

# Synonyms and Sugar in SharePoint 2024: Enhancing Search Relevance and User Experience

SharePoint 2024 introduces a new feature called "Sugar" that enhances search relevance by automatically suggesting synonyms and related terms. This feature leverages artificial intelligence (AI) to analyze user queries and identify potential synonyms and related concepts, providing a more comprehensive and accurate search experience.



## Synonyms and Sugar in SharePoint 2024/2024 Search: SharePoint 2024/2024 Solution Series by Denise M Canela

★★★★★ 5 out of 5

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## Understanding Synonyms

Synonyms are words that have the same or similar meanings. In the context of search, synonyms can help expand the scope of a search query by matching it with alternative terms that users may not have explicitly entered. For example, searching for "car" would also retrieve results for "automobile" or "vehicle" if synonyms are enabled.

## Benefits of Using Synonyms

- **Improved Search Relevance:** Synonyms allow search results to be more comprehensive and relevant by matching user queries with a wider range of terms.
- **Enhanced User Experience:** Users no longer need to manually enter multiple search terms or refine their queries to discover related content.
- **Increased Content Discoverability:** Search results are not limited to exact matches, enabling users to find content that may not have been previously discoverable.

## Sugar in SharePoint 2024

SharePoint 2024's Sugar feature automates the process of identifying synonyms and related terms. It leverages AI techniques to analyze user queries, search logs, and SharePoint content to establish a comprehensive synonym dictionary.

## How Sugar Works

1. **Query Analysis:** When a user enters a search query, Sugar analyzes it to identify potential synonyms and related concepts.
2. **Synonym Expansion:** Sugar then expands the query by adding synonyms and related terms to the original search string.
3. **Result Retrieval:** The expanded query is used to retrieve search results, allowing users to discover content that may have been missed by traditional keyword matching.

## Customizing Synonyms

Administrators can customize the synonym dictionary used by Sugar to tailor it to their specific organization's needs. This includes adding, removing, or modifying synonyms to ensure that the search experience is optimized for the organization's content and user base.

## Benefits of Sugar in SharePoint 2024

- **Enhanced Search Accuracy:** Sugar improves search accuracy by providing users with more relevant and comprehensive results.
- **Increased User Productivity:** Users can find the information they need faster and more easily, leading to increased productivity.
- **Improved Content Management:** Sugar helps organizations optimize their content by ensuring that relevant content is easily discoverable.

## Alternative Approaches to Synonyms

While Sugar is a powerful tool for managing synonyms in SharePoint 2024, there are alternative approaches that organizations can consider:

- **Manual Synonym Management:** Organizations can manually create and maintain a synonym dictionary, which can be used by search engines to expand queries.
- **Natural Language Processing (NLP):** NLP techniques can be used to identify synonyms and related terms in text content, providing a more dynamic approach to synonym management.
- **Thesaurus Integration:** Organizations can integrate external thesauruses into their search systems to provide a comprehensive list

of synonyms and related terms.

Synonyms and Sugar in SharePoint 2024 offer a powerful solution for enhancing search relevance and user experience. By automatically suggesting synonyms and related terms, Sugar helps users discover more relevant content and improves the overall search experience. organizations can leverage synonyms to customize their search systems and optimize content management, leading to increased user productivity and enhanced information discovery.

## Additional Resources

- Manage synonyms and search in SharePoint
- Manage synonyms and search in SharePoint 2019
- Use natural language queries in SharePoint search



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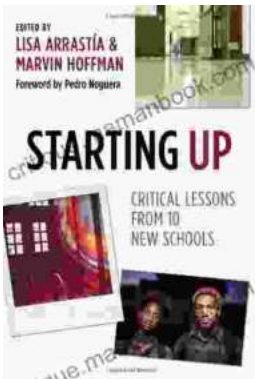
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