Beyond Relevance

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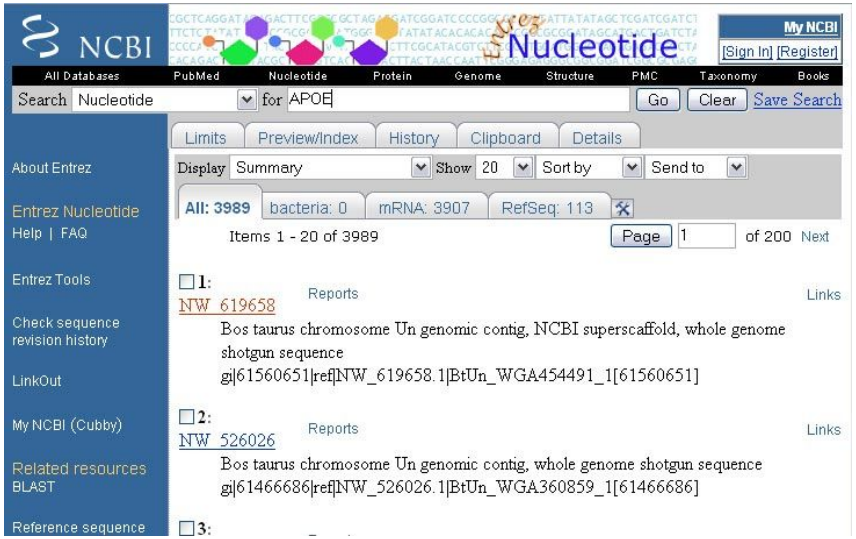
2010 Not Too Far Away

- The Google style of relevant search results with extracted elements has been dominant for at least a decade (precedes Google)
- I expect that to be true in 2010
- My ideas for what I'd like to see rather than what I expect to see

Relevance

- Searches currently typically return relevant results
- Results are regularly portrayed in list form, with hyperlinks, and some extracted element or another from the results



Beyond Relevance

- Relevance yields too many results
- We need processing of relevant results
- Text mining's job to produce other types of representations – beyond relevance
- Personalized processing of relevant results-
- Visual & integrative elements to take us beyond

Personalization

1. Relevance – for me
2. My preferred representations
3. Custom extraction templates & template builder

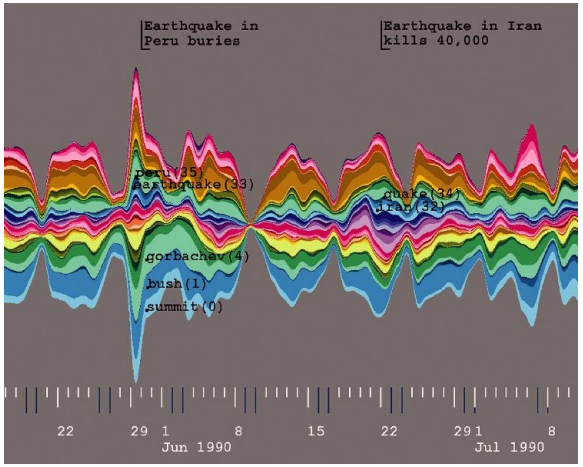
Query modification by history & by user preference

Representation of processing of relevant sets of documents

Visual Elements

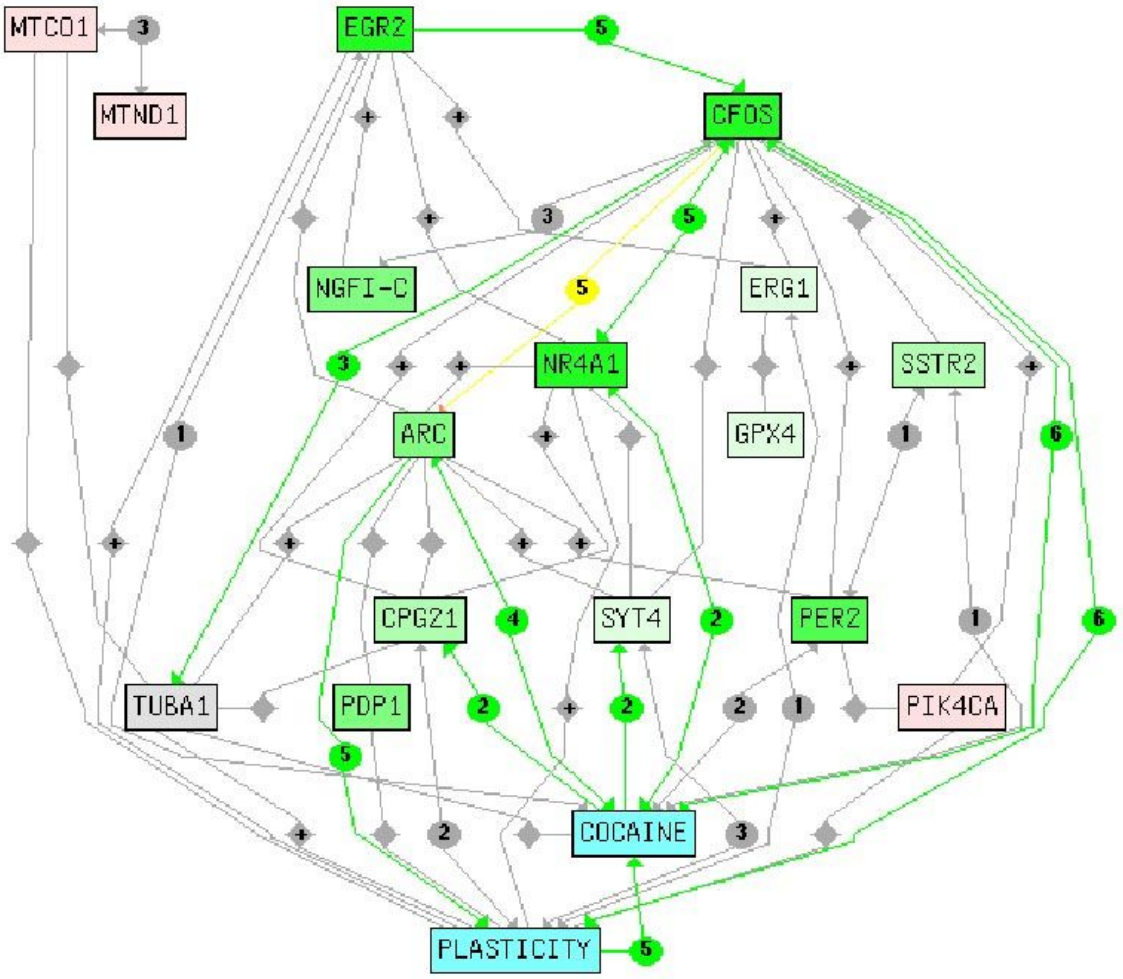
- Visual citation analysis (Kartoo)

- Visual temporal topic analysis (ThemeRiver)



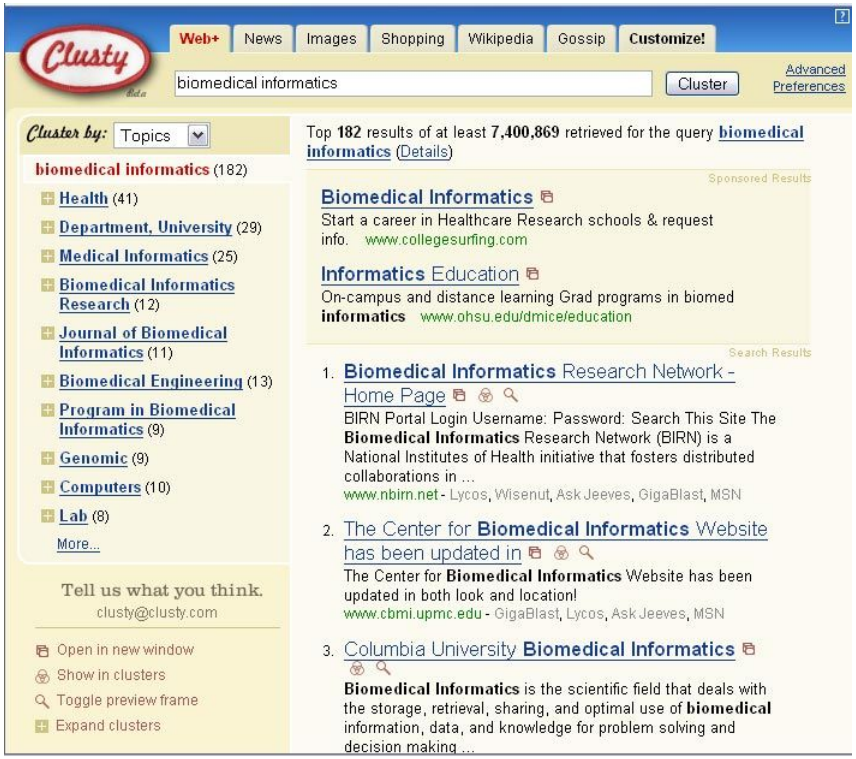
Visual Elements (con't.)

- More topic-based visual network representations (ChiliBot)



Integrative

- In addition to extracted sentences/titles of individual docs, option of brief multidocument summaries based on subsets of relevant results
- Many other text analytic approaches possible – not yet known as to which ones are best
- Clustering-based menus for dynamic IA that organized subsets of relevant results (Clusty); add cluster-based analytics/summaries



Schizophrenia

- Maybe want to search relationship between 3D brain maps, genes and compounds across chem databases
- Relevant set of documents doesn’t exactly make sense
- Associated term scapes, associated gene & protein networks, multidocument summaries

Summary

- **Likely** to see relevance continue to dominate
- **Hopefully** there will be client-side history for purposes of query modification and choice of visual & integrative representations for processing of relevant results (beyond relevance)
- Text mining affords opportunity for integrating subsets of relevant results
- Visual elements hopefully will become more dominant and more useful