

MobileClick

Makoto P. Kato

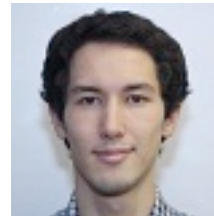
Matthew Ekstrand-Abueg

Virgil Pavlu

Tetsuya Sakai

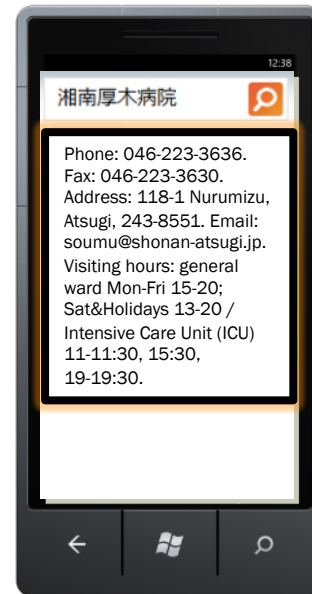
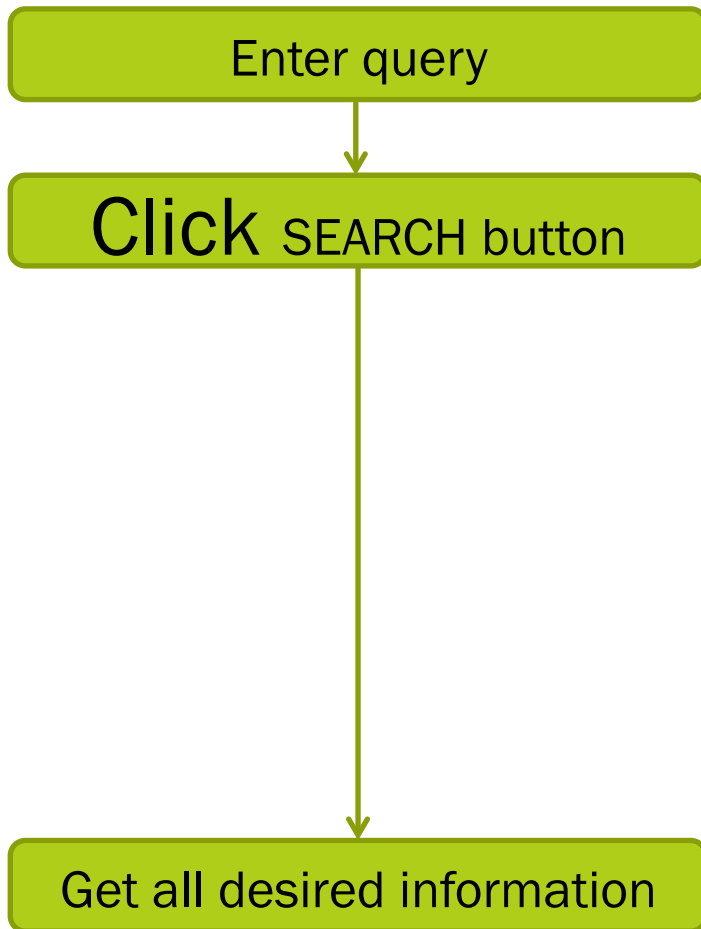
Takehiro Yamamoto

Mayu Iwata



Recap: 1CLICK-2

The system outputs *X-string*



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? Click?

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



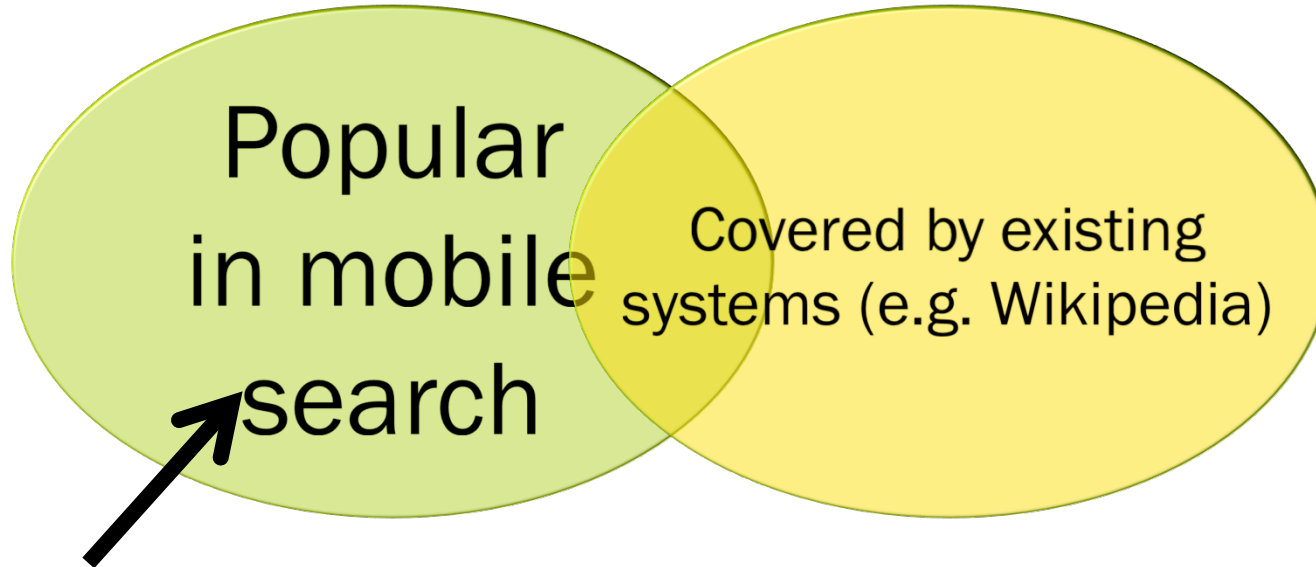
Challenging
Queries

Component-
ization

2CLICKs

Challenging Queries

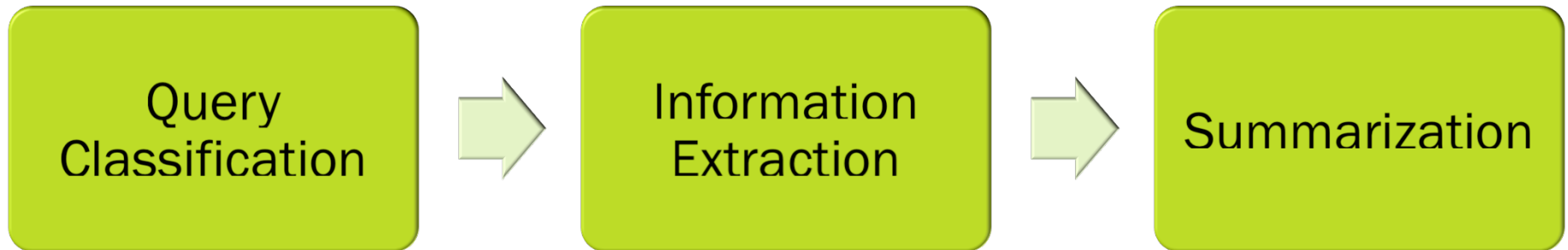
Queries



- Such queries include GEO and QA type queries as 1CLICK-2 showed, and others
- We will not use query types explicitly in MobileClick

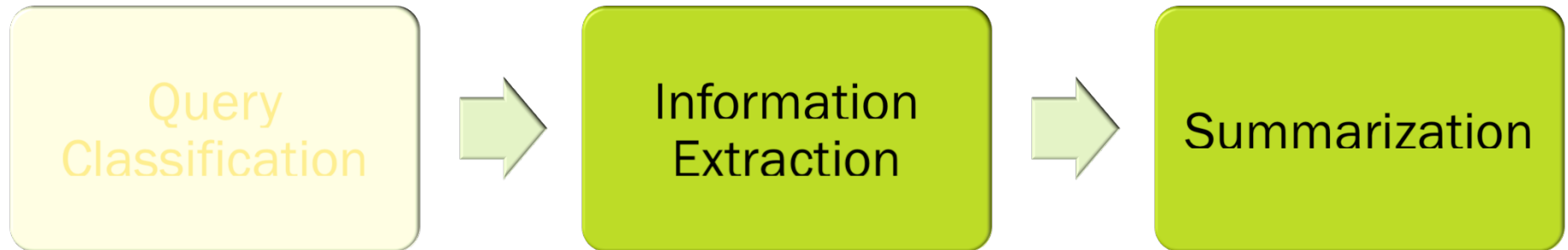
Componentization

Usual flow of 1CLICK-2 systems



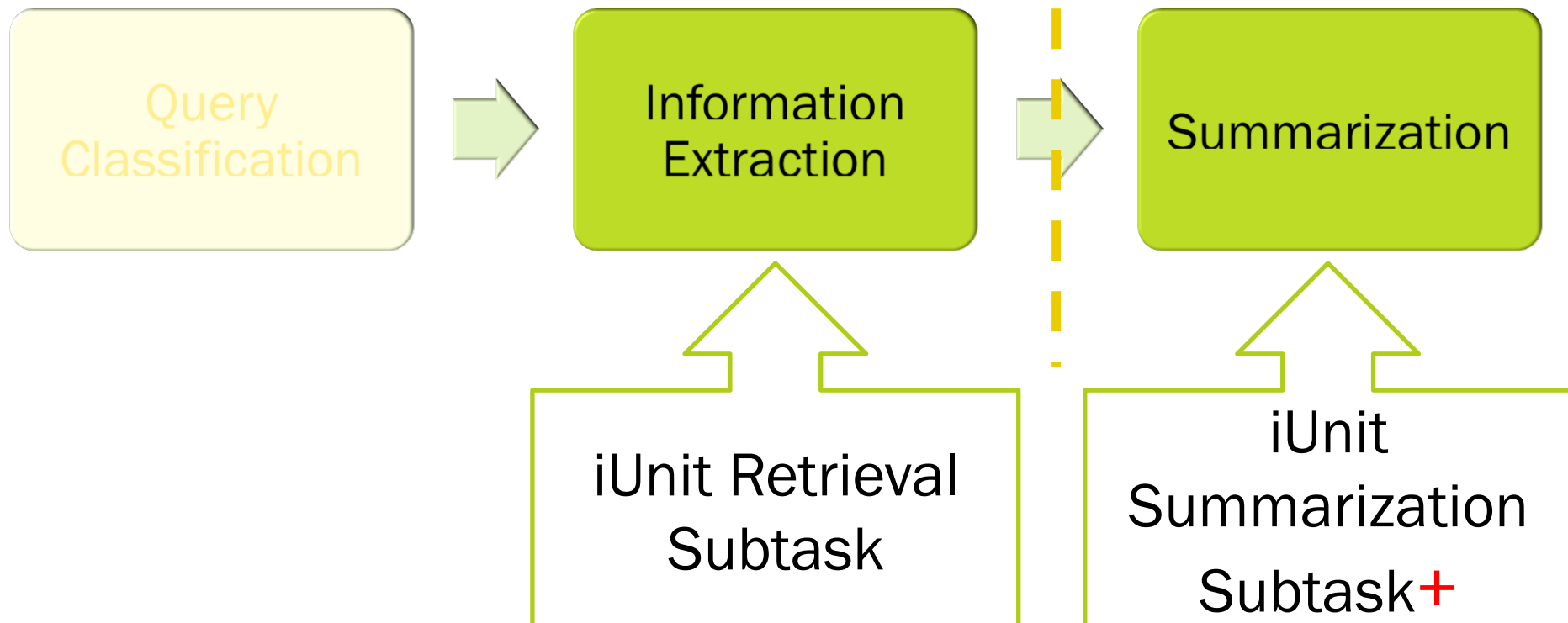
Componentization

Usual flow of 1CLICK-2 systems

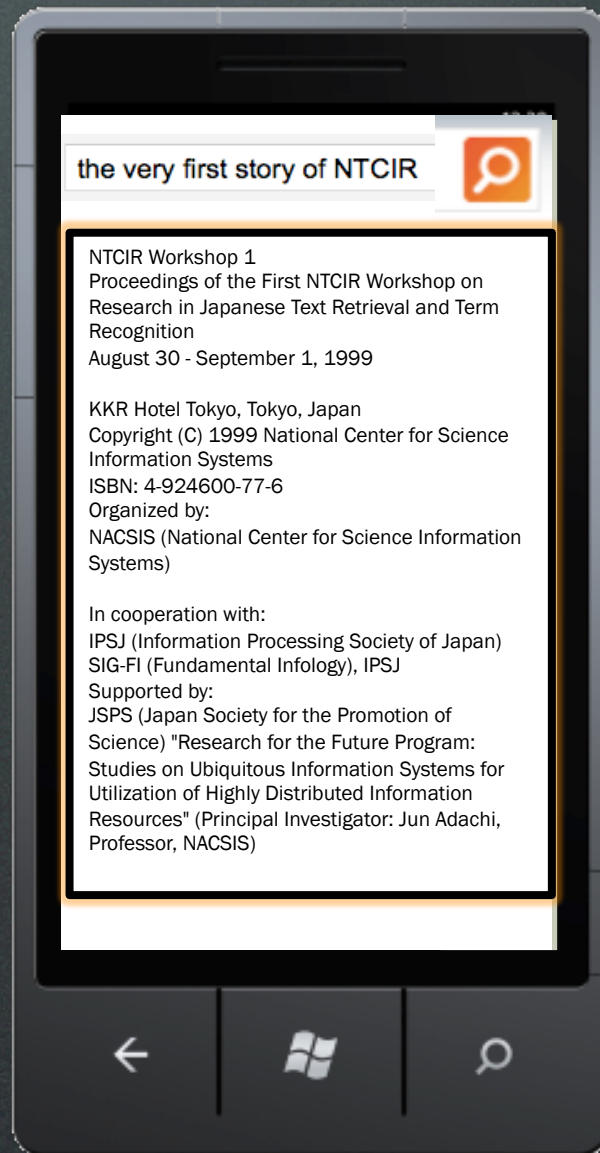


Componentization

Usual flow of 1CLICK-2 systems

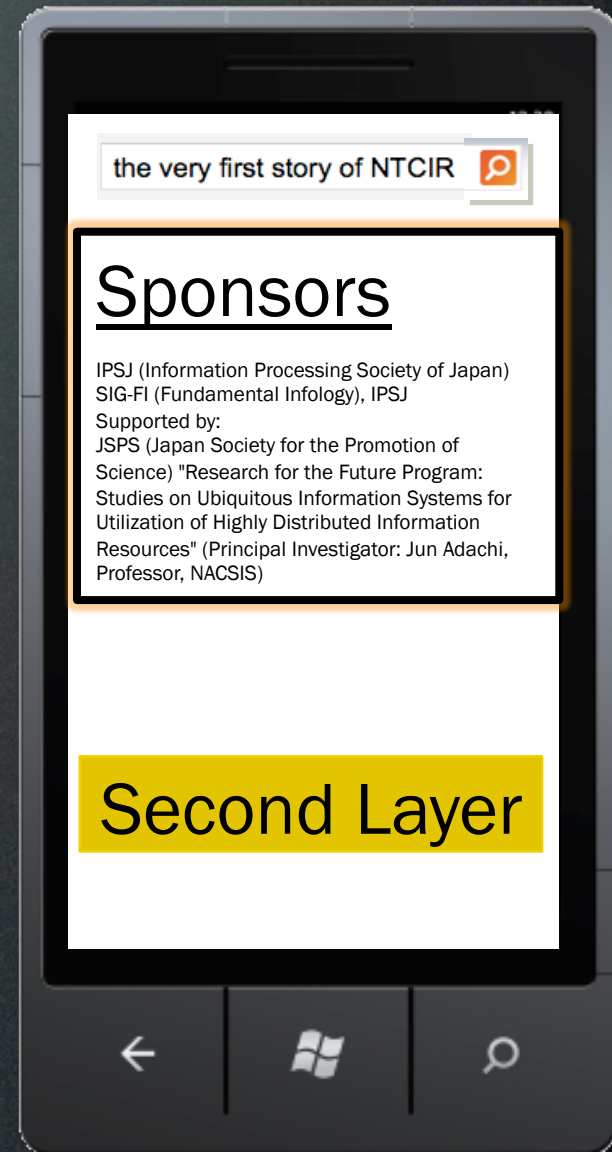
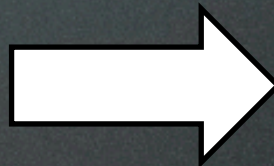


1CLICK-1&2 Output



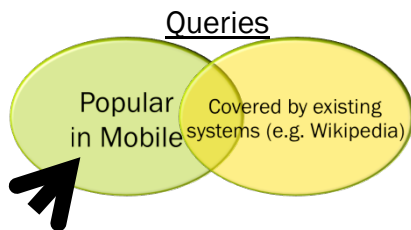
NO MORE ONE CLICK

MobileClick Output



MobileClick

Challenging Queries Two Subtasks



Two-layer Output



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MobileClick

= New Challenges + Focused Problems + 1CLICK-2