

Google's Sense of Semantics

(Armin Kaser, Gerald Kolar & Pierre Sachse)
(*Department of Psychology, University of Innsbruck, Austria*)

Abstract

Studies concerning searching engines (e.g. Griffiths et al., 2007) have investigated how far algorithms like "PageRank" and the knowledge representation in the semantic memory resemble. Our study shows that searching engines may facilitate elements of a semantic system. 2,500 terms of a *natural* data record were matched pairwise in 270,000 queries with hits in searching engines as well as web catalogs by the program "Semantic Collector" (© Kaser, 2008). It was found that semantically resembling terms of the natural data scored more hits than terms in farther semantic distance. Consequences: 1) Statement which support form (searching engine vs. web catalog) may be preferred for which content-related context. 2) Support of human information processing.

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