**PhD Project Proposal**

School of Electronics, Electrical Engineering and Computer Science

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| **Proposed Project Title: Health Information Retrieval** |
| **Principal Supervisor: Deepak Padmanabhan Second Supervisor: Jerry Shen / Anna Jurek-Loughrey** |
| **Project Description:** People searching for remedies to health concerns has seen tremendous increase over the last many years. It is important to ensure that accurate and relevant content is delivered in order to ensure that people benefit from the information that they find. Current search engines are not well-prepared for the task due to the chasm in the language used by the common user and that used in authoritative web sources (e.g., NHS.UK) which could contain information of relevance to the user. In this project, we attempt to undertake a number of data science tasks, including (i) develop methodologies that bridge this chasm in order to ensure that retrieval results are meaningful and useful for the user, (ii) explore a variety of IR-support such as query completions, and query expansions, specifically tailored to the health domain, and (iii) develop a model of veracity to automatically score the trustworthiness of content. This project will make strides in making relevant and accurate health information available to the general internet user.  |
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