

Title (en)

METHOD AND APPARATUS FOR RELATING DATASETS BY USING SEMANTIC VECTORS AND KEYWORD ANALYSES

Title (de)

VERFAHREN UND VORRICHTUNG ZUR VERKNÜPFUNG VON DATENSÄTZEN DURCH VERWENDUNG VON SEMANTISCHEN VEKTOREN UND SCHLÜSSELWORTANALYSEN

Title (fr)

PROCÉDÉ ET APPAREIL POUR ASSOCIER DES ENSEMBLES DE DONNÉES À L AIDE DE VECTEURS SÉMANTIQUES ET D'ANALYSES DE MOTS-CLÉS

Publication

**EP 2307951 A4 20121219 (EN)**

Application

**EP 08782506 A 20080729**

Priority

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Abstract (en)

[origin: WO2010014082A1] This disclosure describes system and method for identifying one or more datasets, such as advertisements, that are contextually related to a subject dataset, such as a web page being reviewed by a user, based on analyses of unique semantic vectors, such as trainable semantic vectors (TSV), that represent the web page and the advertisements, and semantic representations including information of representative keywords of the advertisements and the web page.

IPC 8 full level

**G06F 7/00** (2006.01); **G06F 17/30** (2006.01)

CPC (source: EP)

**G06F 16/334** (2018.12)

Citation (search report)

- [I] BOLLACKER K D ET AL: "CITSEER: AN AUTONOMOUS WEB AGENT FOR AUTOMATIC RETRIEVAL AND IDENTIFICATION OF INTERESTING PUBLICATIONS", PROCEEDINGS OF THE 2ND INTERNATIONAL CONFERENCE ON AUTONOMOUS AGENTS MINNEAPOLIS/ST.PAUL, MN, MAY 9 - 13, 1998; [PROCEEDINGS OF THE INTERNATIONAL CONFERENCE ON AUTONOMOUS AGENTS], NEW YORK, NY : ACM, US, 9 May 1998 (1998-05-09), pages 116 - 123, XP000887406, ISBN: 978-0-89791-983-8, DOI: 10.1145/280765.280786
- [I] WEN J-R ET AL: "Query Clustering Using User Logs", ACM TRANSACTIONS ON INFORMATION SYSTEMS, ACM, NEW YORK, NY, US, vol. 20, no. 1, 1 January 2002 (2002-01-01), pages 59 - 81, XP002338640, ISSN: 1046-8188, DOI: 10.1145/503104.503108
- See references of WO 2010014082A1

Designated contracting state (EPC)

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DOCDB simple family (application)

**US 2008071505 W 20080729**; CN 200880001312 A 20080729; EP 08782506 A 20080729; JP 2011521074 A 20080729