MobileClick

Makoto P. Kato
Matthew Ekstrand-Abueg
Virgil Pavlu
Tetsuya Sakai
Takehiro Yamamoto
Mayu Iwata
Recap: 1CLICK-2

1. Enter query
2. Click SEARCH button
3. Get all desired information

Task:
Given a search query, return a single textual output (X-string)

Go beyond the "ten-blue-link" paradigm, and tackle information retrieval rather than document retrieval.
Mobile

• Focus more on MOBILE
• NO MORE DESKTOP RUN

Click

• Take over it from 1CLICK
• NO MORE ONE CLICK
Feedback

- Wikipedia-is-enough problem
- The focus of 1CLICK is unclear
- What are challenges?
- What is the difference from Q&A
Three Arrows

Challenging Queries

Component-ization

2CLICKs
Challenging Queries

Such queries include GEO and QA type queries as 1CLICK-2 showed, and others.

We will not use query types explicitly in MobileClick.

Queries

Popular in mobile search

Covered by existing systems (e.g. Wikipedia)
Componentization

Usual flow of 1CLICK-2 systems

Query Classification → Information Extraction → Summarization
Componentization

Usual flow of 1CLICK-2 systems

1. Query Classification
2. Information Extraction
3. Summarization
Componentization

Usual flow of 1CLICK-2 systems

Query Classification

→ Information Extraction

→ Summarization

- iUnit Retrieval Subtask

- iUnit Summarization Subtask+
1CLICK-1&2 Output

the very first story of NTCIR

NTCIR Workshop 1
Proceedings of the First NTCIR Workshop on
Research in Japanese Text Retrieval and Term
Recognition
August 30 - September 1, 1999

KKR Hotel Tokyo, Tokyo, Japan
Copyright (C) 1999 National Center for Science
Information Systems
ISBN: 4-924600-77-6
Organized by:
NACSIS (National Center for Science Information
Systems)

In cooperation with:
IPSJ (Information Processing Society of Japan)
SIG-Fi (Fundamental Infology), IPSJ
Supported by:
JSPS (Japan Society for the Promotion of
Science) "Research for the Future Program:
Studies on Ubiquitous Information Systems for
Utilization of Highly Distributed Information
Resources" (Principal Investigator: Jun Adachi,
Professor, NACSIS)
NO MORE ONE CLICK
MobileClick Output

First Layer

Location
Sponsors
Tasks

Second Layer

Sponsors
IPSJ (Information Processing Society of Japan)
SIG-FI (Fundamental Infology), IPSJ
Supported by:
JSPS (Japan Society for the Promotion of Science) "Research for the Future Program: Studies on Ubiquitous Information Systems for Utilization of Highly Distributed Information Resources" (Principal Investigator: Jun Adachi, Professor, NACSIS)
MobileClick

Challenging Queries  Two Subtasks  Two-layer Output

Queries
Popular in Mobile
Covered by existing systems (e.g. Wikipedia)

iUnit Retrieval  Summarization

MobileClick = New Challenges + Focused Problems + 1CLICK-2

Location
Sponsors

Tasks

IPSJ (Information Processing Society of Japan)
SIG-Fi (Fundamental Infology), IPSJ
Supported by:
JSPS (Japan Society for the Promotion of Science) "Research for the Future Program:
Studies on Ubiquitous Information Systems for Utilization of Highly Distributed Information Resources" (Principal Investigator: Jun Adachi, Professor, NACSIS)