

SEARCH AND SEMANTIC SEARCH

Indian Institute of Technology Kanpur
Commonwealth of Learning Vancouver



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Search Engines

- Do not search the web in real time
- Search an index of the web 
- Created by crawling with spiders 
- Searches the documents for the occurrence of the “search string” - substring search
- After retrieving the documents does ranking
- Ranking is critical and complex
 - Google uses 200+ factors for ranking

Google Webmasters Tools

- How search works

<https://youtu.be/BNHR6IQJGZs>

- More detailed

<https://youtu.be/KyCYyoGusqs>

But



Holstein

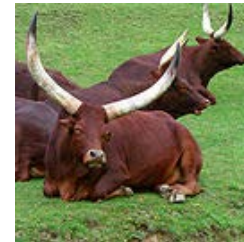
Jersey



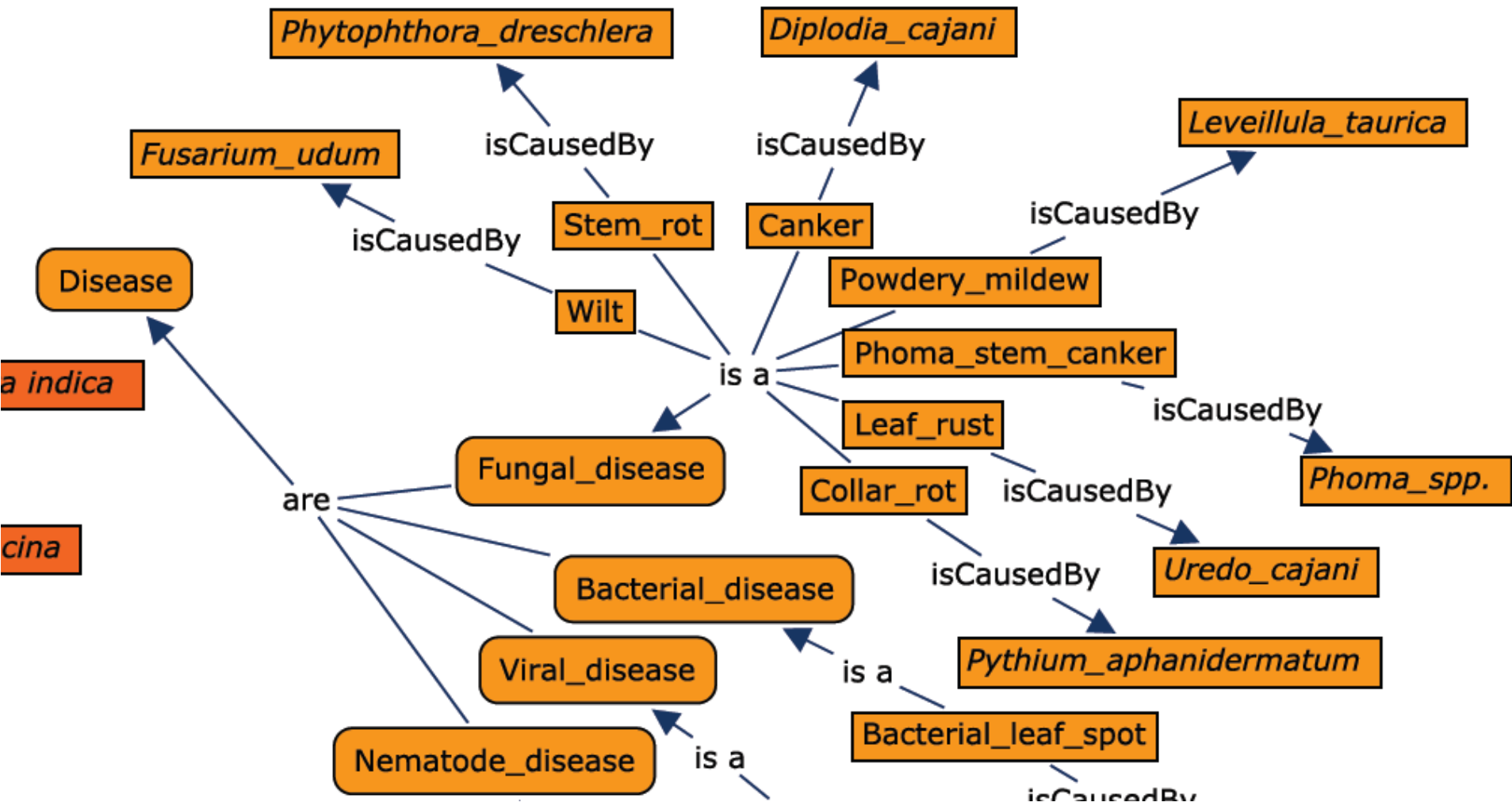
How do we do this?

- The system needs to know that Holstein is a breed of cow and Jersey is another breed

Cow Breeds



Pigeonpea domain model



We call these

- Knowledge Models
- Useful in
 - Semantic Search
 - Related Documents
 - Inference
 - Teaching
 - ..

THANK YOU



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