Query Expansion using Associated Queries

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Query Expansion doesn’t work on web data

- show regular expansion terms of an example that doesn’t work (doesn’t have to be a trec query necessarily)

- show expansion terms from associations for the same query which are hopefully (seemingly) much more useful

- show other bad things of query expansion
  * low robustness
  * etc?
Overview

- Query Expansion
- Query Associations
- How to train Expansion and Association Parameters
- Experimental Setup
- Results
- Limitations
- Conclusions
- Future Work
Query Expansion Background
Example of Expanded Query
Query Associations Background
Example of Associations
Training Query Expansion Parameters

exhaustive
non-exhaustive
Experimental Setup

explanations of different runs: FF, AF, etc, and briefly mention that we tested anchor text (qualifying that we did topic finding, rather than home page finding) and past queries
Results

- show and contrast results (using red for statistical significance)
- summarise results
Limitations

- need to have a query log
- not been tested on any other collection so far
- not been tested with other expansion methods so far (although I could now test it against Rocchio)
Future Work
questions