Increase accuracy in your text analysis:

Differences between
Booleans and POS tagging

Booleans approach

Keywords: book and online

Boolean: AND

Results

- “I always book online.”
- “I am reading my book online”
- “I lost my book and now I cannot event find it online.”
- “I book through the phone and only go online to check prices.”

Booleans approach

Keywords: book and online

Boolean: NEAR/3

Results

- “I always book online.”
- “I am reading my book online”
- “I lost my book and now I cannot event find it online.”
- “I book through the phone and only go online to check prices.”

The two last sentences will be excluded from the results

Booleans approach

Results

- “I always book online.”
- “I am reading my book online”

Included in your results

- “I lost my book and now I cannot event find it online.”
- “I book through the phone and only go online to check prices.”

Excluded from your results

But if you were a hotel interested in online booking, would this be the result you were looking for?

NO

-There is unnecesary noise

POSes approach

Rules

Book;verb,online;adv

Results

- “I always book online.” Included in your results
- “I am reading my book online”
- “I lost my book and now I cannot event find it online.”
- “I book through the phone and only go online to check prices.”

Excluded from your results

But if you were a hotel interested in online booking, would this be the result you were looking for?

YES

POSes approach

Rules

Book;verb,online;adv

Results

- “I always book online.”

Get the results you are interested in with no noise!


bitext
when
big data
means
big text