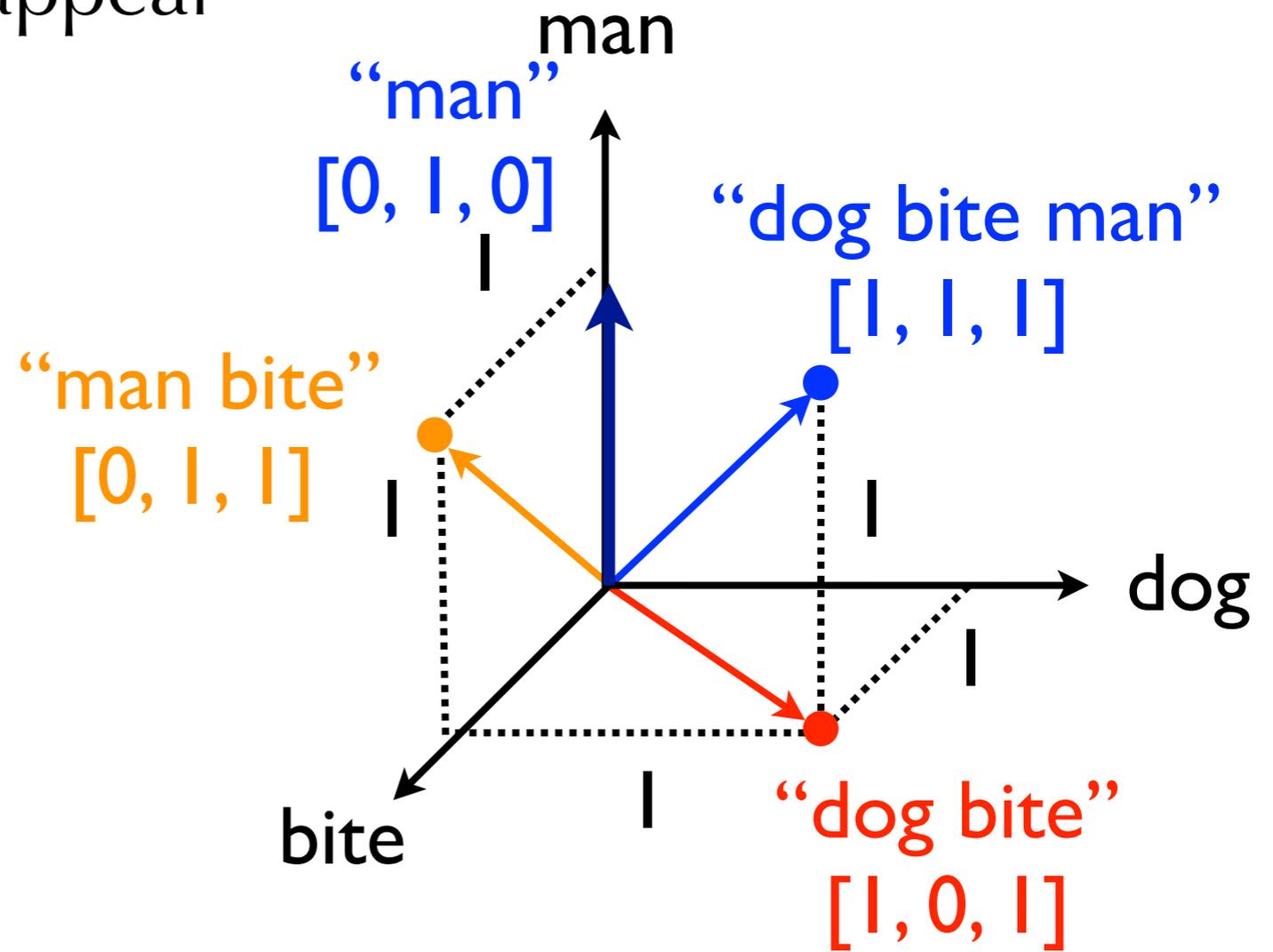
$$\sum_{i=1}^V x_i \times y_i$$

| | x_i | y_i | $x_i \times y_i$ |
|----------------------------|-------|-------|------------------|
| <i>a</i> | 1 | 1 | 1 |
| <i>aardvark</i> | 0 | 1 | 0 |
| <i>abacus</i> | 1 | 1 | 1 |
| <i>abba</i> | 1 | 0 | 0 |
| <i>able</i> | 0 | 1 | 0 |
| :: | :: | :: | :: |
| <i>zoom</i> | 0 | 0 | 0 |
| <i>inner product =></i> | | | 2 |

The Inner Product

- 1 = the term appears at least once
- 0 = the term does not appear

| | <i>dog</i> | <i>man</i> | <i>bite</i> |
|--------------|------------|------------|-------------|
| <i>doc_1</i> | 1 | 1 | 1 |
| <i>doc_2</i> | 1 | 0 | 1 |
| <i>doc_3</i> | 0 | 1 | 1 |
| <i>doc_4</i> | 0 | 1 | 0 |



The Inner Product

- Multiply corresponding components and then sum those products
- Using a binary representation, the inner product corresponds to the number of terms appearing (at least once) in both spans of text
- Scoring documents based on their inner-product with the query has one major issue. Any ideas?

The Inner Product

- What is more relevant to a query?
 - ▶ A 50-word document which contains 3 of the query-terms?
 - ▶ A 100-word document which contains 3 of the query-terms?
- The **inner-product** doesn't account for the fact that documents have widely varying lengths
- All things being equal, longer documents are more likely to have the query-terms
- So, the **inner-product** favors long documents

The Cosine Similarity

- The numerator is the inner product
- The denominator is the product of the two vector-lengths
- Ranges from 0 to 1 (equals 1 if the vectors are identical)

$$\frac{\sum_{i=1}^V x_i \times y_i}{\sqrt{\sum_{i=1}^V x_i^2} \times \sqrt{\sum_{i=1}^V y_i^2}}$$

length of vector x length of vector y

$$\frac{\sum_{i=1}^V x_i \times y_i}{\sqrt{\sum_{i=1}^V x_i^2} \times \sqrt{\sum_{i=1}^V y_i^2}}$$

In Class Exercise

- For each document, compute the inner-product and cosine similarity score for the query: **Jill**

doc_1 Jack and Jill went up the hill
doc_2 To fetch a pail of water.
doc_3 Jack fell down and broke his crown,
doc_4 And Jill came tumbling after.
doc_5 Up Jack got, and home did trot,
doc_6 As fast as he could caper,
doc_7 To old Dame Dob, who patched his nob
doc_8 With vinegar and brown paper.

$$\frac{\sum_{i=1}^V x_i \times y_i}{\sqrt{\sum_{i=1}^V x_i^2} \times \sqrt{\sum_{i=1}^V y_i^2}}$$

In Class Exercise

- For each document, compute the inner-product and cosine similarity score for the query: **Jack**

doc_1 Jack and Jill went up the hill
doc_2 To fetch a pail of water.
doc_3 Jack fell down and broke his crown,
doc_4 And Jill came tumbling after.
doc_5 Up Jack got, and home did trot,
doc_6 As fast as he could caper,
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Vector Space Representation

| | <i>a</i> | <i>aardvark</i> | <i>abacus</i> | <i>abba</i> | <i>able</i> | ... | <i>zoom</i> |
|--------------|----------|-----------------|---------------|-------------|-------------|-----|-------------|
| <i>doc_1</i> | 1 | 0 | 0 | 0 | 0 | ... | 1 |
| <i>doc_2</i> | 0 | 0 | 0 | 0 | 1 | ... | 1 |
| ⋮ | ⋮ | ⋮ | ⋮ | ⋮ | ⋮ | ... | 0 |
| <i>doc_m</i> | 0 | 0 | 1 | 1 | 0 | ... | 0 |

| | <i>a</i> | <i>aardvark</i> | <i>abacus</i> | <i>abba</i> | <i>able</i> | ... | <i>zoom</i> |
|--------------|----------|-----------------|---------------|-------------|-------------|-----|-------------|
| <i>query</i> | 0 | 1 | 0 | 0 | 1 | ... | 1 |

- So far, we've assumed binary vectors
- 0's and 1's indicate whether the term occurs (at least once) in the document/query
- Let's explore a more sophisticated representation



Term-Weighting

what are the most important terms?

- **Movie: Rocky (1976)**

- **Plot:**

Rocky Balboa is a struggling boxer trying to make the big time. Working in a meat factory in Philadelphia for a pittance, he also earns extra cash as a debt collector. When heavyweight champion Apollo Creed visits Philadelphia, his managers want to set up an exhibition match between Creed and a struggling boxer, touting the fight as a chance for a "nobody" to become a "somebody". The match is supposed to be easily won by Creed, but someone forgot to tell Rocky, who sees this as his only shot at the big time. Rocky Balboa is a small-time boxer who lives in an apartment in Philadelphia, Pennsylvania, and his career has so far not gotten off the canvas. Rocky earns a living by collecting debts for a loan shark named Gazzo, but Gazzo doesn't think Rocky has the viciousness it takes to beat up deadbeats. Rocky still boxes every once in a while to keep his boxing skills sharp, and his ex-trainer, Mickey, believes he could've made it to the top if he was willing to work for it. Rocky, goes to a pet store that sells pet supplies, and this is where he meets a young woman named Adrian, who is extremely shy, with no ability to talk to men. Rocky befriends her. Adrian later surprised Rocky with a dog from the pet shop that Rocky had befriended. Adrian's brother Paulie, who works for a meat packing company, is thrilled that someone has become interested in Adrian, and Adrian spends Thanksgiving with Rocky. Later, they go to Rocky's apartment, where Adrian explains that she has never been in a man's apartment before. Rocky sets her mind at ease, and they become lovers. Current world heavyweight boxing champion Apollo Creed comes up with the idea of giving an unknown a shot at the title. Apollo checks out the Philadelphia boxing scene, and chooses Rocky. Fight promoter Jergens gets things in gear, and Rocky starts training with Mickey. After a lot of training, Rocky is ready for the match, and he wants to prove that he can go the distance with Apollo. The 'Italian Stallion', Rocky Balboa, is an aspiring boxer in downtown Philadelphia. His one chance to make a better life for himself is through his boxing and Adrian, a girl who works in the local pet store. Through a publicity stunt, Rocky is set up to fight Apollo Creed, the current heavyweight champion who is already set to win. But Rocky really needs to triumph, against all the odds...



Term-Frequency

how important is a term?

| rank | term | freq. | rank | term | freq. |
|------|--------|-------|------|--------------|-------|
| 1 | a | 22 | 16 | creed | 5 |
| 2 | rocky | 19 | 17 | philadelphia | 5 |
| 3 | to | 18 | 18 | has | 4 |
| 4 | the | 17 | 19 | pet | 4 |
| 5 | is | 11 | 20 | boxing | 4 |
| 6 | and | 10 | 21 | up | 4 |
| 7 | in | 10 | 22 | an | 4 |
| 8 | for | 7 | 23 | boxer | 4 |
| 9 | his | 7 | 24 | s | 3 |
| 10 | he | 6 | 25 | balboa | 3 |
| 11 | adrian | 6 | 26 | it | 3 |
| 12 | with | 6 | 27 | heavyweigh | 3 |
| 13 | who | 6 | 28 | champion | 3 |
| 14 | that | 5 | 29 | fight | 3 |
| 15 | apollo | 5 | 30 | become | 3 |



Term-Frequency

how important is a term?

| rank | term | freq. | rank | term | freq. |
|------|--------|-------|------|--------------|-------|
| 1 | a | 22 | 16 | creed | 5 |
| 2 | rocky | 19 | 17 | philadelphia | 5 |
| 3 | to | 18 | 18 | has | 4 |
| 4 | the | 17 | 19 | pet | 4 |
| 5 | is | 11 | 20 | boxing | 4 |
| 6 | and | 10 | 21 | up | 4 |
| 7 | in | 10 | 22 | an | 4 |
| 8 | for | 7 | 23 | boxer | 4 |
| 9 | his | 7 | 24 | s | 3 |
| 10 | he | 6 | 25 | balboa | 3 |
| 11 | adrian | 6 | 26 | it | 3 |
| 12 | with | 6 | 27 | heavyweigh | 3 |
| 13 | who | 6 | 28 | champion | 3 |
| 14 | that | 5 | 29 | fight | 3 |
| 15 | apollo | 5 | 30 | become | 3 |

Inverse Document Frequency (IDF)

how important is a term?

$$idf_t = \log\left(\frac{N}{df_t}\right)$$

- N = number of documents in the collection
- df_t = number of documents in which term t appears



Inverse Document Frequency (IDF)

how important is a term?

| rank | term | idf | rank | term | idf |
|------|-------------|-------|------|--------------|------|
| 1 | doesn | 11.66 | 16 | creed | 6.84 |
| 2 | adrain | 10.96 | 17 | paulie | 6.82 |
| 3 | viciousness | 9.95 | 18 | packing | 6.81 |
| 4 | deadbeats | 9.86 | 19 | boxes | 6.75 |
| 5 | touting | 9.64 | 20 | forgot | 6.72 |
| 6 | jergens | 9.35 | 21 | ease | 6.53 |
| 7 | gazzo | 9.21 | 22 | thanksgivin | 6.52 |
| 8 | pittance | 9.05 | 23 | earns | 6.51 |
| 9 | balboa | 8.61 | 24 | pennsylvani | 6.50 |
| 10 | heavyweigh | 7.18 | 25 | promoter | 6.43 |
| 11 | stallion | 7.17 | 26 | befriended | 6.38 |
| 12 | canvas | 7.10 | 27 | exhibition | 6.31 |
| 13 | ve | 6.96 | 28 | collecting | 6.23 |
| 14 | managers | 6.88 | 29 | philadelphia | 6.19 |
| 15 | apollo | 6.84 | 30 | gear | 6.18 |

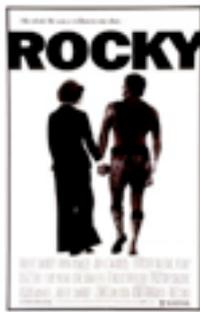
TF.IDF

how important is a term?

$$tf_t \times idf_t$$

greater when
the term is
frequent in in
the document

greater when
the term is **rare**
in the
collection
(does not
appear in many
documents)



TF.IDF

how important is a term?

| rank | term | idf | rank | term | idf |
|------|--------------|-------|------|-------------|-------|
| 1 | rocky | 96.72 | 16 | meat | 11.76 |
| 2 | apollo | 34.20 | 17 | doesn | 11.66 |
| 3 | creed | 34.18 | 18 | adrain | 10.96 |
| 4 | philadelphia | 30.95 | 19 | fight | 10.02 |
| 5 | adrian | 26.44 | 20 | viciousness | 9.95 |
| 6 | balboa | 25.83 | 21 | deadbeats | 9.86 |
| 7 | boxing | 22.37 | 22 | touting | 9.64 |
| 8 | boxer | 22.19 | 23 | current | 9.57 |
| 9 | heavyweigh | 21.54 | 24 | jergens | 9.35 |
| 10 | pet | 21.17 | 25 | s | 9.29 |
| 11 | gazzo | 18.43 | 26 | struggling | 9.21 |
| 12 | champion | 15.08 | 27 | training | 9.17 |
| 13 | match | 13.96 | 28 | pittance | 9.05 |
| 14 | earns | 13.01 | 29 | become | 8.96 |
| 15 | apartment | 11.82 | 30 | mickey | 8.96 |

TF.IDF/Caricature Analogy



- **TF.IDF:** accentuates terms that are frequent in the document, but not frequent in general
- **Caricature:** exaggerates traits that are characteristic of the person (compared to the average)

TF, IDF, or TF.IDF?

adrian an and apartment apollo as aspiring at
balboa become better big boxer boxing but by can career champion
chance creed current debt doesn't earns every exhibition extra far fight for gazzo gets girl
go has he heavyweight her himself his in is it keep later life living loan lovers
make man match meat men mickey named nobody of paulie pet philadelphia
rocky set she shot small somebody someone still store struggling supplies surprised
that the they think this through time title to trainer training up want when where
who willing with woman won works

TF, IDF, or TF.IDF?

ability adrain **adrian** already apartment **apollo** aspiring **balboa** become
befriended befriends big **boxer** boxes **boxing** canvas **champion** chance checks
chooses collecting collector **creed** current deadbeats debt debts distance **doesn** downtown
earns ease easily exhibition extra extremely factory **fight** forgot **gazzo** gear gotten
heavyweight his is **jergens** later loan lot lovers managers **match** meat mickey named
nobody odds packing paulie pennsylvania **pet philadelphia** pittance promoter
publicity ready **rocky** sells set shark sharp shot shy somebody someone stallion store
struggling stunt supplies supposed surprised thanksgiving think thrilled time title **touting** trainer **training**
triumph up ve **viciousness** visits where who willing won works

TF, IDF, or TF.IDF?

ability **adrain** adrian already apollo aspiring **balboa**
beat **befriended** befriends better boxer **boxes** boxing
canvas cash champion checks chooses **collecting**
collector **creed** current **deadbeats** debt debts
distance **doesn** downtown earns ease easily
exhibition explains extra extremely factory far **forgot**
gazzo gear giving gotten **heavyweight** idea interested
italian **jergens** keep living loan lot lovers **managers** match meat
mickey nobody odds **packing** paulie pennsylvania pet
philadelphia **pittance** promoter prove **publicity**
ready rocky sells shark sharp shop shy skills **somebody** spends
stallion struggling **stunt** supplies supposed surprised
thanksgiving think **thrilled** title **touting** trainer training
triumph unknown **ve** **viciousness** visits want willing win
won

Queries as TF.IDF Vectors

- Terms tend to appear only once in the query
- TF usually equals 1
- IDF is computed using the collection statistics

$$idf_t = \log\left(\frac{N}{df_t}\right)$$

- Terms appearing in fewer documents get a higher weight

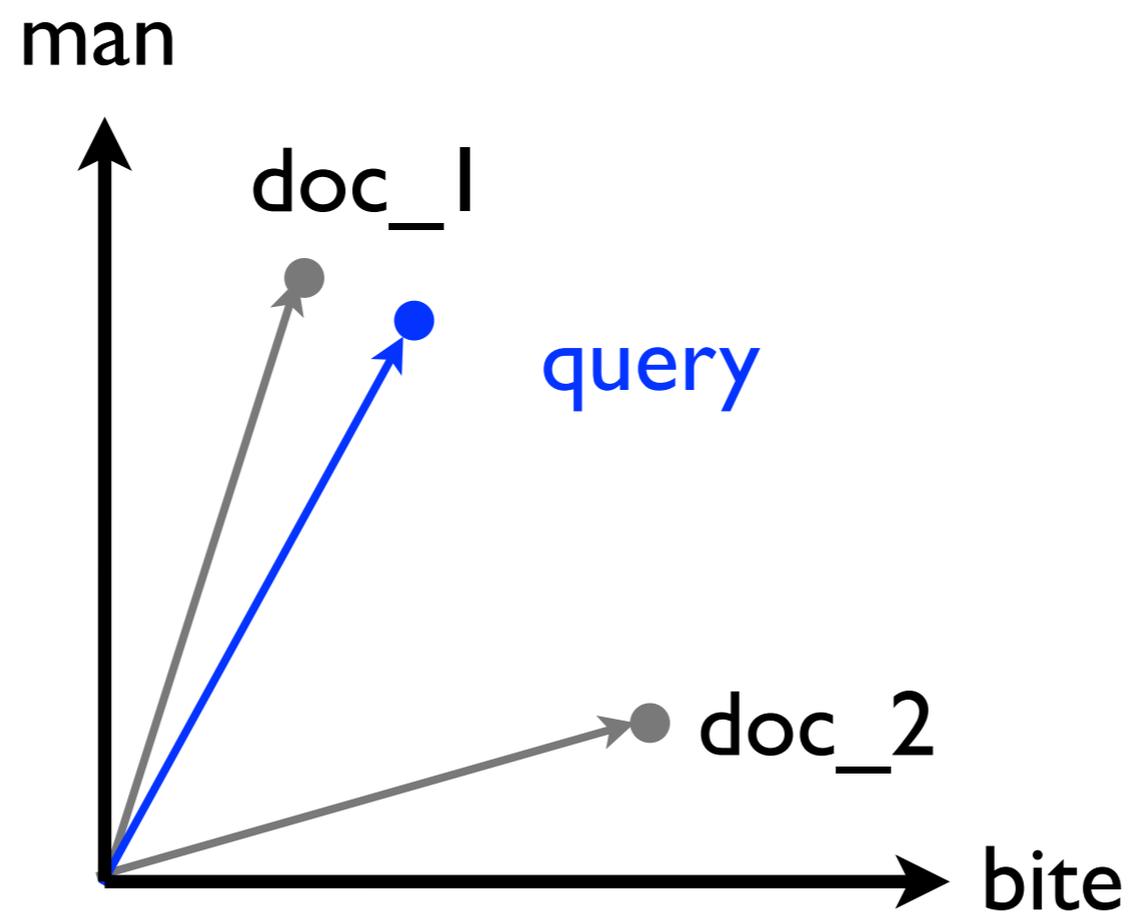
Queries as TF.IDF Vectors

examples from AOL queries with clicks on IMDB results

| term 1 | tf.idf | term 2 | tf.idf | term 3 | tf.idf |
|---------|--------|-----------|--------|----------|--------|
| central | 4.89 | casting | 6.05 | ny | 5.99 |
| wizard | 6.04 | of | 0.18 | oz | 6.14 |
| sam | 2.80 | jones | 3.15 | iii | 2.26 |
| film | 2.31 | technical | 6.34 | advisors | 8.74 |
| edie | 7.41 | sands | 5.88 | singer | 3.88 |
| high | 3.09 | fidelity | 7.66 | quotes | 8.11 |
| quotes | 8.11 | about | 1.61 | brides | 6.71 |
| title | 4.71 | wave | 5.68 | pics | 10.96 |
| saw | 4.87 | 3 | 2.43 | trailers | 7.83 |
| the | 0.03 | rainmaker | 9.09 | movie | 0.00 |
| nancy | 5.50 | and | 0.09 | sluggo | 9.46 |
| audrey | 6.30 | rose | 4.52 | movie | 0.00 |
| mark | 2.43 | sway | 7.53 | photo | 5.14 |
| piece | 4.59 | of | 0.18 | cheese | 6.38 |
| date | 3.93 | movie | 0.00 | cast | 0.00 |

Putting Everything Together

- Rank documents based on cosine similarity to the query



Vector Space Model

another cosine similarity example (binary weights)

$$\frac{\sum_{i=1}^V x_i \times y_i}{\sqrt{\sum_{i=1}^V x_i^2} \times \sqrt{\sum_{i=1}^V y_i^2}}$$

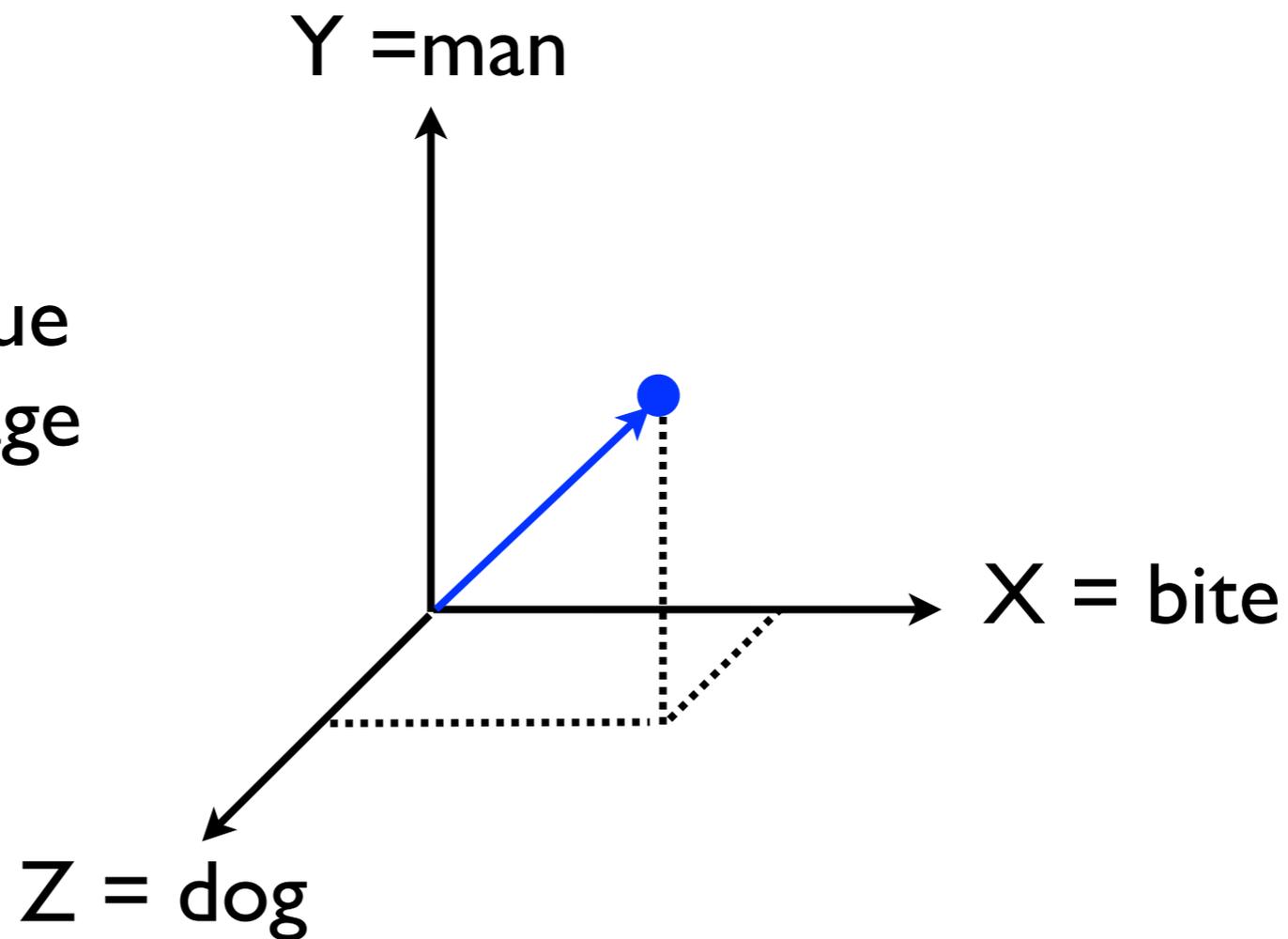
$$\text{cosine}([1,0,1], [1,1,0]) =$$

$$\frac{(1 \times 1) + (0 \times 1) + (1 \times 0)}{\sqrt{1^2 + 0^2 + 1^2} \times \sqrt{1^2 + 1^2 + 0^2}} = 0.5$$

Independence Assumption

- The **basis vectors** (X, Y, Z) are linearly independent because knowing a vector's value on one dimension doesn't say anything about its value along another dimension

does this hold true
for natural language
text?



basis vectors for 3-dimensional space

Mutual Information

IMDB Corpus

- If this were true, what would these mutual information values be?

| w1 | w2 | MI | w1 | w2 | MI |
|-----------|----------|----|---------|----------|----|
| francisco | san | ? | dollars | million | ? |
| angeles | los | ? | brooke | rick | ? |
| prime | minister | ? | teach | lesson | ? |
| united | states | ? | canada | canadian | ? |
| 9 | 11 | ? | un | ma | ? |
| winning | award | ? | nicole | roman | ? |
| brooke | taylor | ? | china | chinese | ? |
| con | un | ? | japan | japanese | ? |
| un | la | ? | belle | roman | ? |
| belle | nicole | ? | border | mexican | ? |

Mutual Information

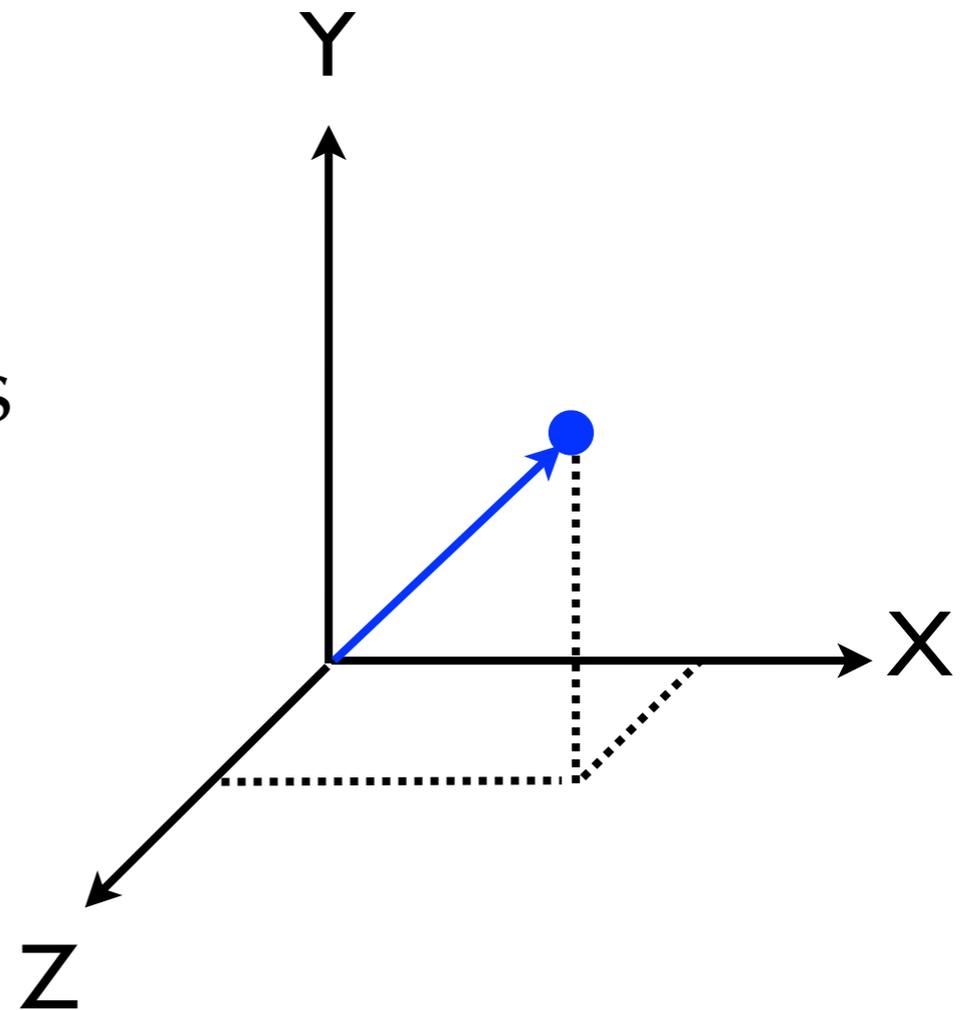
IMDB Corpus

- These mutual information values should be zero!

| w1 | w2 | MI | w1 | w2 | MI |
|-----------|----------|-------|---------|----------|-------|
| francisco | san | 6.619 | dollars | million | 5.437 |
| angeles | los | 6.282 | brooke | rick | 5.405 |
| prime | minister | 5.976 | teach | lesson | 5.370 |
| united | states | 5.765 | canada | canadian | 5.338 |
| 9 | 11 | 5.639 | un | ma | 5.334 |
| winning | award | 5.597 | nicole | roman | 5.255 |
| brooke | taylor | 5.518 | china | chinese | 5.231 |
| con | un | 5.514 | japan | japanese | 5.204 |
| un | la | 5.512 | belle | roman | 5.202 |
| belle | nicole | 5.508 | border | mexican | 5.186 |

Independence Assumption

- The vector space model assumes that terms are independent
- The fact that one occurs says nothing about another one occurring
- This is viewed as a limitation
- However, the implications of this limitation are still debated
- A very popular solution





TF.IDF

$$tf_t \times \log \left(\frac{N}{df_t} \right)$$

| term | tf | N | df | idf | tf.idf |
|--------------|----|--------|--------|------|--------|
| rocky | 19 | 230721 | 1420 | 5.09 | 96.72 |
| philadelphia | 5 | 230721 | 473 | 6.19 | 30.95 |
| boxer | 4 | 230721 | 900 | 5.55 | 22.19 |
| fight | 3 | 230721 | 8170 | 3.34 | 10.02 |
| mickey | 2 | 230721 | 2621 | 4.48 | 8.96 |
| for | 7 | 230721 | 117137 | 0.68 | 4.75 |

TF.IDF

- Many variants of this formula have been proposed
- However, they all have two components in common:
 - ▶ **TF**: favors terms that are frequent in the document
 - ▶ **IDF**: favors terms that do not occur in many documents

$$tf_t \times \log \left(\frac{N}{df_t} \right)$$

Sub-linear TF Scaling

- Suppose 'rocky' occurs twice in document **A** and once in document **B**
- Is **A** twice as much about rocky than **B**?
- Suppose 'rocky' occurs 20 times in document **A** and 10 times in document **B**
- Is **A** twice as much about rocky than **B**?

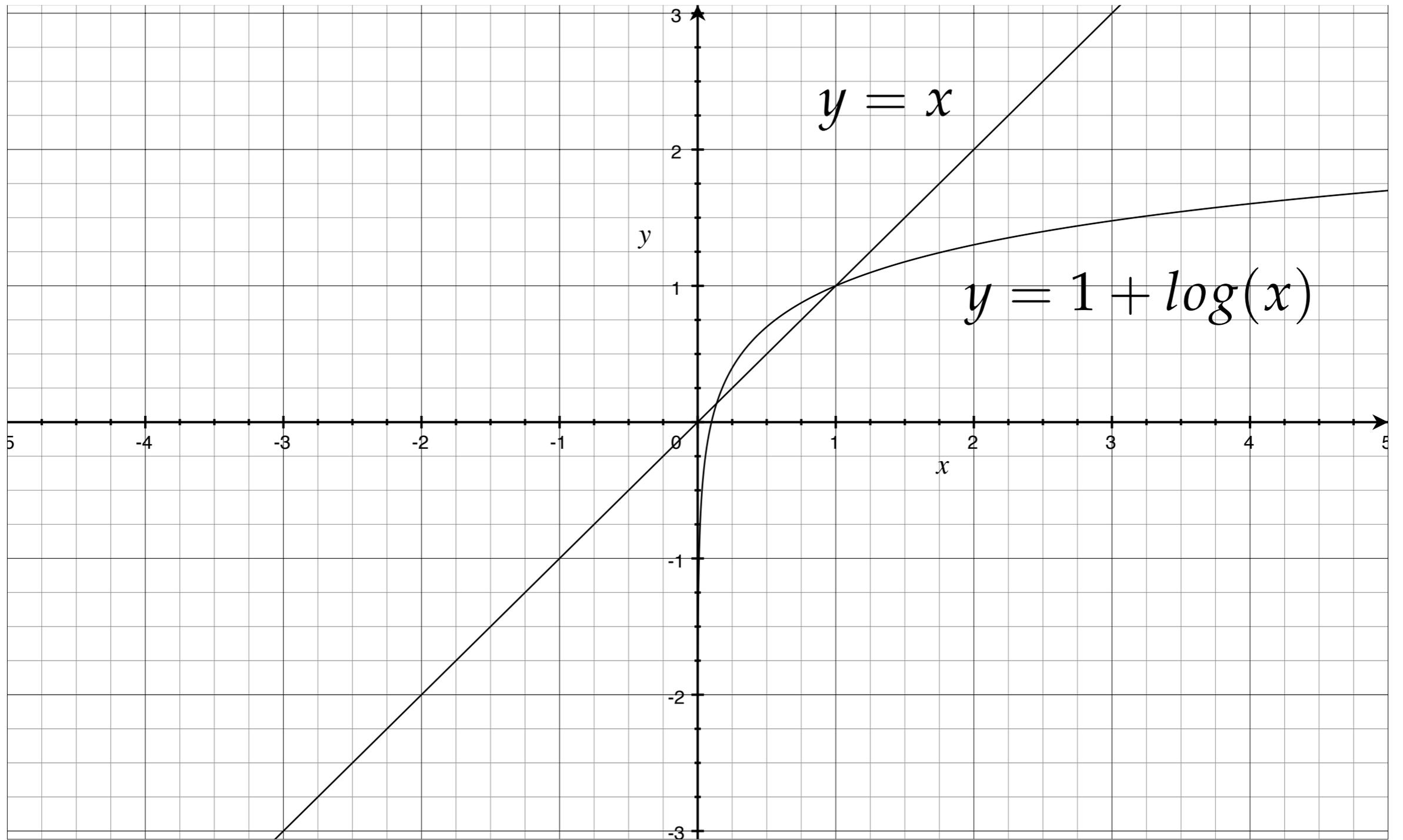
Sub-linear TF Scaling

- It turns out that IR systems are more effective when they assume this is not the case

Sub-linear TF Scaling

- Assumption:
 - ▶ A document that contains 'rocky' 5 times is more about rocky than one that contains 'rocky' 1 time
 - ▶ How much more?
 - ▶ Roughly, 5 times more
 - ▶ A document that contains 'rocky' 50 times is more about rocky than one that contains 'rocky' 10 times
 - ▶ How much more?
 - ▶ Not 5 times more. Less.

Sub-linear TF Scaling





TF.IDF

what are the most important terms?

$$(1 + \log(tf_t)) \times \log\left(\frac{N}{df_t}\right)$$

| term | tf | fw | N | df | idf | tf.idf |
|--------------|----|------|--------|--------|------|--------|
| rocky | 19 | 3.94 | 230721 | 1420 | 5.09 | 20.08 |
| philadelphia | 5 | 2.61 | 230721 | 473 | 6.19 | 16.15 |
| boxer | 4 | 2.39 | 230721 | 900 | 5.55 | 13.24 |
| fight | 3 | 2.10 | 230721 | 8170 | 3.34 | 7.01 |
| mickey | 2 | 1.69 | 230721 | 2621 | 4.48 | 7.58 |
| for | 7 | 2.95 | 230721 | 117137 | 0.68 | 2.00 |



TF.IDF

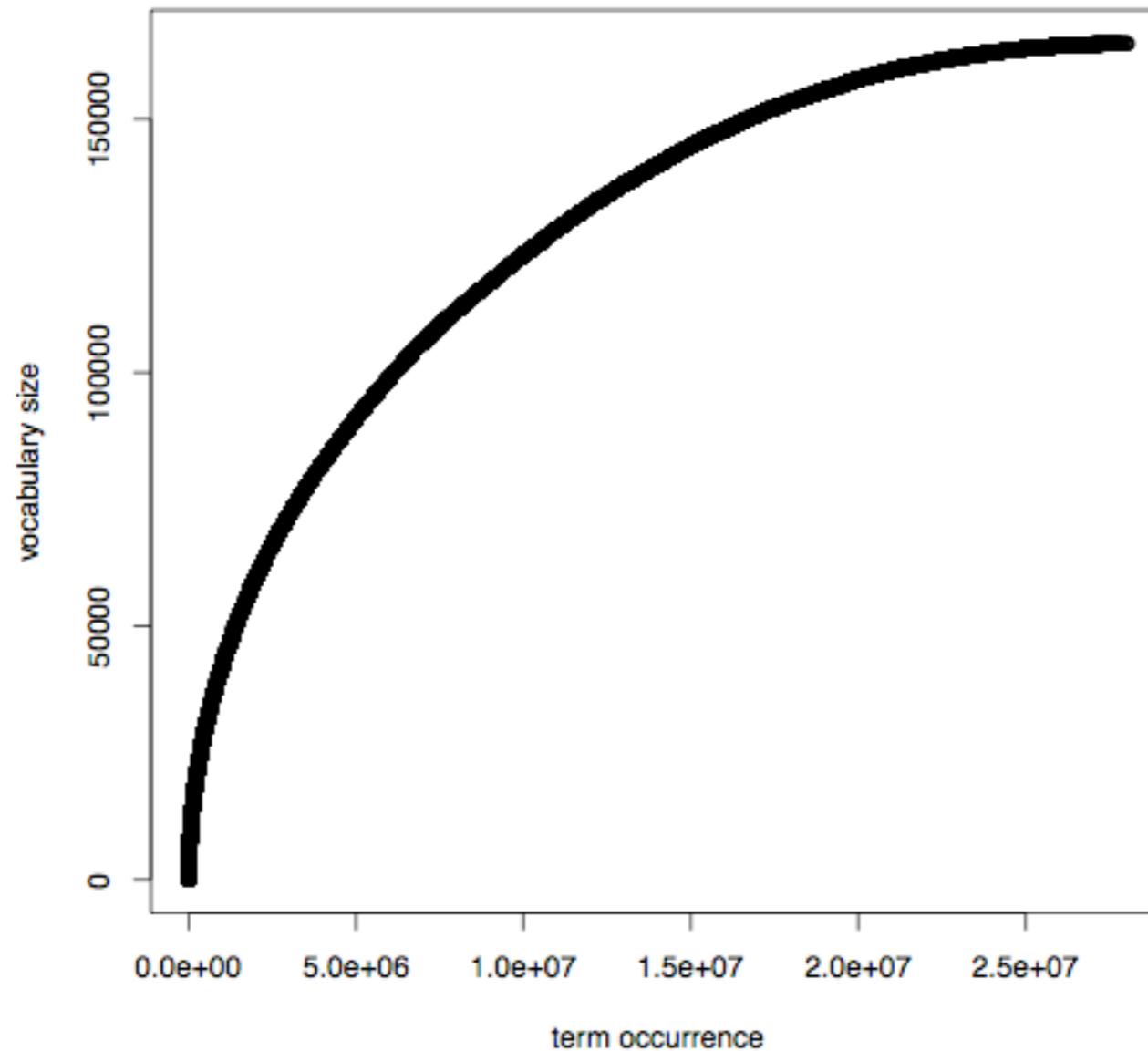
what are the most important terms?

| term | $tf_t \times \log \left(\frac{N}{df_t} \right)$ tf.idf (linear tf) | $(1 + \log(tf_t)) \times \log \left(\frac{N}{df_t} \right)$ tf.idf (sub-linear tf) |
|--------------|--|--|
| rocky | 96.72 | 20.08 |
| philadelphia | 30.95 | 16.15 |
| boxer | 22.19 | 13.24 |
| fight | 10.02 | 7.01 |
| mickey | 8.96 | 7.58 |
| for | 4.75 | 2.00 |



Remember Heaps' Law?

- As we see more and more text, the frequency of new words decreases



Remember Heaps' Law?

- Put differently, as we see more text, it becomes more rare to encounter previously unseen words
- This means that the text mentions the same words over and over
- Once we see a word, we're likely to see it again
- This may be a motivation for sub-linear TF scaling
- Explanations are good. But, IR is an empirical science
- This works in practice

Vector Space Model

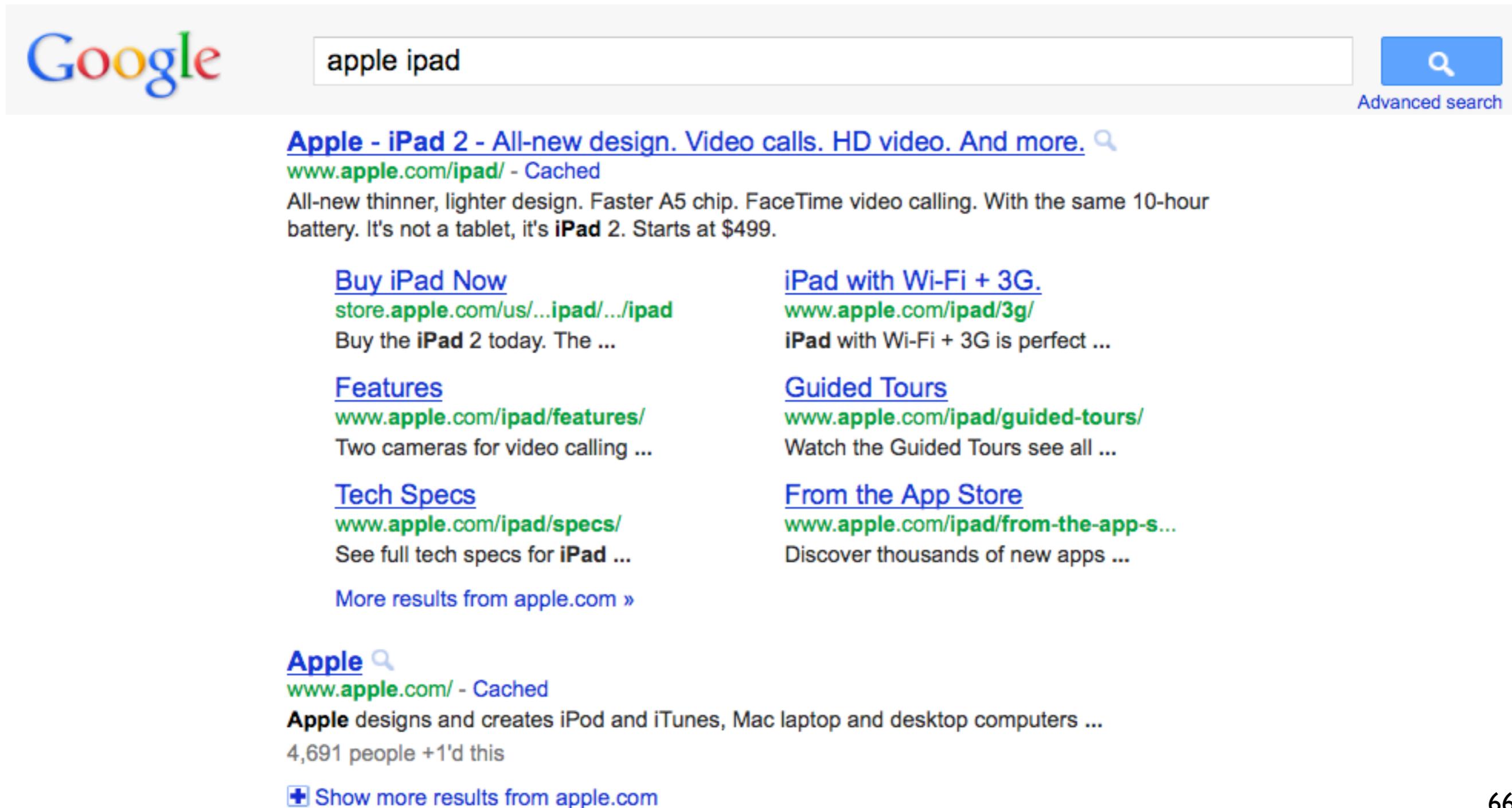
- Any text can be seen as a vector in V -dimensional space
 - ▶ a document
 - ▶ a query
 - ▶ a sentence
 - ▶ a word
 - ▶ an entire encyclopedia
- Rank documents based on their cosine similarity to query
- If a document is similar to the query, it is likely to be relevant (**remember:** topical relevance!)

Vector Space Representation

- A power tool!
- A lot of problems in IR can be cast as:
 - ▶ Find me _____ that is similar to _____ !
- As long as _____ and _____ are associated with text, one potential solution is:
 - ▶ represent these items as tf.idf term-weight vectors and compute their cosine similarity
 - ▶ return the items with the highest similarity

Vector Space Representation

- Find me documents that are similar to this query



The image shows a Google search interface. The search bar contains the text "apple ipad". To the right of the search bar is a blue search button with a magnifying glass icon and the text "Advanced search". Below the search bar, the first search result is for "Apple - iPad 2 - All-new design. Video calls. HD video. And more." with a magnifying glass icon. The URL is "www.apple.com/ipad/" and it is marked as "Cached". The snippet reads: "All-new thinner, lighter design. Faster A5 chip. FaceTime video calling. With the same 10-hour battery. It's not a tablet, it's iPad 2. Starts at \$499." Below this snippet are several links: "Buy iPad Now" (store.apple.com/us/.../ipad/.../ipad), "Features" (www.apple.com/ipad/features/), "Tech Specs" (www.apple.com/ipad/specs/), "iPad with Wi-Fi + 3G." (www.apple.com/ipad/3g/), "Guided Tours" (www.apple.com/ipad/guided-tours/), and "From the App Store" (www.apple.com/ipad/from-the-app-s...). At the bottom of the search results, there is a link for "Apple" with a magnifying glass icon, URL "www.apple.com/", marked as "Cached", and a snippet: "Apple designs and creates iPod and iTunes, Mac laptop and desktop computers ...". Below this snippet is the text "4,691 people +1'd this" and a link "Show more results from apple.com" with a plus sign icon.

Google

apple ipad

Advanced search

[Apple - iPad 2 - All-new design. Video calls. HD video. And more.](#) 🔍
www.apple.com/ipad/ - Cached
All-new thinner, lighter design. Faster A5 chip. FaceTime video calling. With the same 10-hour battery. It's not a tablet, it's **iPad 2**. Starts at \$499.

[Buy iPad Now](#)
store.apple.com/us/.../ipad/.../ipad
Buy the **iPad 2** today. The ...

[Features](#)
www.apple.com/ipad/features/
Two cameras for video calling ...

[Tech Specs](#)
www.apple.com/ipad/specs/
See full tech specs for **iPad** ...

[iPad with Wi-Fi + 3G.](#)
www.apple.com/ipad/3g/
iPad with Wi-Fi + 3G is perfect ...

[Guided Tours](#)
www.apple.com/ipad/guided-tours/
Watch the Guided Tours see all ...

[From the App Store](#)
www.apple.com/ipad/from-the-app-s...
Discover thousands of new apps ...

[More results from apple.com »](#)

[Apple](#) 🔍
www.apple.com/ - Cached
Apple designs and creates iPod and iTunes, Mac laptop and desktop computers ...
4,691 people +1'd this
[+ Show more results from apple.com](#)

Vector Space Representation

- Find me ads that are similar to these results

The screenshot shows a Google search for "apple ipad". The search bar contains "apple ipad" and a search button. Below the search bar, there are organic search results and a sidebar of advertisements.

Google

Apple - iPad 2 - All-new design. Video calls. HD video. And more.
www.apple.com/ipad/ - Cached
All-new thinner, lighter design. Faster A5 chip. FaceTime video calling. With the same 10-hour battery. It's not a tablet, it's **iPad 2**. Starts at \$499.

Buy iPad Now
store.apple.com/us/...ipad/.../ipad
Buy the **iPad 2** today. The ...

Features
www.apple.com/ipad/features/
Two cameras for video calling ...

Tech Specs
www.apple.com/ipad/specs/
See full tech specs for **iPad** ...

[More results from apple.com »](#)

Apple
www.apple.com/ - Cached
Apple designs and creates iPod and iTunes, Mac laptop and desktop computers ...
4,691 people +1'd this

Ads

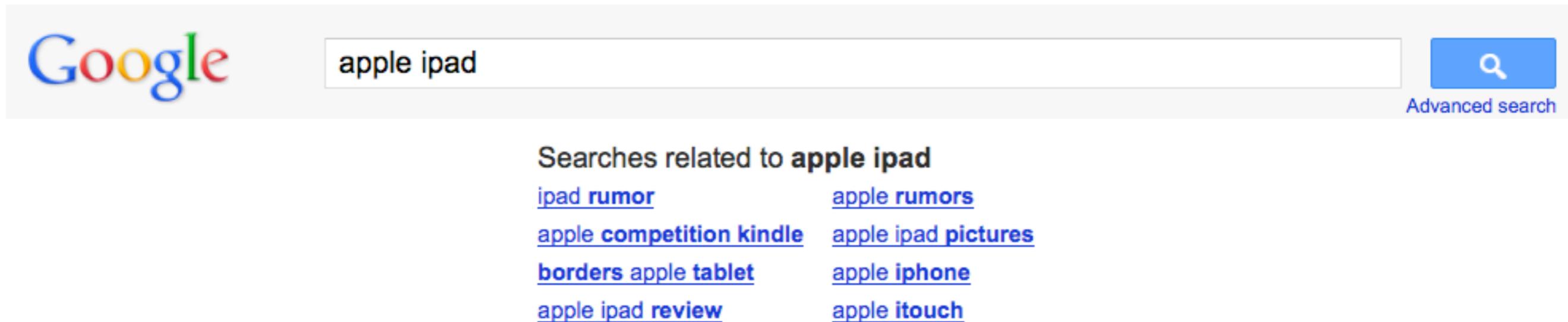
iPad On Verizon. On Sale.
www.verizonwireless.com/iPad
Magic of **iPad**. Power of Verizon.
Free Shipping With Online Orders
5319 New Hope Commons Ext, Durham

iPad Apple at Amazon
www.amazon.com/iPad+Apple
amazon.com is rated ★★★★★
Big Savings on **iPad apple!**
Free 2-Day Shipping w/Amazon Prime.

Apple iPad
www.walmart.com/lpad
walmart.com is rated ★★★★★
Save On **lpad** At Walmart
Apple iPad

Vector Space Representation

- Find me queries that are similar to this query



The image shows a Google search interface. On the left is the Google logo. In the center is a search bar containing the text "apple ipad". To the right of the search bar is a blue search button with a magnifying glass icon and the text "Advanced search". Below the search bar, the heading "Searches related to apple ipad" is displayed. Underneath this heading, there are eight related queries arranged in two columns:

| | |
|--|-------------------------------------|
| ipad rumor | apple rumors |
| apple competition kindle | apple ipad pictures |
| borders apple tablet | apple iphone |
| apple ipad review | apple itouch |

Vector Space Representation

- Find me search engines that are similar to this query



news

News for apple ipad



[Apple iPad 3 Might Face Trouble at Launch: 10 Reasons Why](#) 🔍

eWeek - 1 hour ago

By Don Reisinger on 2011-09-20 Although **Apple's iPad 2** has been on store shelves for only the last several months, plenty of speculation about the device's ...

396 related articles

[Apple iPad 2, packing 3G, arrives in China](#) 🔍

CNET - 26 related articles

[Windows 8 Will Need Apps, Microsoft Legacy to Combat Apple iPad](#) 🔍

eWeek - 329 related articles

Shopping results for apple ipad



[Apple iPad 2 Wi-Fi 16 GB - Apple iOS 4 1 GHz - White](#)

★★★★★ 626 reviews - \$465 - 82 stores - 📍 Nearby stores - In stock

56 people +1'd this

[Apple iPad Wifi - 64GB](#)

★★★★★ 882 reviews - \$385 - 60 stores - 📍 Nearby stores

[Apple iPad 2 Wi-Fi 16 GB - Apple iOS 4 1 GHz - Black](#)

★★★★★ 626 reviews - \$359 - 102 stores

▶ Images for apple ipad pictures - Report images



images

Vector Space Representation

- **Topic categorization:** automatically assigning a document to a category

 open directory project In partnership with **Aol Search.**

[about dmoz](#) | [dmoz blog](#) | [suggest URL](#) | [help](#) | [link](#) | [editor login](#)

[advanced](#)

| | | |
|---|---|--|
| <u>Arts</u> Movies , Television , Music ... | <u>Business</u> Jobs , Real Estate , Investing ... | <u>Computers</u> Internet , Software , Hardware ... |
| <u>Games</u> Video Games , RPGs , Gambling ... | <u>Health</u> Fitness , Medicine , Alternative ... | <u>Home</u> Family , Consumers , Cooking ... |
| <u>Kids and Teens</u> Arts , School Time , Teen Life ... | <u>News</u> Media , Newspapers , Weather ... | <u>Recreation</u> Travel , Food , Outdoors , Humor ... |
| <u>Reference</u> Maps , Education , Libraries ... | <u>Regional</u> US , Canada , UK , Europe ... | <u>Science</u> Biology , Psychology , Physics ... |
| <u>Shopping</u> Clothing , Food , Gifts ... | <u>Society</u> People , Religion , Issues ... | <u>Sports</u> Baseball , Soccer , Basketball ... |
| <u>World</u> Català , Dansk , Deutsch , Español , Français , Italiano , 日本語 , Nederlands , Polski , Русский , Svenska ... | | |

Help build the largest human-edited directory of the web 

Copyright © 2011 Netscape

4,942,348 sites - 92,403 editors - over 1,008,368 categories

Vector Space Representation

- Find me documents (with a known category assignment) that are similar to this document

The screenshot shows the DMOZ Open Directory Project website. At the top, there is a green header with the DMOZ logo and the text "open directory project". To the right of the header, it says "In partnership with AOL Search." Below the header, there are several links: "about dmoz", "dmoz blog", "suggest URL", "help", "link", and "editor login".

The main content area is a Wikipedia article for "Gerard Salton". The article title is "Gerard Salton" and it is categorized under "Computers". The article text describes Salton's life and his contributions to information retrieval, specifically mentioning the Vector Space Model and TF-IDF. The article is written in English and is part of the DMOZ directory.

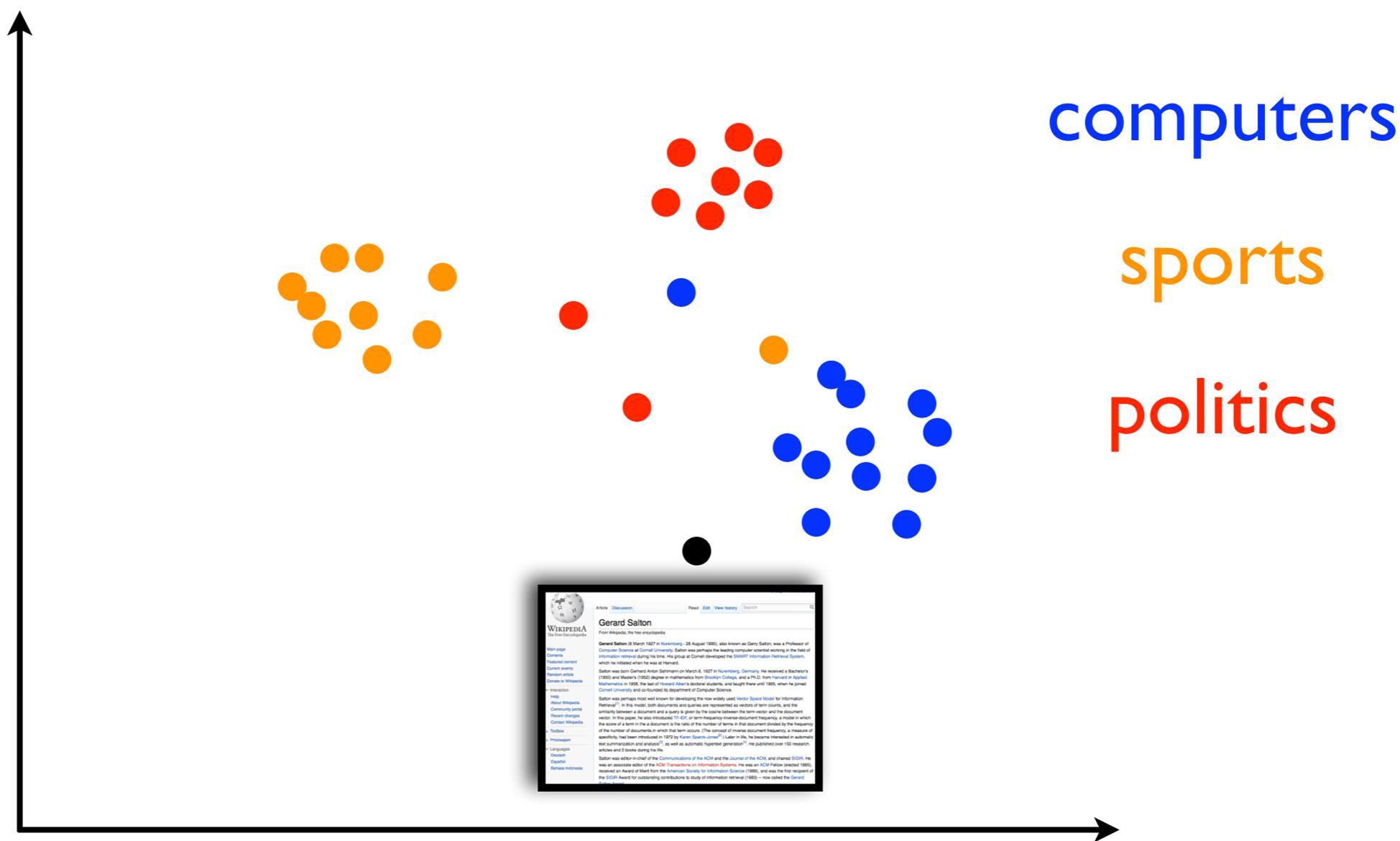
On the right side of the article, there is a sidebar with various category links: "Computers", "Internet, Software, Hardware...", "Home", "Family, Consumers, Cooking...", "Recreation", "Travel, Food, Outdoors, Humor...", "Science", "Biology, Psychology, Physics...", "Sports", "Baseball, Soccer, Basketball...", and "ands, Polski, Русский, Svenska...".

At the bottom of the page, there is a green footer with the text "Become an Editor Help build the largest human-edited directory of the web" and a small green lizard logo. Below the footer, it says "Copyright © 2011 Netscape".

4,942,348 sites - 92,403 editors - over 1,008,368 categories

Vector Space Representation

- Find me documents (with a known category assignment) that are similar to this document



Vector Space Representation

So, does the vector space representation solve all problems?

Advertisement Placement

- Find me [ads](#) similar to this [this document](#)

Anatidaephobia - The Fear That You are Being Watched by a Duck

December 08, 2008 by [Tammy Duffey](#)

[Single page](#) [Font Size](#) [Read comments \(44\)](#) [Share](#)



Popular searches: [YouTube](#) | [Rihanna](#) | [Tiger Woods](#) | [Search more](#)

What Is Anatidaephobia?

Anatidaephobia is defined as a pervasive, irrational fear that one is being watched by a duck. The anatidaephobic individual fears that no matter where they are or what they are doing, a duck watches.

Anatidaephobia is derived from the Greek word "anatidae", meaning ducks, geese or swans and "phobos" meaning fear.

An advertisement for Aflac featuring a white duck with a yellow beak on a blue background. The text reads: "Aflac can help attract and retain employees, at no direct cost to your company." Below the duck is the Aflac logo and the tagline "We've got you under our wing.™". At the bottom is a yellow button that says "Learn More Now".

What Causes Anatidaephobia?

As with all phobias, the person coping with Anatidaephobia has experienced a real-life trauma. For the anatidaephobic individual, this trauma most likely occurred during childhood.

Perhaps the individual was intensely frightened by some species of water fowl. Geese and swans are relatively well known for their aggressive tendencies and perhaps the anatidaephobic person was actually bitten or flapped at. Of course, the Far Side comics did little to minimize the fear of being watched by a duck.

Summary

- Any text can be seen as a vector in V -dimensional space
 - ▶ a document
 - ▶ a query
 - ▶ a sentence
 - ▶ a word
 - ▶ an entire encyclopedia
- Rank documents based on their cosine similarity to query
- If a document is similar to the query, it is likely to be relevant (**remember:** topical relevance!)