

Hugo Zaragoza

Yahoo! Research (Barcelona)



- Overall Motivation
- Entity Ranking & Browsing
 - Yahoo! Reference
- Exploiting Explicit Annotations
 - MicroSearch
 - InfoBox learning







Jordi Atserias - NLP



Mihai Surdeanu - ML & NLP



Massimiliano Ciaramita - ML & NLP



Peter Mika - Semantic Web



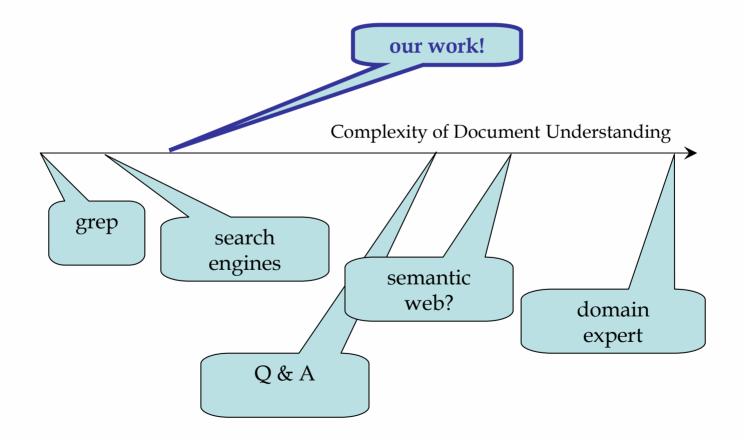
Hugo Zaragoza - ML & IR

 \mathbf{Y}_{A} HOO!

3

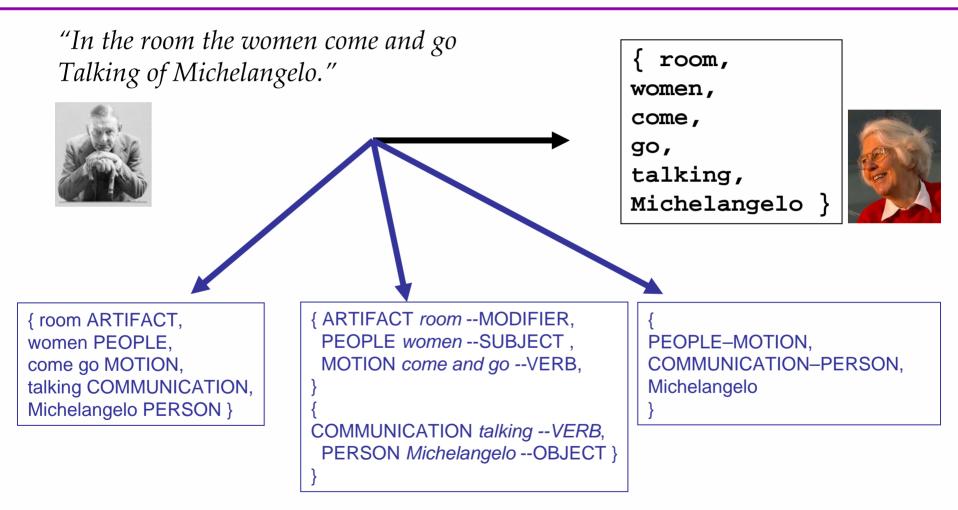
(with help from Giuseppe Attardi, Henning Rode and David Vallet)

Document Understanding Cartoon



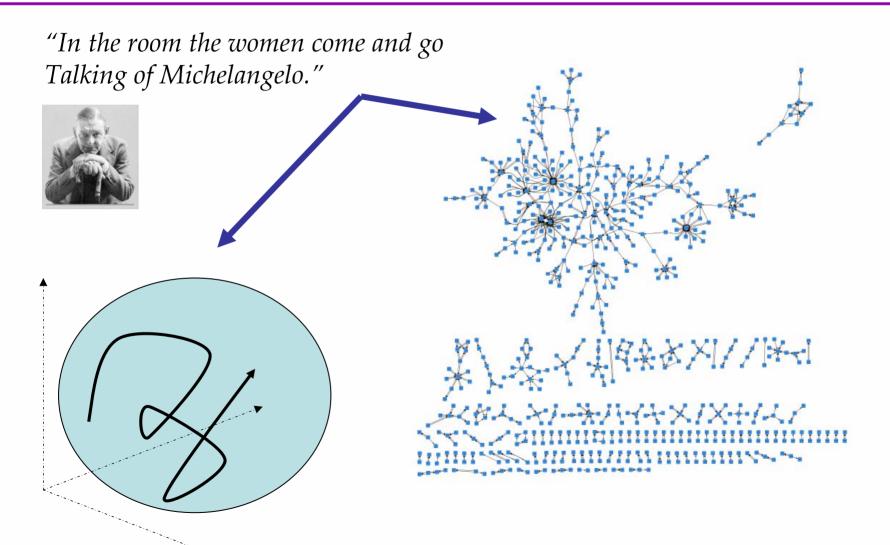
 $Y_{A}HOO!$

Beyond strings, beyond bag of words



Applications in Search, Advertising, Complex Q&A, ...

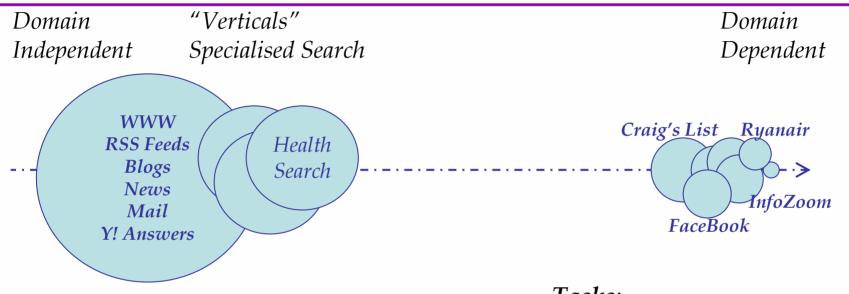
Beyond strings, beyond bag of words



6

 $Y_{A}HOO!$

Structure & Domain Knowledge



Tasks: Find relevant to string.

Methods:

String matching (tf-idf) Hyperlink Popularity **Tasks**: AirFlight Booking (find flights) Housing (find apartment) Hire People (find CVs)

. . .

Methods: Match + *Domain-Based Ranking*





Units of representation currently in our system:

- Tokens, Lemmas, POS
- + Semantic Tags
- + Dependency Relations
- + Role labels

Hypothesis:

Linear extraction/parsing time (50K w x m x s)

error-prone output (e.g. 60-90%)

highly redundant information

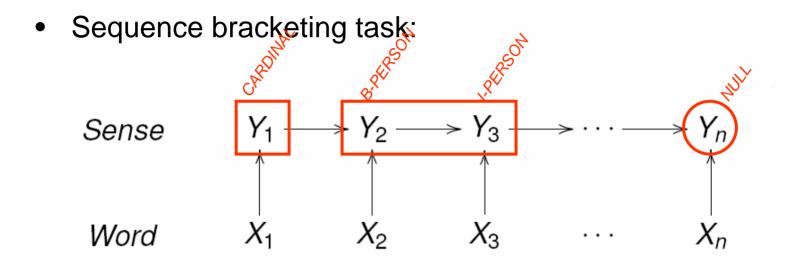
 Y_{A} HOO



- Identify instances of semantic categories or relations:
 - "Clara Harris_{person}, one of the guests in the box, stood up and demanded water." (NER)
 - "NS-Meg cells_{cell} expressed mRNA_{rna} for the EPO receptor_{protein}." (Bio-NER)
 - "NS-Meg cells_{cell} expressed_{express_for} mRNA_{rna} for the EPO receptor_{protein}." (Relation extraction)
- Broad-coverage/domain-independent
 - "Clara Harris_{person}, one of the guests_{person} in the box_{artifact}, stood up_{motion} and demanded_{communication} water_{substance}."



Statistical Methods for Semantic Tagging



- Model: Collins Parser (Avg.Perceptron-HMM tagger)
- Features: tokens, POS, word shape, most frequent, previous label, combinations.

(Massimiliano Ciaramita and Yasemin Altun, EMNLP 2006)

YAHOO!



http://www.yrbcn.es/semanticWikipedia

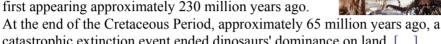


Applications III: Better Interfaces

Query: Dinosaurs in Argentina

Dinosaur

Dinosaurs were vertebrate animals that dominated terrestrial ecosystems for over 160 million years, first appearing approximately 230 million years ago.



catastrophic extinction event ended dinosaurs' dominance on land. [...]

Current dinosaur "hot spots" include southern South America (especially Argentina) and China.

Herrerasaurus

Herrerasaurus (meaning "Herrera's lizard." after the

name of the rancher who discovered the first fossil of the animal) was one of the earliest carnivorous dinosaurs. All known specimens have been discovered in northwest Patagonia, Argentina, in late Triassic Period rocks (Early Carnian stage, around 228 million years ago).

Diplodocus

Diplodocus is a genus of diplodocid sauropod

dinosaur whose fossilised skeleton was first discovered in 1877 by S. W. Williston. The generic name, coined by Othniel Charles Marsh in 1878, is a Neo-Latin term derived from Greek διπλόος (diploos) [...]



A. Neuquen, Argentina

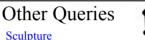
B. Bariloche Argentina

C. Ushuaia, Argentina



People

Philip Currie Carlos Munoz **Charles Darwin** more (sociogram view)...





Platonic cylinders

Other Sites

more (graph view)...

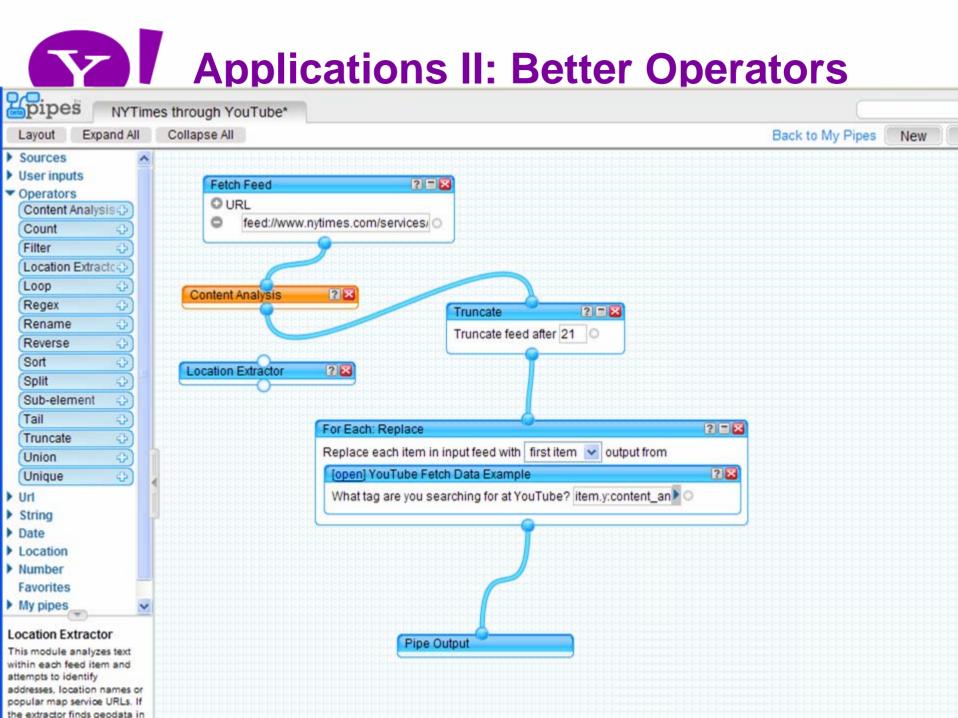
Dinosaurs in Argentina (school.discovery.com...) Huge Dinosaurs in Argentina... (www.msnbc.msn.com...) more

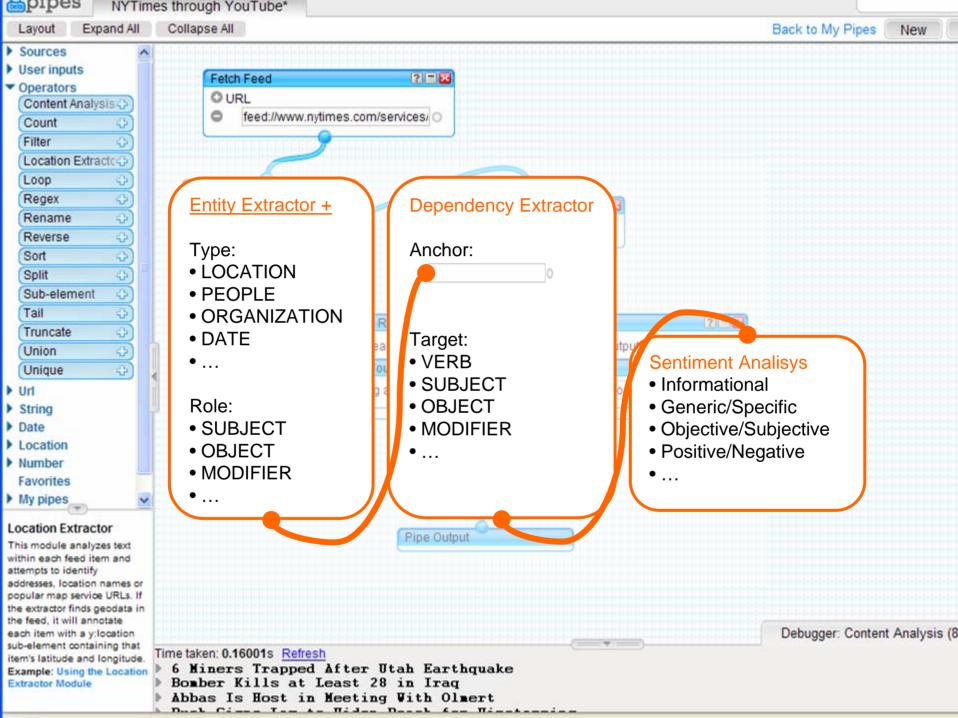
Yahoo! Answers ?!

Yahoo! News

Yahoo! Flickr









- Goal1: better text-features for ranking
 - -d(sentence, sentence)
 - -d(question, answer)

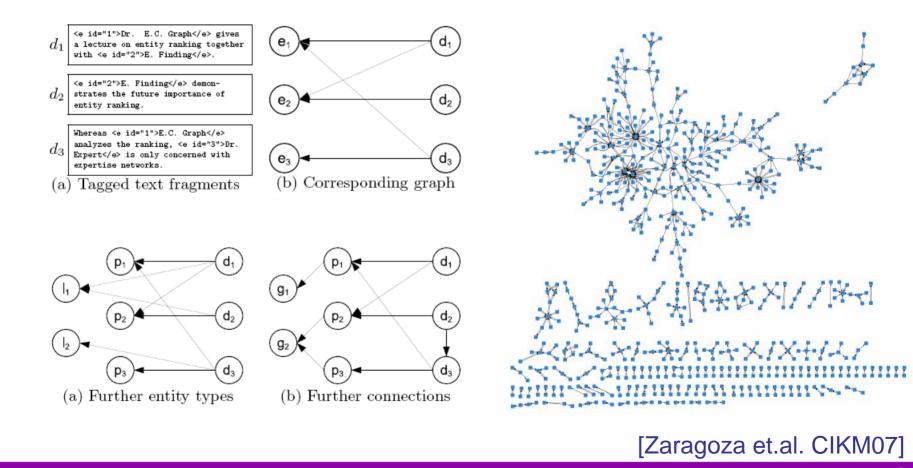
• Goal2: new units of retrieval

• Goal3: modeling context / intent



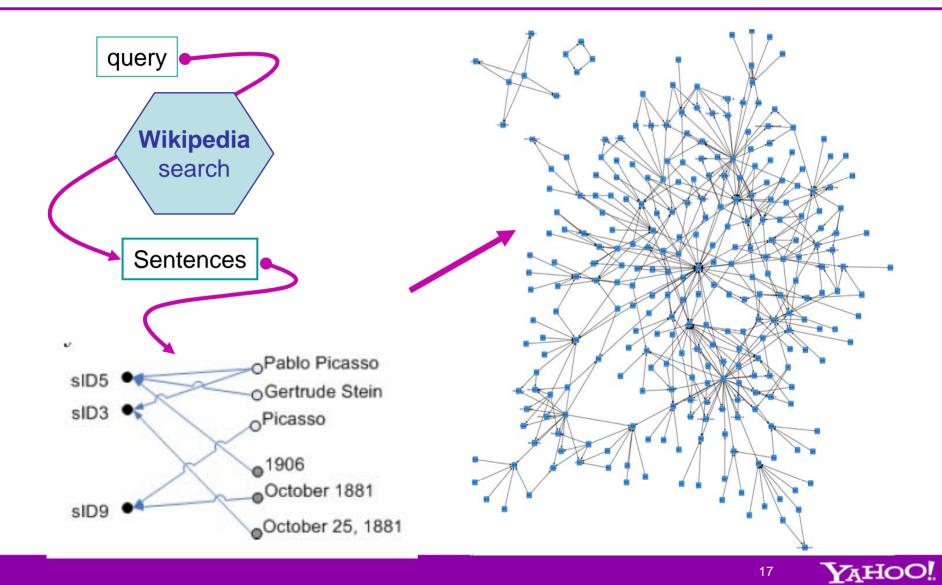


• Every Tag (Type) defines an implicit containment graph

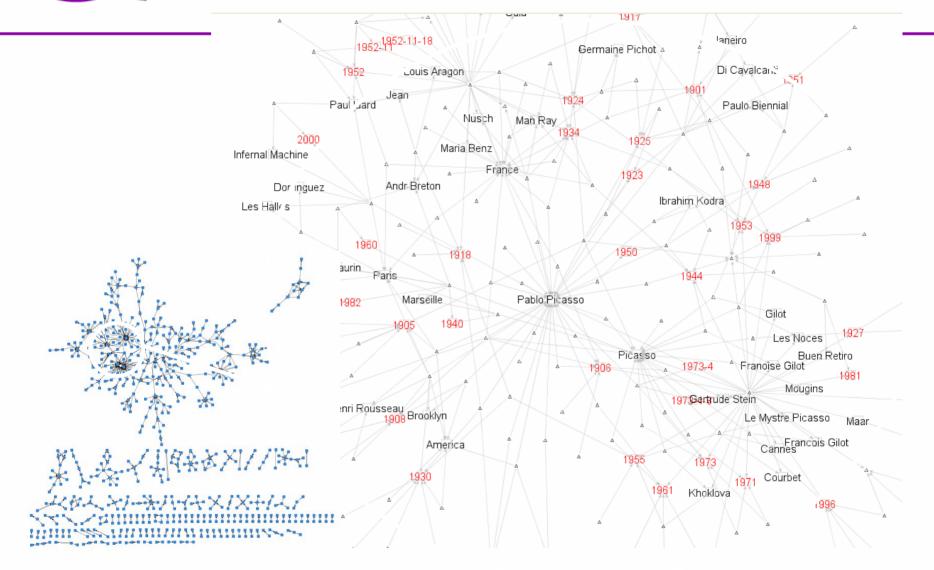


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"Life of Pablo Picasso"

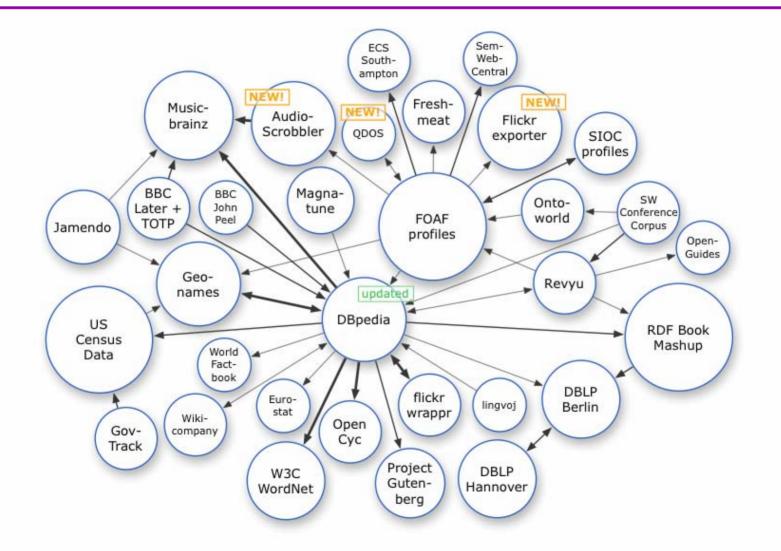


An exciting year for metadata

- Growth of both the Annotated Web and the Data Web
 - Microformats, RDFa
 - Linking Open Data movement
- Opening up of Social Network data and applications
 - Dataportability.org
 - OpenSocial
 - Windows Live Contacts API
- Yahoo!'s Open Search Platform
 - First major search engine to natively support Semantic Web standards
 - Indexing microformat data
 - Part of the Open Search Platform (first out: SearchMonkey)
- Google's Social Graph API
 - Limited to social network data (only XFN and FOAF)

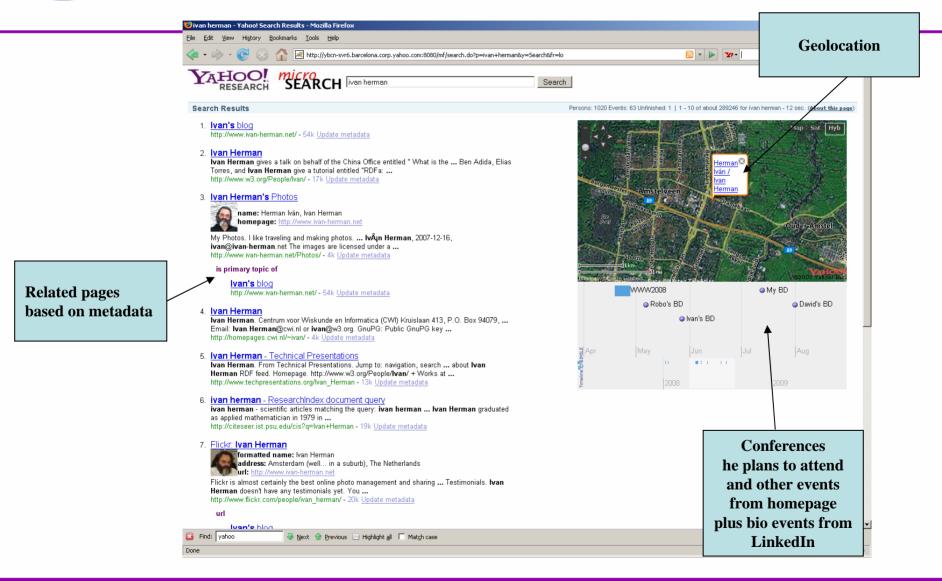


Linking Open Data cloud



20

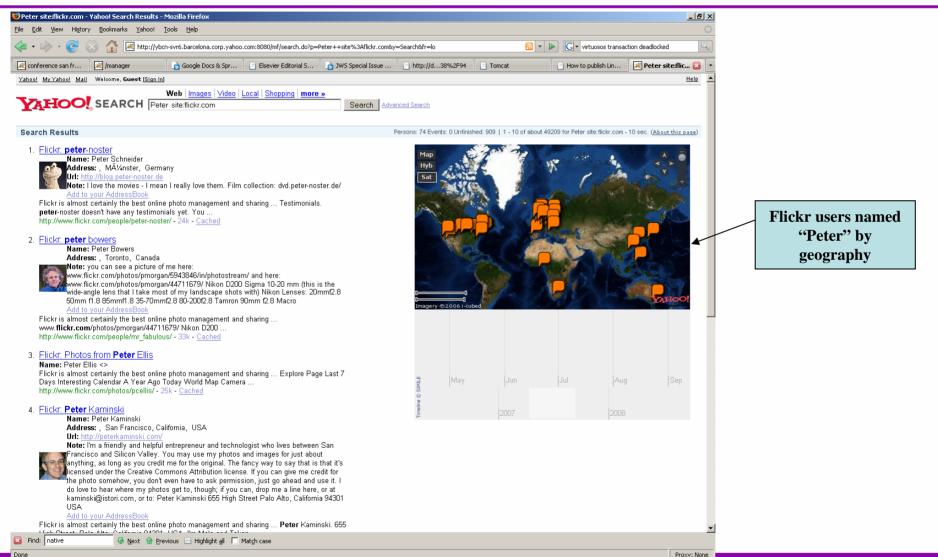
Microsearch



http://www.yr-bcn.es/demos/microsearch/

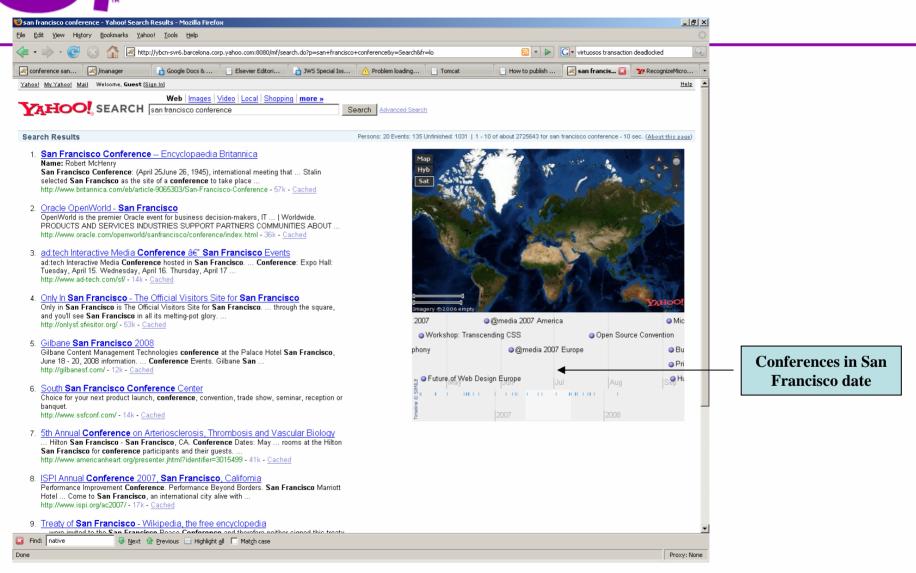
21

Example: peter site:flickr.com

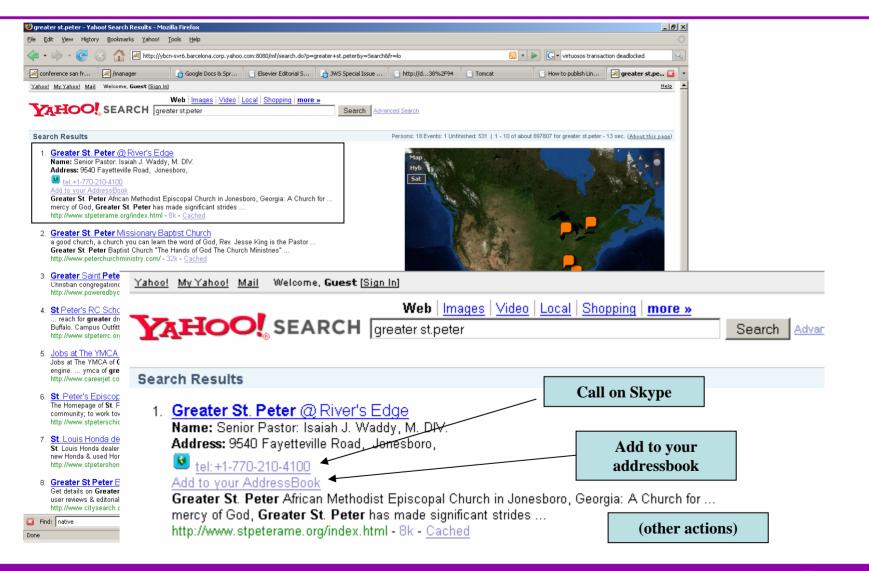


22

Example: san francisco conference



Example: greater st. peter



24

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Bridging implicit and explicit metadata.

- About Wikipedia
- Community portal
- Recent changes
- Contact Wikipedia
- Donate to Wikipedia
- Help

search

| Search |
|--------|
| |

toolbox

- What links here
- Related changes
- Upload file
- Special pages
- Printable version
- Permanent link
- Cite this article

languages

- Afrikaans
- التربية 🗉
- = বাংলা
- Bân-lâm-gú
- Bosanski
- Brezhoneg
- Български
- Català
- Česky
- Cymraeg
- Dansk

Pablo Ruiz Picasso (October 25, 1881 – April 8, 1973), often referred to simply as Picasso, was a Spanish painter and sculptor. His full name is Pablo Diego José Francisco de Paula Juan Nepomuceno María de los Remedios Cipriano de la Santísima Trinidad Clito Ruiz y

Picasso.^[1] One of the most recognized figures in 20th century art, he is best known as the co-founder, along with Georges Braque, of cubism.

| Contents | [show] |
|----------|--------|
| | |

Biography

Pablo Picasso was born i Málaga, Spain the first child of José Ruiz y Blasco and Maria Picasso y López. He was christened with the names Pablo, Diego, José, Francisco de Paula, Juan Nepomuceno, Maria de los Remedios, and Cipriano de la Santísima Trinidad.^[2] Picasso's father was a painter whose specialty was the naturalistic depiction of birds and who for most of his life was also a professor of art at the School of Crafts and a curator of a local museum. The young Picasso showed a passion and a skill for drawing from an early age; according to his mother,^[3] his first word was "piz." a shortening of *lápiz*, the Spanish word for pencil.^[4] It was from his father that Picasso had his first formal academic art training, such as figure drawing and painting in oil. Although Picasso attended art schools throughout his childhood, often those where his father taught, he never finished his college-level course of study at the Academy of Arts



Pablo Picasso



Picasso (January 1962)

Birth name Pablo Diego José Francisco de Paula Juan Nepomuceno María de los Remedios Cipriano de la Santísima Trinidad Martyr Patricio Clito Ruiz y Picasso

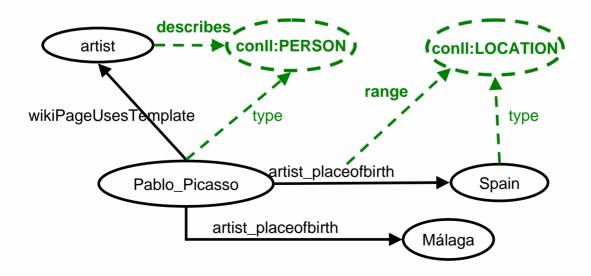
> Born October 25,1881 Málaga, Spain Died April 8, 1973 (aged 91) Mougins, France

> > 25

Result #1: extending metadata

Pablo Picassowasborn in Málaga, Spain.PERLOCLOCE:PERSONGPE:CITYGPE:COUNTRYartist:nameartist:placeofbirthartist:placeofbirth

If most artists are persons, than let's assume all artists are persons. If most places of birth are locations, then let's assume all are.







| | PER | ORG | LOC | MISC | Σ |
|------------------------------------|--------|--------|-------|-------|--------|
| rdfs:range | 805 | 515 | 480 | 124 | 1924 |
| ywiki:describes | 184 | 18 | 13 | 4 | 219 |
| rdf:type (from text) | 285873 | 140885 | 46079 | 32550 | 505387 |
| rdf:type (through rdfs:range) | 307874 | 58768 | 31383 | 8108 | 406133 |
| rdf:type (through ywiki:describes) | 47702 | 489 | 611 | 74 | 48876 |

| Wikipedia property | CONLL | Examples of property values | | | |
|---------------------------|-------|--|--|--|--|
| infoboxNbaPlayer_name | PER | Alex Groza, Elgin Baylor, Jerry West, David Thompson, Glen Rice, Christian Laettner, Richard Hamilton, Juan Dixon, Sean May, Joakim Noah, | | | |
| infoboxSerialKiller_alias | ORG | Gray Man, the Werewolf of Wysteria, Brooklyn Vampire, Sister, Brian Stewart, Bloody Benders, The Prostishooter, The Rest Stop Killer, The Truck Stop Killer, The Sunset Strip Killer, Cincinnati Strangler, Son of Sam, Plainfield Ghoul, Ed " Psycho" Gein, The Co-ed Killer, | | | |
| highlanderCharacter_born | LOC | Unknown, unknown, 1659, 1945, 802, 1887, 1950, , Glenfinnan, Scotland, (original birth date unknown) ("Highlander II"), 896 BC, Ancient Egypt (original birth date unknown) ("Highlander II"), California, | | | |
| infoboxSuperbowl_stadium | LOC | Sun Devil Stadium, Georgia Dome, Miami Orange Bowl, Hubert H. Humphrey Metrodome, Dolphin Stadium, Raymond James Stadium, Louisiana Superdome, Joe Robbie Stadium, Ford Field, Los Angeles Memorial Coliseum, | | | |
| infoboxWeapon_usedBy | LOC | USA, None, One, none, Italy, United States, Mexico, UK, Russia, Under development, | | | |
| minorLeagueTeam_league | MISC | Eastern League (1923-37, 1940-63, 1967-68, 1992-), Pacific Coast League, Arizona League, Texas League, South Atlantic League, California League, Midwest League, Northwest League, International League, Carolina League, | | | |
| infoboxTea_teaOrigin | LOC | Nuwara Eliya, Sri Lanka near Adam's Peak between 2200 - 2500 metres, Japan, India, Vietnam, Taiwan, Turkey, China, Anhui, Guangdong, Jiangxi, | | | |
| infoboxPrimeMinister_name | PER | Abdallah El-Yafi, Umar al-Muntasir, Dr. Abdellatif Filali, Abderrahmane Youssoufi, Abdessalam Jalloud, Abdul Ati al-Obeidi, Abdul Hamid al-Bakkoush, Abdul Majid Kubar, Abdul Majid al-Qaud, Abd al-Qadir al-Badri, | | | |
| | | Abd al-Qadir al-Badri, 27 YAHOO | | | |



- Part of what we learn is a mapping between tagsets
- Generate training data based on what is learned
 e.g. if Paris is also a place of birth, it is also a place
- Dealing with sparse data
 <u>Paris is the capital city of</u> France.
- As good as manually created training data!
- Improvement when combined
 - On news: +6.1%
 - On Wikipedia: +5.5%

28 Y_AHOO

Trying to find answers to complex questions...

Q: How do you quiet a squeaky door?
A: Spray WD-40 directly onto the hinges of the door. Open and close the door several times. Remove hinges if the door still squeaks. Remove any rust, dirt or loose paint. Apply WD-40 to removed hinges. Put the hinges back, open and close door several times again.
Q: How do I open up more and become not so shy around woman?
A: Sorry, me too!!



Trying to find answers to complex questions...

