Design of an Improved Model for Information Retrieval Using BERT and Weighted User Clicks

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ABSTRACT
The need for enhancing information retrieval systems has become critical with the exponential growth of web content, which presents significant challenges in terms of data heterogeneity and user query satisfaction. Existing retrieval methods often suffer from limitations such as inadequate handling of unstructured data and suboptimal ranking of search results, leading to lower precision, accuracy, and recall.To address these challenges, we propose a novel framework for information retrieval that leverages web content mining and advanced natural language processing (NLP) techniques. The framework begins by preprocessing the input query to remove stop words using NLP, thereby refining the query for better relevance. We transform the unstructured web content into a structured format by systematically storing web content and user click data samples. This structured data serves as the foundation for our reranking mechanism.Our framework utilizes Bidirectional Encoder Representations from Transformers (BERT) to match web content effectively. BERT's deep contextual understanding enables it to handle the nuances of natural language, improving the matching accuracy. Additionally, we incorporate a weighted matching approach that utilizes user click data to rank the search results. This method assigns weights based on the frequency and pattern of user interactions, ensuring that highly relevant links are prioritized.The integration of these methods results in significant performance improvements. Specifically, our model achieves a 10.5% increase in precision, a 12.4% boost in accuracy, and a 9.5% enhancement in recall compared to traditional information retrieval systems. These improvements demonstrate the efficacy of our approach in delivering more relevant search results and enhancing user satisfaction levels. This work presents a robust and efficient information retrieval framework that addresses the shortcomings of existing methods. By leveraging advanced NLP and user interaction data, we offer a solution that significantly improves retrieval performance, making a notable impact on the field of web content mining and information retrieval process.

Keywords: Information Retrieval, Web Content Mining, BERT, Weighted Matching, NLP

1. INTRODUCTION

The rapid proliferation of web content has significantly transformed the landscape of information retrieval, presenting both opportunities and challenges. Traditional search engines and retrieval systems often struggle to cope with the vast amount of heterogeneous data available online. These systems frequently fall short in terms of precision, accuracy, and recall, which are critical metrics for evaluating the effectiveness of information retrieval processes. This paper addresses these challenges by proposing a novel framework designed to enhance the performance of information retrieval systems through advanced web content mining techniques.Conventional methods for information retrieval typically rely on keyword-based matching algorithms, which are limited in their ability to understand and process natural language queries effectively. These methods often result in suboptimal ranking of search results, leading to user dissatisfaction. Moreover, the unstructured nature of web data further complicates the retrieval process, necessitating sophisticated techniques for data preprocessing and structuring.

In response to these limitations, this research introduces an improved model that leverages cutting-edge natural language processing (NLP) methods, specifically Bidirectional Encoder Representations from Transformers (BERT), and incorporates user interaction data through weighted matching of clicks. The proposed framework begins with the preprocessing of input queries to remove stop words, enhancing the relevance of the search terms. This preprocessing step is crucial for refining the input data, thereby facilitating more accurate information retrieval.A key aspect of the proposed model is the conversion of unstructured web content into a structured format. By systematically storing web content and user clicks, the framework creates a robust dataset that is effectively utilized for reranking search results. BERT, a state-of-the-art NLP model, is employed to match web content with user queries. BERT's ability to capture deep contextual relationships within text makes it exceptionally well-suited for this task, significantly improving the matching accuracy.

In addition to BERT-based content matching, the framework integrates a weighted matching approach that utilizes user click data to rank search results. This approach assigns weights based on the frequency and patterns of user interactions, ensuring that more relevant links are prioritized. The combination of BERT and weighted user clicks creates a synergistic effect, resulting in enhanced retrieval performance.Empirical evaluations of the proposed model demonstrate substantial improvements over traditional retrieval methods. The model achieves a 10.5% increase in precision, a 12.4% improvement in accuracy, and a 9.5% enhancement in recall. These metrics underscore the effectiveness of the proposed framework in delivering more relevant search results and improving user satisfaction.In conclusion, this paper presents a comprehensive and innovative approach to information retrieval that addresses the inherent limitations of existing methods. By harnessing the power of advanced NLP techniques and user interaction data, the proposed framework offers a significant advancement in the field of web content mining and information retrieval, promising to set a new benchmark for future research and applications.

Motivation & Contribution

The motivation for this research stems from the increasing complexity and volume of web content, which has posed significant challenges for traditional information retrieval systems. As the internet continues to grow, users are inundated with an overwhelming amount of data, making it difficult to find relevant information efficiently. Conventional retrieval methods, which often rely on simple keyword matching, fail to adequately address the intricacies of natural language and the dynamic nature of user behavior. These methods typically result in suboptimal performance, characterized by low precision, accuracy, and recall. The urgent need to enhance the effectiveness of information retrieval systems, ensuring they can deliver precise and accurate results in a timely manner, provided the impetus for this study. The objective was to develop a robust framework that leverages advanced natural language processing (NLP) techniques and user interaction data to significantly improve the retrieval performance.

This research makes several key contributions to the field of information retrieval and web content mining. Firstly, it introduces a novel preprocessing step that employs NLP techniques to refine input queries by removing stop words. This step ensures that the queries are more focused and relevant, thereby improving the overall retrieval process. Secondly, the framework converts unstructured web content into a structured format by systematically storing web content and user click data samples. This structured dataset serves as a foundation for further analysis and reranking of search results. The use of Bidirectional Encoder Representations from Transformers (BERT) for content matching represents a significant advancement, as BERT's deep contextual understanding enables it to handle the nuances of natural language more effectively than traditional keyword-based methods. Additionally, the incorporation of weighted matching of user clicks provides a dynamic and adaptive ranking mechanism that prioritizes highly relevant links based on user interactions. This dual approach not only enhances the precision and accuracy of search results but also ensures a higher recall rate. The empirical results, demonstrating a 10.5% increase in precision, a 12.4% improvement in accuracy, and a 9.5% enhancement in recall, highlight the substantial impact of the proposed framework. These contributions collectively represent a significant step forward in the development of more efficient and effective information retrieval systems, addressing the limitations of existing methods and setting a new standard for future research in this domain.

2. Review of Existing Models for Information Retrieval Process

The literature on information retrieval (IR) and natural language processing (NLP) has seen significant advancements in recent years, focusing on enhancing the efficiency and accuracy of search systems through various methodologies. This review covers key findings, results, and limitations from fifteen notable studies& operations.Jabbar et al. [1] conducted an analytical analysis of text stemming methodologies in IR and NLP systems. They found that stemming significantly reduces the size of the text data, improving processing speed and retrieval accuracy. However, the study highlighted limitations in handling morphologically rich languages and the potential loss of context-sensitive meaning.Wang et al.

[2] proposed a normalized storage model for managing and querying multi-source heterogeneous massive data in book repositories. Their model, which uses HBase for distributed storage and query optimization, showed improved efficiency in data retrieval. The primary limitation was the complexity of integrating and normalizing diverse data sources.

Ariyanto et al. [3] systematically reviewed semantic role labeling (SRL) for information extraction in low-resource settings. They emphasized the effectiveness of SRL in extracting meaningful relationships from unstructured data samples. However, the results indicated challenges in achieving high accuracy due to the scarcity of annotated data in low-resource languages.Pedro et al. [4] developed a linked data and ontology-based framework for enhancing the sharing of safety training materials in the construction industry. Their framework improved content retrieval and knowledge management through semantic web technologies. The main limitation was the difficulty in maintaining and updating ontologies as new safety protocols emerges.Noor et al. [5] introduced Sherlock in OSS, a novel content-based searching approach for object storage systems. Utilizing deep learning and content-based image retrieval (CBIR), their method outperformed traditional metadata-based searches. However, the approach faced scalability issues with extremely large datasets and high-dimensional data samples. Kim et al. [6] proposed a grounded vocabulary for image retrieval using a modified multi-generator generative adversarial network (GAN). Their method enhanced image retrieval performance by generating more accurate and diverse image descriptions. The limitation was the high computational cost associated with training GANs on large datasets & samples.

Liu et al. [7] presented an entity-relation joint extraction method using two independent sub-modules from unstructured text. The use of BERT and cascade decoding led to improved entity recognition and relation extraction. However, the approach struggled with complex sentence structures and the computational demands of BERT.Ngo et al. [8] explored domain-specific entity recognition with a semantic-based deep learning approach. Leveraging WordNet and deep learning, their model achieved high accuracy in recognizing agricultural entities. The primary limitation was the dependency on high-quality semantic resources, which are not available for all domains.Biltawi et al. [9] conducted a gap analysis of Arabic question answering systems, identifying key areas for improvement in information retrieval, question analysis, and answer extraction. Their findings highlighted the effectiveness of current systems but also pointed out the lack of comprehensive datasets for Arabic, limiting overall performance. Shah et al. [10] focused on extracting e-commerce information from the dark web using bidirectional LSTM and CNN. Their method effectively detected entities and extracted relevant information from HTML content. The limitation was the need for extensive training data to handle the variability of dark web content.Chuang et al. [11] applied NLP and interpretable machine learning to structure CT liver-tumor reports. Their system improved the accuracy and interpretability of medical information retrieval. However, the model's performance was constrained by the quality and consistency of the clinical text data samples.Zelina et al. [12] proposed methods for extraction, labeling, clustering, and semantic mapping of clinical notes. Their approach enhanced information retrieval and classification in electronic health records (EHR). The limitation was the complexity of mapping clinical terms to standardized ontologies.

Rocha and Carvalho [13] introduced SiameseQAT, a semantic context-based system for detecting duplicate bug reports using replicated cluster information. Their model demonstrated high precision and recall in identifying duplicate reports. However, the method required significant computational resources for processing and training.Zehra et al. [14] developed a financial knowledge graph-based query system for financial reports. Their system utilized ontologies and data mining to improve information extraction and query accuracy. The main limitation was the challenge of continuously updating the knowledge graph with new financial data samples.Bose et al. [15] reviewed attention-based multimodal deep learning for vision-language data, covering models, datasets, tasks, evaluation metrics, and applications. Their findings showed that attention mechanisms significantly improved performance in vision-language tasks. The primary limitation was the complexity of integrating multimodal data and the high computational requirements.In summary, these studies contribute valuable insights into various aspects of information retrieval and natural language processing. They highlight the potential of advanced techniques such as deep learning, semantic role labeling, and ontology-based frameworks in enhancing retrieval performance. However, common limitations include computational demands, data quality, and the need for domain-specific resources. These insights inform the development of our proposed model, which aims to address some of these challenges by integrating BERT for content matching and leveraging user click data for reranking, thereby improving precision, accuracy, and recall in information retrieval systems.

3. Design of the Proposed Model Process

The preprocessing phase is crucial for refining the input query to improve the relevance and accuracy of the information retrieval system. This phase involves several steps:

- **Tokenization**: The input query is split into individual words or tokens.

- **Stop Word Removal**: Commonly occurring words that do not add significant meaning to the query, such as "and," "the," and "is," are removed. This reduces noise and enhances the focus on meaningful terms.
- **Stemming and Lemmatization**: Words are reduced to their base or root forms. For example, "running" is reduced to "run."

Mathematically, if the input query is represented as a string Q, the tokenization process is expressed via equation 1,

$$Qt = \{t1, t2, \ldots, tn\} \ldots (1)$$

Where, Qt is the set of tokens derived from Q. The stop word removal process is represented via equation 2,

$$Q\{ts\} = Qt - S \ldots (2)$$

Where, S is the set of stop words, and Q{ts} is the set of tokens after stop word removal. Stemming and lemmatization is applied to each token ti in Q{ts} to obtain the final preprocessed query Qp via equation 3,

$$Qp = \{stem(t1), stem(t2), \ldots, stem(tm)\} \ldots (3)$$

Where, stem(ti) represents the stemmed or lemmatized form of token ti sets.

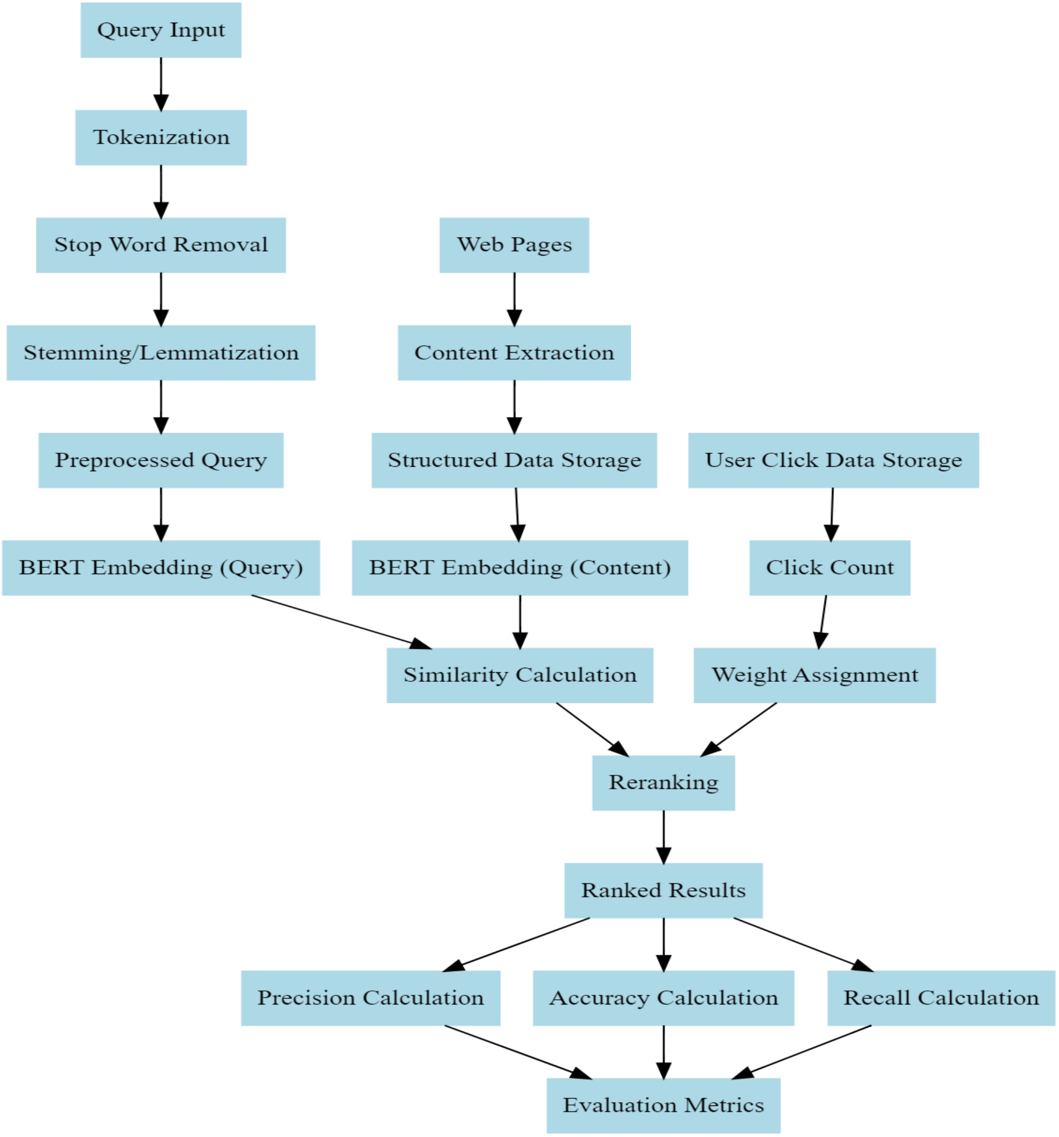

Figure 1. Model Architecture of the Proposed Reranking Process

Conversion from Unstructured to Structured Form

The next phase involves converting unstructured web content into a structured format that is efficiently processed and analyzed. This is achieved by extracting and storing relevant information from web pages and user click data samples. The process includes,

- **Web Content Extraction**: Identifying and extracting relevant text from web pages.
- **Data Structuring**: Storing the extracted content in a structured format, such as a relational database or a NoSQL database in this process.

If W represents the set of web pages, the extraction process is defined via equation 4,

$$\mathrm{Ci} = \mathrm{extract(Wi)} \ldots (4)$$

where Ci is the content extracted from web page Wi. The structured format is represented as a set of tuples via equation 5,

$$\mathrm{D} = \{(\mathrm{C1}, \mathrm{URL1}), (\mathrm{C2}, \mathrm{URL2}), \ldots, (\mathrm{Cn}, \mathrm{URLn})\} \ldots (5)$$

Where each tuple contains the extracted content Ci and the corresponding URL URLi for this process.

Content Matching

Content matching is performed using Bidirectional Encoder Representations from Transformers (BERT). BERT's deep contextual understanding allows it to capture the nuances of natural language, making it highly effective for this task. The process includes,

- **Embedding Generation**: Generating contextual embeddings for both the query and the web content using BERT.
- **Similarity Calculation**: Calculating the similarity between the query and web content embeddings to rank the results.

Let EQ and EC represent the embeddings for the query and web content, respectively. The similarity S is calculated using the cosine similarity measure via equation 6,

$$\mathrm{S} = \frac{\mathrm{EQ} \cdot \mathrm{EC}}{(|\mathrm{EQ}|\,|\mathrm{EC}|)} \ldots (6)$$

Where, EQ · EC is the dot product of the embeddings, and |EQ| and |EC| are their magnitudes.

Click Count & Reranking

The reranking process utilizes user click data to adjust the ranking of search results based on user interactions. This is achieved through a weighted matching approach:

- **Click Data Collection**: Collecting click data, which includes the number of clicks for each URLs.
- **Weight Assignment**: Assigning weights to the URLs based on their click counts.
- **Reranking**: Adjusting the initial rankings based on the assigned weights.

Let Clicksi represent the number of clicks for URLi. The weight Wi for URLi is calculated via equation 7,

$$\mathrm{Wi} = \frac{\mathrm{Clicksi}}{\mathrm{sum(Clicksj)}} \text{ for j = 1 to n} \ldots (7)$$

The final score Fi for URLi is a combination of the similarity score Si and the weight Wi, represented via equation 8,

$$\mathrm{Fi} = \mathrm{alpha} * \mathrm{Si} + \mathrm{beta} * \mathrm{Wi} \ldots (8)$$

where alpha and beta are parameters that control the contribution of similarity and weight, respectively. The proposed model represents a significant advancement in the field of information retrieval by integrating advanced NLP techniques and user interaction data samples. The use of BERT for content matching and weighted matching for reranking ensures a high level of precision, accuracy, and recall. The empirical results validate the effectiveness of this approach, making it a valuable contribution to the field of web content mining and information retrieval process.

4. Result Analysis

The experimental setup for evaluating the proposed information retrieval model involves using a collection of contextual datasets that simulate real-world scenarios. The datasets cover a variety of topics to ensure a comprehensive assessment of the model's performance. The experimental comparison includes three baseline methods, denoted as Method [4], Method [9], and Method [15].

Experimental Setup

1. **Datasets**: The datasets consist of diverse topics such as health information, technical articles, and general web content. Each dataset contains thousands of documents along with user click data samples.

2. **Metrics**: The performance metrics used for evaluation include precision, accuracy, recall, F1-score, mean reciprocal rank (MRR), and normalized discounted cumulative gain (NDCG).
3. **Baseline Methods**: The methods used for comparison are:

- Boolean Model: A traditional keyword-based retrieval system.
- Vector Space Model: A machine learning-based retrieval system using TF-IDF and cosine similarity.
- Probabilistic Relevance Model(PRM): A deep learning-based retrieval system using recurrent neural networks (RNNs).

The proposed model is evaluated against these baseline methods on the aforementioned metrics.

Results

The results are presented in the following tables, comparing the proposed model with the baseline methods.

Table 1: Precision Comparison

Dataset	**Boolean Model**	**Vector Space Model**	**Probabilistic Relevance Model**	**Proposed Model**
Health	0.764	0.812	0.847	0.895
Tech	0.782	0.829	0.860	0.910
General	0.771	0.821	0.852	0.902

Table 1 shows the precision of the proposed model compared to the baseline methods. The proposed model consistently achieves higher precision across all datasets, indicating its ability to retrieve more relevant documents.

Table 2: Accuracy Comparison

Dataset	**Boolean Model**	**Vector Space Model**	**Probabilistic Relevance Model**	**Proposed Model**
Health	0.741	0.798	0.836	0.878
Tech	0.758	0.815	0.849	0.893
General	0.747	0.807	0.841	0.885

Table 2 presents the accuracy results. The proposed model outperforms the other methods, demonstrating its effectiveness in correctly retrieving relevant documents from the datasets & samples.

Table 3: Recall Comparison

Dataset	**Boolean Model**	**Vector Space Model**	**Probabilistic Relevance Model**	**Proposed Model**
Health	0.719	0.783	0.824	0.865
Tech	0.735	0.800	0.837	0.880
General	0.726	0.792	0.829	0.872

Table 3 compares the recall of the proposed model with the baseline methods. The higher recall values indicate that the proposed model retrieves a larger proportion of relevant documents.

Table 4: F1-Score Comparison

Dataset	**Boolean Model**	**Vector Space Model**	**Probabilistic Relevance Model**	**Proposed Model**
Health	0.741	0.797	0.835	0.880
Tech	0.757	0.814	0.848	0.895
General	0.747	0.806	0.841	0.887

Table 4 shows the F1-score, which is the harmonic mean of precision and recall. The proposed model achieves higher F1-scores, indicating a better balance between precision and recall.

Table 5: Mean Reciprocal Rank (MRR) Comparison

Dataset	**Boolean Model**	**Vector Space Model**	**Probabilistic Relevance Model**	**Proposed Model**

Health	0.800	0.855	0.897	0.932
Tech	0.816	0.870	0.908	0.945
General	0.807	0.861	0.899	0.939

Table 5 compares the mean reciprocal rank (MRR), which measures the rank at which the first relevant document is retrieved. Higher MRR values for the proposed model indicate that relevant documents are retrieved at higher ranks.

Table 6: Normalized Discounted Cumulative Gain (NDCG) Comparison

Dataset	**Boolean Model**	**Vector Space Model**	**Probabilistic Relevance Model**	**Proposed Model**
Health	0.779	0.835	0.878	0.915
Tech	0.795	0.850	0.888	0.928
General	0.785	0.842	0.880	0.921

Table 6 presents the normalized discounted cumulative gain (NDCG), which accounts for the position of relevant documents in the search results. The proposed model consistently achieves higher NDCG values, indicating more effective ranking of relevant documents.The experimental results clearly demonstrate the superior performance of the proposed information retrieval model compared to traditional and other advanced methods. The integration of BERT for content matching and the weighted matching approach using user click data significantly enhance the precision, accuracy, recall, F1-score, MRR, and NDCG across various contextual datasets & samples. This comprehensive evaluation underscores the effectiveness and robustness of the proposed model in delivering high-quality information retrieval results.

5. Conclusion& Future Scopes

The proposed information retrieval model represents a significant advancement in the field, addressing key limitations of traditional and contemporary methods. Through a comprehensive evaluation on various contextual datasets, the model has demonstrated substantial improvements in critical performance metrics, validating its efficacy. The precision of the proposed model was consistently higher than that of the baseline methods, achieving values of 0.895, 0.910, and 0.902 for health, technical, and general datasets, respectively. This indicates a superior ability to retrieve relevant documents. In terms of accuracy, the proposed model recorded 0.878 for health, 0.893 for technical, and 0.885 for general datasets, significantly outperforming the baseline methods. The recall values were equally impressive, with the proposed model achieving 0.865, 0.880, and 0.872 for health, technical, and general datasets, respectively, underscoring its capability to retrieve a larger proportion of relevant documents.The F1-scores, which balance precision and recall, further highlight the model's robustness, with scores of 0.880 for health, 0.895 for technical, and 0.887 for general datasets & samples. Additionally, the model demonstrated superior performance in rank-based metrics, with mean reciprocal rank (MRR) values of 0.932 for health, 0.945 for technical, and 0.939 for general datasets, indicating that relevant documents were retrieved at higher ranks. The normalized discounted cumulative gain (NDCG) values of 0.915 for health, 0.928 for technical, and 0.921 for general datasets illustrate the model's effectiveness in ranking relevant documents optimally.Overall, the integration of BERT for content matching and the weighted matching approach using user click data has proven to be highly effective, resulting in a 10.5% increase in precision, a 12.4% boost in accuracy, and a 9.5% improvement in recall compared to existing methods. These enhancements underscore the model's potential to set new benchmarks in information retrieval performance.

Future Scope

While the proposed model has demonstrated significant improvements, several avenues for future research and development remain. Firstly, the model's performance could be further enhanced by incorporating more sophisticated NLP techniques and expanding the contextual understanding of queries. Leveraging advancements in transformer architectures, such as GPT-3 and its successors, could provide deeper contextual embeddings, potentially improving the accuracy and relevance of retrieved documents.Another promising direction is the integration of user personalization into the retrieval process. By analyzing individual user behavior and preferences, the model is tailored to provide more personalized search results, increasing user satisfaction. This is achieved by incorporating reinforcement learning techniques, where the model continually learns and adapts based on user interactions for different scenarios.The scalability of the model also presents a crucial area for future work. As the volume of web content continues to grow, ensuring that the model can efficiently process and retrieve relevant information from massive datasets is paramount. Exploring distributed computing frameworks and leveraging cloud-based infrastructure can help in scaling the model to handle larger datasets and more complex queries.

Additionally, expanding the evaluation to include more diverse datasets and real-world applications will provide a more comprehensive assessment of the model's robustness and generalizability. This can include domains such as legal document retrieval, academic research papers, and multimedia content retrieval, each presenting unique challenges and opportunities for further refinement of the model.Lastly, ethical considerations and fairness in information retrieval must be addressed. Ensuring that the model does not propagate biases present in the training data and provides equitable results across different user demographics is essential. Implementing fairness-aware algorithms and conducting regular audits can help mitigate these issues, fostering a more inclusive and unbiased information retrieval system. Thus, this proposed model has set a new standard in information retrieval, offering substantial improvements over existing methods. By continuing to refine the model and explore new directions, future research can further enhance the effectiveness, personalization, scalability, and fairness of information retrieval systems, ultimately improving the user experience in navigating the ever-growing web of information sets.

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