

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

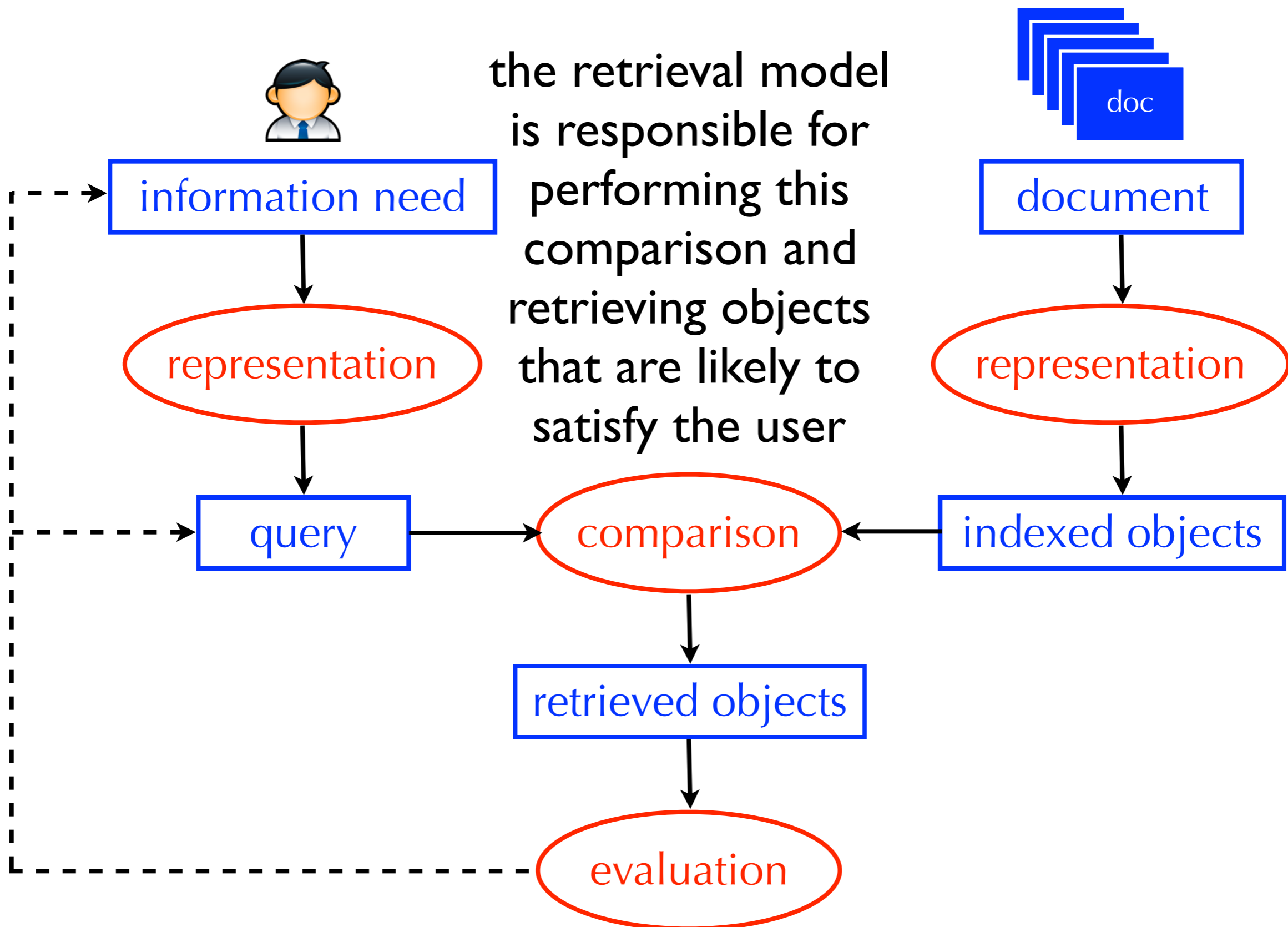
corpus: a repository of textual documents

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**: retrieves documents that satisfy the constraints in no particular order
- **Ranked Boolean**: retrieves documents that satisfy the constraints and orders 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 an effective query

Relevance

- Many factors affect whether a document satisfies a particular user's information need
- Topicality, freshness, authority, formatting, reading level, assumed level of prior knowledge/expertise, novelty...
- **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

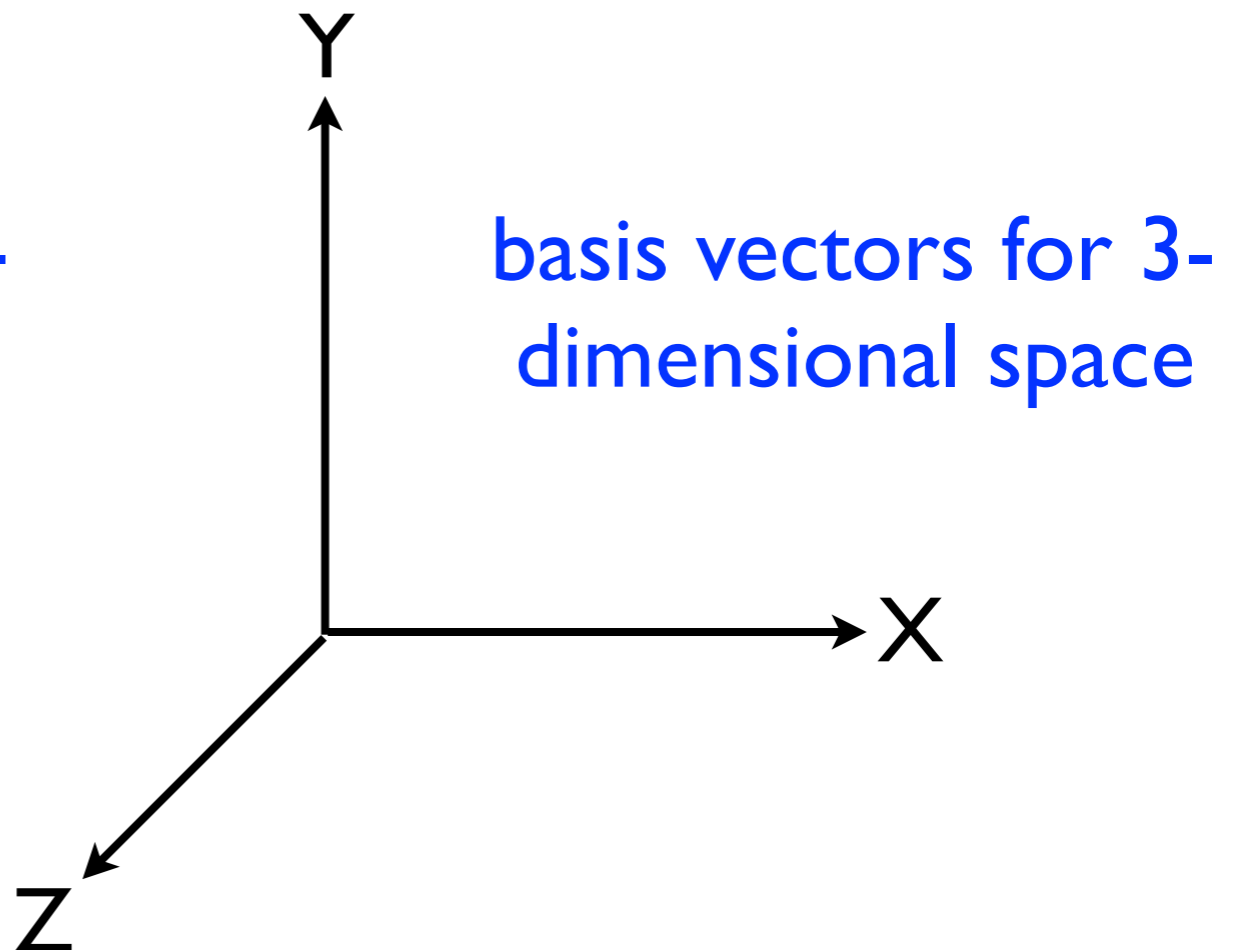
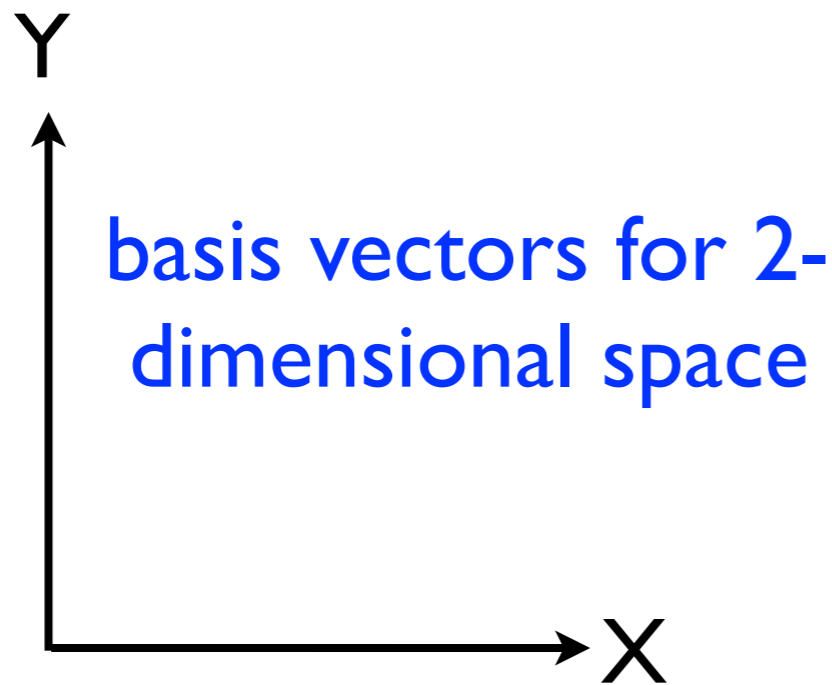
Introduction to Best-Match Retrieval Models

- 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

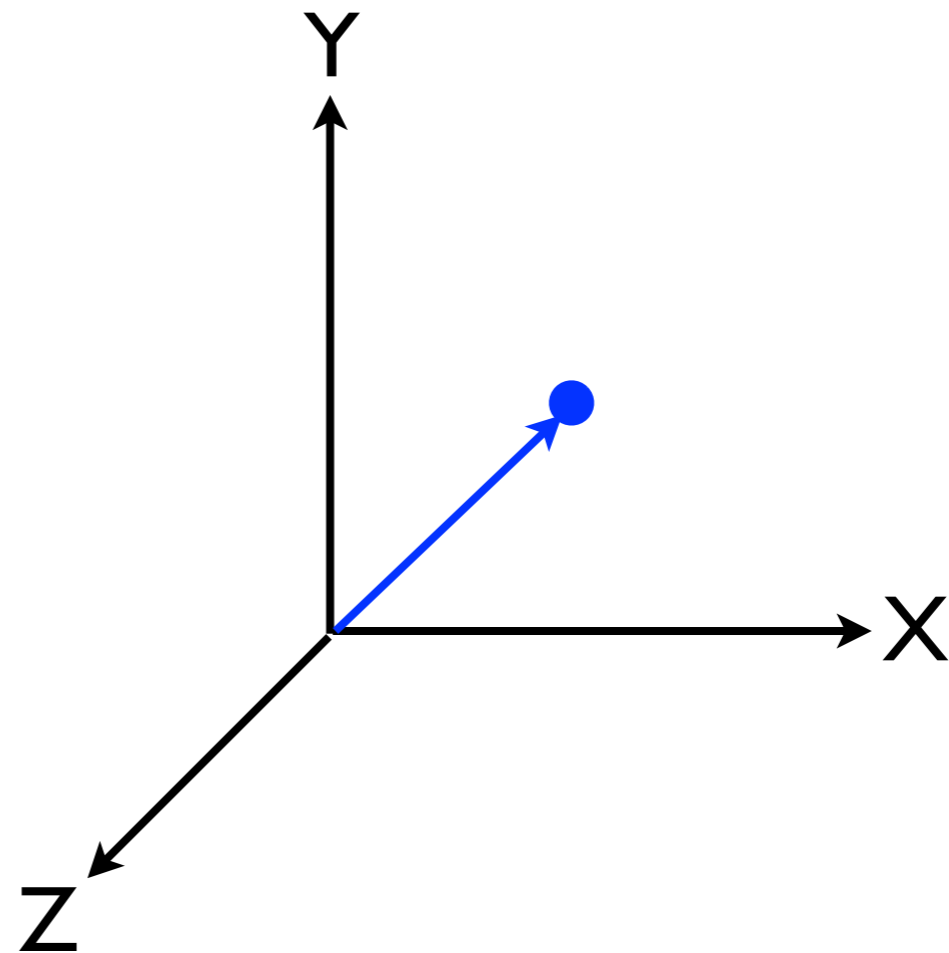
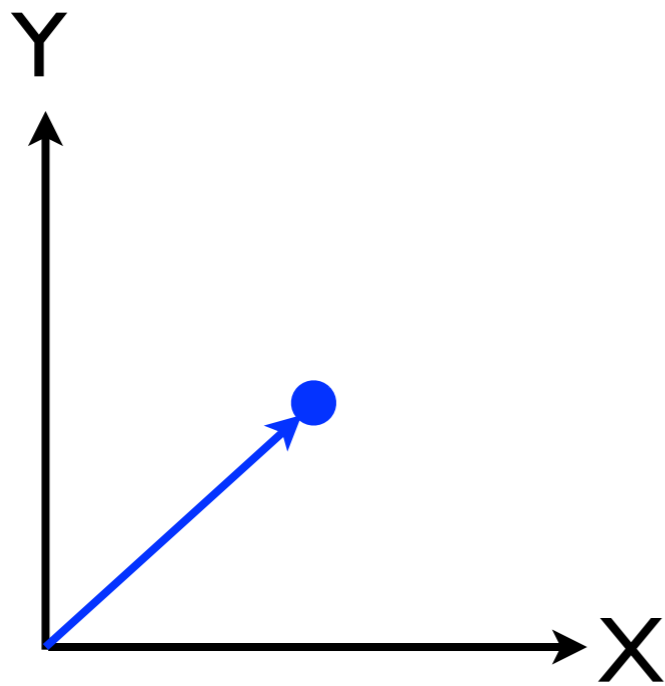
What is a Vector Space?

- 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



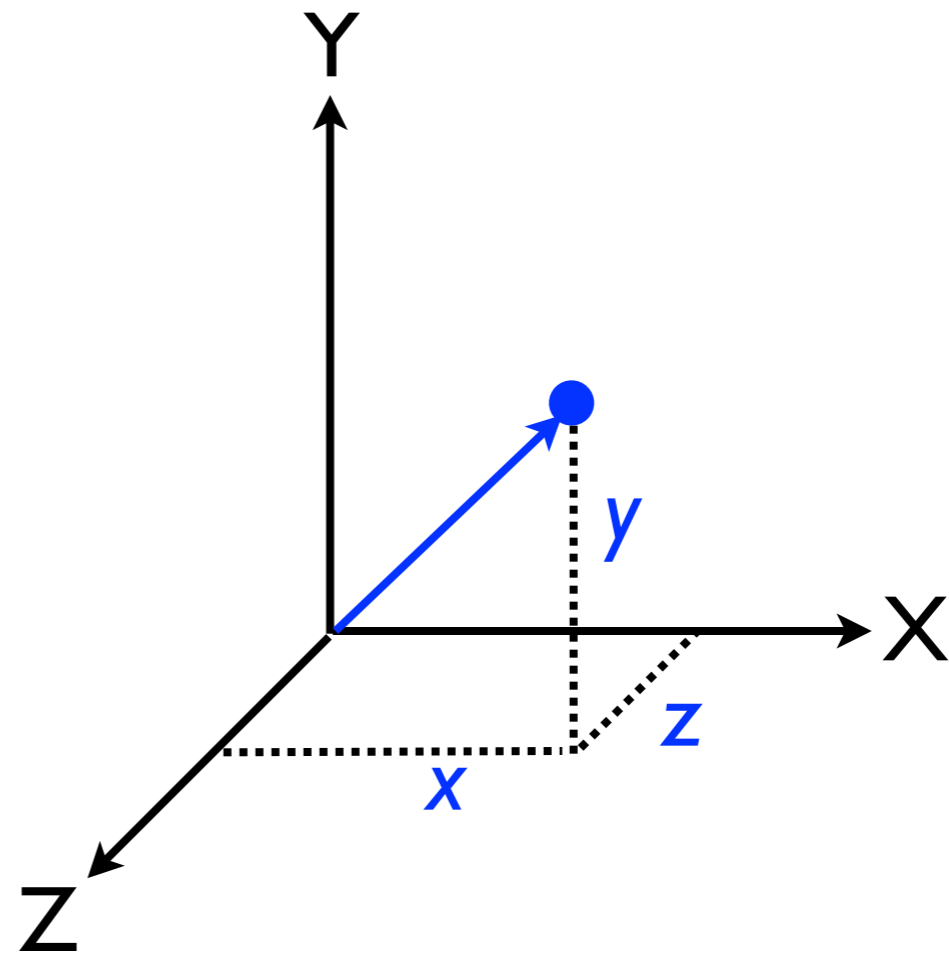
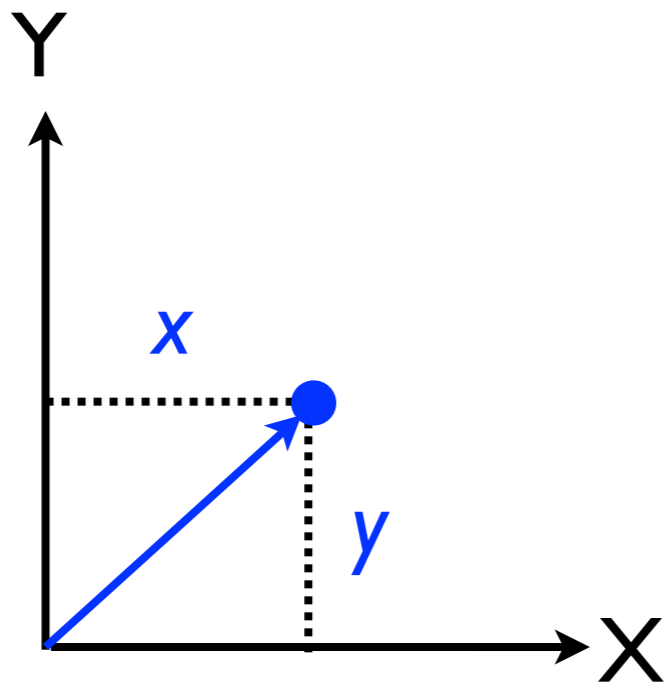
What is a Vector?

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



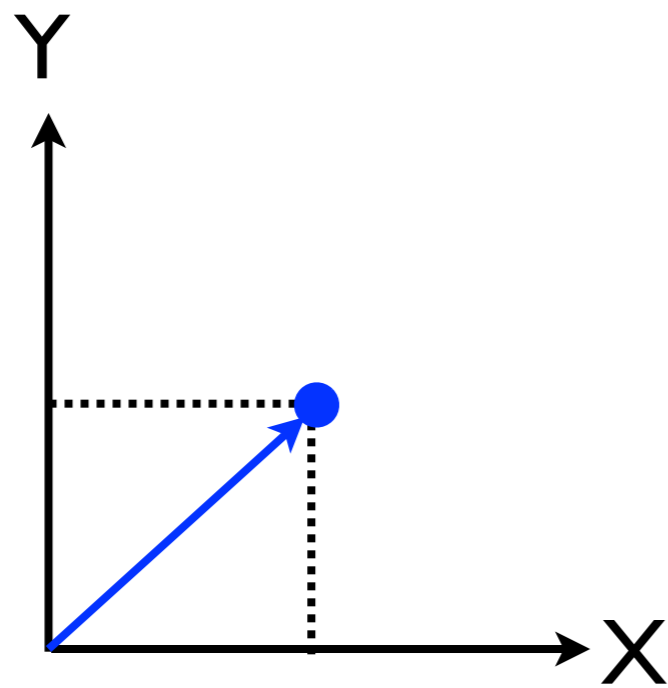
What is a Vector?

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

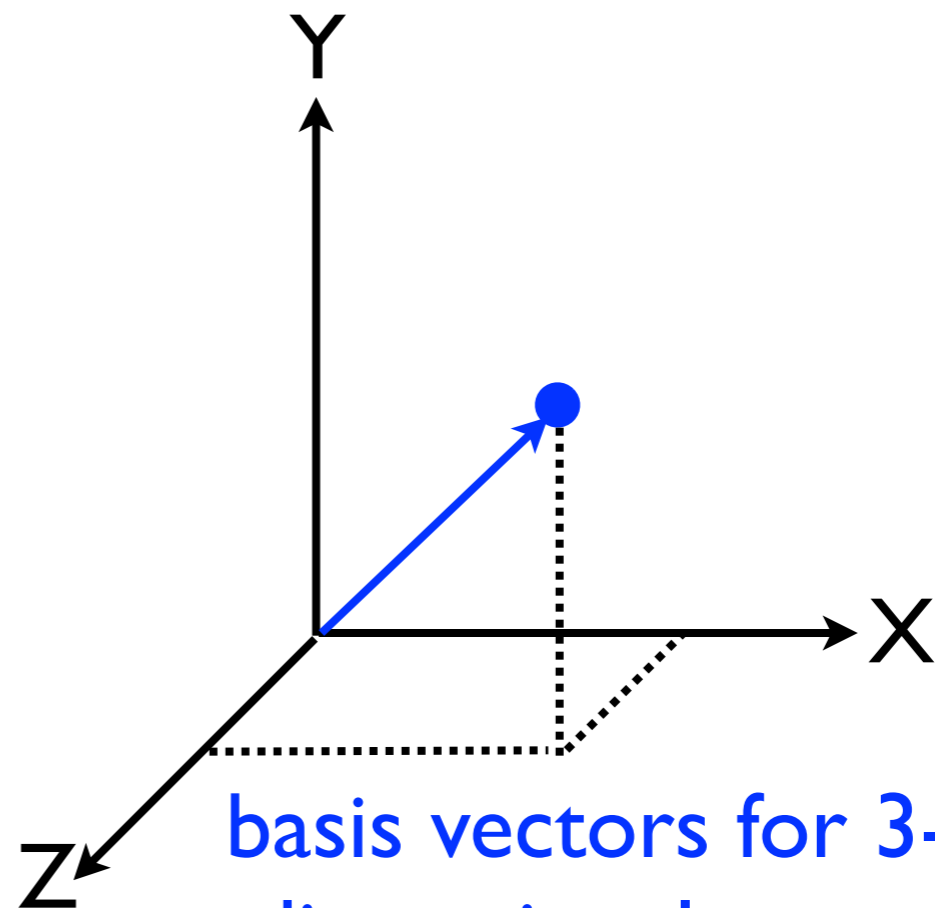


What is a Vector Space?

- The **basis vectors** are linearly independent because knowing a vector's value along 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

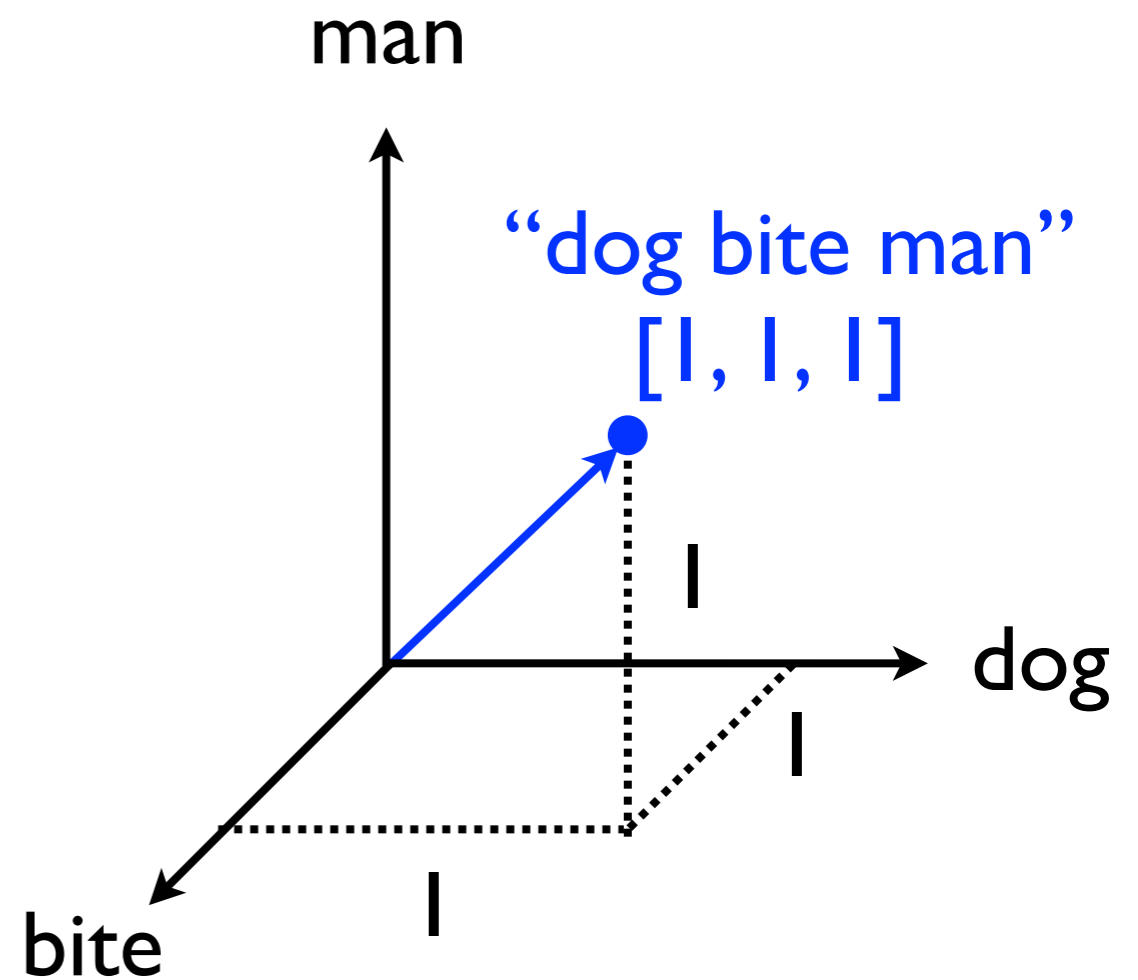
Vector Space Representation

- 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

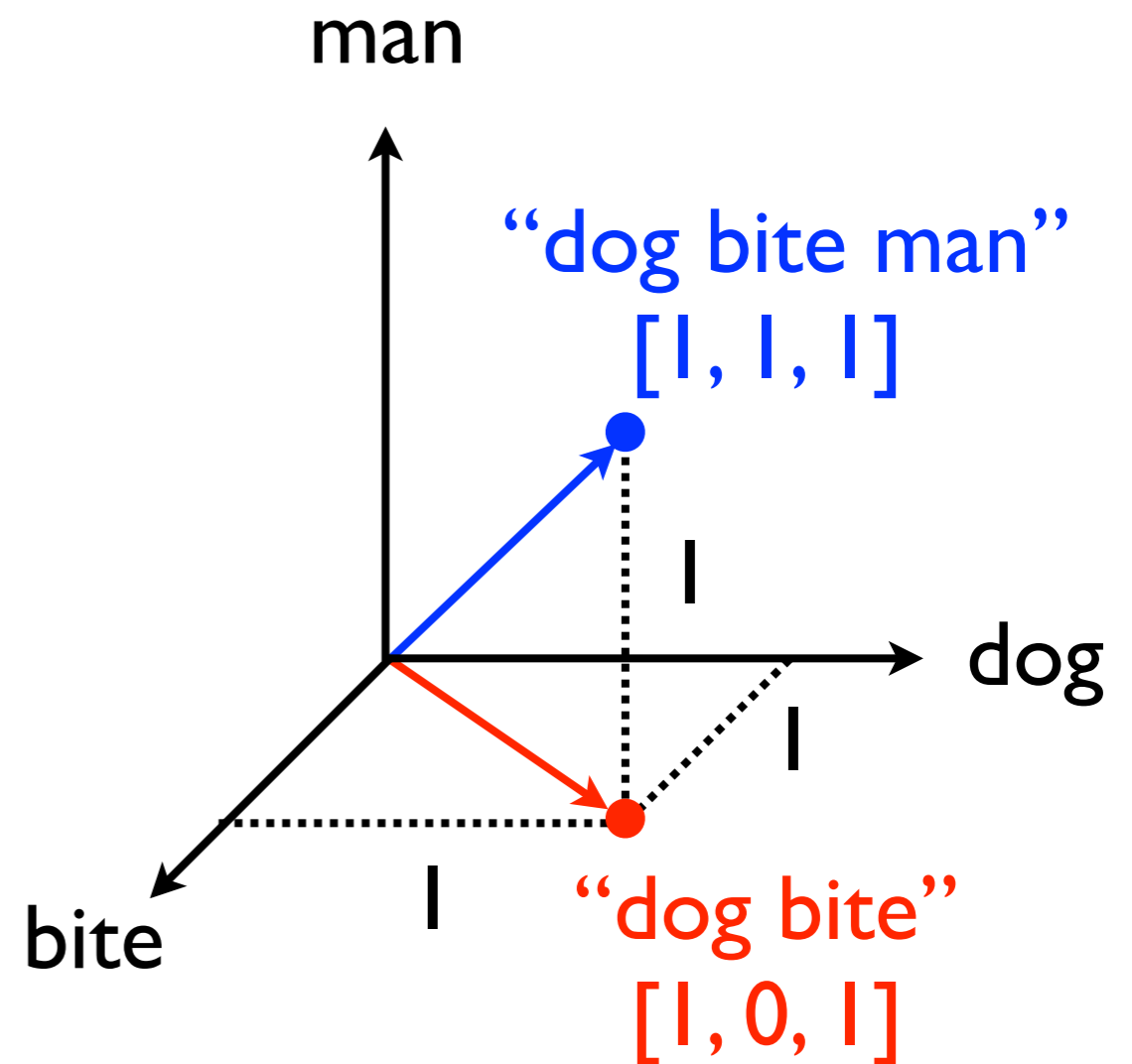


Vector Space Representation

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

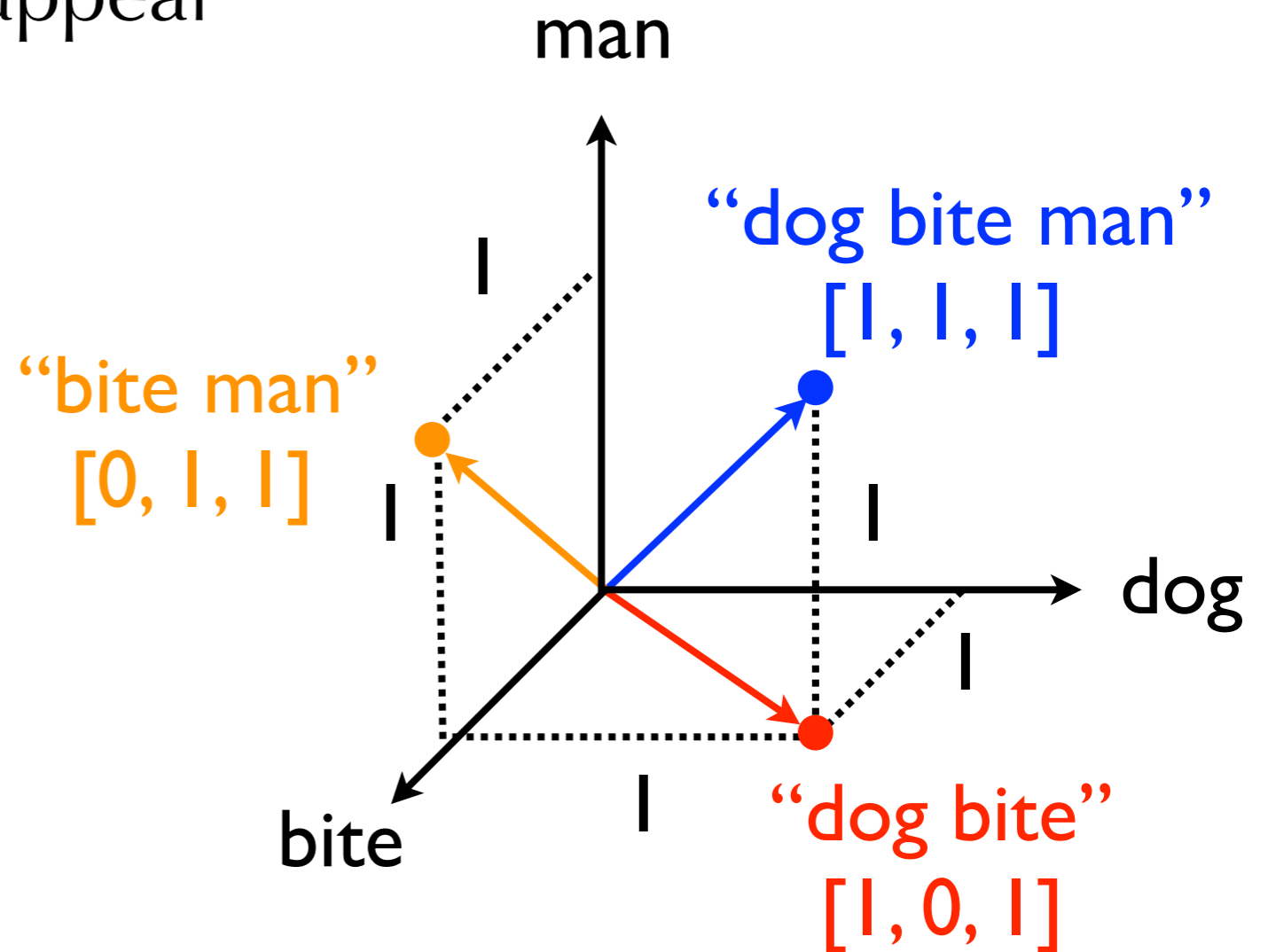


Vector Space Representation

with binary weights

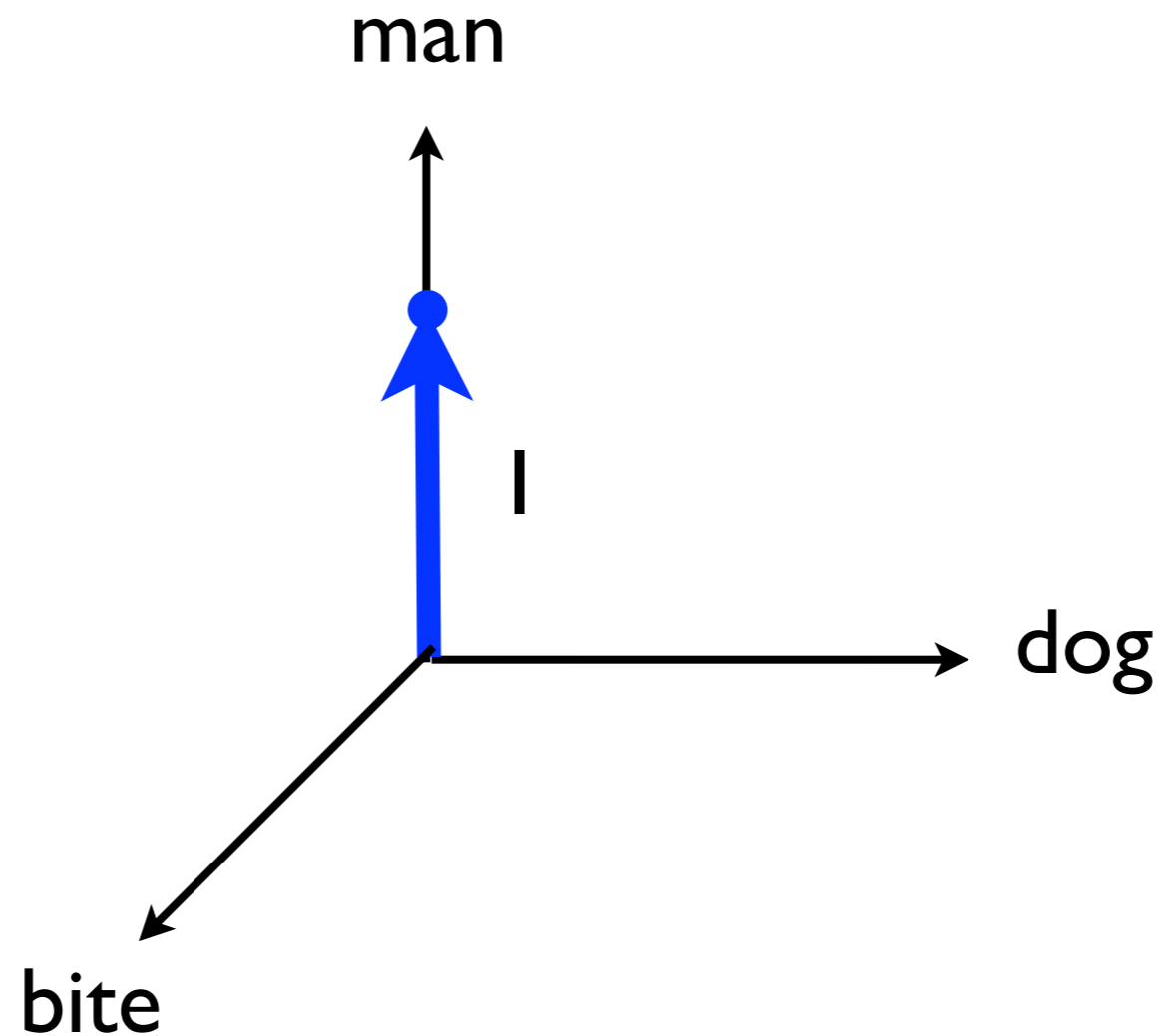
- 1 = the term appears at least once
- 0 = the term does not appear

	<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



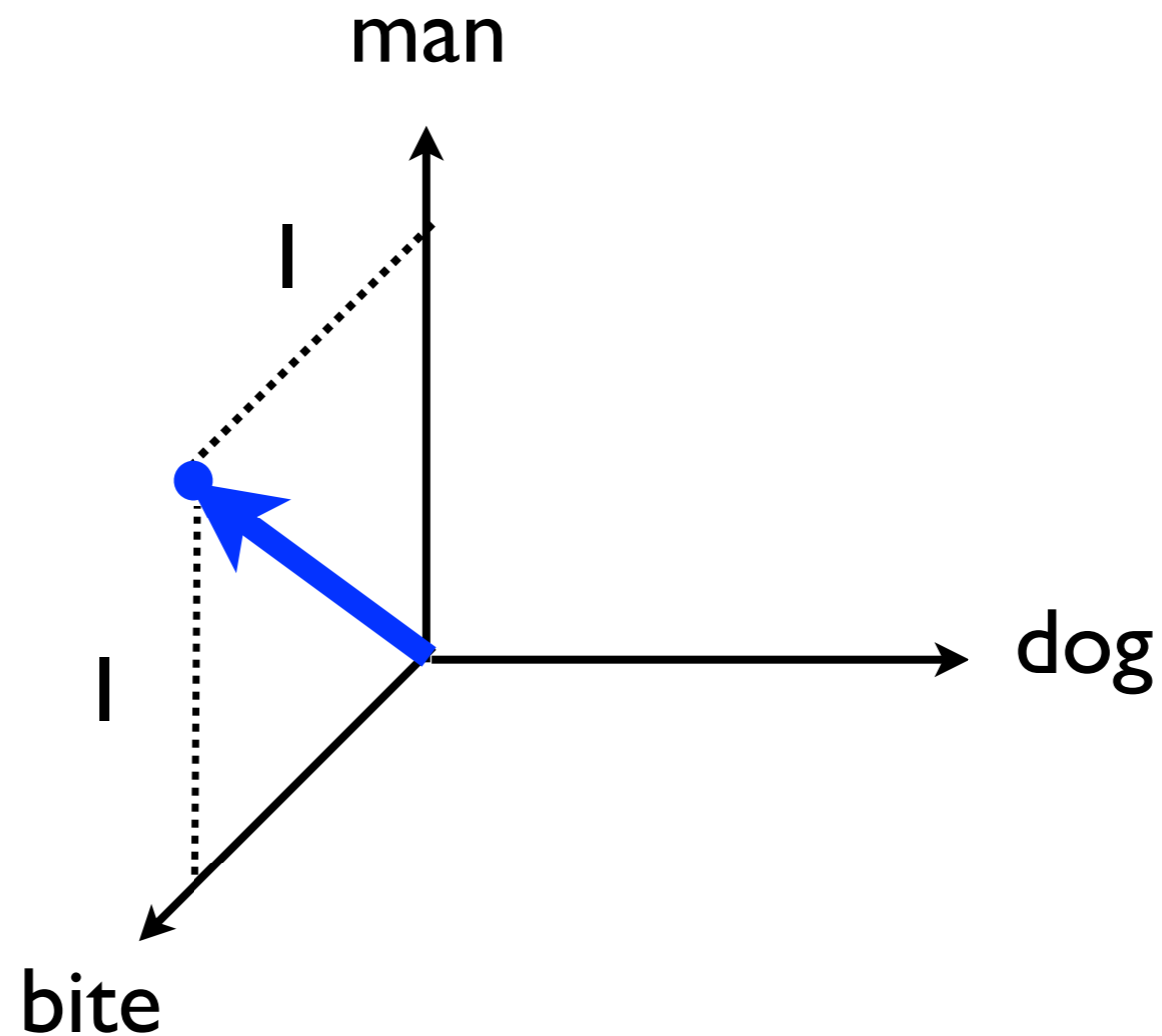
Vector Space Representation with binary weights

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



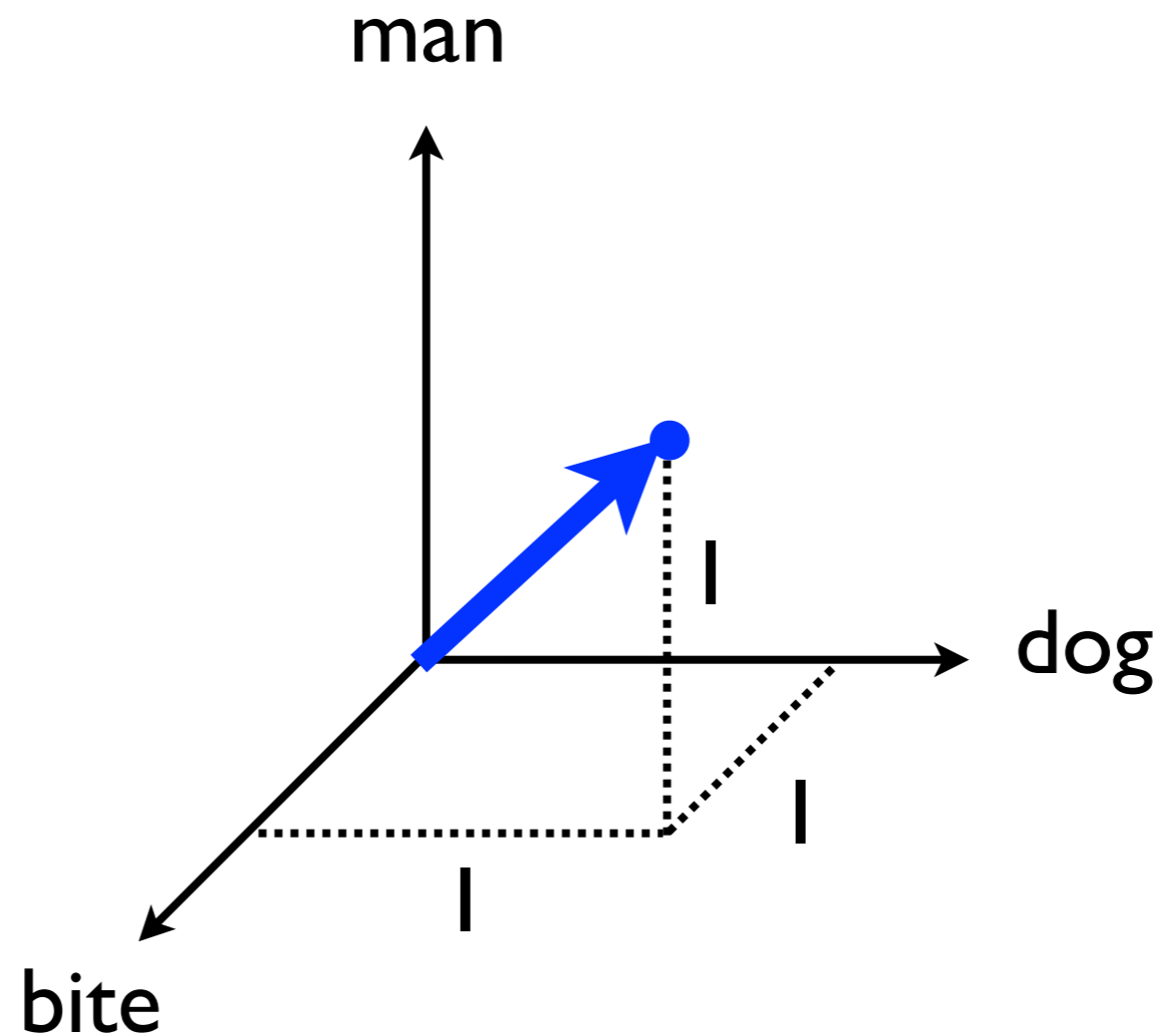
Vector Space Representation with binary weights

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



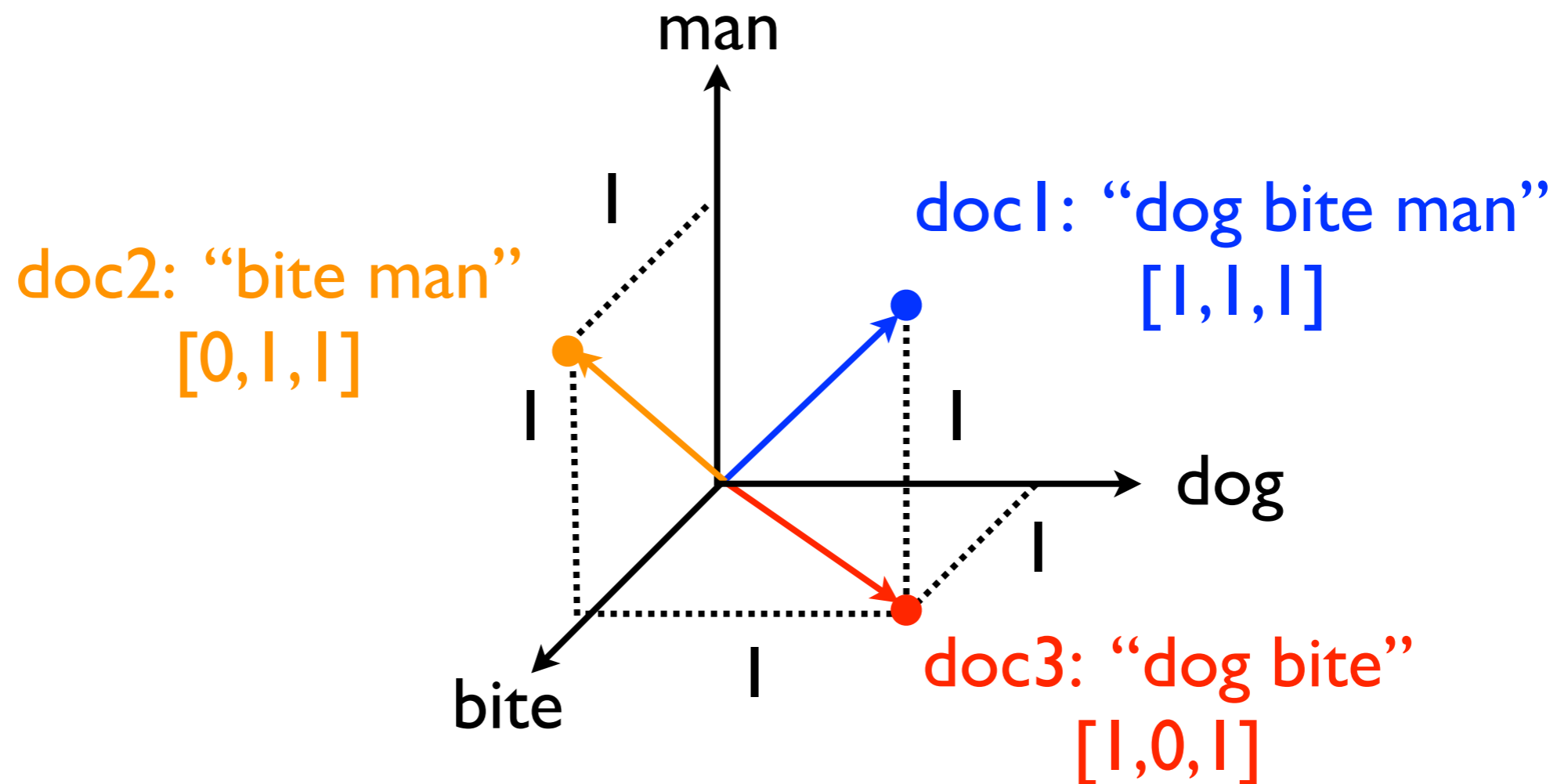
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- What span(s) of text does this vector represent?



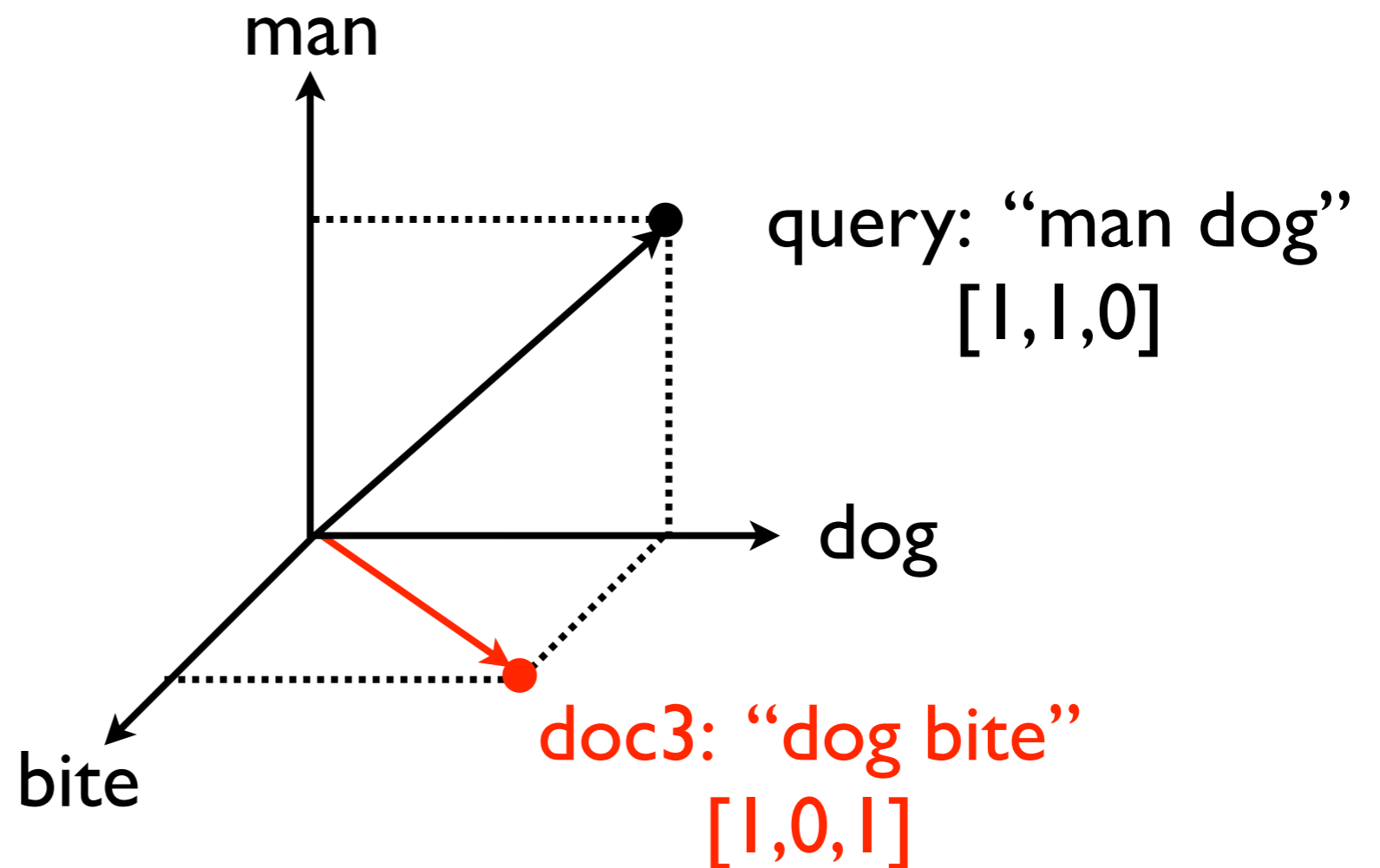
Vector Space Representation

- 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 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
::	0	0	0
<i>zoom</i>	0	0	0
<i>inner product =></i>			2

The Inner Product

- What does the inner product (with a binary representation) correspond to?

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

	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
::	0	0	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 unique terms in common between the query and the document

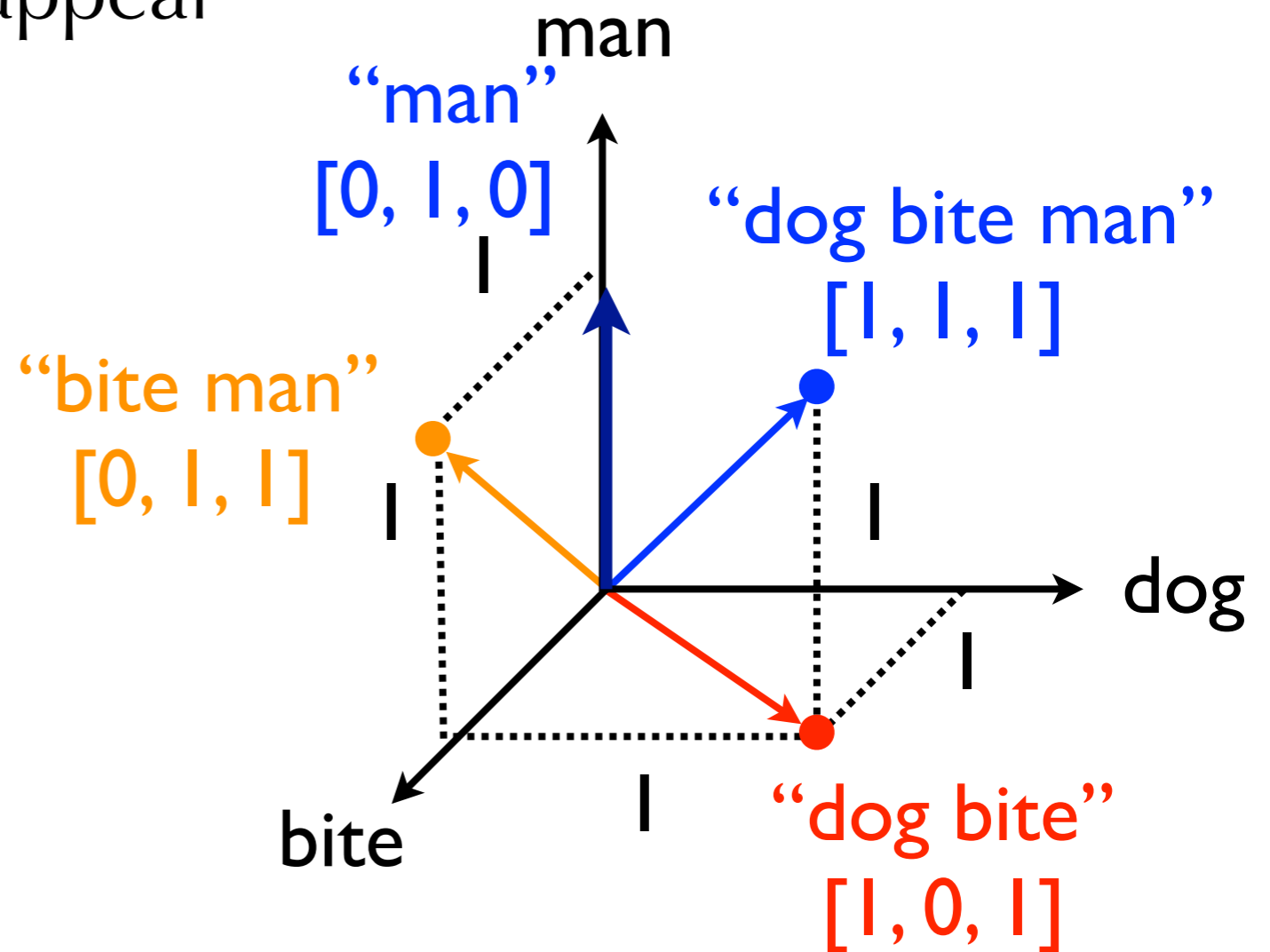
$$\sum_{i=1}^V x_i \times y_i$$

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<i>abba</i>	1	0	0
<i>able</i>	0	1	0
::	0	0	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?
- All things being equal, longer documents are more likely to have the query-terms
- The **inner-product** doesn't account for the fact that documents have widely varying lengths
- 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)
- The cosine of the angle between the two vectors
- 0 if the angle is 90 degrees

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

length of vector x length of vector y

Vector Space Model

cosine similarity example (binary weights)

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

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

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

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

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**

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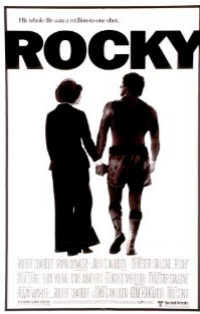
doc_8 With vinegar and brown paper.

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
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::	::	::	::	::	::	...	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

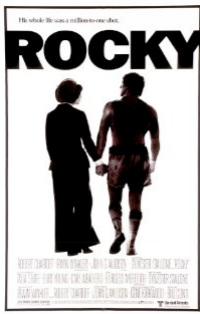


Term-Weighting

what are the most important terms?

- **Movie:** Rocky (1976)
- **Plot:**

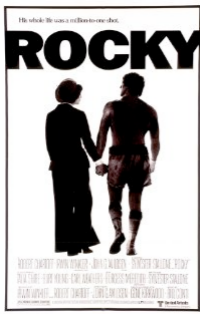
Rocky Balboa is a struggling boxer trying to make the big time. Working in a meat factory in Philadelphia for a pittance, he also earns extra cash as a debt collector. When heavyweight champion Apollo Creed visits Philadelphia, his managers want to set up an exhibition match between Creed and a struggling 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?

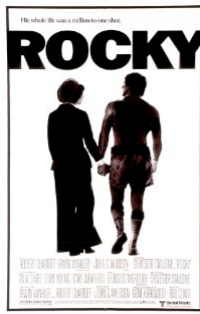
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6	and	10	21	up	4
7	in	10	22	an	4
8	for	7	23	boxer	4
9	his	7	24	s	3
10	he	6	25	balboa	3
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13	who	6	28	champion	3
14	that	5	29	fight	3
15	apollo	5	30	become	3

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



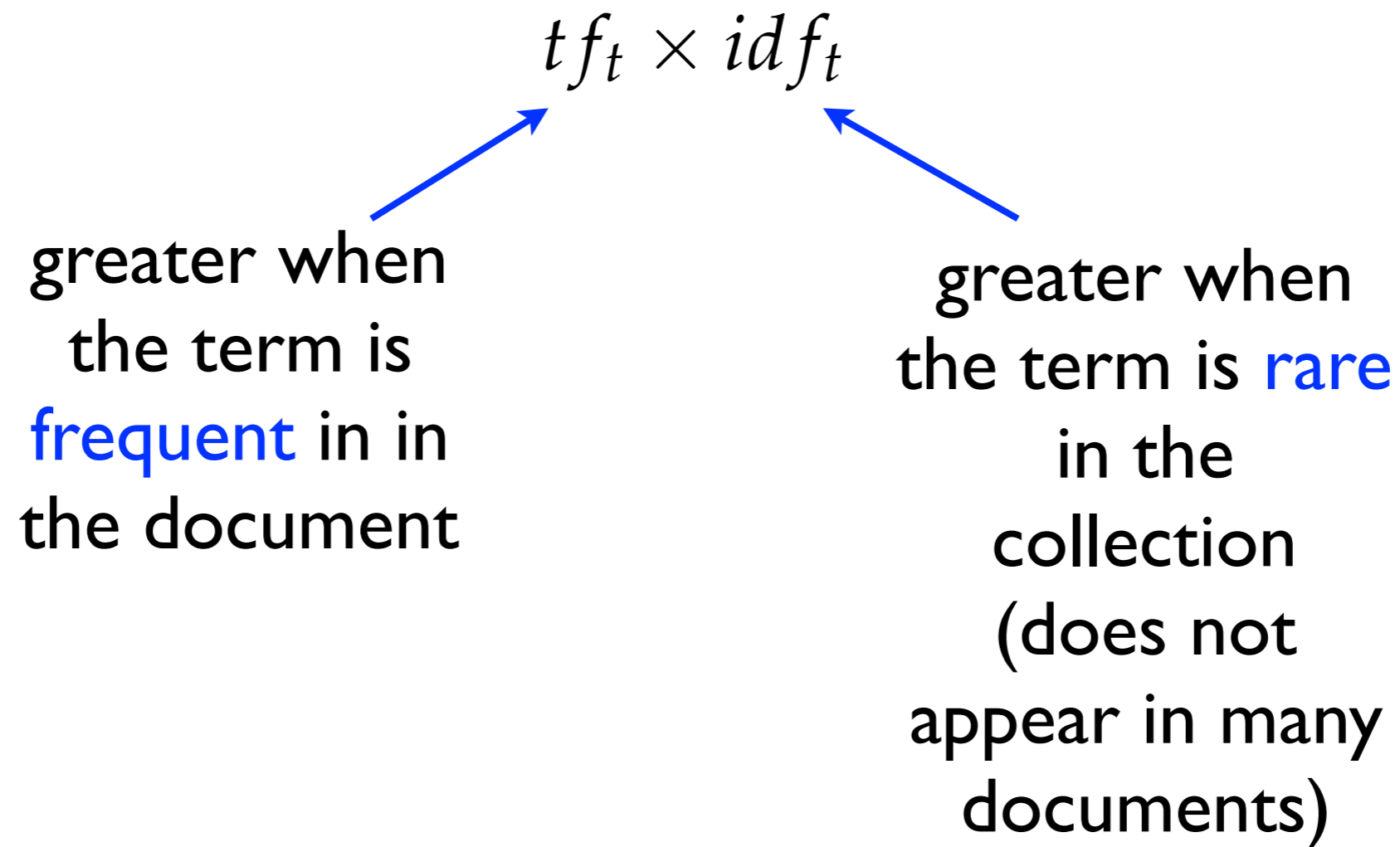
Inverse Document Frequency (IDF)

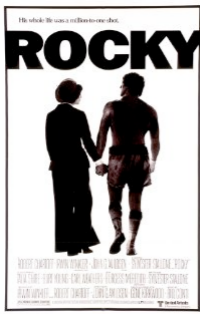
how important is a term?

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?

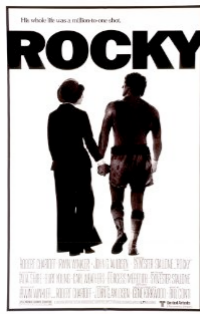




TF.IDF

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

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

how important is a term?

rank	term	tf.idf	rank	term	tf.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, or TF.IDF?

adrian an and apartment apollo as at
balboa become boxer boxing but by champion
chance creed current earns fight for gazzo
go has he heavyweight her his in is it
make man match meat men mickey named of pet philadelphia
rocky set she shot somebody someone still store struggling supplies surprised
that the they think this through time to trainer training up want when where
who 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't 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

Vector Space Model

cosine similarity example (tf.idf weights)

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

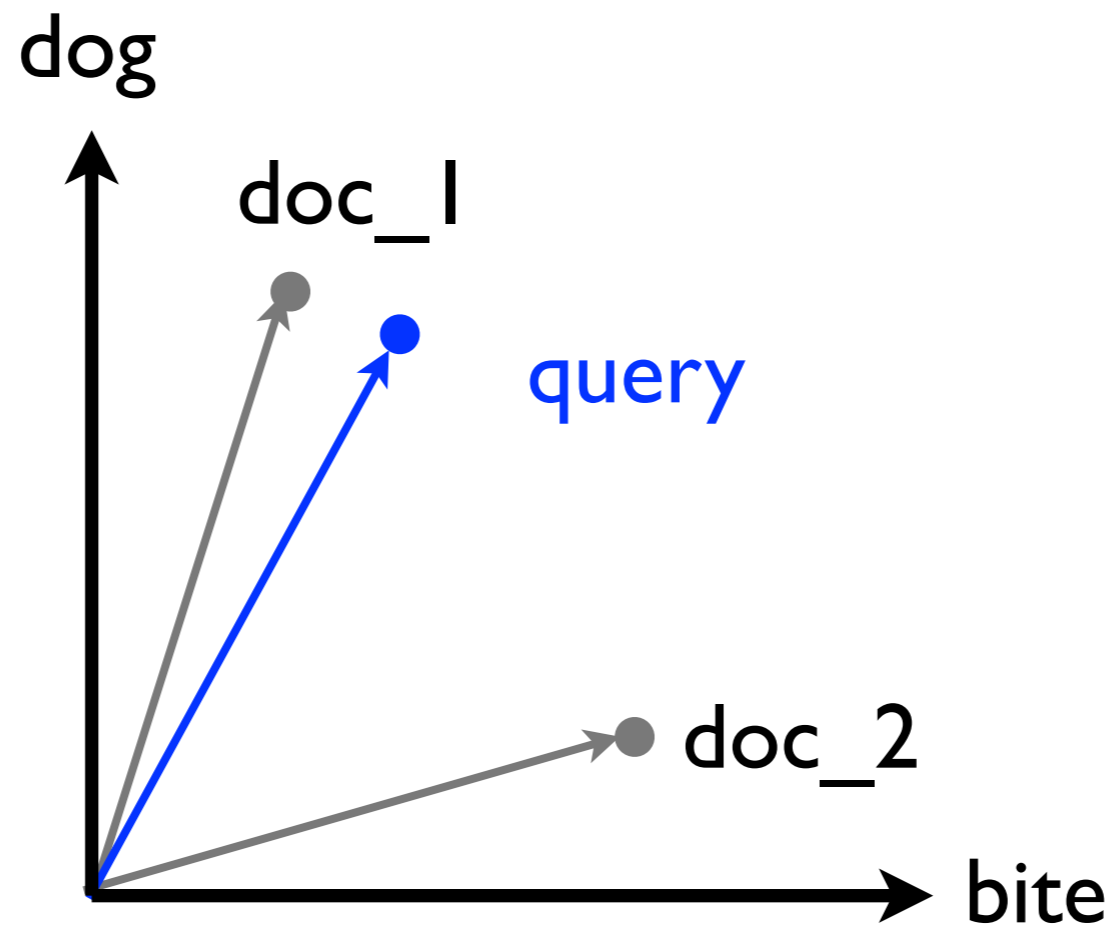
cosine(**[2.3, 0.0, 1.5]** , **[5.4, 2.0, 0.0]**) =

$$\frac{(2.3 \times 5.4) + (0.0 \times 2.0) + (1.5 \times 0.0)}{\sqrt{2.3^2 + 0.0^2 + 1.5^2} \times \sqrt{5.4^2 + 2.0^2 + 0.0^2}}$$

Vector Space Model

cosine similarity example (tf.idf weights)

- Rank documents based on cosine similarity to the query



TF.IDF

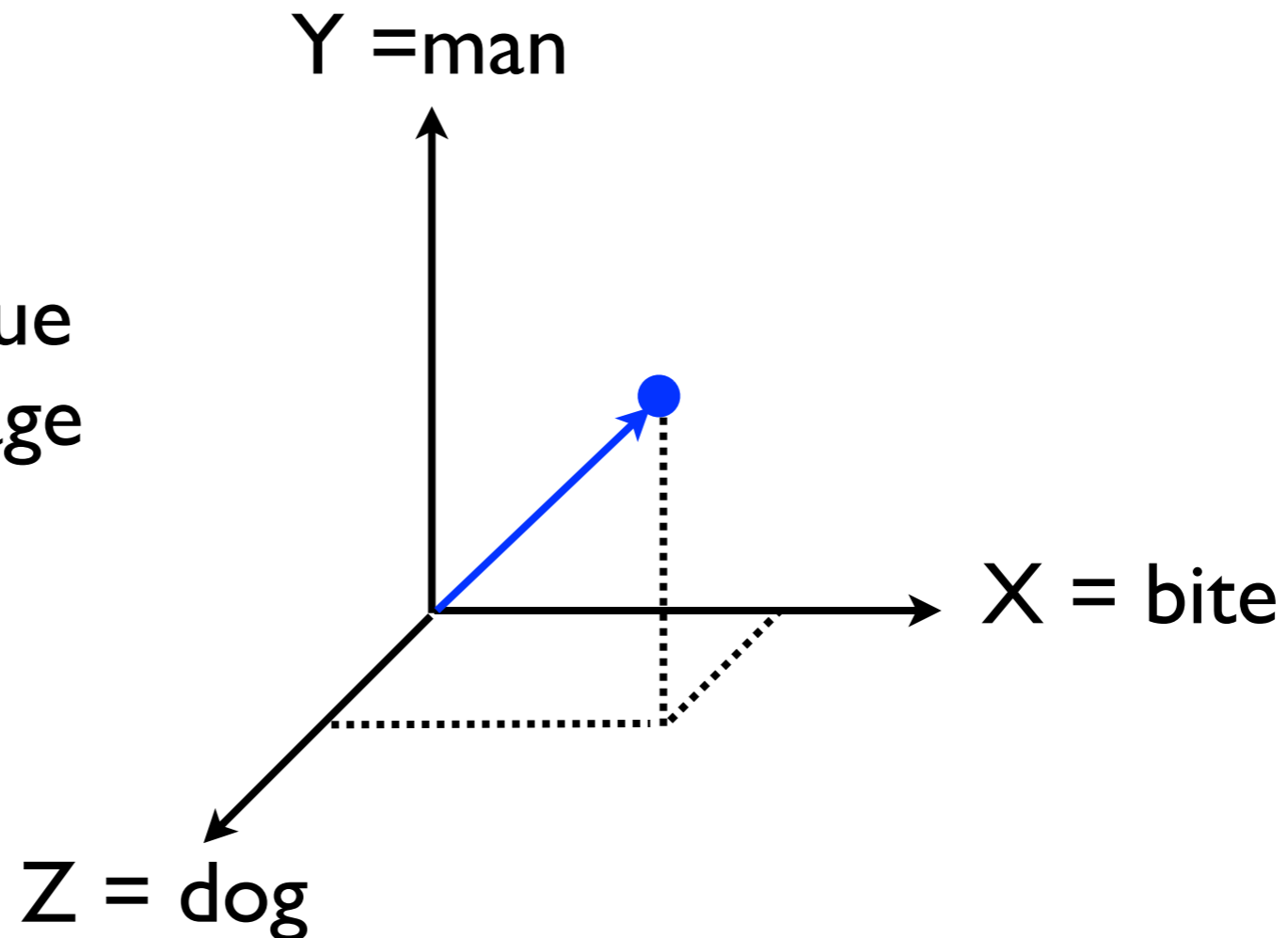
- Many variants of this formula have been proposed
- However, they all have two components in common:
 - ▶ **TF**: favors terms that are frequent in the document
 - ▶ **IDF**: favors terms that do not occur in many documents

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

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

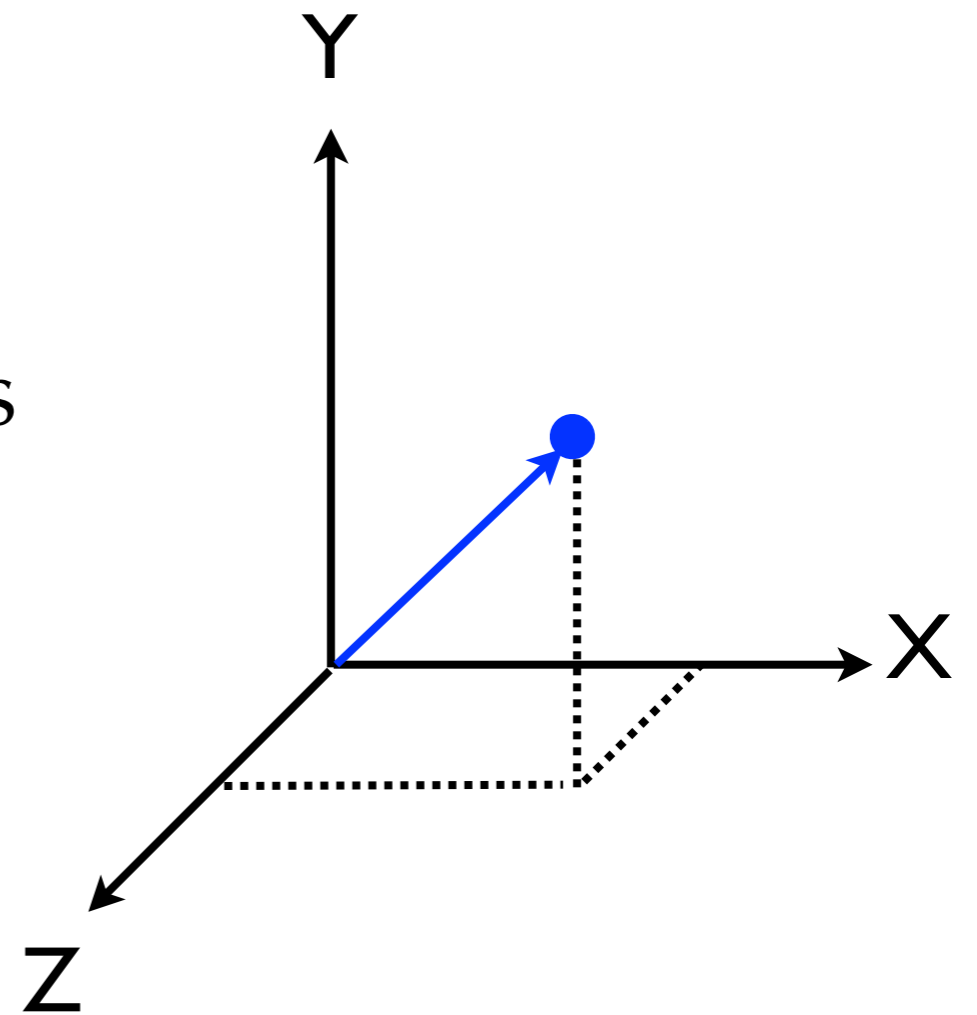
IMDB Corpus

- 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



Vector Space Model

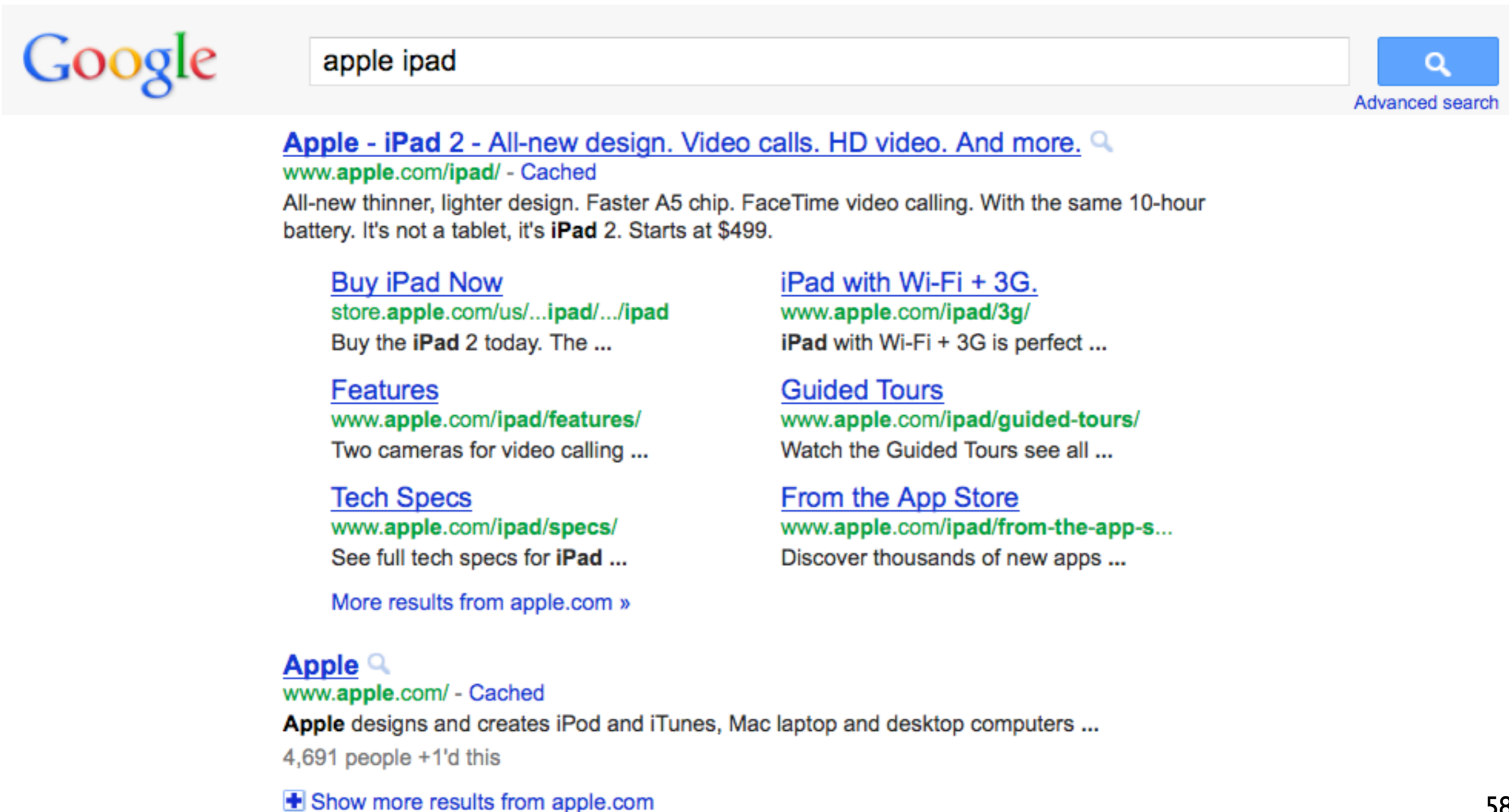
- Any text can be seen as a vector in V -dimensional space
 - ▶ a document
 - ▶ a query
 - ▶ a sentence
 - ▶ a word
 - ▶ an entire encyclopedia
- Rank documents based on their cosine similarity to query
- If a document is similar to the query, it is likely to be relevant (**remember**: topical relevance!)

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 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, the URL "www.apple.com/", and the text "Cached". The snippet for "Apple" reads: "Apple designs and creates iPod and iTunes, Mac laptop and desktop computers ..." and "4,691 people +1'd this". At the bottom left, there is 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 [ads](#) that are similar to [these results](#)

The image shows a Google search interface for the query "apple ipad". The search bar is at the top left, with the Google logo to its left and a search button to its right. Below the search bar, there are several organic search results and a column of advertisements on the right side.

Google [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** ...

[More results from apple.com »](#)

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 ...

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](#)

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

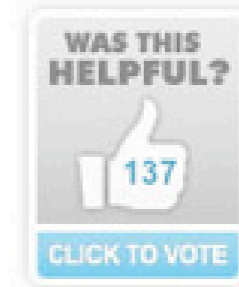
Vector Space Representation

- Find [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](#)



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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. It features a white duck with a yellow beak on the left side. The background is a solid blue color. The text reads: "Aflac can help attract and retain employees, at no direct cost to your company." Below this is the Aflac logo, which consists of the word "Aflac" in white, with a small duck head icon integrated into the letter 'i'. Underneath the logo is the tagline "We've got you under our wing.™" and a yellow button with the text "Learn More Now".

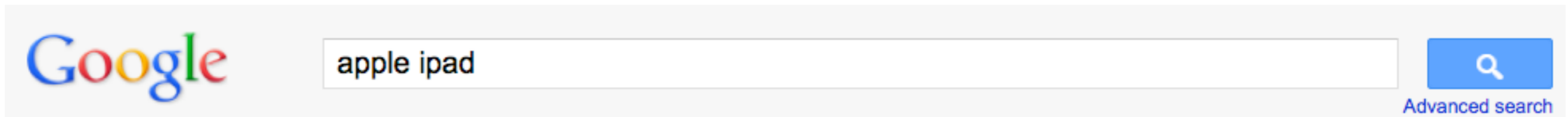
What Causes Anatidaephobia?

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.

Vector Space Representation

- Find queries that are similar to this query



Searches related to **apple ipad**

[ipad rumor](#)

[apple rumors](#)

[apple competition kindle](#)

[apple ipad pictures](#)

[borders apple tablet](#)


[apple iphone](#)

[apple ipad review](#)

[apple itouch](#)

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 

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Vector Space Representation

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

The screenshot shows the DMOZ website interface. At the top, there's a green banner with the DMOZ logo and the text "open directory project". To the right, it says "In partnership with AOL Search." Below this, there are links for "about dmoz", "dmoz blog", "suggest URL", "help", "link", and "editor login".

The main content area displays the Wikipedia article for "Gerard Salton". The article text includes:

Gerard Salton (8 March 1927 in Nuremberg - 28 August 1995), also known as Gerry Salton, was a Professor of Computer Science at Cornell University. Salton was perhaps the leading computer scientist working in the field of information retrieval during his time. His group at Cornell developed the SMART Information Retrieval System, which he initiated when he was at Harvard.

Salton was born Gerhard Anton Sahlmann on March 8, 1927 in Nuremberg, Germany. He received a Bachelor's (1950) and Master's (1952) degree in mathematics from Brooklyn College, and a Ph.D. from Harvard in Applied Mathematics in 1958, the last of Howard Aiken's doctoral students, and taught there until 1965, when he joined Cornell University and co-founded its department of Computer Science.

Salton was perhaps most well known for developing the now widely used Vector Space Model for Information Retrieval^[1]. In this model, both documents and queries are represented as vectors of term counts, and the similarity between a document and a query is given by the cosine between the term vector and the document vector. In this paper, he also introduced TF-IDF, or term-frequency-inverse-document frequency, a model in which the score of a term in the a document is the ratio of the number of terms in that document divided by the frequency of the number of documents in which that term occurs. (The concept of inverse document frequency, a measure of specificity, had been introduced in 1972 by Karen Sparck-Jones^[2].) Later in life, he became interested in automatic text summarization and analysis^[3], as well as automatic hypertext generation^[4]. He published over 150 research articles and 5 books during his life.

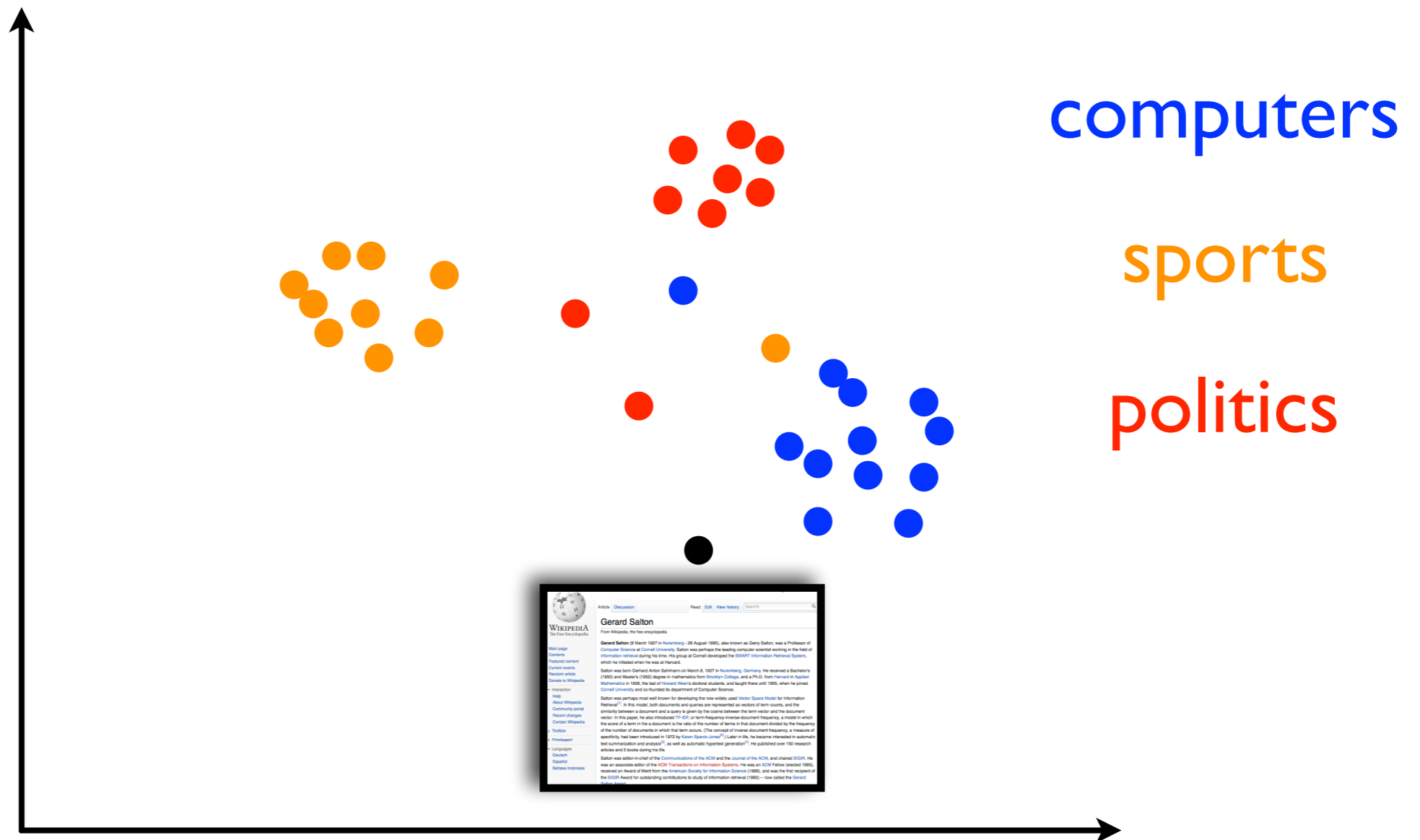
Salton was editor-in-chief of the Communications of the ACM and the Journal of the ACM, and chaired SIGIR. He was an associate editor of the ACM Transactions on Information Systems. He was an ACM Fellow (elected 1995), received an Award of Merit from the American Society for Information Science (1989), and was the first recipient of the SIGIR Award for outstanding contributions to study of information retrieval (1983) -- now called the Gerard Salton Award.

The sidebar on the right contains a search bar with "advanced" selected, and several 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, there's a "Become an Editor" button and the text "Help build the largest human-edited directory of the web". The footer shows "Copyright © 2011 Netscape" and a small green lizard logo.

Vector Space Representation

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



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!)