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SEARCH QUERIES

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This research paper examines the importance of search queries in the context of contemporary information retrieval on the Internet. The paper explores the key features of query formation and classification, as well as the application of search queries in various domains such as cybersecurity, medicine, business, and tourism. The study is based on the analysis of search query data and their utilization in different search engines. The research confirms that search queries are crucial tools for precise and efficient information retrieval on the Internet.

In the modern world, the Internet has become one of the primary sources of information for users worldwide. Search queries are an integral part of the information retrieval process on the Internet and play a significant role in the accuracy and effectiveness of obtaining desired results. This paper analyzes how search queries are formed, classified, and their application in different domains [1].

Search queries are formed by users who input keywords or phrases into a search engine. However, many users may not know how to construct an effective search query. Therefore, search engines employ various approaches to enhance search results, including autocomplete and recommendations based on previous queries. For instance, Google search engine employs sophisticated algorithms that focus on semantic understanding and contextual relevance in generating search queries. Leveraging natural language processing (NLP) techniques, Google analyzes the user's query to decipher its intent and context.

The process of search queries involves the following steps: the user enters a query, the search engine analyzes and matches the query with its index, ranks the results, displays them on the search engine results page, the user selects and clicks on a relevant result, interacts with the website, and may refine or enter a new query if needed. Search queries can be

classified based on different criteria. One of the primary methods of classification is the presence of specific intent, which can be categorized as informational, transactional, and navigational. Informational queries aim to acquire specific information, transactional queries focus on performing specific actions, while navigational queries target the search for a particular website or resource [2].

In the field of cybersecurity, search queries play a crucial role in detecting and preventing various threats. Analyzing search queries helps identify potentially dangerous or malicious activities and facilitates research for the development of new security measures.

Medical queries allow patients to quickly find information about symptoms, medications, treatments, and medical services. It helps patients make informed decisions and access up-to-date and reliable information, while also assisting medical professionals in improving the quality of care provided [3].

In business and tourism, search queries play a significant role in market research, competitiveness analysis, consumer demand research, and the development of marketing strategies. Analyzing search queries helps identify trends and popular customer needs, enabling enterprises to efficiently plan and promote their services.

Search queries are vital components of information retrieval on the Internet. This research paper has provided the analysis of the query formation and classification process, as well as its application in various domains. The study demonstrates that search queries are powerful tools for precise and efficient information retrieval and find applications in diverse fields such as cybersecurity, medicine, business, and tourism.

References
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