Central Questions to Ask about a LM: "ADMI"

- **Application**: Why do you need a LM? For what purpose?

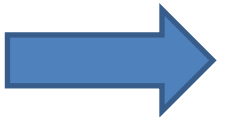 ➡ Evaluation metric for a LM   Information Retrieval

- **Data:** What kind of data do you want to model?

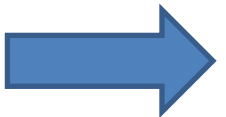 ➡ Data set for estimation & evaluation   Documents & Queries

- **Model:** How do you define the model?

  ➡ Assumptions to be made   Doc. vs. Query generation, independence

- **Inference:** How do you infer/estimate the parameters?

  ➡ Inference/Estimation algorithm   Smoothing methods, Pseudo feedback