



IS Department Seminar

Guiding Search Using Phrases

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COFFEE: 2:15 PM – 2:30 PM

TIME: 2:30 PM - 4:30 PM

LOCATION: GITC Building, Room 3710

IS SEMINAR LINK: www.is.njit.edu

Abstract

Many people have observed that searching is inherently an iterative process, yet log studies of Web-based search engines reveal that most search sessions consist of just one or two queries, and most queries consist of just one or two words. We suggest that lack of search engine transparency and poor search engine guidance partially explain the lack of iteration. In order to increase interaction between the searcher and the search engine, we propose a unified approach to search engine guidance based on phrasal query suggestions in the context of a high-precision search engine. In this talk we argue the case for proximity search, present algorithms for finding and evaluating phrasal query suggestions, and present experimental results for the uptake and efficacy of our technique when applied to a commercial search engine.

BIO

Alan Feuer is a founder and chief technologist at Blossom Software. Blossom develops and operates specialized search engines for a wide range of government agencies and corporations. Alan is responsible for the design and implementation of Blossom's Internet agent and search technology. Since 2001, Alan has been on the faculty of the College of Computer and Information Science at Northeastern University.

Alan has published several books and many papers. He is best known for his programming texts *MFC Programming* (Addison Wesley Longman, 1997) and *The C Puzzle Book* (Addison Wesley Longman, 1998, Prentice-Hall, 1982 and 1989). From 1995 through 1999, Alan was the technical editor of the Advanced Windows Series from Addison Wesley. In 1986, Alan co-founded Blossom to create shrink-wrapped software for Lotus 123. Two of his products *Write-in* and *Allways* were granted top awards from *PC Magazine*, *InfoWorld*, and the Software Publishers Association. *Allways*, purchased by Lotus Development in 1989, was one of the best-selling software programs of its time with sales of over two million copies. Alan has a Ph.D. in computer science from Northeastern University and an A.B. in architecture from the University of California, Berkeley.