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Automated Extraction of Product Comparison Matrices From Informal Product Descriptions

Sana Ben Nasr, Guillaume Bécan, Mathieu Acher,
João Bosco Ferreira Filho, Nicolas Sannier, Benoit Baudry,
Jean-Marc Davril

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Highlights

- We propose a procedure for extracting comparison matrices from informal product descriptions
- We evaluate our proposal against numerous categories of products mined from BestBuy
- Matrices exhibit numerous comparable information and can supplement or even refine technical descriptions
- A user study shows that our automated approach retrieves a significant portion of correct information
- Users can compute, control, edit and refine matrices in a Web environment called MatrixMiner

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