

The Two Sides to Search

Reference Based Understanding / Document Based Understanding

Current advances in search have come about from leveraging reference-based analysis (human annotations). The effectiveness can be seen in dramatic improvements of search results from engines such as Google, Yahoo, and Ask Jeeves (Teoma). However, this is just one side of the story.

Comparable advances in document-based understanding can lead to similar improvements (even in those currently using reference-based algorithms). In addition, improved document-based analysis can have a farther-reaching impact on electronic document tools. 2028's Automated Semantic Knowledge (ASK) is the counterpart to algorithms such as WebRank to improving search.

2028's Automated Semantic Knowledge (ASK)

Designed to mimic human reading and analysis, ASK understands a document's semantic relevance by identifying and analyzing the concepts and their relationships via innovative data representations, set algorithms, and heuristics. Just as the PageRank (Link Analysis) algorithm takes inspiration from the human heuristic of leveraging annotated references (links), ASK uses comparable insightful heuristics to dramatically improve intra-document analysis and search. The results simply speak for themselves.



Synergy

The adage “the sum is greater than the parts” usually holds true. Reference-Based understanding and Document-Based understanding attack the search problem from two different but complementary sides. Just as taking into account the viewpoints and opinions of others are important, the interpretation of a document on its own merits is critical. Both methods can improve the other by providing another dimension upon which results can be crosschecked and validated.

In the last four years, reference-based algorithms have grown using not only links but also their context (such as the words in a link) and the stylistic tags surrounding them to provide a means of understanding the main concepts of a document via human annotation (links). ASK’s objective single document analysis provides an orthogonal metric to reference-based solutions.

Today’s top search engines use a combination of metrics. ASK provides a innovate metric that can be used in conjunction to catalyze current methods to the next level with its insightful semantic relevance and concept relationship substrate. ASK completes the circle with reference-based solutions empowering intuitive human level business logic to be implemented.

