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Red Opal: product-feature scoring from reviews

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Abstract

Online shoppers are generally highly task-driven: they have a certain goal in mind, and they are looking for a product with features that are consistent with that goal.

Unfortunately, finding a product with specific features is extremely time-consuming using the search functionality provided by existing web sites. In this paper, we present a new

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Information retrieval



Evaluation of retrieval results



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Relevance assessment



Retrieval models and ranking

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