Information Retrieval and Organization

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Motivation
What is Information Retrieval?

- The meaning of the term *information retrieval* (IR) can be quite broad
  - Every time you look up information to get a task done could be considered as IR
  - E.g. getting a credit card out of a wallet to type in the card number
- From an academic point of view the following definition is more useful:
  - Information retrieval (IR) is finding material (usually documents) of an unstructured nature (usually text) that satisfies an information need from within large collections (usually stored on computers).
What is Information Retrieval? (2)

- Formulated differently: finding exactly the information you need, when you need it
What is Information Retrieval? (3)

- Up until a few decades ago, people preferred to get information from other people
  - e.g. booking travel via a human travel agent
- Used to be an activity that only a few people engaged in:
  - reference librarians, paralegals, and similar professional searchers
However, the world has changed

Hundreds of millions of people engage in IR every day, e.g.
  - by using a web search engine
  - by searching their e-mail

Role of IR has changed from a mostly academic exercise to an important research area

IR is quickly becoming the dominant form of information access, overtaking database retrieval

Most information does not reside in database systems
Unstructured (text) vs. structured (database) data in 1996
Unstructured (text) vs. structured (database) data in 2006

- Data volume
- Market Cap

Unstructured vs. Structured
## Data Retrieval vs. Information Retrieval

<table>
<thead>
<tr>
<th>Data Retrieval</th>
<th>Information Retrieval</th>
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<tbody>
<tr>
<td>syntactical search</td>
<td>semantic search</td>
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<tr>
<td>highly structured data</td>
<td>unstructured documents, content has to be interpreted in the context of user’s query</td>
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<tr>
<td>exact queries and results</td>
<td>selection process more vague</td>
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Brief history

- IR did not begin with the Web
- IR evolved to give principled approaches to searching various forms of content
- (Not so serious) history of IR follows
History of IR

- 2000 BC: Sumerian clay tablet lists
- 300 BC?: Library of Alexandria (allegedly contained around 400,000 scrolls)
- 1450 AD: printing press
- 16th century: first indexes in books
- 18th century: book indexes look very similar to today’s
- 19th century: construction of concordances
History of IR (2)

- Obviously, we are more interested in high-tech-based IR.
- 1934 Paul Otlet: Mundaneum
- 1945: Vannevar Bush “As We May Think”, Memex: idea with microfilm reels, screen viewers, and cameras
- 1950: the term IR is coined by Calvin Mooers
- 1958: IR recognized as research area, “International Conference on Scientific Information”
- 1970s: first interactive computer systems (DIALOG, MEDLINE)
- 1990s: the Web
Several challenges lie ahead:

- Coping with the sheer size of the data volume: “How much information 2003?” at Berkeley to find out how much new information is created each year
  - Result: about 5 exabytes of data in 2002
  - For comparison: Library of Congress contains about 136 terabytes of information: 5 exabytes ≈ 37,000 libraries of that size
- 2008 International Data Corporation (IDC) white paper:
  - Amount of digital data in 2007: 281 exabytes ≈ 281 trillion digitized novels
Future of IR (2)

Further challenges:

- Improving semantic search capabilities (e.g. Semantic Web)
- Categorizing documents (e.g. spam filters)
- Multi-media retrieval
Overview

In this module we will talk about:

- Basics of IR
  - Simple Boolean queries
  - Preprocessing and indexing data
  - More sophisticated retrieval models (ranking)
  - Evaluation of IR systems
- More advanced topics:
  - Relevance feedback
  - Probabilistic retrieval
  - Classification and clustering
Further Reading

This module is based on the following textbook: