Text Mining & Light Weight Semantics

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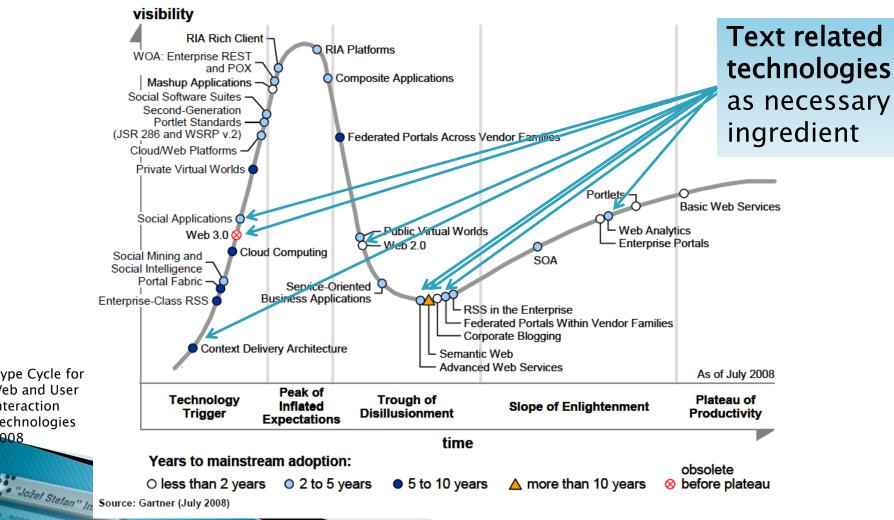
Bled, Sep 4th 2009

Outline

- Semantic technologies from above
 - ...Gartner hype cycle, research, issues, ...
 - ...Text Analytics
 - ...Semantic Technology Stack
 - ...Beautiful world of Web X.X (Web 1.0, 2.0, 3.0, ...)
- Demonstrations
 - Data modeling with Support Vector Machines
 - Classification into large taxonomies
 - Contextual Search
 - Multilingual Search
 - News Bias
 - News Visualization
 - Summarization
 - Question Answering
 - Deep Reasoning
- Further references
 - …events, books, videos



Where Text related technologies fit in Gartner Hype Cycle 2008?



Hype Cycle for Web and User Interaction **Technologies** 2008

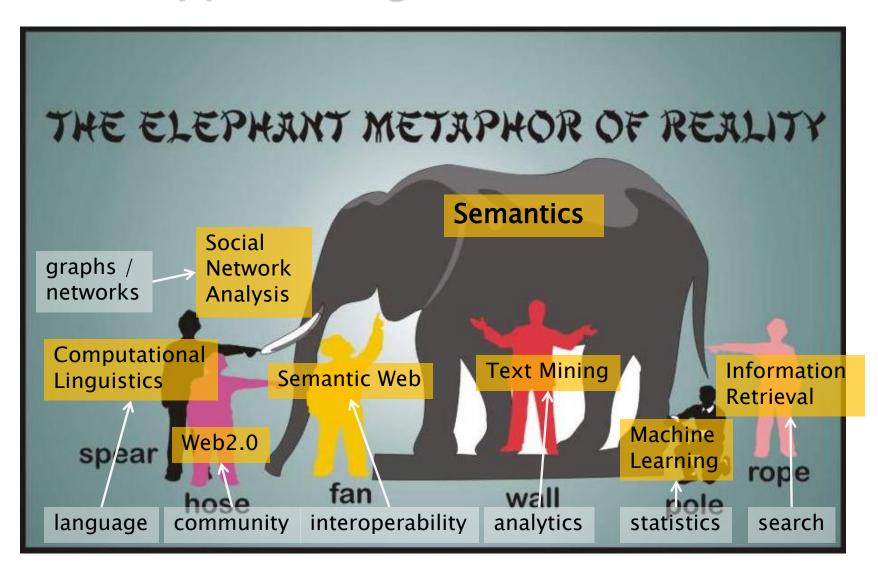
Priority Matrix for Web and User Interaction Technologies 2008

benefit years to mainstream adoption



As of July 2008

How technical research areas are approaching text and semantics?



...some of the key issues from methodological side

- Integration of three key scientific paradigms
 - Top-down approaches
 - (Semantic Web, KRR)
 - Bottom-up approaches
 - (Machine Learning, Data Mining)
 - Collaborative approaches
 - (Web2.0, Social Computing)
- …integration of ideas opens possibilities to solve problems which were not easy solvable before



What are the key issues in today's semantic technologies?

- Scale
 - How to deal with giga & tera bytes of text?
- Expressivity
 - Which representation language to choose? ...not too strong, not too weak!
- Interoperability
 - How to make technologies compatible? ... W3C stack!
- Semantic Web Services
 - How to offer technology and functionality over the Web?
- Collaborative approaches
 - How to organize people to work in the same direction? ...to get new "Wikipedias"
- Relation to Computational Linguistics
 - How to extract knowledge from text? ...still no big progress after decades
- Knowledge Acquisition
 - How to extract knowledge from data? ...by mining? ...still manually? ...cost?
- Streams
 - What if data comes in streams? Can we deal with semantics in real time setting?
- Probabilistic approaches
 - What if the data is not clean, consistent and correct? Still not used enough...

Text & Semantic Analytics



Broader context: Web Science

Computer Science

Computability De-centralised Information Systems Semantic Web

Process Calculus...

Mathematics

Theory of Graphs Networks Statistics Game Theory...

Engineering

Protocols. Security Resilience...

Social attitudes

Theory of groups

Social networks

Plume Tracing.

Psychology

Social attitudes Cognitive properties Human Information Processing Experimental Methods...

Biology

Evolutionary dynamics Systems biology Plasticity...

Ecology

Structure of ecosystems **Ecosystem Productivity** Population Dynamics Digital Biosphere...

Web

Architectures. Accessibility

Artificial Intelligence

Knowledge Representation Languages Inference... Bayesian Methods Agent Based Computing...

Socio-cultural Values, attitudes and lifestyles: fast

> Anti-corporate 'Open source' values New trust matrix: NGOs

Ethical consumers Demography Economics

Theory of Markets Macro and Micro economics Auction models Types of capital...

Law

Intellectual Property EU/regulatory drivers Public engage vs indifferent. Corporate social responsibility

Media

Fragmented public media and discourse Single issue moral panics Smart mobs Mobile opinion formers...

Colliding Web Sciences http://webscience.org/



How do we represent text?



Levels of text representa

Language identification, Copy detection

- Character (character n-grams and sequences)
- Words (stop-words, stemming, lemmatNamedrentity extraction
- Phrases (word n-grams, proximity leat names of people, places, organizations)
- Part-of-speech tags
- Taxonomies / thesauri
- Vector-space model
- Language models
- Full-parsing
- Cross-modality
- Collaborative tagging / Web2.0
- Templates / Frames
- Ontologies / First order theories

Text categorization, Clustering, Search, Summarization, ...

Spam filtering, Machine

Unifying

semantics of data

Reasoning, Semantic search



Multilingual search, Associating text with images, ...



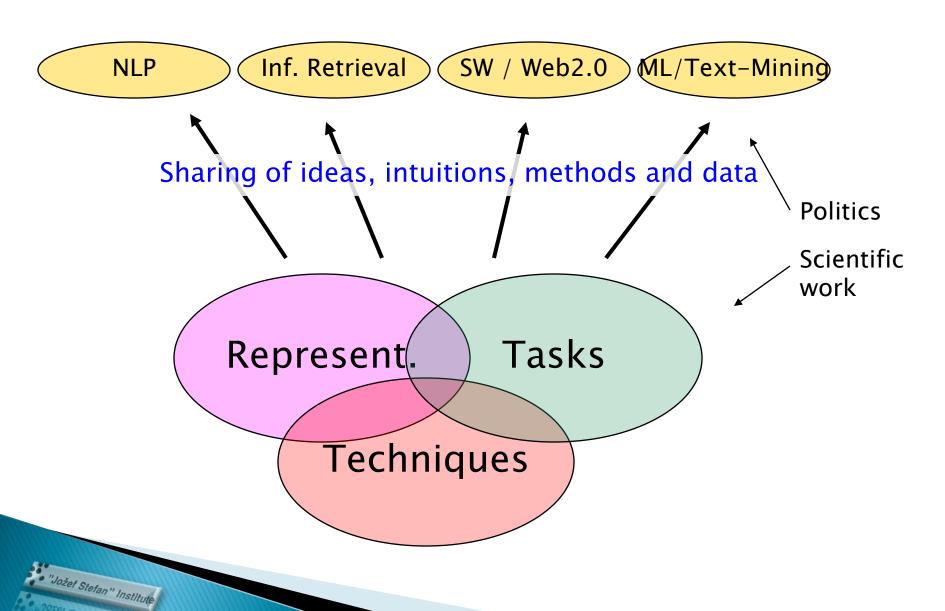
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What dimensions are in text analytics?

- Three major dimensions of text analytics:
 - Representations
 - ...from character-level to first-order theories
 - Techniques
 - · ...from manual work, over analytics to reasoning
 - Tasks
 - ...from search, over (un-, semi-) supervised learning, to visualization, summarization, translation ...



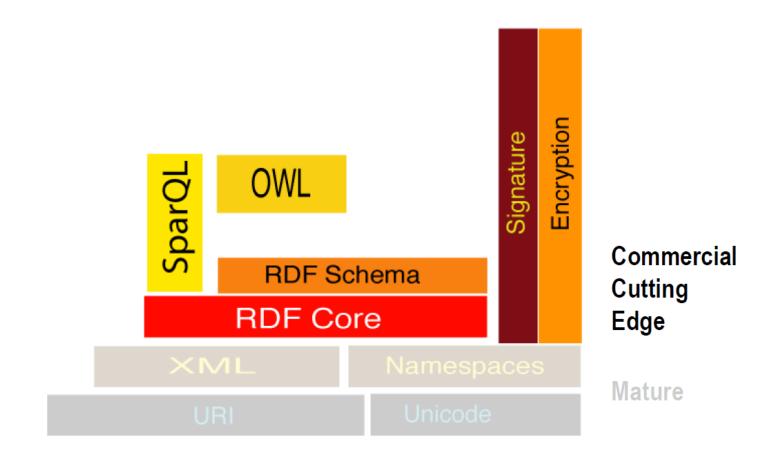
How dimensions fit to research areas?

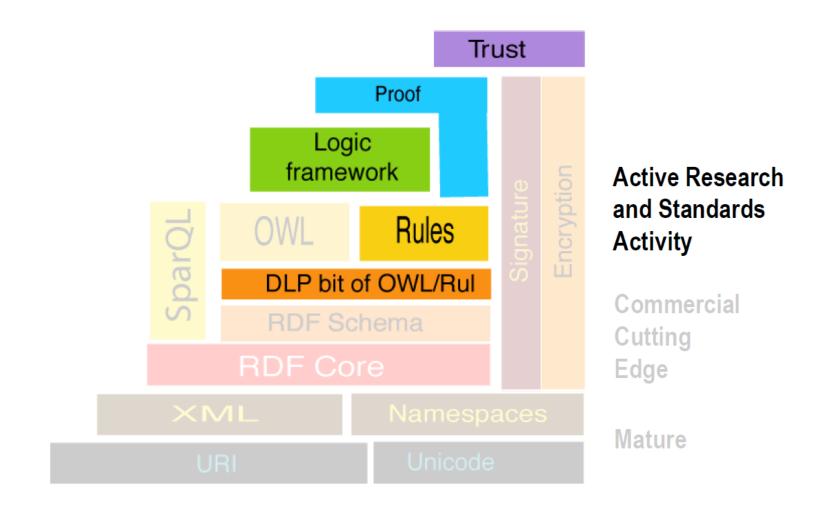


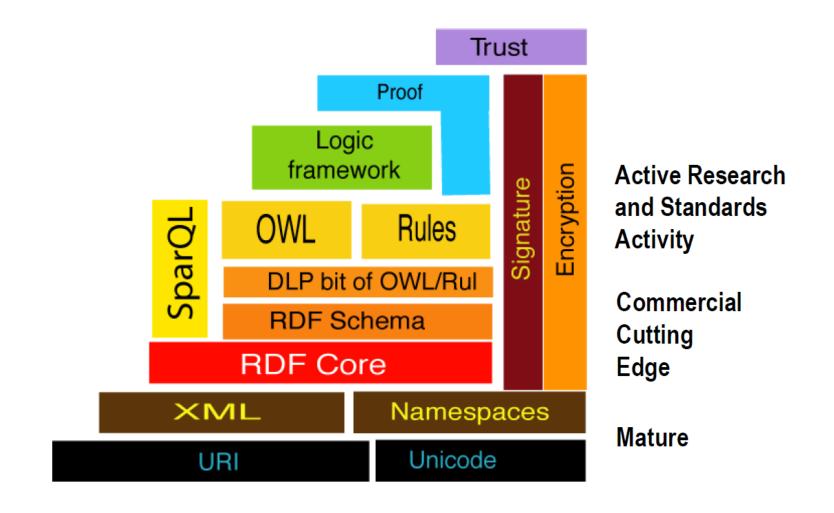
Semantic Web Technology stack





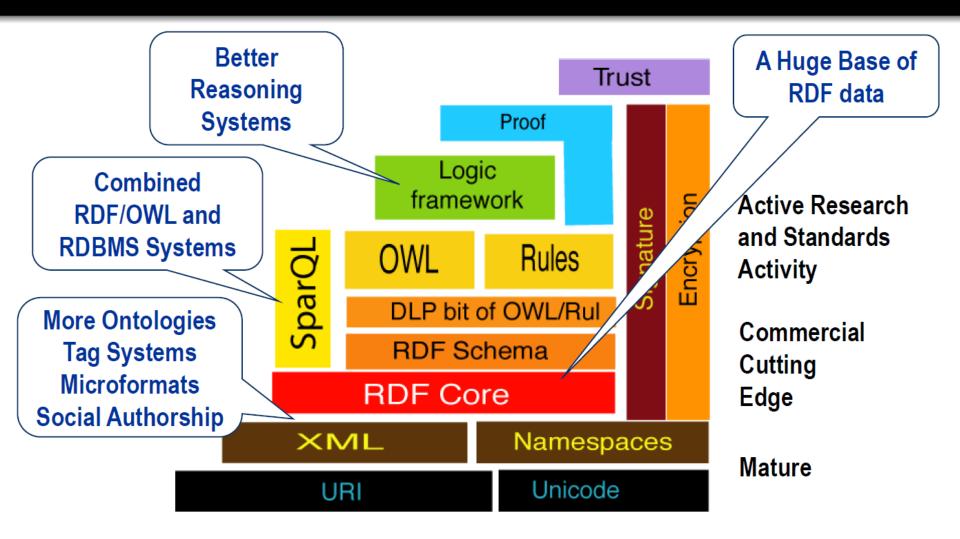








Completing the Semantic Web Picture



Other Technologies Impact the Semantic Web

The beautiful world of Web X.X



The beautiful world of Web X.X versions (...a trial to put all of them on one slide)

	Description	Technologies
Web 1.0	Static HTML pages (web as we first learned it)	HTML, HTTP
Web 1.5	Dynamic HTML content (web as we know it)	Client side (JavaScript, DHTML, Flash,), server side (CGI, PHP, Perl, ASP/.NET, JSP,)
Web 2.0	Integration on all levels, collaboration, sharing vocabularies (web as it is being sold)	weblogs, social bookmarking, social tagging, wikis, podcasts, RSS feeds, many-to-many publishing, web services, URI, XML, RDF, OWL, SparQL,
Web 3.0	adding meaning to semantics - Al dream revival (web as we would need it)	Closest area of a research would be "common sense reasoning" and the "Cyc system" (http://www.nytimes.com/2006/11/12/business/12 web.html?ref=business)



Web 2.0 - is there any new quality?

- With "Web 2.0" the Web community became really aware of the importance of global collaborative work
 - ...Web2.0 is next step in globalization of the Web
 - Bottom-up "social networking" seems to nicely complement the traditional top-down schema design approaches

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Visualization of Web 2.0 typical vocabulary (http://en.wikipedia.org/wiki/Image:Web20_en.png)

Web 2.0 - the current hype



"semantic web", "web 2.0", "data mining"

Search Trends

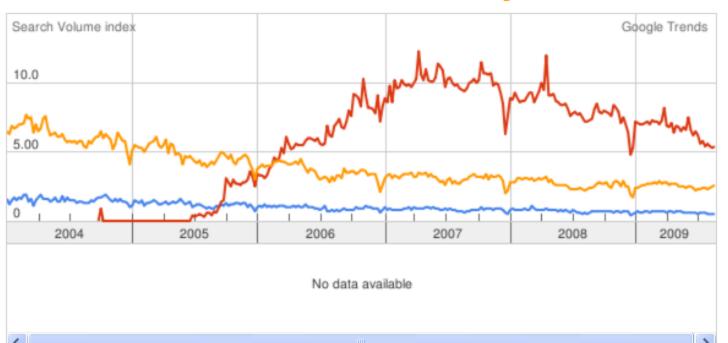
Tip: Use commas to compare multiple search terms.

Searches Websites

All regions

Scale is based on the average worldwide traffic of "semantic web" in all years. Learn more

"semantic web" - 1.00 "web 2.0" - 5.30 "data mining" - 3.90



...scale and dynamics of Web 2.0

- Per minute, there are:
 - 100 edits in Wikipedia (144K/day)
 - 200 tags in del.icio.us (288K/day)
 - 270 image uploads to flickr (388K/day)
 - 1100 blog entries (1.6M/day)
- Are we prepared to deal with this amounts?
 - ...yes, but not in a simplistic way!
 - The key is to use technologies and ideas from different research areas!



Some demonstrations...

...from light-weight to heavy-weight



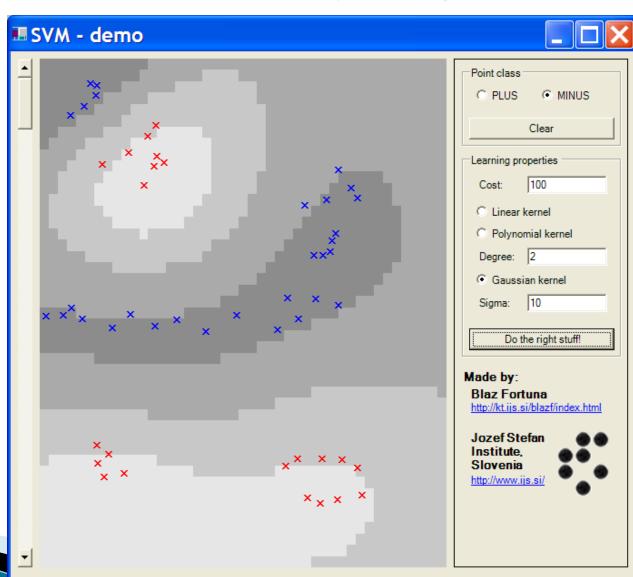
Modeling the data (learning discrimination models)



Modeling the data with Support Vector Machine (SVM)

- One of the basic building blocks in most techniques is learning a function for splitting positive and negative data instances
- Support Vector Machine is most popular method for learning such functions

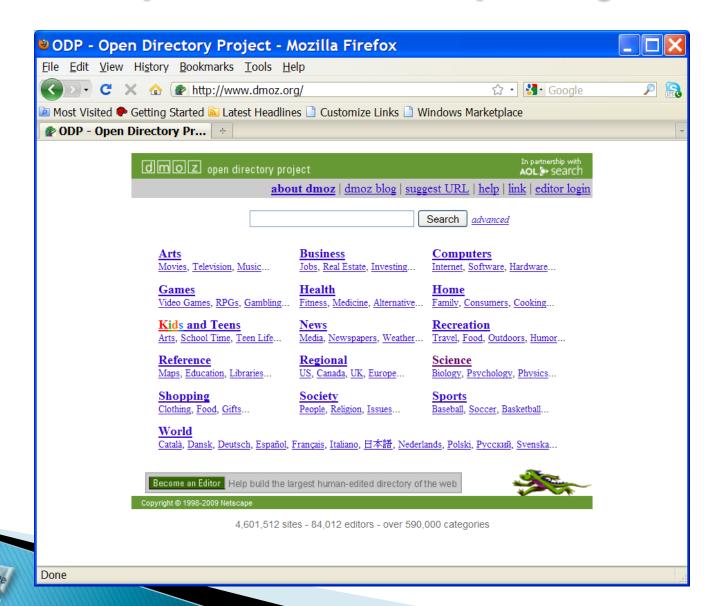
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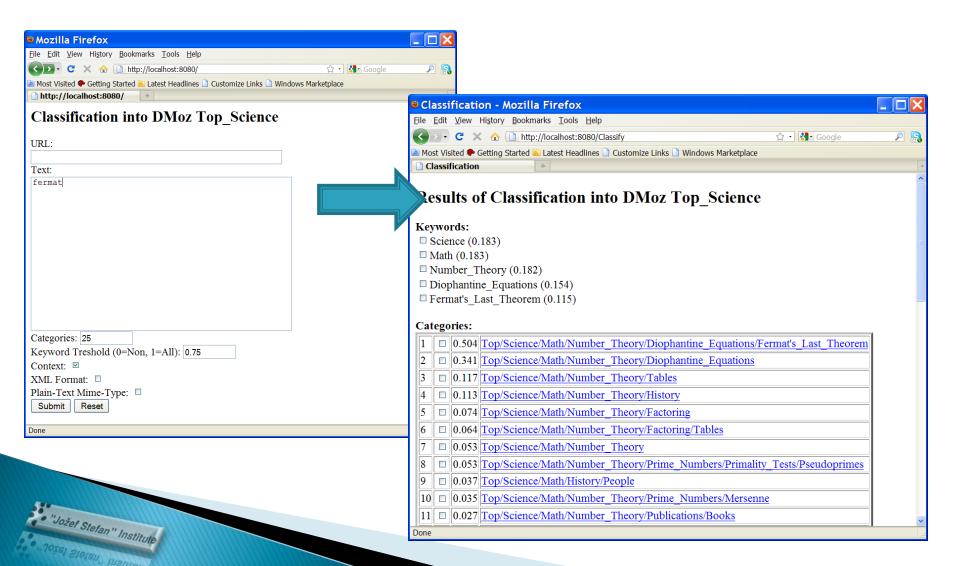
Classification into large taxonomies



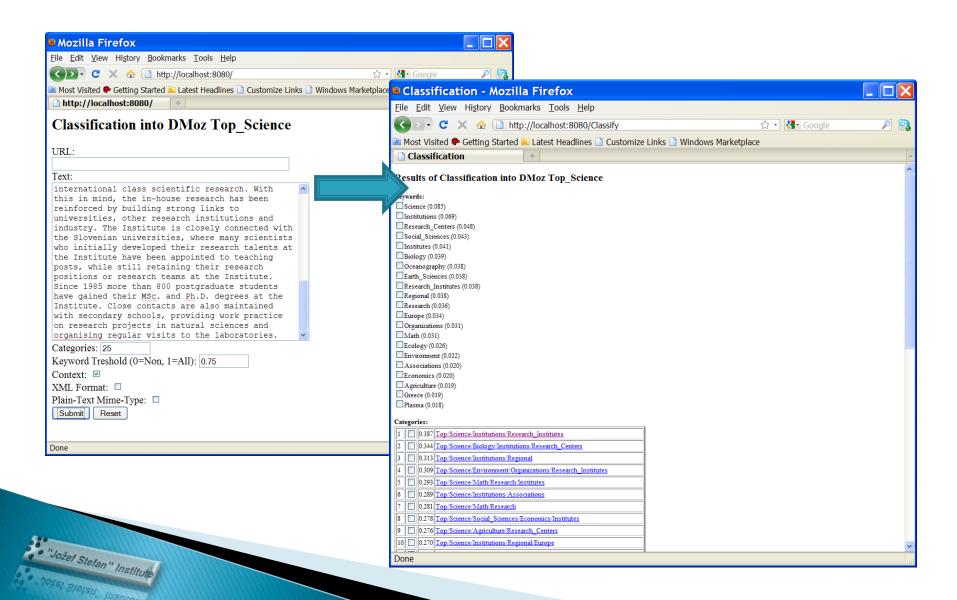
DMoz (Open Directory Project)



Classification of a query into DMoz



Classification of a document into DMoz



Visual & Contextual Search

(WWW2008)

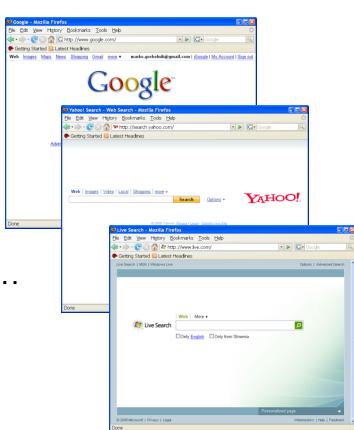


Contextualized search

- What is the most common tasks where we manipulate text in everyday life?
 - "Internet search"!
- ...but how smart is search technology today?
 - ...not too smart!

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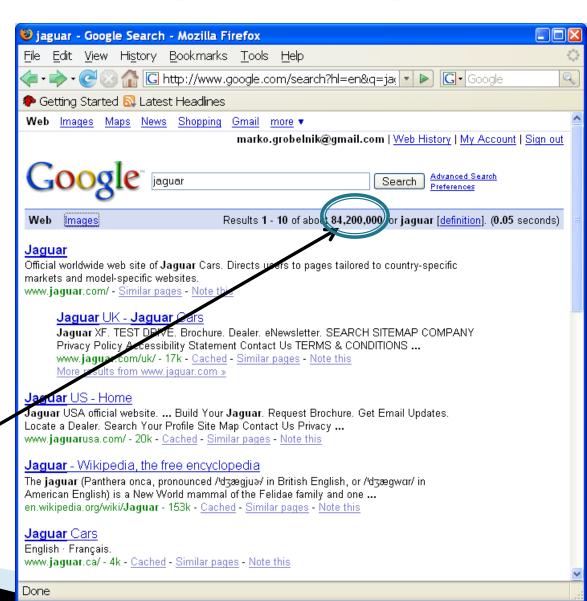
It is sophisticated, but not smart...



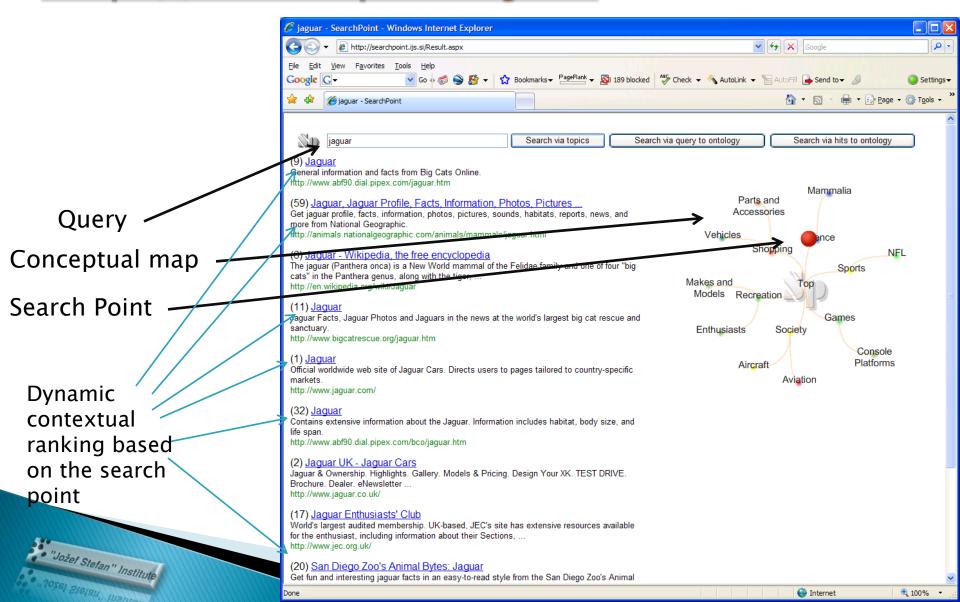
Example: searching for "Jaguar"

- Query "jaguar" has many meanings...
- ...but the first page of search engines doesn't provide us with many answers
- ...there are 84M/more results

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Context sensitive search with http://searchpoint.ijs.si

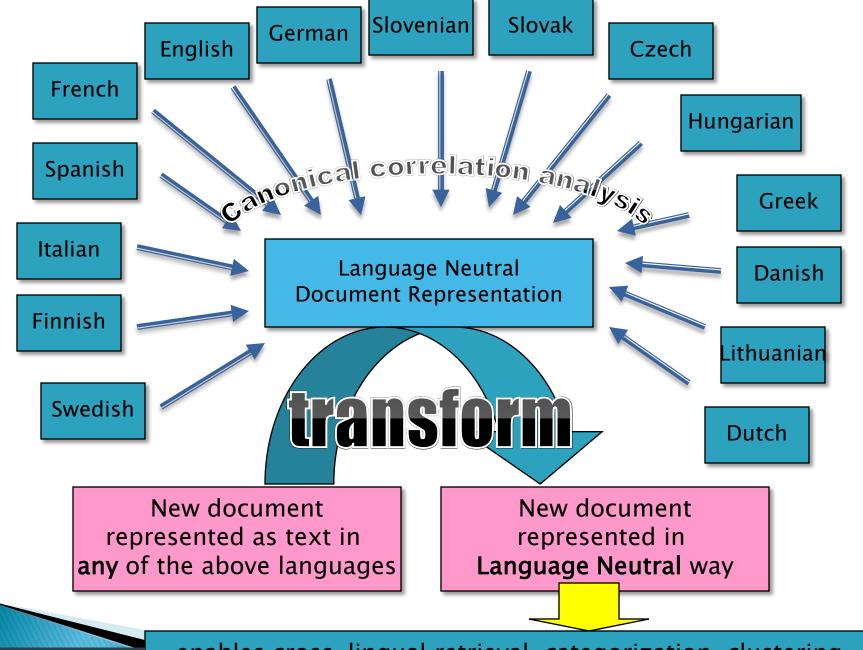


Multilingual search

http://www.smart-project.eu/



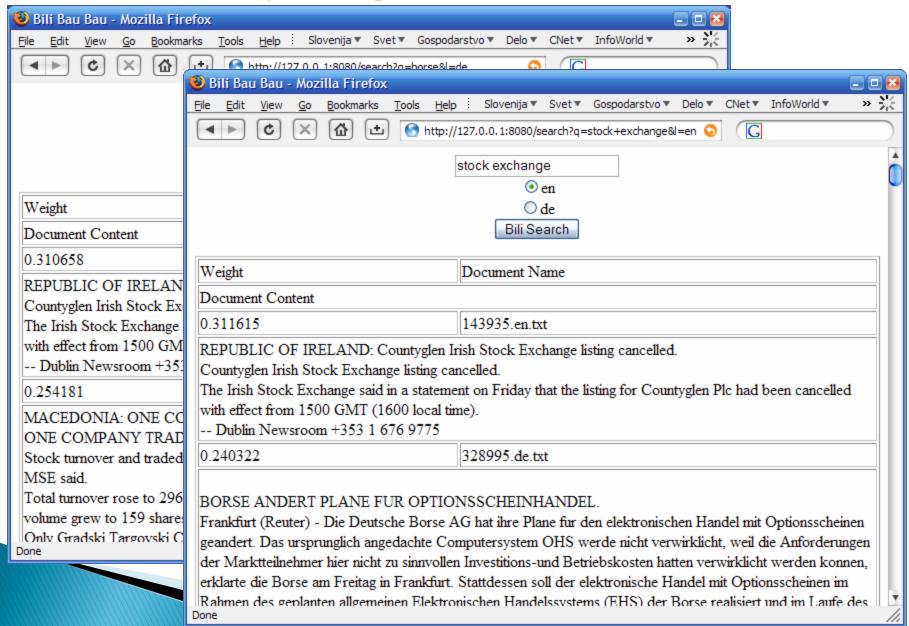






...enables cross-lingual retrieval, categorization, clustering, ...

Example of cross-lingual information retrieval on Reuters news corpus (using KCCA)



News reporting bias



Detecting News Reporting Bias

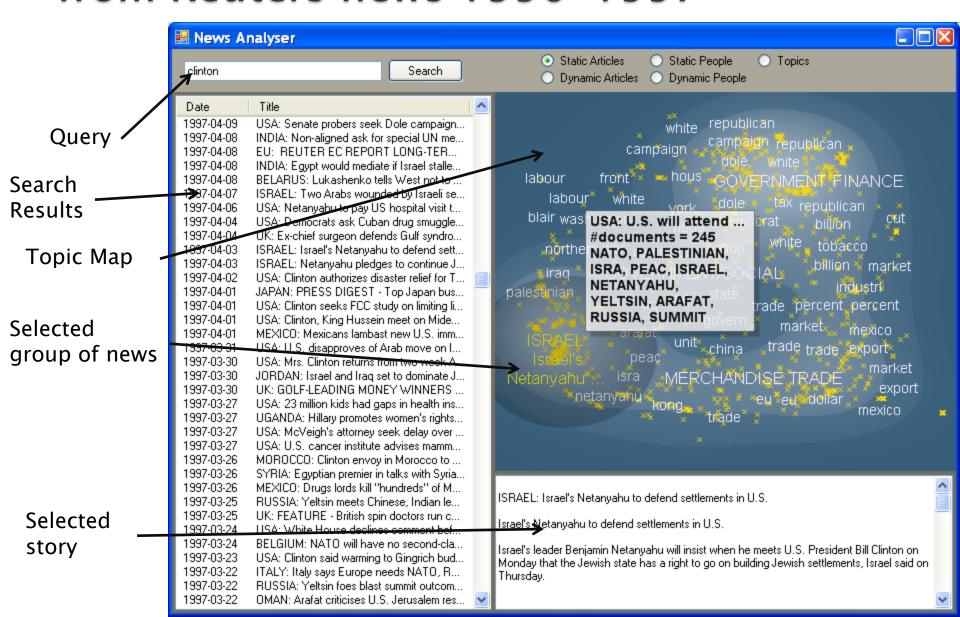
- The task:
 - Given a news story, are we able to say from which news source it came?
- We compared CNN and Aljazeera reports about the same events from the war in Iraq
 - ...300 aligned articles describing the same story from both sources
- The same topics are expressed in both sources with the following keywords:
 - CNN with:
 - Insurgents, Troops, Baghdad, Iran, Militant, Police, Suicide, Terrorist, United, National, Hussein, Alleged, Israeli, Syria, Terrorism...
 - Aljazeera with:
 - Attacks, Claims, Rebels, Withdrawing, Report, Fighters, President, Resistance, Occupation, Injured, Army, Demanded, Hit, Muslim, ...



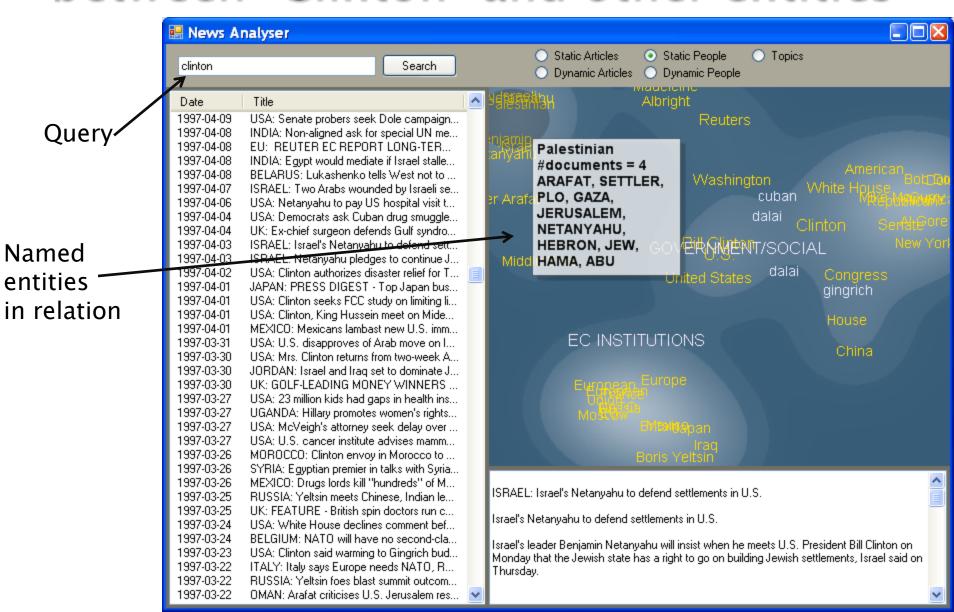
News Visualization



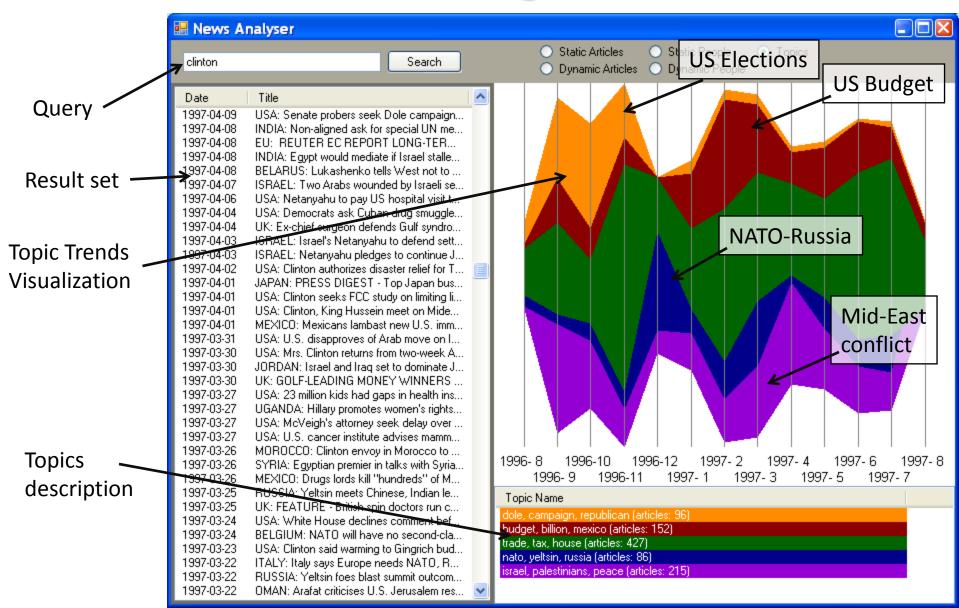
Topic landscape of the query "Clinton" from Reuters news 1996–1997



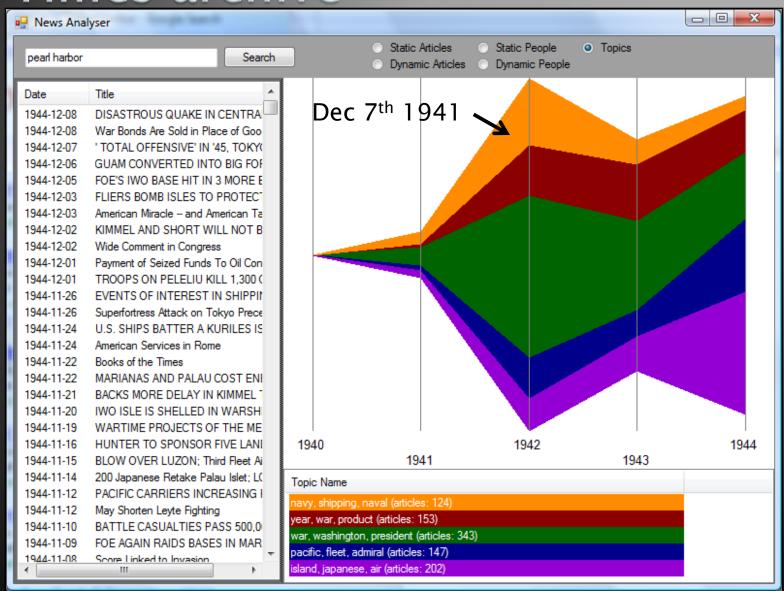
Visualization of social relationships between "Clinton" and other entities



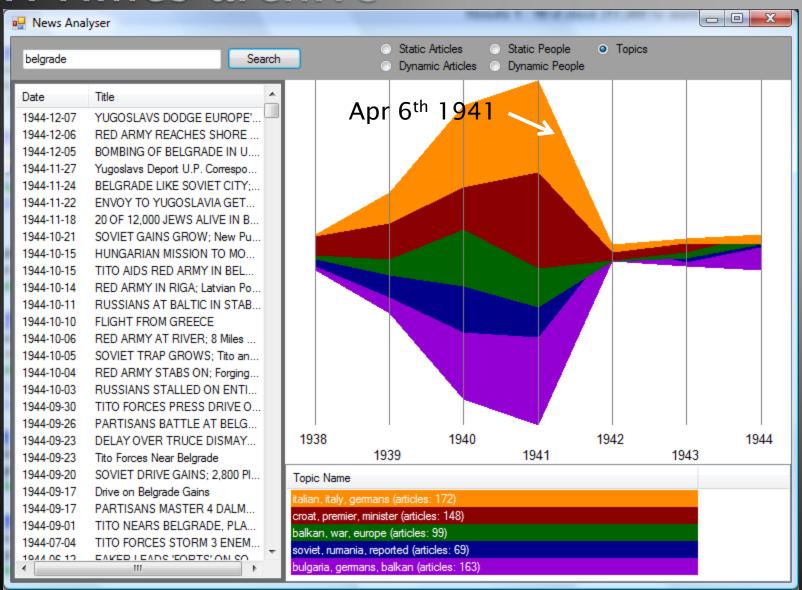
Topic Trends Tracking of the documents including "Clinton"



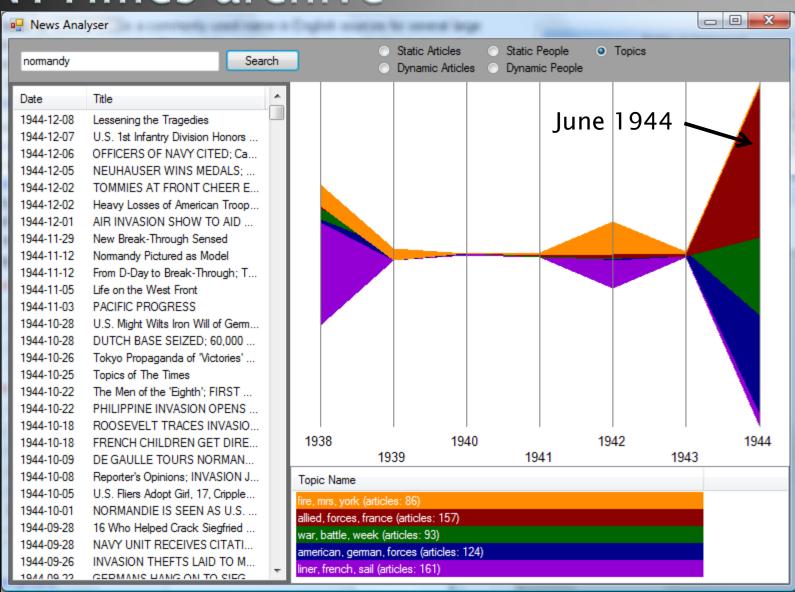
WW2 query "Pearl Harbor" into NYTimes archive



WW2 query "Belgrade" into NYTimes archive



WW2 query "normandy" into NYTimes archive



LiveNetLife



LiveNetLife connects people on similar information

searching

Awareness





Posted by admin on August 4, 2008

Are You Looking For A Cheap Car Rental Service?

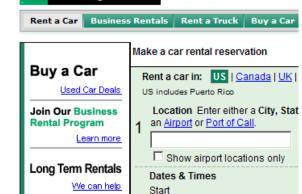
In today's world of competitive marketing and cutthroat competition, a customer can't he/she is closing will benefit her or not, most of the time most, consumers, just go on whassle of inquiring for more economic alternatives, or discounts.

This also applies to car rentals, nowadays, it's hard to call anything a cheap car rental, we continuing gas price increase it's hard to keep product prices down, so here are a few tip



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Avis Rent A Car 🔻 🗈



nterprise

LiveNetLife in ACTIVE



search for information

Awareness









preparation





LiveNetLife demonstration

Web page/browser/office plugin



- Video Demonstration
 - http://www.facebook.com/video/video.php?v=497 21269044&subj=528454044
- Live Demonstration
 - http://videolectures.net/



Knowledge based summarizaiton

AAAI 2005

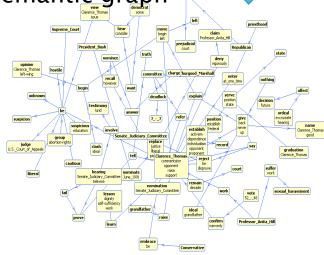


Original document

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Linguistic processing and Creation of semantic graph



Summarization via semantic graphs

Automatically generated document summary Cracks appeared in the U.N. traue emough against Iraq. The State Department reports that Cuba and Romania have struck oil dea

Sentence extraction rule

Select a sub-graph that would characterize extracted summaries



Learn the sub-graph selection model



Detailed Summarization Procedure

Linguistic analysis of the text

Deep parsing of sentences

Refinement of the text parse

- Named-entity consolidationDetermine that 'George Bush' = 'Bush'= 'U.S. president'
- Anaphora resolution
 Link pronouns with name-entities

Extract Subject-Predicate-Object triples

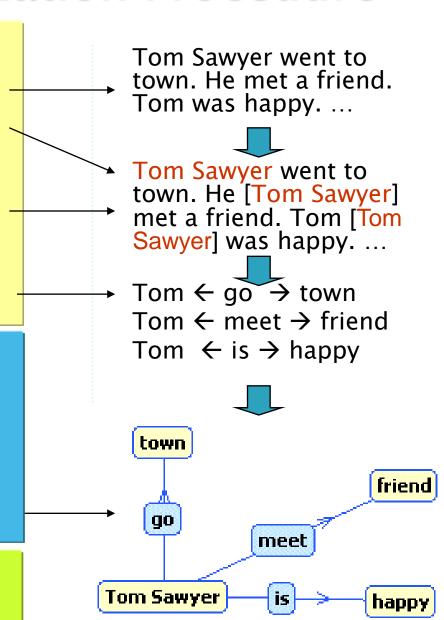
Compose a **graph** from triples

Describe each triple with a set of features for learning

Learn a model to classify triples into the summary

Generate a summary graph

Use summary graph to generate textual document summary



Example of automatic summary

Cracks Appear in U.N. Trade Embargo Against Iraq.

Human extracted

Cracks appeared Tuesday in the U.N. trade embargo against Iraq as Saddam Hussein sought to circumvent the economic noose around his country. Japan meanwhile, announced it would increase its aid to countries hardest hit by enforcing the sanctions. Hoping to defuse criticism that it is no Sum in a sum of the sanction o

Eight years after a volcano scare incited fear, anger and economic gloom in Sierra resorts, residents are nonchalant about renewed underground lava movement that is triggering thousands of tiny earthquakes.

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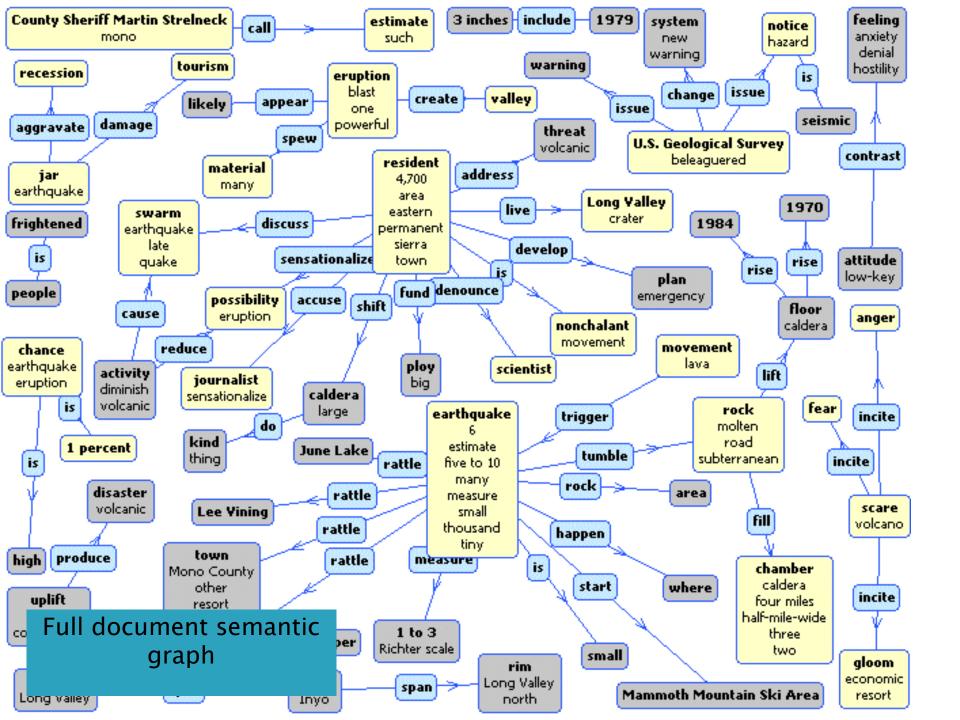
two count

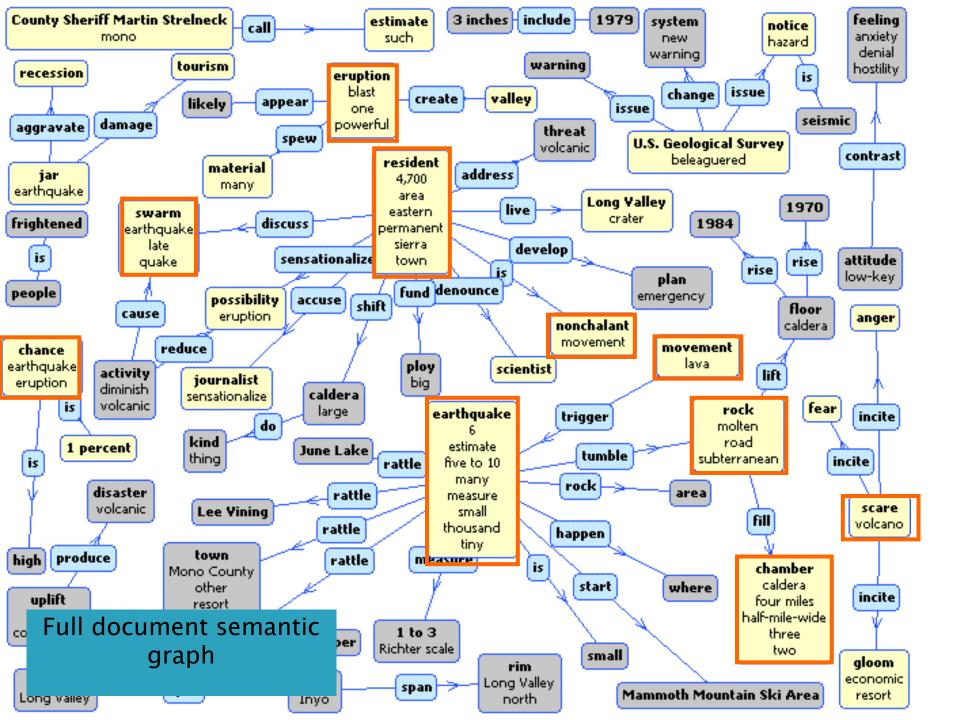
The resort town's 4,700 permanent residents live in Long Valley, a 19-mile-long, 9-mile-wide volcanic crater known as a caldera.

- The Earth's crust is being stretched apart in the region, allowing molten rock to fill half-mile-wide chambers under the caldera.
- The valley was created 730,000 years ago by one of Earth's most powerful eruptions, a blast that spewed 600 times more material than the May 1980 eruption of Mount St. Helens in Washington state.
- Despite the current activity, the probability of a major earthquake or a volcanic eruption in the area is "less than 1 percent each year," said David Hill, the U.S.
- Geological Survey geophysicist in charge of research at Long Valley. Mono County Sheriff Martin Strelneck called such estimates "a scientific guessing game," and said area residents rarely discuss the latest swarm of earthquakes, which started in May 1989.
- As a result, the Geological Survey issued a "notice of potential volcanic hazard" for Long Valley in May 1982.
- That warning, coupled with jarring earthquakes, damaged tourism and aggravated a recession in the once-booming real estate market.

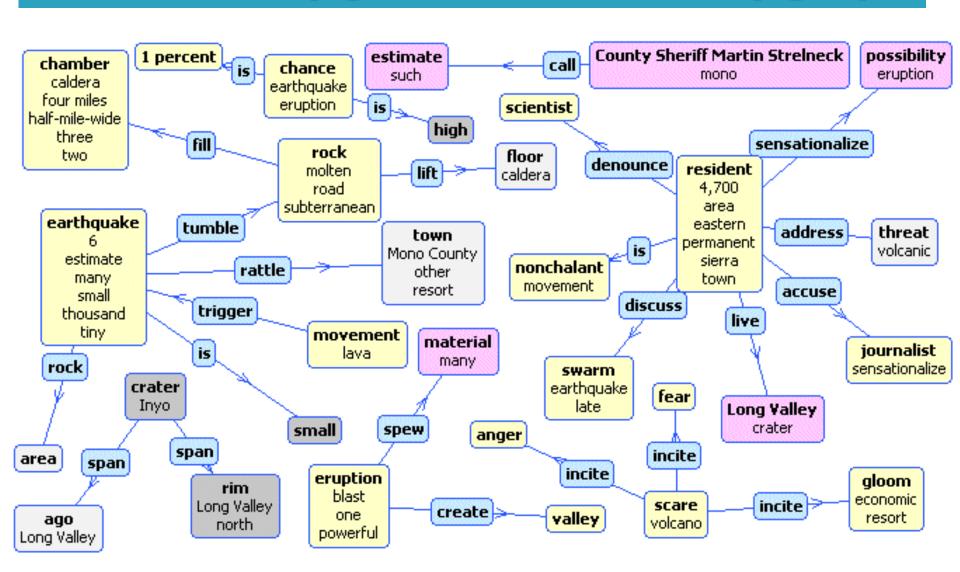
Iran has agreed to an ent from Tehran or er Tariq Aziz's visit Sunday iplomatic relations. Wellmport about 150,000 following Aziz's visit, Iraq State James A. Baker III, nt demand that Iraq re they remain to fulfill te the 5,800 Soviet citizens Our policy cannot change, am Hussein is literally ns and Britons will fly out of n men as human shíelds ighttime gunfire and Iraqi ve her last name. ``A icials that American males was not known how many s borders with Turkey and in the Middle East wás could total \$15 billion in er U.S. allies for Operation pt, Jordan and Turkey, hit the Ministry of Fund, and \$600 million n to help Egypt, Jordan ater, vehicles and s heavily on oil from the law restricts the military to ers to pick it up. The first mibia said it would not

"sell its sovereignty" for Iraqi oil. Venezuelan President Carlos Andres Perez dismissed Saddam's offer of free oil as a ``propaganda ploy." Venezuela, an OPEC member, has led a drive among oil-producing nations to boost production to make up for the shortfall caused by the loss of Iraqi and Kuwaiti oil from the world market. Their oil makes up 20 percent of the world's oil reserves. Only Saudi Arabia has higher reserves. But according to the State Department, Cuba, which faces an oil deficit because of reduced Soviet deliveries, has received a shipment of Iraqi petroleum since U.N. sanctions were imposed five weeks ago. And Romania, it said, expects to receive oil indirectly from Iraq. Romania's ambassador to the United States, Virgil Constantinescu, denied that claim Tuesday, calling it ``absolutely false and without foundation.".

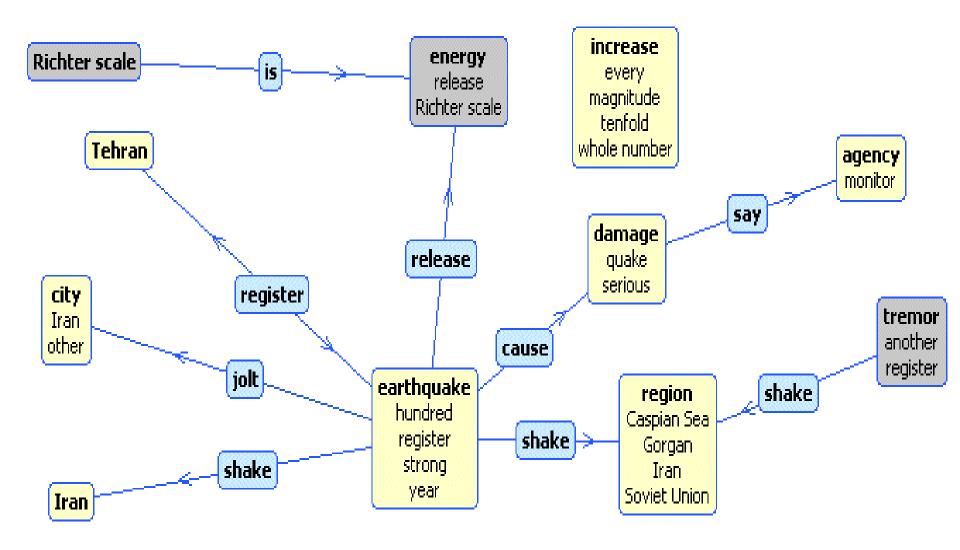


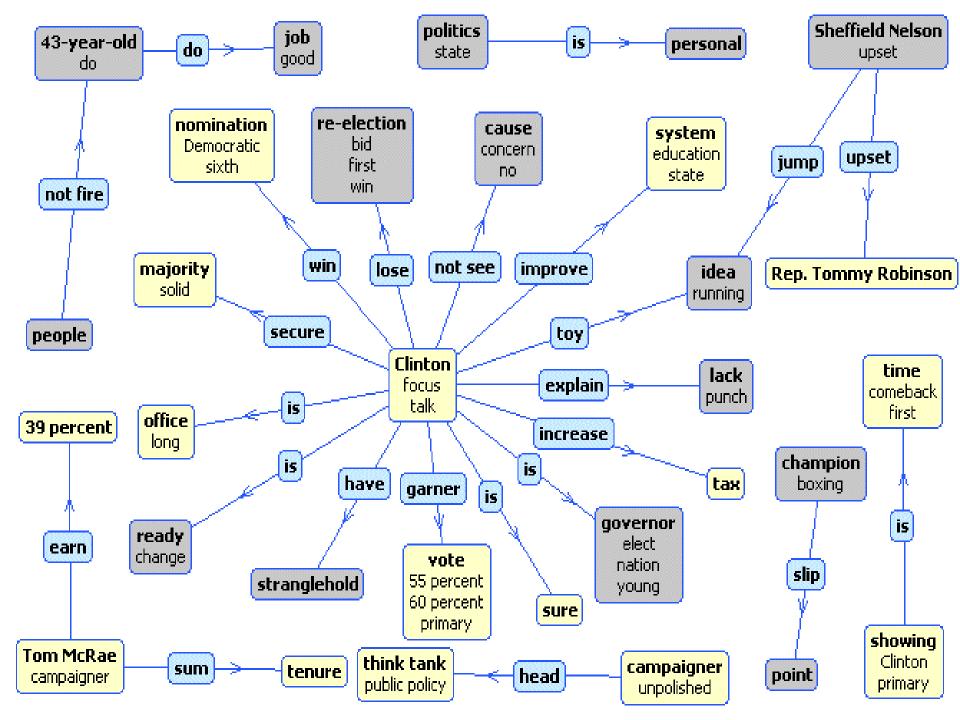


Automatically generated summary graph



More examples



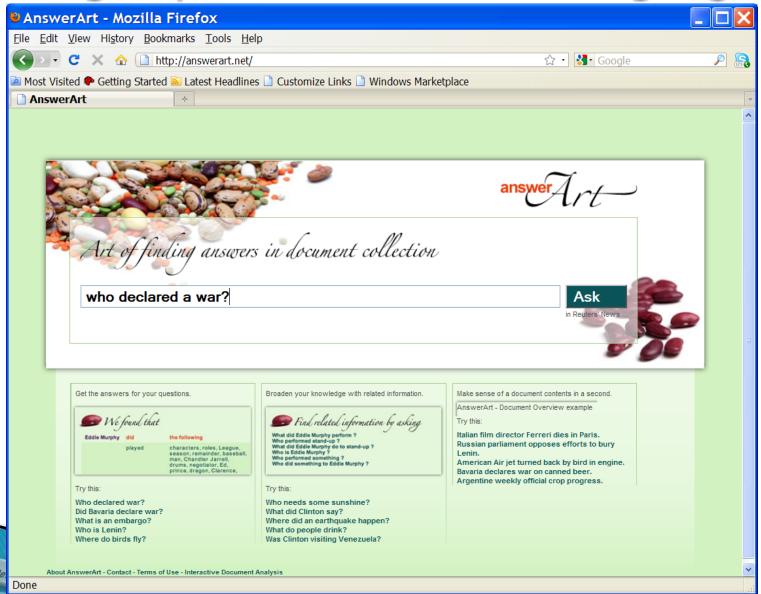


Question Answering

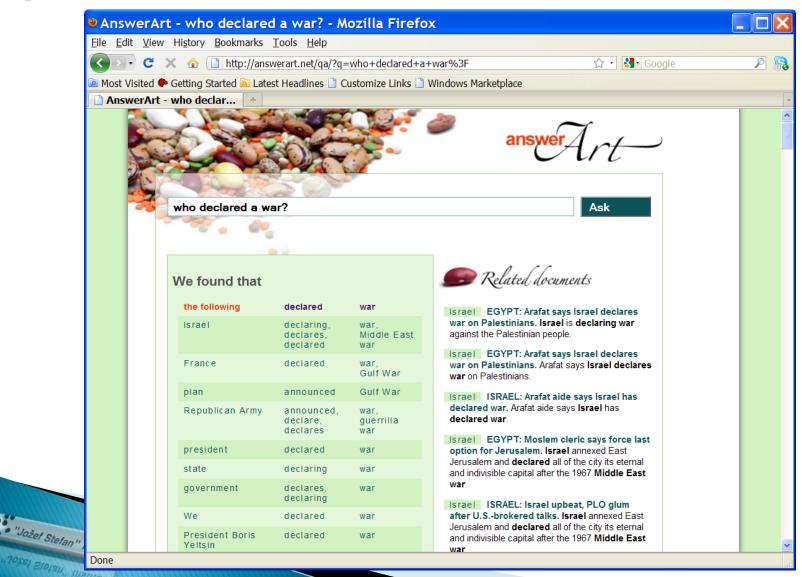
http://AnswerArt.net



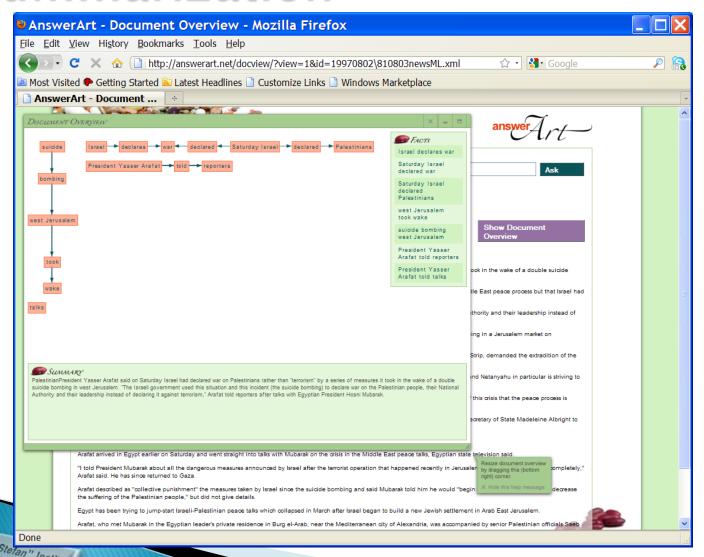
Asking a question in natural language



...result set is set of mentions of potential answers



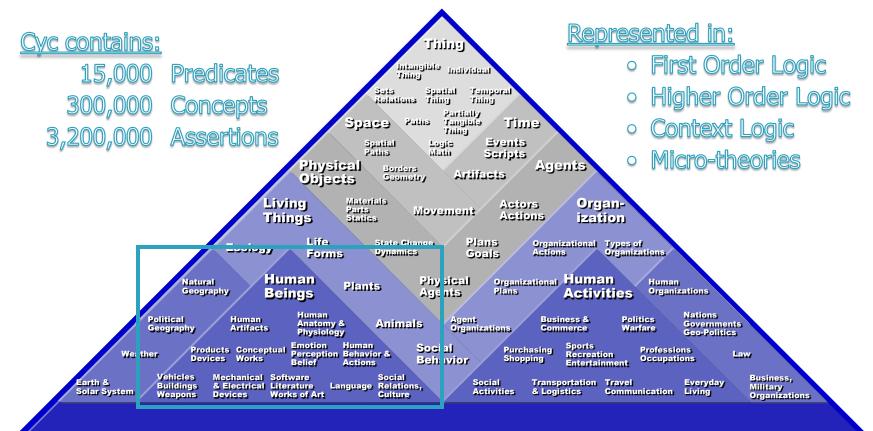
Document browser with summarization



Cyc Knowledge Base and Reasoning



The Cyc Ontology

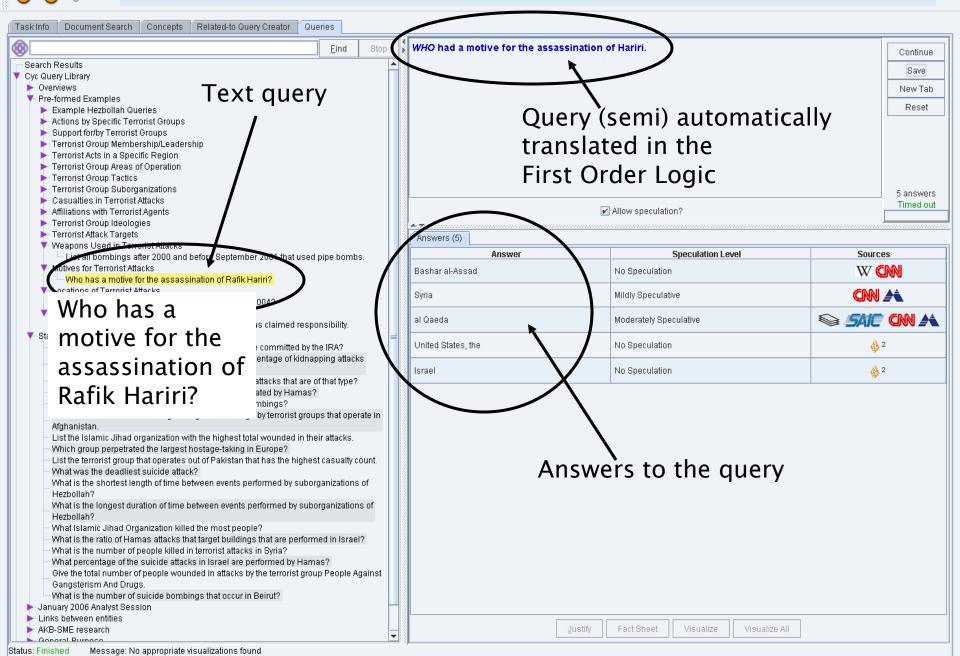


General Knowledge about Various Domains

Specific data, facts, and observations



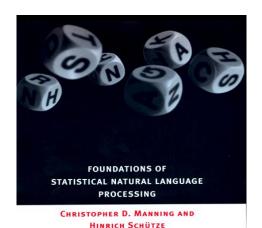
Cyc's front-end: "Cyc Analytic Environment" – querying (1/2)

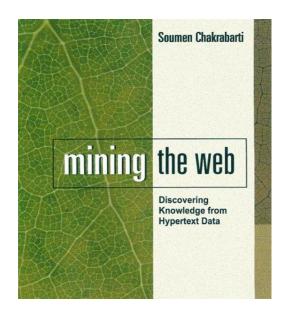


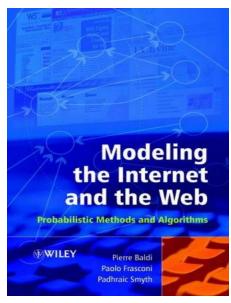
Further references...

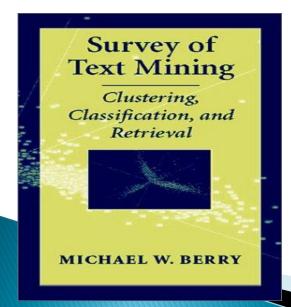


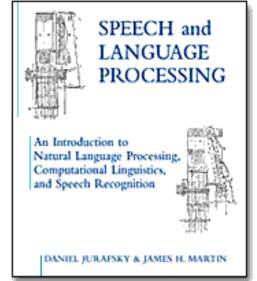
References to some Text-Mining books

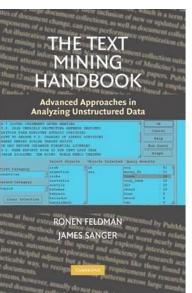




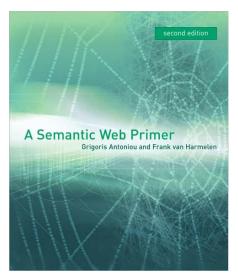


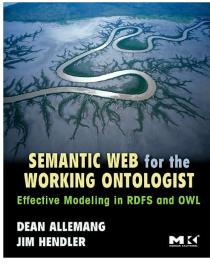


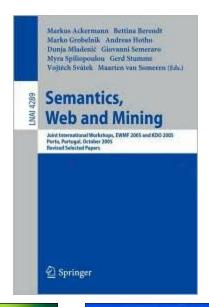


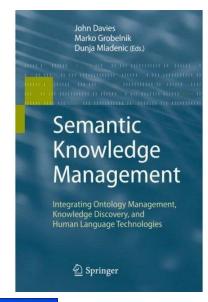


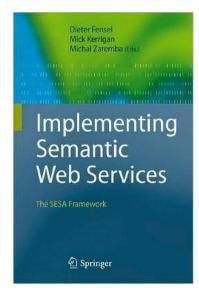
Books on Semantic Technologies



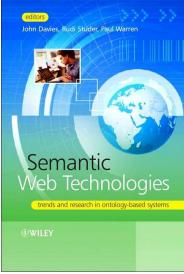












References to the main conferences

- Information Retrieval:
 - SIGIR, ECIR
- Machine Learning/Data Mining:
 - ICML, ECML/PKDD, KDD, ICDM, SDM
- Computational Linguistics:
 - ACL, EACL, NAACL
- Semantic Web:
 - ISWC, ESWC, ASWC



Videos on Text and Semantic Technologies

http://videolectures.net/Top/Computer_Science/Semantic_Web/

 Recorded tutorials, workshops, conferences, summer schools available from

<u>http://videolectures.net</u>

