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## YAㅋOO!

## Plan

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


## Natural Language Retrieval (NLR) Group



Jordi Atserias

- NLP


Mihai Surdeanu

- ML \& NLP

Massimiliano Ciaramita

- ML \& NLP


## Peter Mika

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

Document Understanding Cartoon


## Beyond strings, beyond bag of words

"In the room the women come and go Talking of Michelangelo."

```
{ room,
women,
come,
go,
talking,
Michelangelo }
```

```
{
PEOPLE-MOTION,
COMMUNICATION-PERSON,
    Michelangelo
    }
```

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

## $T$ Beyond strings, beyond bag of words

"In the room the women come and go
Talking of Michelangelo."


## 8! <br> 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 $+\underline{\text { Domain-Based Ranking }}$

## Language Representation

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

## Semantic tagging (some examples)

- Identify instances of semantic categories or relations:
- "Clara Harris ${ }_{\text {person }}$, one of the guests in the box, stood up and demanded water." (NER)
- "NS-Meg cells ${ }_{\text {cell }}$ expressed mRNA ${ }_{\text {rna }}$ for the EPO receptor ${ }_{\text {protein." }}$ (Bio-NER)
- "NS-Meg cells cell expressed $_{\text {express_for }}$ mRNA $_{\text {rna }}$ for the EPO receptor ${ }_{\text {protein." }}$ (Relation extraction)
- Broad-coverage/domain-independent
- "Clara Harris ${ }_{\text {person }}$, one of the guests ${ }_{\text {person }}$ in the box ${ }_{\text {artifact }}$, stood $u_{\text {motion }}$ and demanded ${ }_{\text {communication }}$ water $_{\text {substance. }}$."


## Statistical Methods for Semantic Tagging

- Sequence bracketing task:

Sense

Word


- Model: Collins Parser (Avg.Perceptron-HMM tagger)
- Features: tokens, POS, word shape, most frequent, previous label, combinations.
http://www.yrbcn.es/semanticWikipedia


## Annlications 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.


At the end of the Cretaceous Period, approximately 65 million years ago, a catastrophic extinction event ended dinosaurs' dominance on land. [...]

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


Diplodocus
Diplodocus
is a genus of
diplodocid

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

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

## Other Queries

Sculpture
Platonic cylinders
more (graph view)...


Yahoo! Answers ?!
Yahoo! News
Yahoo! Flickr


## اهק <br> Applications II: Better Operators

## 鹃pipes

NYTimes through YouTube*
Layout Expand All Collapse All

- Sources
- User inputs
- Operators Content Analysis $\}$ Count $\}$ Filter Location Extracte ${ }^{3}$ ) Loop Regex 4) Rename Reverse


- Goal1: better text-features for ranking
-d(sentence, sentence)
-d(question, answer)
- Goal2: new units of retrieval
- Goal3: modeling context / intent


## (1)! Entity Graphs

- Every Tag (Type) defines an implicit containment graph

(a) Tagged text fragments

(a) Further entity types


(b) Corresponding graph

(b) Further connections

[Zaragoza et.al. CIKM07]



## "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)


## 8! <br> Linking Open Data cloud



## (1)! <br> Microsearch



Eile Edit Yiew History Booknarks Iools Help

-     - C hitp:/lyben-svr6.barcelona.corp. yahoo.com:8080/mfisearch.do?p=ivan+herman\&y=Search\&fr=10

$$
0
$$

MIERARCH


## YAHOO!

Search Results

1. Ivan's blog
http://woww.ivan-herman. net/ - 54k Update metadata
2. Ivan Herman

Ivan Herman gives a talk on behalf of the China Office entitled " What is the ... Ben Adida, Elias Torres, and Ivan Herman give a tutorial entitled "RDFa:
http://www.w3.org/People/lvan/ - 17k Update metadata
3. Ivan Herman's Photos My Photos. I like traveling and making photos. ... IvÄ;in Herman, 2007-12-16 ivan@ivan-herman.net The images are licensed under a .
http:///wow. ivan-herman.net/Photos/- 4k Update metadata

## Related pages

based on metadata
is primary topic of
Ivan's blog
http://Mwww.ivan-herman.net/ - 54k Update metadata
4. Ivan Herman

Ivan Herman. Centrum voor Wiskunde en Informatica (CWI) Kruislaan 413, P.O. Box 94079, ... Email: Ivan.Herman@cwi.nl or ivan@w3.org. GnuPG: Public GnuPG key .. http://homepages.cwi.ni/~ivan/ - 4k Update metadata
5. Ivan Herman - Technical Presentations Ivan Herman. From Technical Presentations. Jump to: navigation, search ... about Ivan Herman RDF feed. Homepage. http:///www.w3. org/People/lvan/ + Works at .. http:///wow.techpresentations.org/van_Herman - 13k Update metadata
6. ivan herman - Researchindex document query ivan herman - scientific articles matching the query: ivan herman ... Ivan Herman graduated as applied mathematician in 1979 in ...
http://citeseer.ist.psu.edu/cis?q=|van+Herman - 19k Update metadata

## Conferences

Flickr: Ivan Herman
formatted name: / van Herman
address: Amsterdam (well... in a suburb), The Netherlands (i) url: hitp://hmow. ivan-herman.net

Flickr is almost certainly the best online photo management and sharing ... Testimonials. Ivan Herman doesnt have any testimonials yet. You
http://hwow.flickr.com/peoplefivan_herman/- 20k Update metadata
url

Done

# (1)! <br> <br> Example: peter site:flickr.com 

 <br> <br> Example: peter site:flickr.com}


## Search Results

1. Flickr: peter-noster

Name: Peter Schneider
Name: Peter Schneider
Address: MẤ/nster, Germany
Url: http//blog peter-
 Add to your AddressBook
Flickr is almost certainly the best online photo management and sharing ... Testimonials. peter-noster doesnt have any testimonials yet. You
http://hmw.flickr.com/people/peter-noster/ - 24k - Cached
2. Flickr: peter bowers

Name: Peter Bowers
Address: , Toronto, Canada
Note: you can see a picture of me here
[0. Mw. flickr.com/photos/pmorgan/5943846/in/photostream/and here:
woww flickr.com/photos/pmorgan/44711679/ Nikon D200 Sigma $10-20 \mathrm{~mm}$ (this is the 50 mm f1.8 $85 \mathrm{mmf1} 1.835-70 \mathrm{mmf} 2.880$-200f2.8 Tamron 90 mm f2.8 Macro Add to your AddressBook

Persons: 74 Events: 0 Unfinished: 909 । $1-10$ of about 49209 for Peter site: flickr.com - 10 sec. (About this page)


Flickr users named
"Peter" by geography

Flickr is almost certainly the best online photo management and sharing wow. flickr.com/photos/pmorgan/44711679/ Nikon D200
3. Flickr: Photos from Peter Ellis Name: Peter Ellis <>
Flickr is almost certainly the best online photo management and shain Days Interesting Calendar A Year Ago Today World Map Camera
http://humw. flickr.com/photos/pcellis/- 25k - Cached
4. Flickr. Peter Kaminsk

Name: Peter Kaminski
Address: , San Francisco, California, USA
UrI: hitp://peterkaminski.com
Note: l'm a friendly and helpful entrepreneur and technologist who lives between Sananything as long as yolley. You may the my photos and images for just abou
124 yything, as long as you credit me for the original. The fancy way to say that is that it's the photo somehow, you don't even have to ask permission, just go ahead and use it. । do love to hear where my photos get to, though; if you can, drop me a line here, or at kaminski@istori.com, or to: Peter Kaminski 655 High Street Palo Alto, California 94301 USA
$\qquad$
Flickr is almost certainly the best online photo management and sharing ... Peter Kaminski. 655

## 8! <br> Example: san francisco conference



Web $\mid$ Images $\mid$ Video $\mid$ Local $\mid$ Shopping $\mid$ more»
IAIOO! SEARCH san francisco conference
Search Advanced Search

Search Results

1. San Francisco Conference -- Encyclopaedia Britannica Name: Robert McHenry
San Francisco Conference: (April 25June 26, 1945), international meeting that ... Stalin selected San Francisco as the site of a conference to take place http://kmw. britannica.com/eb/article-9065303/San-Francisco-Conference - 57 k - Cached
2. Oracle OpenWorld - San Francisco

OpenWorld is the premier Oracle event for business decision-makers. IT IWorldwide PRODUCTS AND SERVICES INDUSTRIES SUPPORT PARTNERS COMMUNITIES ABOUT $\mathrm{http}: / / \mathrm{www}$. oracle.com/openworld/sanfrancisco/conference/index. html - 36k - Cached
3. ad:tech Interactive Media Conference â€" San Francisco Events ad:tech Interactive Media Conference hosted in San Francisco. ... Conference: Expo Hall:
Tuesday, April 15. Wednesday April 16 . Thursday April 17 Tuesday, April 15. Wednesday, April 16. Thursday, April 17 http://www ad-tech.com/sf/ - 14k - Cached
4. Only In San Francisco - The Official Visitors Site for San Francisco Only in San Francisco is The Official Visitors Site for San Francisco. ... through the square, and you'll see San Francisco in all its melting-pot glory.
http://onlysf. sfvisitor.org/-53k - Cached
5. Gilbane San Francisco 2008

Gilbane Content Management Technologies conference at the Palace Hotel San Francisco, June 18-20, 2008 information.... Conference Events. Gilbane San
http://gilbanesf.com/ - 12k - Cached
6. South San Francisco Conference Center Choice for your next product launch, conference, convention, trade show, seminar, reception or banquet.
http://www. ssfconf.com/-14k - Cachen

Persons: 20 Everts: 135 Unfinished: 1031 | 1 - 10 of about 2725643 for san francisco conference -10 sec. (About this page)


- Workshop: Transcending CSS
- Open Source Convention
phony ○@media 2007 Europe
 Bu - Pri



## Conferences in San

Francisco date
7. 5th Annual Conference on Arteriosclerosis, Thrombosis and Vascular Biology ... Hilton San Francisco - San Francisco, CA. Conference Dates: May ... rooms at the Hilton http//W mericanheat org presenter ihtmlidentifie $=301$
http ://WMw. americanheart. org/presenter.jhtm? ?identifier=3015499-41k - Cached
8. ISPI Annual Conference 2007, San Francisco, California Performance Improvement Conference. Performance Beyond Borders. San Francisco Marriott Hotel ... Come to San Francisco, an international city alive with
http://hwww. ispi. org/ac2007/-17k - Cached
9. Treaty of San Francisco - Wikipedia, the free encyclopedia

## 8! <br> Example: greater st. peter



5 Jobs at The YMCA
5. Jobs at The YMCA Jobs at The YMCA of $\mathbf{C}$ http://hww. careerjet.co
6. St. Peter's Episcop The Homepage of St http://Www. stpeterschic

St Loulis Honda de St Louis Honda dealer new Honda \& used Ho http://www. stpetershon
8. Greater St Peter Get details on Greater user reviews \& editorial http://hww.citysearch
© Find: native
Done

## Search Results

1. Greater St. Peter (O) River's Edge Name: Senior Pastor: Isaiah J. Waddy, M. DلV Address: 9540 Fayetteville Road, Jomesboro, (e) $\qquad$
Call on Skype

Add to your AddressBook
Add to your addressbook

Greater St. Peter African Methodist Episcopal Church in Jonesboro, Georgia: A Church for mercy of God, Greater St. Peter has made significant strides ..
http://howw.stpeterame.org/index.html - 8k - Cached
(other actions)

## Bridging implicit and explicit metadata.

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

search
Go Search
toolbox

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


## languages

- Afrikaans
- الكوبة
- बाश्ना
- Bân-lâtn-gú
- Bosanski
- Brezhoneg
- Бьлгарски
- 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 <br> 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

 [edit]Pablo Picasso was born Málaga, Spain the first child of José Ruiz y Blasco and Maria Ficasso 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 lapiz, 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


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


Died April 8, 1973 (aged 91)
$\square$ Mougins, France

Result \#1: extending metadata
$\frac{\text { Pablo Picasso }}{\text { PER }}$ was born in $\frac{\text { Málaga, }}{\text { LOC }} \frac{\text { Spain. }}{\text { LOC }}$

E:PERSON
artist:name

GPE:CITY GPE:COUNTRY artist:placeofbirth artist:placeofbirth
$\int$ 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.


## (1)! <br> Examples

|  | PER | ORG | LOC | MISC | $\sum$ |
| :--- | ---: | ---: | ---: | ---: | ---: |
| 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 <br> Hamilton, Juan Dixon, Sean May, Joakim Noah, ... |
| infoboxSerialKiller_alias | ORG | Gray Man, the Werewolf of Wysteria, Brooklyn Vampire, Sister, Brian Stewart, Bloody Benders, <br> The Prostishooter, The Rest Stop Killer, The Truck Stop Killer, The Sunset Strip Killer, Cincinnati <br> 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 <br> unknown) ("Highlander II"), 896 BC, Ancient Egypt (original birth date unknown) ("Highlander II"), <br> California, ... |
| infoboxSuperbowl_stadium | LOC | Sun Devil Stadium, Georgia Dome, Miami Orange Bowl, Hubert H. Humphrey Metrodome, <br> Dolphin Stadium, Raymond James Stadium, Louisiana Superdome, Joe Robbie Stadium, Ford <br> Field, Los Angeles Memorial Coliseum, ... |
| infoboxWeapon_usedBy | MISC | USA, None, One, none, Italy, United States, Mexico, UK, Russia, Under development, ... |
| minorLeagueTeam_league | Eastern League (1923-37, 1940-63, 1967-68, 1992- ), Pacific Coast League, Arizona League, <br> Texas League, South Atlantic League, California League, Midwest League, Northwest League, <br> International League, Carolina League, ... |  |
| infoboxTea_teaOrigin | LOC | Nuwara Eliya, Sri Lanka near Adam's Peak between 2200 - 2500 metres, Japan, India, Vietnam, <br> Taiwan, Turkey, China, Anhui, Guangdong, Jiangxi, ... |
| infoboxPrimeMinister_name | PER | Abdallah El-Yafi, Umar al-Muntasir, Dr. Abdellatif Filali, Abderrahmane Youssoufi, Abdessalam <br> Jalloud, Abdul Ati al-Obeidi, Abdul Hamid al-Bakkoush, Abdul Majid Kubar, Abdul Majid al-Qaud, <br> Abd al-Qadir al-Badri, ... |

## Some results

- 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

Paris is the capital city of France.

- As good as manually created training data!
- Improvement when combined
- On news: +6.1\%
- On Wikipedia: +5.5\%


## 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!!

## $T$ Trying to find answers to complex questions...


$\mathrm{d}\left(q^{\prime}, s\right)$
$\mathrm{d}\left(q^{\prime}, q\right)$
$\mathrm{d}\left(q^{\prime}, q, a\right)$
$\mathrm{d}\left(q^{\prime}, a\right)$


