

# Temporal Dynamics and Information Retrieval

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Richard Hughes, Krysta Svore, Kira Radinsky



# Digital Dynamics Easy to Capture

- Easy to capture
- But ... few tools or algorithms support dynamics

**Susan Dumais**



[LBH 9/25/96](#)

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[Microsoft Research](#)  
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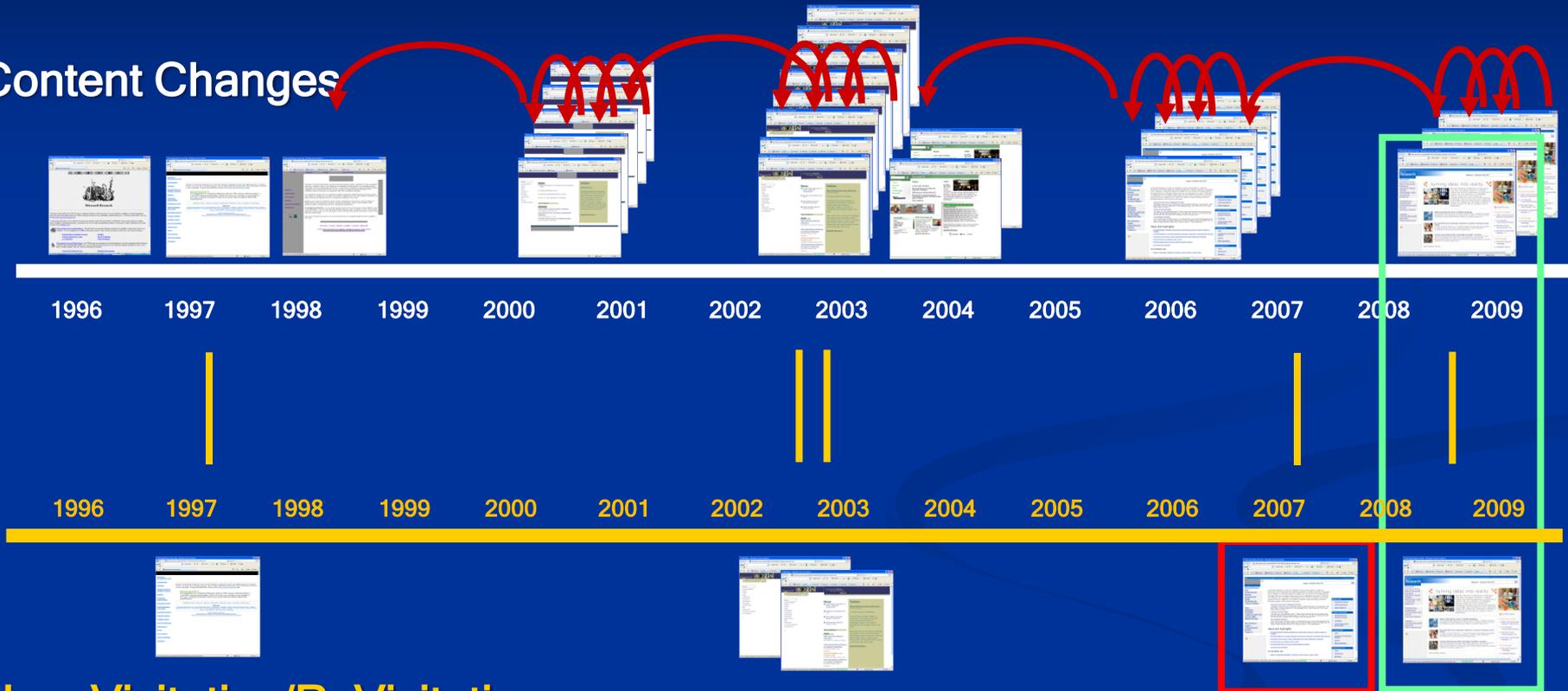
**Research Activities:**

I am interested in algorithms and interfaces for improved information retrieval, as well as general issues in and human-computer interaction. I joined Microsoft Research in July 1997. I look forward to working on a wide variety of information access and management issues, including: [text personal information management](#), [web search](#), [question answering](#), [information retrieval](#) and [text categorization](#), collaborative filtering, interfaces for [combining improved search and navigation](#), and user/task modeling. *Stay tuned for new developments as I move things online here.*

Prior to coming to Microsoft, I worked on a statistical method for concept-based retrieval known as Latent Semantic Indexing. You can find pointers to this work on the [Bellecore LSI page](#), [Bellcore \(now Telcordia\) LSI page](#).

# Web Dynamics

Content Changes



User Visitation/ReVisitation

Today's Browse and Search Experiences

But, ignores ...

# Overview

- Change on the Web
  - Content changes over time
  - User interaction varies over time (queries, re-visitation, anchor text, query-click stream, “likes”)
  - Tools for understanding Web change (e.g., Diff-IE)
- Improving Web retrieval using dynamics
  - Query trends over time
  - Retrieval models that leverage dynamics
  - Task evolution over time

# Overview

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# Characterizing Web Change

## Content Changes



- Large-scale Web crawls, over time
  - Revisited pages
    - 55,000 pages crawled hourly for 18+ months
    - Unique users, visits/user, time between visits
  - Pages returned by a search engine (for ~100k queries)
    - 6 million pages crawled every two days for 6 months

# Measuring Web Page Change

- Summary metrics
  - Number of changes
  - Amount of change
  - Time between changes
- Change curves
  - Fixed starting point
  - Measure similarity over different time intervals
- Within-page changes

# Measuring Web Page Change

## ■ Summary metrics

### ■ Number of changes

- 33% of Web pages change
- 66% of visited Web pages change
  - 63% of these change every hr.

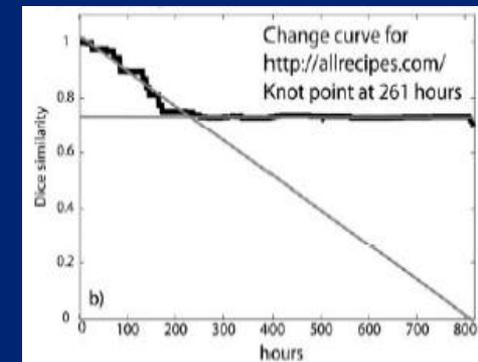
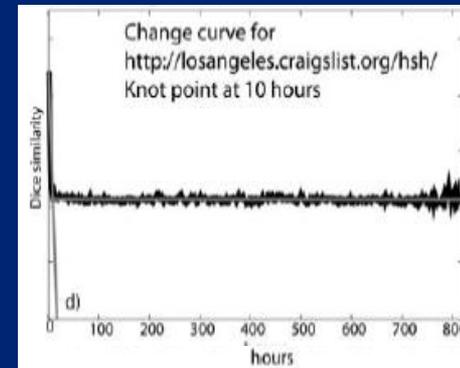
### ■ Amount of change

### ■ Time between changes

- Avg. Dice coeff. = 0.80
- Avg. time bet. change = 123 hrs.
- .edu and .gov pages change infrequently, and not by much
- .com pages change at an intermediate rate, but by a lot
- popular pages change more frequently, but not by much

# Measuring Web Page Change

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  - Number of changes
  - Amount of change
  - Time between changes
- Change curves
  - Fixed starting point
  - Measure similarity over different time intervals



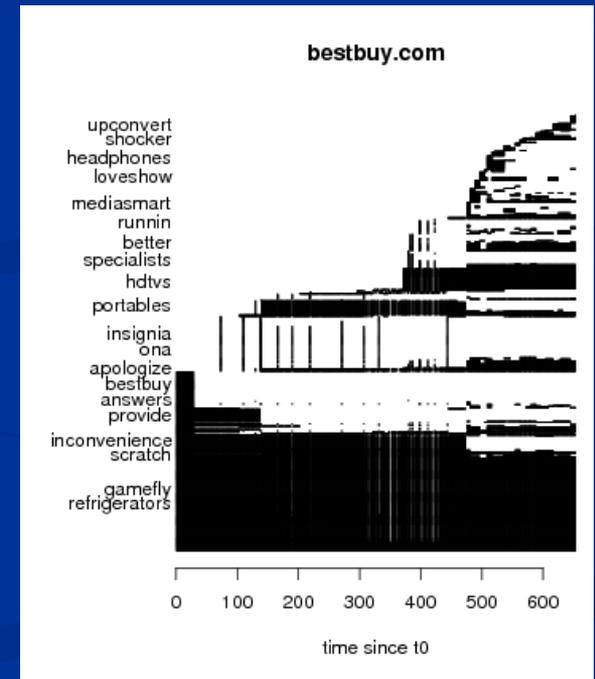
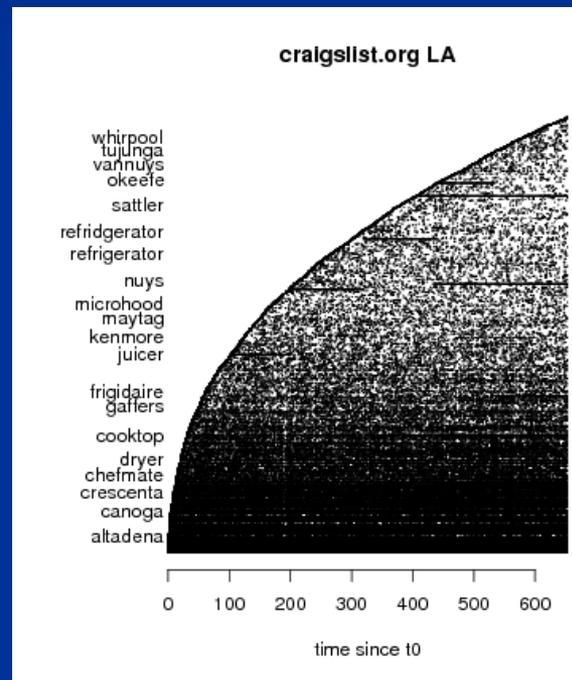
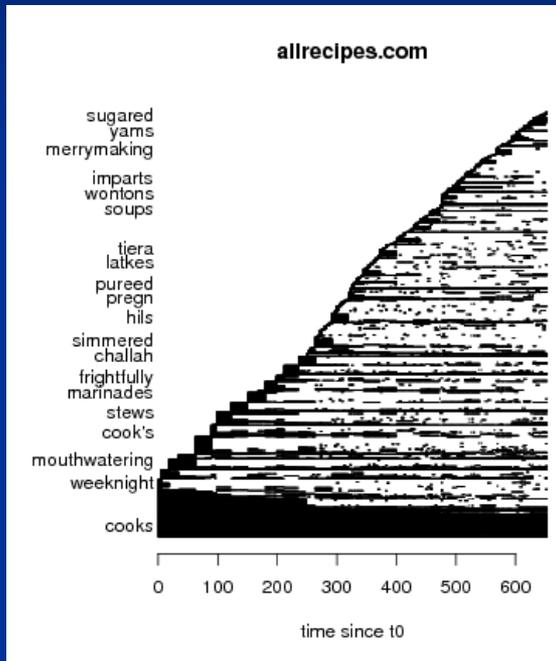
# Measuring Within-Page Change

- Term-level changes
  - Divergence from norm
    - cookbooks
    - salads
    - cheese
    - ingredient
    - bbq
    - ...
  - “Staying power” in page



Sep. Oct. Nov. Dec.  
Time

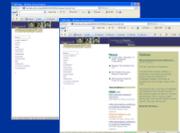
# Example Term Longevity Graphs



# Revisitation on the Web

- Revisitation patterns
  - Log analyses
    - Toolbar logs for *revisitation*
    - Query logs for *re-finding*
  - User survey to understand intent in revisitations

1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009



## User Visitation/ReVisitation

What was the last Web page you visited?

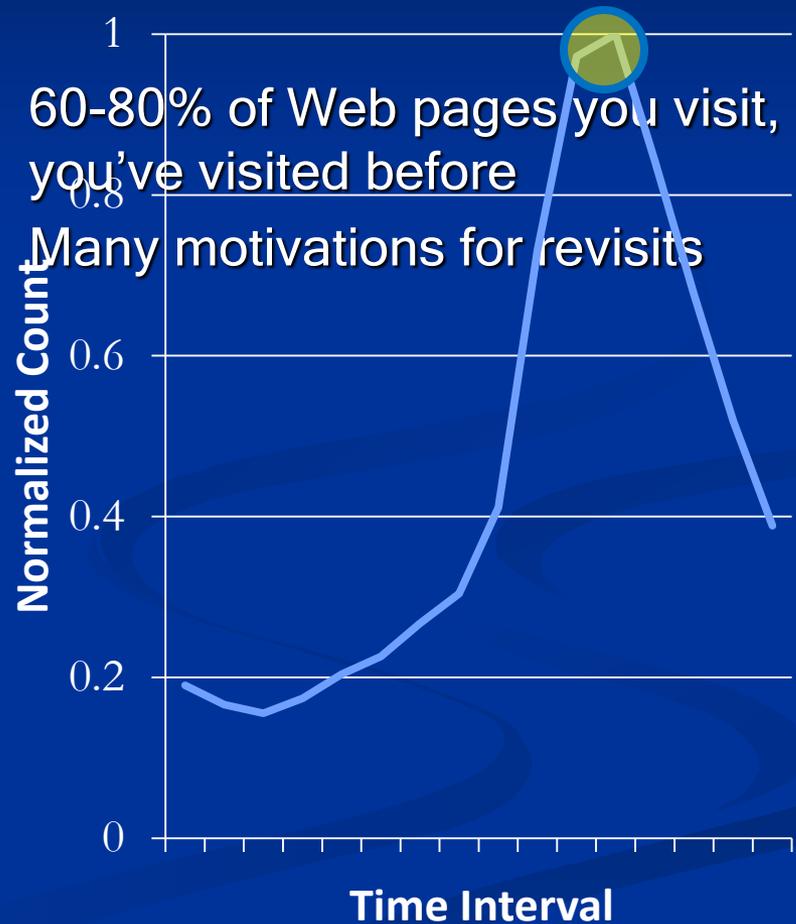
Why did you visit (re-visit) the page?

# Measuring Revisitation

- Summary metrics
  - Unique visitors
  - Visits/user
  - Time between visits
- Revisitation curves
  - Histogram of revisit intervals
  - Normalized

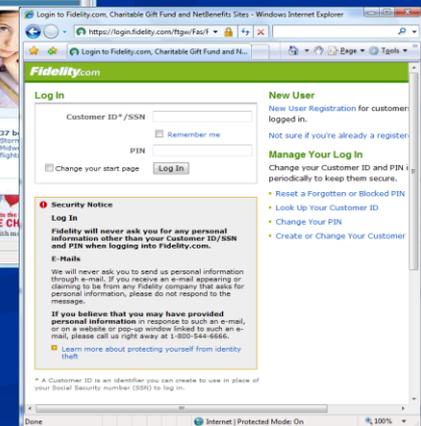


- 60-80% of Web pages you visit, you've visited before
- Many motivations for revisits



# Four Revisitation Patterns

- **Fast**
  - Hub-and-spoke
  - Navigation within site
- **Hybrid**
  - High quality *fast* pages
- **Medium**
  - Popular homepages
  - Mail and Web applications
- **Slow**
  - Entry pages, bank pages
  - Accessed via search engine



# Relationships Between Change and Revisitation

ACM SIGIR 2011  
July 24-26, 2011  
The 34<sup>th</sup> Annual International ACM SIGIR Conference

Home  
Important Dates  
News  
Program  
General Schedule  
Main Conference  
Papers  
Tutorials  
Workshops  
Demos  
Posters  
Doctoral Consortium  
Keynotes  
Industrial Track  
Elsevier App Challenge  
Other Events

The 34<sup>th</sup> Annual ACM SIGIR Conference

**Reminders for Attendees**  
**Reminders for Poster & Demo**

Registration

Important Dates

- 17 Jan 2011 : Abstracts for full research papers due
- 24 Jan 2011 : Full research paper submissions due
- 28 Jan 2011 : Workshop proposals due
- 11 Feb 2011 : Posters, demonstration, and tutorial proposals due
- 5 Mar 2011 : Notification of workshop acceptances
- 7 Mar 2011 : Doctoral consortium proposals due
- 8 Apr 2011 : All other acceptance notifications
- 24-28 Jul 2011 : Conference

News:  
June 20:

SIGIR  
Special Interest Group  
on Information Retrieval

- Interested in change
  - Monitor
- Effect change
  - Transact
- Change unimportant
  - Re-find old
  - Change can interfere with re-finding

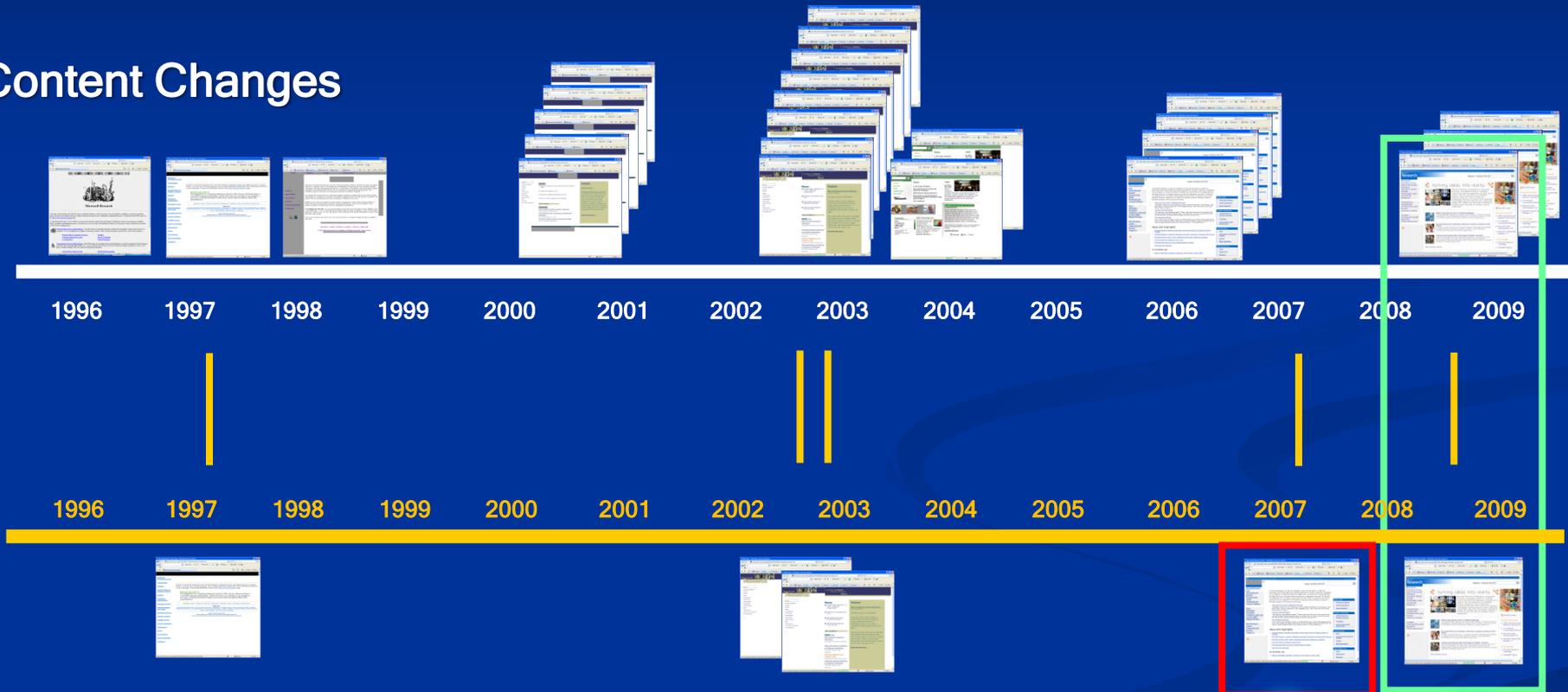
# Revisitation and Search (Re-finding)

- 60-80% of the Web page visits are re-revisits
- 33-43% of queries are re-finding
  - Repeat query (33%)
    - Q: *microsoft research*
    - Click same or different URLs
  - Repeat click (39%)
    - <http://research.microsoft.com/>
    - Q: *microsoft research; msr*
  - Big opportunity (43%)

		Repeat Click	New Click
Repeat Query	33%	29%	4%
New Query	67%		

# Building Support for Web Dynamics

## Content Changes

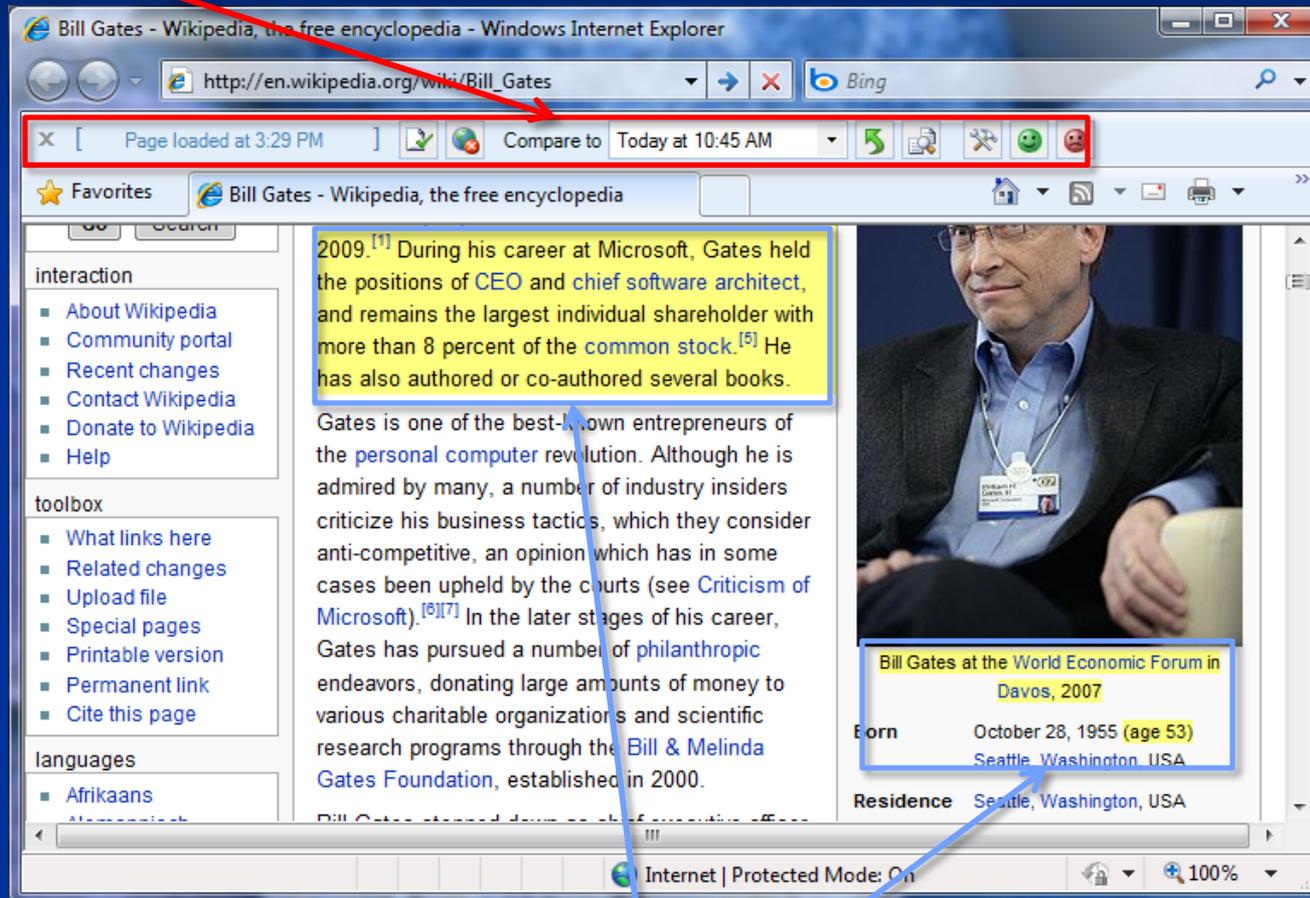


## User Visitation/ReVisitation



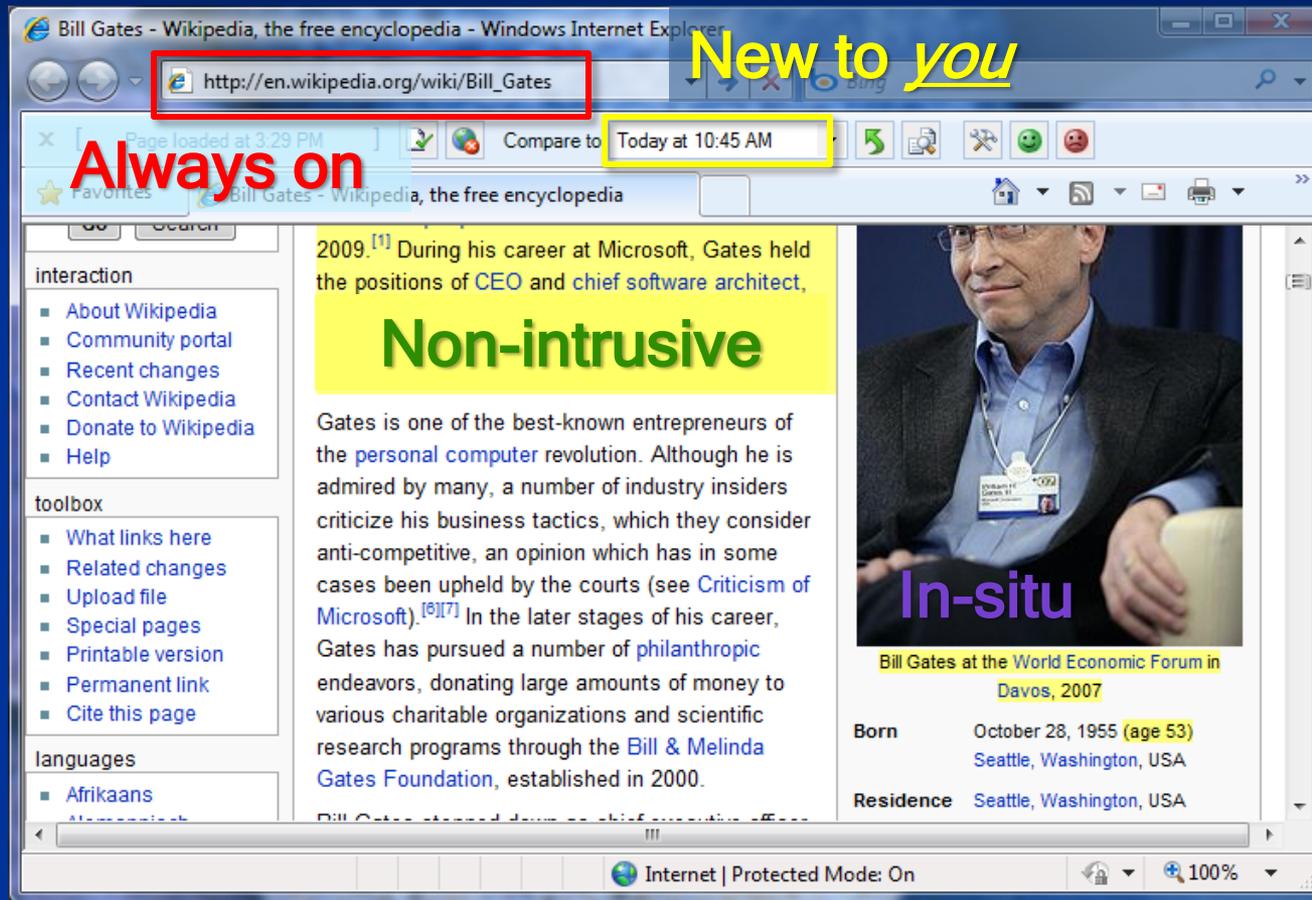
# Diff-IE

## Diff-IE toolbar



Changes to page since  
your last visit

# Interesting Features of Diff-IE



Try it: <http://research.microsoft.com/en-us/projects/diffie/default.aspx>

# Examples of Diff-IE in Action

# Expected New Content

HOME PAGE TODAY'S PAPER VIDEO MOST POPULAR Edition: U.S. / Global Subscribe: Digital / Home Delivery Log In Register Now

SHOP NOW AT MARCJACOBS.COM

## The New York Times

Tuesday, April 24, 2012 Last Update: 5:21 PM ET

**T** Get a Full Times Experience. **BECOME A DIGITAL SUBSCRIBER**

Search ING DIRECT Follow Us Subscribe to Home Delivery | Personalize Your Weather

**WORLD**  
U.S.  
POLITICS  
NEW YORK  
BUSINESS  
DEALBOOK  
TECHNOLOGY  
SPORTS  
SCIENCE  
HEALTH  
ARTS  
STYLE  
OPINION

Autos  
Blogs  
Books  
Cartoons  
Classifieds  
Crosswords  
Dining & Wine  
Education  
Event Guide  
Fashion & Style  
Home & Garden  
Jobs  
Magazine  
Movies  
Music  
Obituaries  
Real Estate

### Debt Collector Is Faulted for Tough Tactics in Hospitals

By JESSICA SILVER-GREENBERG 4:03 PM ET

One of the nation's largest medical debt-collection companies is under fire in Minnesota for placing employees in hospitals and demanding patients pay before receiving treatment, documents show.

Post a Comment | Read (308)

### Hints of Collusion Between News Corp. and British Minister

By JOHN F. BURNS and ALAN COWELL 2:45 PM ET

Evidence presented at an inquiry suggested that the culture minister, or an aide claiming to speak for him, worked covertly to help win approval for a takeover of the BSkyB network.

Post a Comment | Read (11)



Drew Littton for The New York Times

### Late Innings for the Sports Cartoon

By RICHARD SANDOMIR 4:12 PM ET

Even before the newspaper industry started shrinking, editors began to view sports cartoonists as vestiges of a bygone era. Above, Drew Littton's take on the issue.

CAMPAIGN 2012

### THE CAUCUS

#### With Primary Field, Romney Looks to Win Big

By MICHAEL D. SHEAR

Five states vote Tuesday in primaries that party leaders hope will cement Mitt Romney's status as the nominee.

- After Delaware Primary, Gingrich Will 'Reassess' Race 5:18 PM ET
- Obama Calls Agents in Scandal 'Knuckleheads' 4:20 PM ET

### OPINION »

#### Borderlines: One Island, Two Countries

Divided islands, like Market in the Baltic Sea, conform to a version of Sayre's law: the smaller the territory, the more confusing the border.

- Brooks: Creative Monopoly
- Bruni: Usual Scapegoats
- Editorial: France Votes
- Campaign Stops: The Mega Millions Solution
- Draft: Is Texting Writing?
- Loyal Opposition: Romney and the N.Y. Primary

### MARKETS » At close 04/24/2012

S.&P. 500	Dow	Nasdaq
1,371.97	13,001.56	2,961.60
+5.03	+74.39	-8.85
+0.37%	+0.58%	-0.30%

GET QUOTES My Portfolios »  
Stock, ETFs, Funds Go

**The New York Times**  
TRY IT NOW  
4 WEEKS FOR 99¢  
CLICK HERE

**BREAKING NEWS & OPINION**  
24/7 UPDATES THE CAUCUS BLOG

**THIRTYEIGHT**  
**'ICAL**  
**E**  
**F US.**  
**THE ON**

# Monitor

The screenshot shows a Twitter profile for Susan Dumais. At the top left is the Twitter logo. The navigation bar includes links for Home, Profile, Find People, Settings, Help, and Sign out. The profile header shows the name "Susan Dumais" and statistics: 20 following, 12 followers, and 1 listed. Below this are sections for Tweets (0), Favorites, and a grid of users being followed. The main content area is titled "You follow 20 people" and lists several followed accounts with their profile pictures, names, and recent tweets. The accounts listed are pfromthenc, DARPA\_News, huffingtonpost, nytimes, and dmRussell.

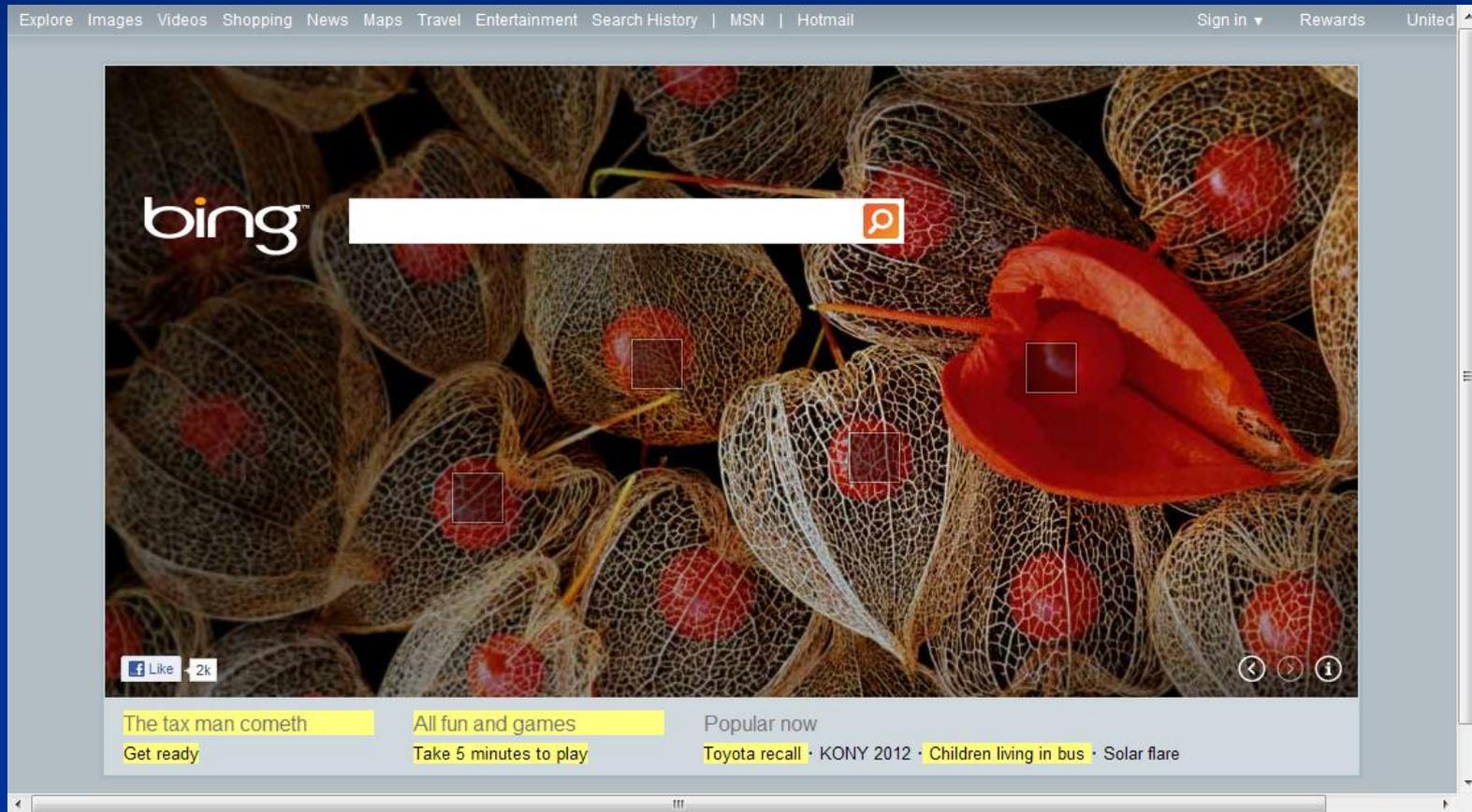
**twitter** Home Profile Find People Settings Help Sign out

**You follow 20 people** [add or invite more](#)

Name Susan Dumais  
20 following 12 followers 1 listed  
Tweets 0  
Favorites  
Following

User / Name	Actions
 <b>pfromthenc</b> Loren Terveen Just had my first Surly Furious... waited until *after* I finished working on the proposal tonight. <a href="#">about 22 hours ago</a>	 
 <b>DARPA_News</b> DARPA   Arlington, VA Team standings from DARPA Network Challenge posted on <a href="http://bit.ly/5kdAZ1">http://bit.ly/5kdAZ1</a> <a href="#">about 4 hours ago</a>	 
 <b>huffingtonpost</b> HuffingtonPost.com <a href="#">GOP Senator: We Will Unanimously Oppose Newest Health Care Compromise</a> <a href="http://bit.ly/5xRBEI">http://bit.ly/5xRBEI</a> <a href="#">about 1 hour ago</a>	 
 <b>nytimes</b> The New York Times   New York, NY <a href="#">Citi Races to Pay Back Bailout Aid</a> <a href="http://bit.ly/87E9Ry">http://bit.ly/87E9Ry</a> <a href="#">5 minutes ago</a>	 
 <b>dmRussell</b> CA, USA @roblyons Google Office is at 1101 New York Ave (although the entrance is on I) #gtadc <a href="#">about 13 hours ago</a>	 

# Serendipitous Encounters



# Unexpected Important Content



The screenshot shows a Windows Internet Explorer browser window displaying the SIGIR 2009 website. The address bar shows the URL <http://www.sigir2009.org/>. The page title is "Welcome -- Please join us in Boston | SIGIR'09". The main content area features a banner for "The 32nd Annual ACM SIGIR Conference July 19-23 2009" and a large heading "Welcome -- Please join us in Boston". Below this, a paragraph states: "The SIGIR 2009 conference opens in a few days in Boston, Massachusetts, at the Sheraton Boston Hotel and Northeastern University. The conference is chock full of exciting events and registrations are strong and still growing. We are looking forward to an exciting week." Two buttons are visible: "Conference registration site (updates or late)" and "NEU dorm registration (payments only)".

**Program**

- Schedule
- Tutorials
- Workshops
- Industry track
- Keynotes
- Papers
- Posters
- Demonstrations

**For attendees**

- Visas
- Boston
- Venue
- Registration
  - student support
  - accommodations
- Red Sox

**For contributors**

- Important dates
- Mentoring (closed)
- Call for... (closed)
- Submitting (closed)

**About us**

- History
- Organizers

**Recent news and upcoming deadlines**

- Please join your colleagues by starting the conference with a free continental breakfast in the Sheraton Hotel, Back Bay A&B, from 7:00am to 8:20am on Monday, July 20.
- The conference banquet is currently full. Effective July 15th, reservations will be wait-listed for the banquet.
- Standard conference registration closes the night of Sunday, July 12th (Boston time). See below for more information.
- Registration for Northeastern University housing has closed. If you need to change your reservation, contact [questions@sigir2009.org](mailto:questions@sigir2009.org)
- Three special tourism events have been added to the schedule: a panoramic view of the city on Sunday, a famous duck boat tour on Saturday, and a sunset harbor cruise on Wednesday. Look under "Boston" on the left for more information. Two of the events require sufficient interest to occur, so please fill out the questionnaire on that page.
- Industry Track registration is now available for students.

**Arrival at the conference**

- Tutorial and doctoral consortium registration is on the Northeastern campus, Sunday morning (the 19th). If you have registered for a tutorial or want to register for a tutorial, please get to Shillman Hall between 8:00 and 9:00 (the doctoral consortium starts at 8:30; morning tutorials start at 9:00). Volunteers and signs will provide direction from the hotel and the NEU dorms. [Here is a map.](#)
- Normal conference registration takes place at the Sheraton hotel, starting at 3:00pm on Sunday, July 19. Registration will be available throughout the conference if you are not arriving on Sunday.
- Workshop registrations may be made during normal registration periods or on the Northeastern campus on Thursday morning (the 23rd).
- If you have paid your fees in full in advance, your registration process should be very speedy.
- A free breakfast is available Monday morning (only) in the Sheraton.

For those who are driving, parking is available at the Sheraton and at Northeastern University. See [here](#)

# Understand Page Dynamics

The image shows a screenshot of a Bing search results page for the query "jaime teevan". The page layout includes a search bar at the top with the query "jaime teevan" and a magnifying glass icon. Below the search bar are tabs for "Web" and "Images". The main content area is titled "ALL RESULTS" and shows "1-10 of 11,700 results" with an "Advanced" link. The results are listed as follows:

- Jaime Teevan, Ph.D.**  
Jaime Teevan, Ph.D. Researcher studying information retrieval and human computer interaction at Microsoft Research.  
[research.microsoft.com/en-us/um/people/teevan](http://research.microsoft.com/en-us/um/people/teevan) - Cached page
- Jaime Teevan: Work**  
Jaime Teevan: Doctoral candidate at Massachusetts Institute of Technology. Research in information retrieval and information architecture.  
[people.csail.mit.edu/teevan/work](http://people.csail.mit.edu/teevan/work) - Cached page
- DBLP: Jaime Teevan**  
2010; 36 : Jaime Teevan, Susan T. Dumais, Daniel J. Liebling: A longitudinal study of how highlighting web content change affects people's web interactions.  
[www.informatik.uni-trier.de/~ley/db/indices/a-tree/t/Teevan:Jaime.html](http://www.informatik.uni-trier.de/~ley/db/indices/a-tree/t/Teevan:Jaime.html) - Cached page
- Jaime Teevan - Pipl Profile**  
Pipl profile of Jaime Teevan. Quick facts, personal profiles, publications, contact details and much more.  
[pipl.com/directory/people/Jaime/Teevan](http://pipl.com/directory/people/Jaime/Teevan) - Cached page
- Jaime Teevan: Work**  
Jaime Teevan: Doctoral candidate at Massachusetts Institute of Technology. Publications.  
[people.csail.mit.edu/teevan/work/publications/subject.html](http://people.csail.mit.edu/teevan/work/publications/subject.html) - Cached page
- Jaime Teevan - LinkedIn**  
Research · 232 connections · Greater Seattle Area  
View Jaime Teevan's professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Jaime Teevan discover inside connections to ...  
[www.linkedin.com/pub/jaime-teevan/0/542/7ab](http://www.linkedin.com/pub/jaime-teevan/0/542/7ab) - Cached page
- TR35: Jaime Teevan, 32 - Technology Review**  
From MIT. Information on Emerging Technologies & impact on business & society

On the right side of the page, there is a "Sponsored sites" section with a yellow background, containing the text: "We Found Jaime Teevan", "Instant-Address, Phone, Age & More.", "Search for Jaime Teevan Now!", "www.Intelius.com", and "See your message here".

Expected



Expected New Content



Monitor



Unexpected Important Content

33 | Estimate Members & More Exps... Use Chapter News and Events for more information. Yeah, baby!

Subject	Started by	Replies	Views	Last post
Small Business + ...	Darla Davis	21	206	Monday, 10/26/09, 10:00 AM
Conflicting Scheduling	MIS Morris	0	93	Monday, 10/26/09, 9:56 AM
Back to work Part II	Bob Morrison	5	43	Monday, 10/26/09, 9:56 AM
Aldergate Christian Preschool - HIKING	Heather Reese	0	17	Monday, 10/26/09, 9:56 AM
do you know anyone in Italy or Sweden?	Virginia Manning	3	70	Monday, 10/26/09, 9:56 AM
Call an Interview and I'm Recalling ...	Theresa Dyer	64	562	Monday, 10/26/09, 9:56 AM
Automobiles or Industry? Finding the Right Fit	James Taylor	7	105	Monday, 10/26/09, 9:56 AM
Any members work at Amazon.com?	Kathryn Hesse	10	118	Monday, 10/26/09, 9:56 AM
Time Magazine on SAHRA - getting back into work!	Kathryn Hesse	1	75	Monday, 10/26/09, 9:56 AM
Freemasonry Resurgence	Kathryn Hesse	1	41	Monday, 10/26/09, 9:56 AM
Congrat designer or Admin?	Heather Reese	0	45	Monday, 10/26/09, 9:56 AM

Attend to Activity



Serendipitous Encounter

Unexpected



Edit



Understand Page Dynamics



Unexpected Unimportant Content

# Studying Diff-IE

- Internal study of Diff-IE (3k people, 1+ months)

- Logging

- Hash of URLs visited



- Amount of change when revisited

- Feedback buttons



- Survey

- Prior to installation

- After 1 month of use

6. How often do you find the following types of pages change?

Required	Always	Often	Sometimes	Rarely	Never
News pages	<input type="radio"/>				
Message boards, forums, newsgroups	<input type="radio"/>				
Company homepages	<input type="radio"/>				
Personal homepages of people you know	<input type="radio"/>				
Pages with product information	<input type="radio"/>				
Reference pages (dictionaries, yellow pages, maps)	<input type="radio"/>				
Wikipedia pages	<input type="radio"/>				
Blogs you read	<input type="radio"/>				
Search engine results	<input type="radio"/>				

- Experience interview



# Diff-IE Results

- People revisit more w/ Diff-IE
  - 1<sup>st</sup> week: 39.4% of visits are revisits
  - 4<sup>th</sup> week: 45.0% of visits are revisits
- Perception of change increases
- Amount of change seen increases
  - 1<sup>st</sup> week: 21.5% revisits changed, by 6.2%
  - 4<sup>th</sup> week: 32.4% revisits changed, by 9.5%
- Diff-IE is driving visits to changed pages
  - It supports people in understanding change

# Overview

- **Change on the Web**
  - Content changes over time
  - User interaction varies over time (queries, re-visitation, anchor text, query-click stream, “likes”)
  - Tools for understanding Web change (e.g., Diff-IE)
- **Improving Web retrieval using dynamics**
  - Query trends over time
  - **Retrieval models that leverage dynamics**
  - Task evolution over time

# Temporal Retrieval Models 1

## (content-based)

- Current retrieval algorithms look only at a single snapshot of a page
- But, Web page content changes over time
- Can we leverage this to improve retrieval?
  - Pages have different *rates of change*
    - Different priors (using change rate vs. link structure)
  - Terms have *different longevity (staying power)*
    - Some are always on the page; some transient
  - Language modeling approach to ranking

$$P(D | Q) \propto P(D) P(Q | D)$$

Change prior

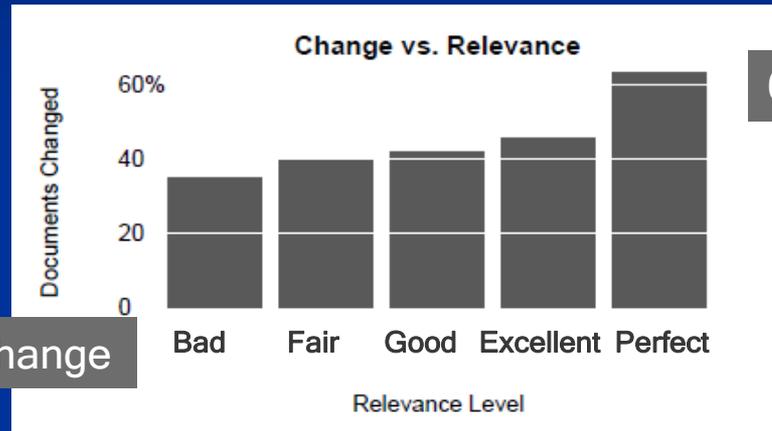
Term longevity

# Temporal Retrieval Expt 1

- 18K queries, 2.5M returned documents
  - Crawled docs weekly, for 10 weeks
  - Judged docs for relevance, only once
    - 5-point scale: Perfect/Excellent/Good/Fair/Bad
- Subset of 2k “navigational” queries
  - Queries that have a “Perfect” judgment
  - Assume these relevance judgments are consistent over time
- Measure changes in nDCG

# Relevance and Page Change

- Page change is related to relevance



30% “Bad” pages change

60% “Perfect” pages change

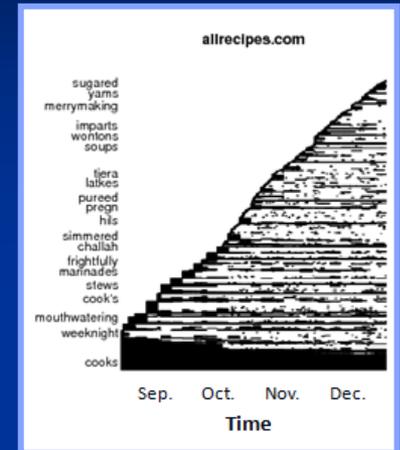
- Use change rate as a document prior (vs. priors based on link structure like Page Rank)
  - Shingle prints to measure change

$$P(D | Q) \propto P(D) \cdot P(Q | D)$$

Change prior

# Relevance and Term Change

- Terms patterns vary over time
- Represent a document as a mixture of terms with different “staying power”
  - Long, Medium, Short

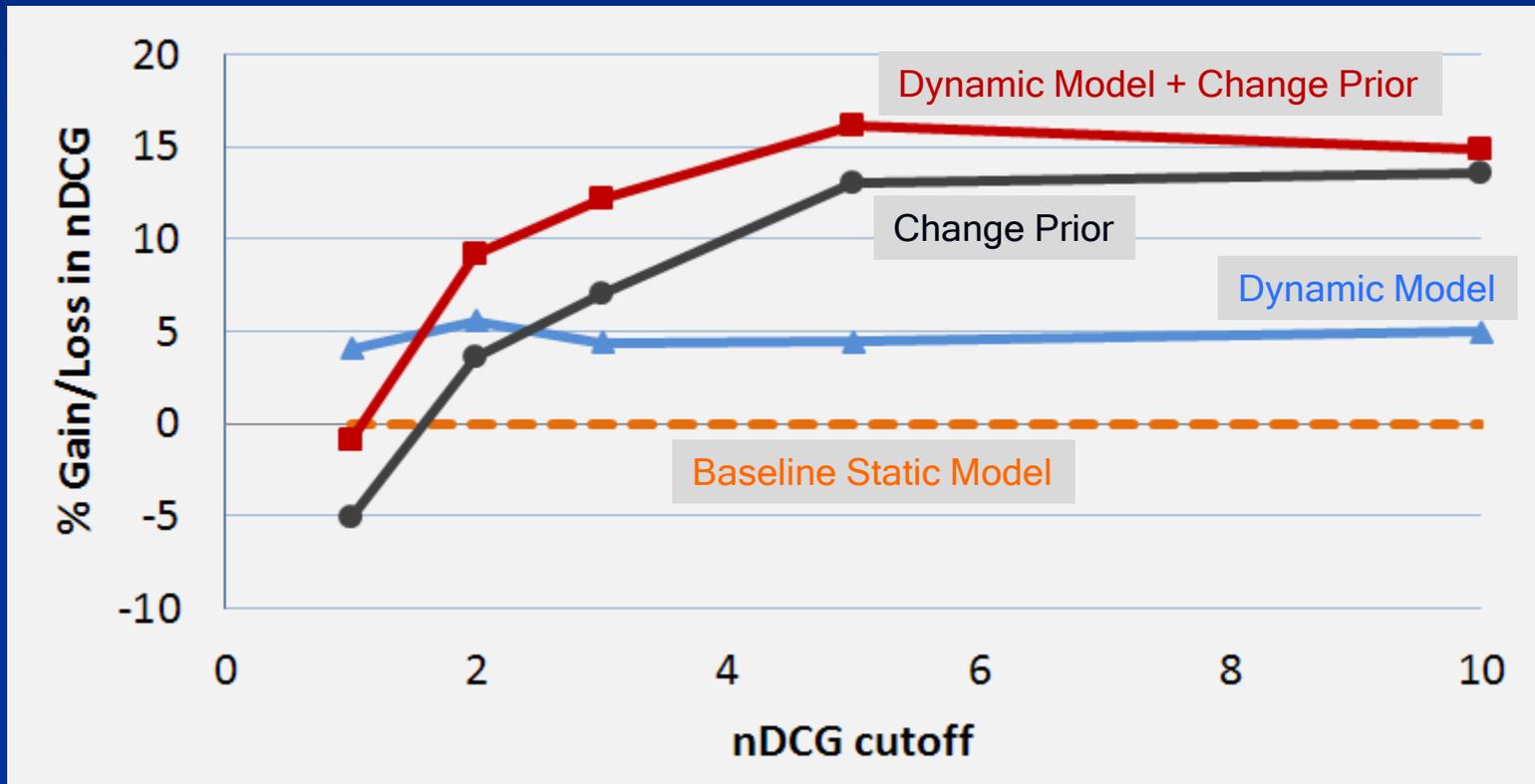


$$P(Q | D) = \lambda_L P(Q | D_L) + \lambda_M P(Q | D_M) + \lambda_S P(Q | D_S)$$

$$P(D | Q) \propto P(D) \cdot P(Q | D)$$

↑  
Term longevity

# Temporal Retrieval Results



# Temporal Retrieval Models 2

## (behavior-based)

- Initial evaluation: assumed relevance is “static” over time
- But, relevance often changes over time
  - E.g., *SIAM SDM* -- in 2012 vs. in 2011
  - E.g., *US Open 2012* -- in June (golf) vs. in Sept (tennis)
  - E.g., *March Madness 2012* -- before/during/after event
    - Before event: Schedule and tickets, e.g., stubhub
    - During event: Real-time scores, e.g., espn, cbssports
    - After event: General sites, e.g., wikipedia, ncaa
- Current evaluation
  - Collect relevance judgments, query frequency, interaction data, and page content over time

# Relevance over Time

- Query: *sigir*
- Why is old content ranked higher?
  - User interaction data (e.g., query-clicks, anchor text) more prevalent for older documents
- Need to weight user behavior signals appropriately

bing MS Beta 0

Web Web More ▾

RELATED SEARCHES

- SIGIR 2010
- SIGIR Iraq
- SIGIR Reports
- Special Inspector General for Iraq
- Special Interest Group on Information Retrieval
- Sigir
- KDD 2010
- ACM SIGIR

SEARCH HISTORY

Search more to see your history

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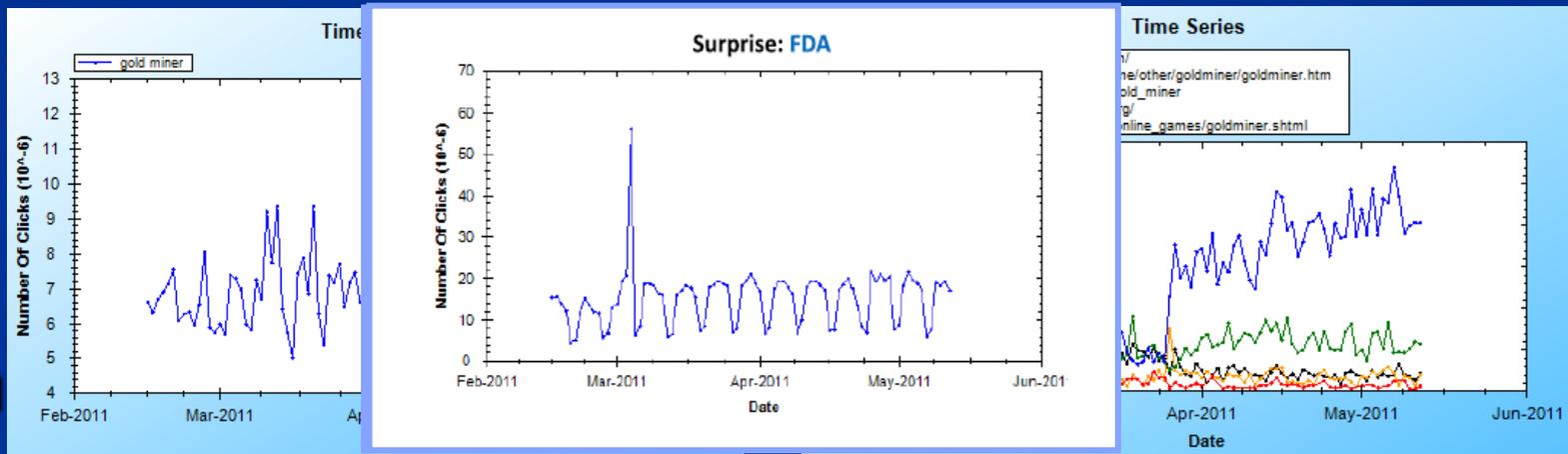
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# Temporal Retrieval Expt 2

## ■ Data

- Queries and clicked URLs, over 4 months



- Actual user search behavior over time (implicit measure)
- Model temporal dynamics of behavior
- Use model predictions to improve ranking

# Time Series Modeling

## ■ Model search behavior as time series

- Assume that the series of behavioral observations  $Y_1 \dots Y_n$  is generated sequentially based on some underlying structure (e.g., a sequence of *state vectors*)

## ■ Linear State Space Model (SSM)

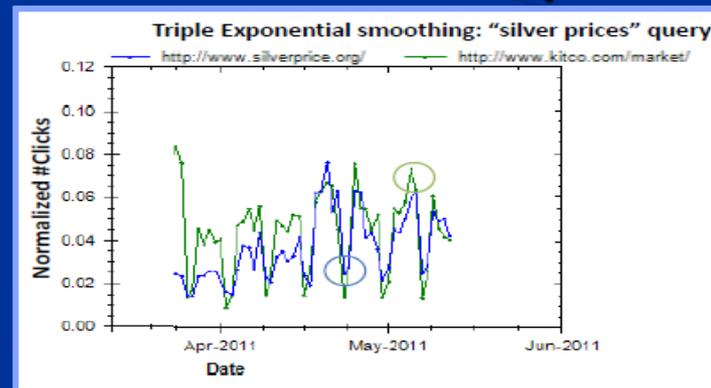
- Let  $X_t$  be a state vector at time  $t$ , then a semi-linear state space model is defined by:

$$Y_t = W(\theta)X_t + \epsilon_t \quad (\text{observation eqn.})$$

$$X_t = F(\theta)X_{t-1} + G(\theta)\epsilon_{t-1} \quad (\text{state transition eqn.})$$

## ■ Model state with Holt-Winters decomposition

- Smoothing
- Trend
- Periodic/Seasonal



# Experimental Details

- Learn: Time series models of user behavior
  - Can be query or URL dependent
- Predict: Future query and click behavior
- Ranking models
  - Predicted clicks as the only feature for ranking
  - Temporal (+other) features as input to learned ranker
- Three types of features
  - No user behavior (i.e., just content)
  - Historical average of user behavior
    - Uniform, Linear, Power
  - Temporal models of user behavior
    - Smoothing, +Trend, +Trend+Periodicity
- Measure: Correlation (predicted vs. actual) rankings; Win/Loss

# Experimental Results

## ■ Predicted clicks as the only feature

Query Type	Baselines		
	Average	Linear weight	Power weight
General	0.91	0.92	0.93
<b>Tail</b>	<b>0.18</b>	<b>0.21</b>	<b>0.22</b>
Periodic	0.91	0.92	0.93
<b>Dynamic</b>	<b>0.28</b>	<b>0.35</b>	<b>0.38</b>
Alternating	0.80	0.82	0.84
Temp Reform	0.95	0.95	0.95

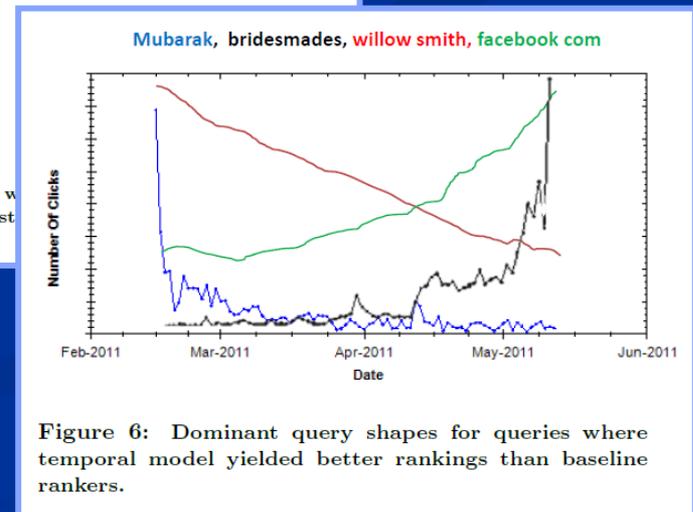
Table 2: Pearson correlation on ordering of our temporal models compared to baseline models. Statistically significant differences based on a paired t-test ( $p < .05$ ) are shown in bold.

## ■ Ranker trained with content + temporal features

Query Type	No User Behavior	Baseline Models		
	Base Features	Base Features +Average	Base Features +Linear weight	Base Features +Power weight
General	0.47	0.97	0.98	0.98
<b>Tail</b>	<b>0.31</b>	0.20	0.07	0.02
Periodic	0.78	0.87	0.91	0.91
Dynamic	-0.08	0.30	0.30	0.39
Alternating	0.23	0.64	<b>0.90</b>	0.74
Temp Reform	0.19	0.73	0.97	0.96

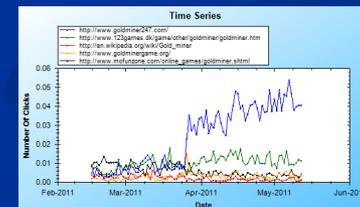
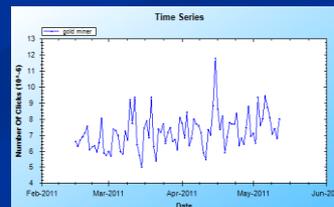
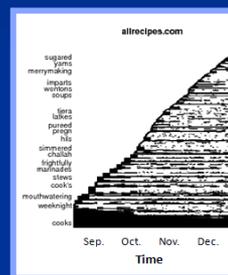
Table 4: Pearson Correlation on ranking using Base features without user behavior, w using our temporal models. Statistically significant differences based on a paired t-test performing algorithm ( $p < .05$ ) are shown in bold.

## ■ Best-performing queries



# Temporal IR Summary

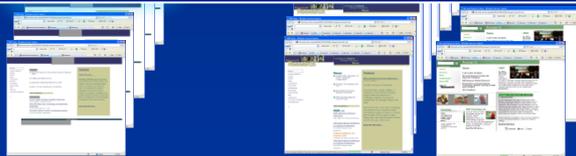
- Improve Web search by modeling temporal dynamics
- Content-based models
  - Rate of page change
  - Detailed term-level changes
- Behavior-based models
  - Query frequency over time
  - URL click patterns over time
- Ongoing work
  - Combing content and behavior features
  - Detecting surprise and periodicity
  - Modeling events



# Summary

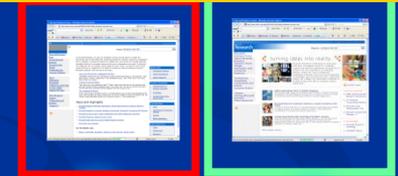
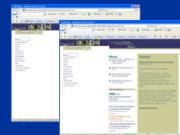
**Temporal IR:**  
Leverages change  
for improved IR

Web content changes: page-level, term-level



Relating revisitation and change allows us to

- Identify pages for which change is important
- Identify interesting components within a page



People revisit and re-find Web content

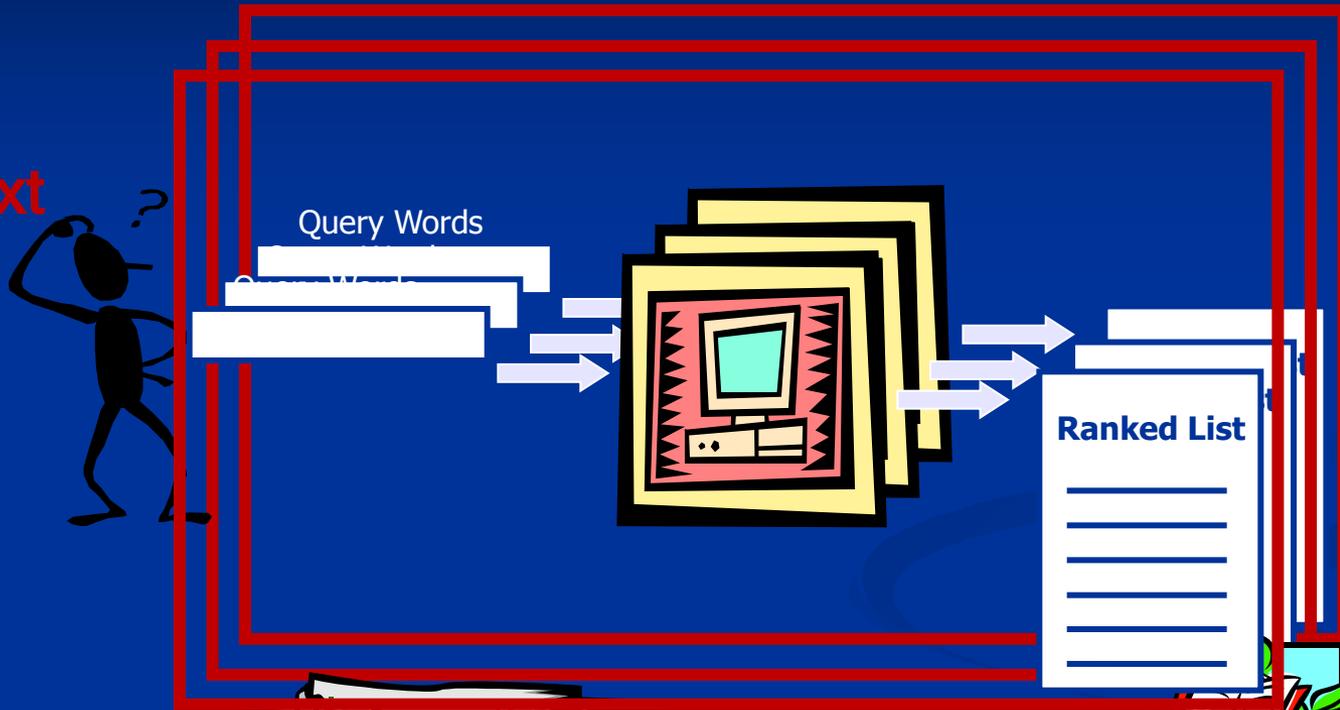
**Diff-IE:** Supports (and influences) interaction and understanding

# Opportunities and Challenges

- Temporal dynamics are pervasive in information systems
- Influence many aspect of information systems
  - Systems: protocols, crawling, indexing, caching
  - Document representations: meta-data generation, information extraction, sufficient statistics at page and term-level
  - Retrieval models: term weights, document priors, etc.
  - User experience and evaluation
- Better supporting temporal dynamics of information
  - Requires digital preservation and temporal metadata extraction
  - Enables richer understanding of the evolution (and prediction) of key ideas, relations, and trends over time
- Time is one important example of context for IR
  - Others include: location, individual, tasks, etc.

# Think Outside (Search Research) Boxes

User  
Context



Document  
Context

Task/Use  
Context



# Thank You !

- Questions/Comments ...

- More info,

<http://research.microsoft.com/~sdumais>

Diff-IE ... try it!



<http://research.microsoft.com/en-us/projects/diffie/default.aspx>