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image © Rolls-Royce

# Semantic Web Technologies for Capturing, Sharing and Reusing Knowledge

- aka Annotating and Searching the Semantic Web
- aka: HLT and ML for the SW

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SSSW-2008

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Cercedilla (Spain)

(<http://kmi.open.ac.uk/events/sssw08/>)

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- the context in which the slides are used/presented must be appropriate and not damaging of the image of the University of Sheffield or mine.
  - Fabio Ciravegna, University of Sheffield,  
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<http://www.dcs.shef.ac.uk/~fabio/>



Acquisition and Modelling  
Ontologies

Reuse  
Knowledge

Capture  
Annotations



Sharing

Note the gap!!!  
Annotations are  
not knowledge!!!!

The Knowledge  
Life-cycle

# Why manage knowledge?

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- To enable easy timely and effective reuse
  - We need: to enable sharing
    - Requirements: easy and effective sharing
- To enable sharing
  - we need to: capture knowledge
    - Desiderata:
      - Easy capture (do not get in the way of the user's work!)
      - Comprehensive capture (do not miss important facts!)
- To enable capture:
  - We need acquiring and modelling the domain and process it in an appropriate way

**Please note:** most books and tutorial work the other way around.

They start with modelling (e.g. ontology building) then move to acquisition, then to sharing (if they do!). This often generates confusion: modelling seems the most important issue!!



- We will see techniques and methodologies for
  - Knowledge Capture
    - Extracting and integrating information
      - from existing archives and documents
      - With user in the loop
  - Knowledge Sharing and Reuse
    - Enabling knowledge searching + process support
- You have already seen:
  - Knowledge Acquisition and Modelling
    - Ontology Engineering



The collage consists of several overlapping windows and diagrams:

- Ontology:** A diagram showing a hierarchy of classes: Graduate, PhDStudent, Academic Staff, and Lecturer. Relationships include `rdfs:domain`, `rdfs:range`, `rdfs:subClassOf`, and `swrc:cooperatesWith`.
- Annotation:** A window showing XML snippets for `PHDStudent` and `Lecturer` with an annotation `swrc:cooperatesWith` applied between them.
- Web Page:** A browser window showing a profile for Siegfried Handschuh, including a photo and a URL.
- URL:** A window showing a URL: `http://www.aifb.uni-leipzig.de/~MBS/aba`.
- Event Report Data:** A table with columns: Title, Date, has\_Engine, Type, Services, and has\_gapore FSO. It lists various event reports from IPAS.
- Search Engine:** A window showing search results for 'Event Report Data' with a table of results.
- Diagram:** A flowchart on the left showing a process flow with nodes like 'LOCATION Book Hill' and 'LOCATION: Das Zentrum Book Hill and Book Hill'.
- Annotation Tool:** A window titled 'Enter Annotation Tool' with fields for 'Title', 'Content', and 'Comment'. The content field contains 'EEC suite case loom 1 channel A' and 'EEC suite case loom 1 channel B'.

# Requirements for Knowledge Capture

- issues in knowledge capture:
  - capture: what and what for?

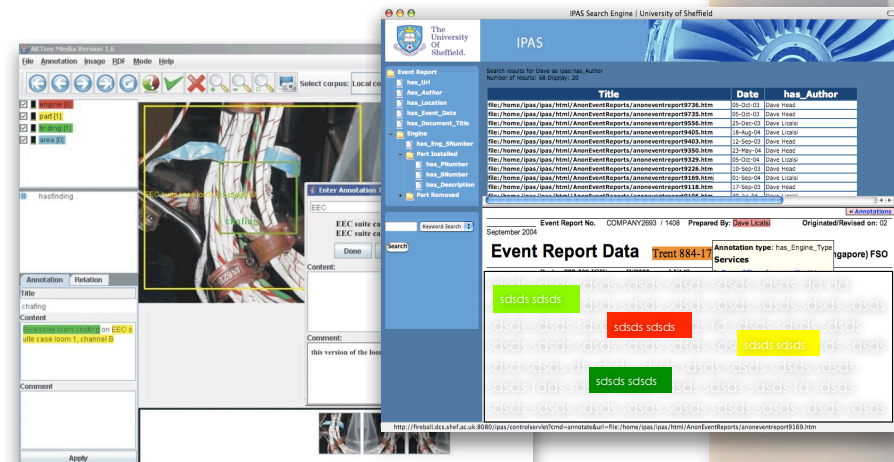
# Knowledge Capture

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- Collecting and aggregating multimedia knowledge to make it available for
  - sharing and reuse
    - From document management to knowledge management
  - for integration

- Approaches
  - at source: helping people capturing knowledge when produced
- On legacy documents, pictures, data:
  - Annotation services

In ontological terms knowledge capture consists in capturing instances!



- Evidence is often distributed in different media;
- Knowledge in one medium does not carry the full evidence

## Battery Exchange Program iBook G4 and PowerBook G4

Apple has determined that certain lithium-ion batteries containing cells manufactured by Sony Corporation of Japan pose a safety risk that may result in overheating under rare circumstances.

The affected batteries were sold worldwide from 2003 through August 2006 for use with notebook computers: 12-inch iBook G4, PowerBook G4 and 15-inch PowerBook G4.

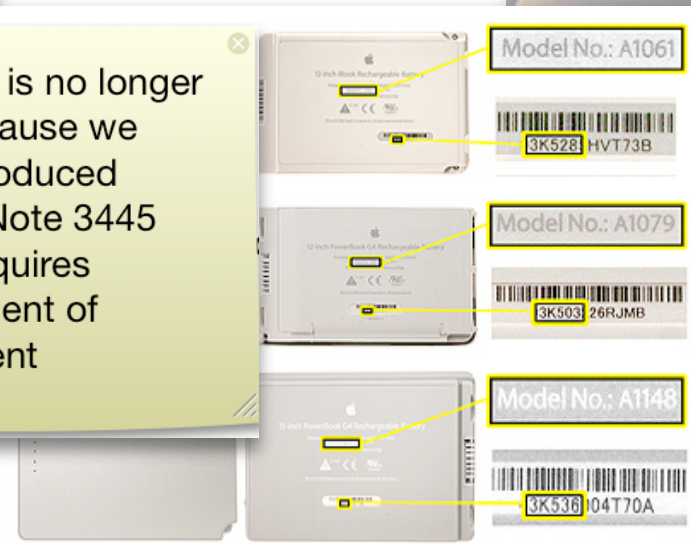
Apple is voluntarily recalling the affected batteries and has initiated a worldwide exchange program to replace eligible customers with a new replacement battery. This program is being conducted in accordance with the U.S. Consumer Product Safety Act (CPSC) and other international safety regulations.

### Identifying your battery

Please use the chart below to identify the model and serial numbers that apply to your iBook or PowerBook. If the first 5 digits of your battery serial number fall within the noted ranges, you should replace your battery immediately.

To view the model and serial numbers labeled on the bottom of the battery, you must remove the battery from the computer. The battery serial number is printed in black or dark grey lettering beneath a barcode. See photos below.

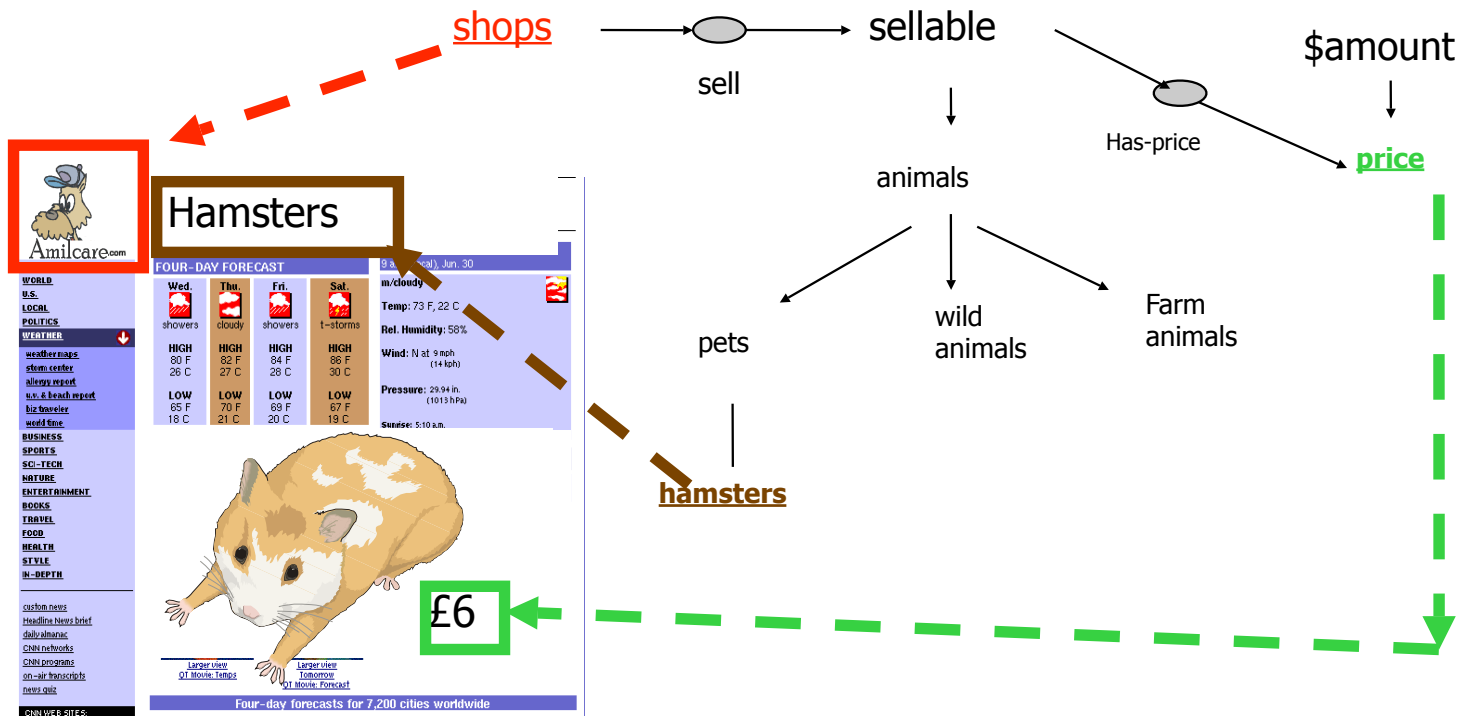
this case is no longer valid because we have introduced Service Note 3445 which requires replacement of component





- Typical data objects (text, image, raw)
  - Text formats: Word, Excel, PPT and PDF documents
  - Images: Jpeg and Gif
  - Raw data: Measurements stored in a RDBMS
  - Cross-media: Compound documents: Word, PPTs and PDFs containing both text and Jpeg images
    - Portions semantically related to each other within the same physical document
    - Information contained in just one modality is insufficient
    - Cross-media knowledge acquisition techniques needed in order to capture and manage all of the explicit and implicit knowledge





## SW for Knowledge Capture

- user centred methodologies and tools for text and image annotation
- automatic methodologies and tools for text annotation

## ■ Aims:

- To capture knowledge within and across media in a rich, semantically-oriented way
- Outcome of capture technologies is a semantic representation of the content (conceptualisation) to be used for knowledge management purposes
- Enrichment of multimedia documents with layers of manually or automatically generated annotation is the main medium of associating conceptualisations to resources

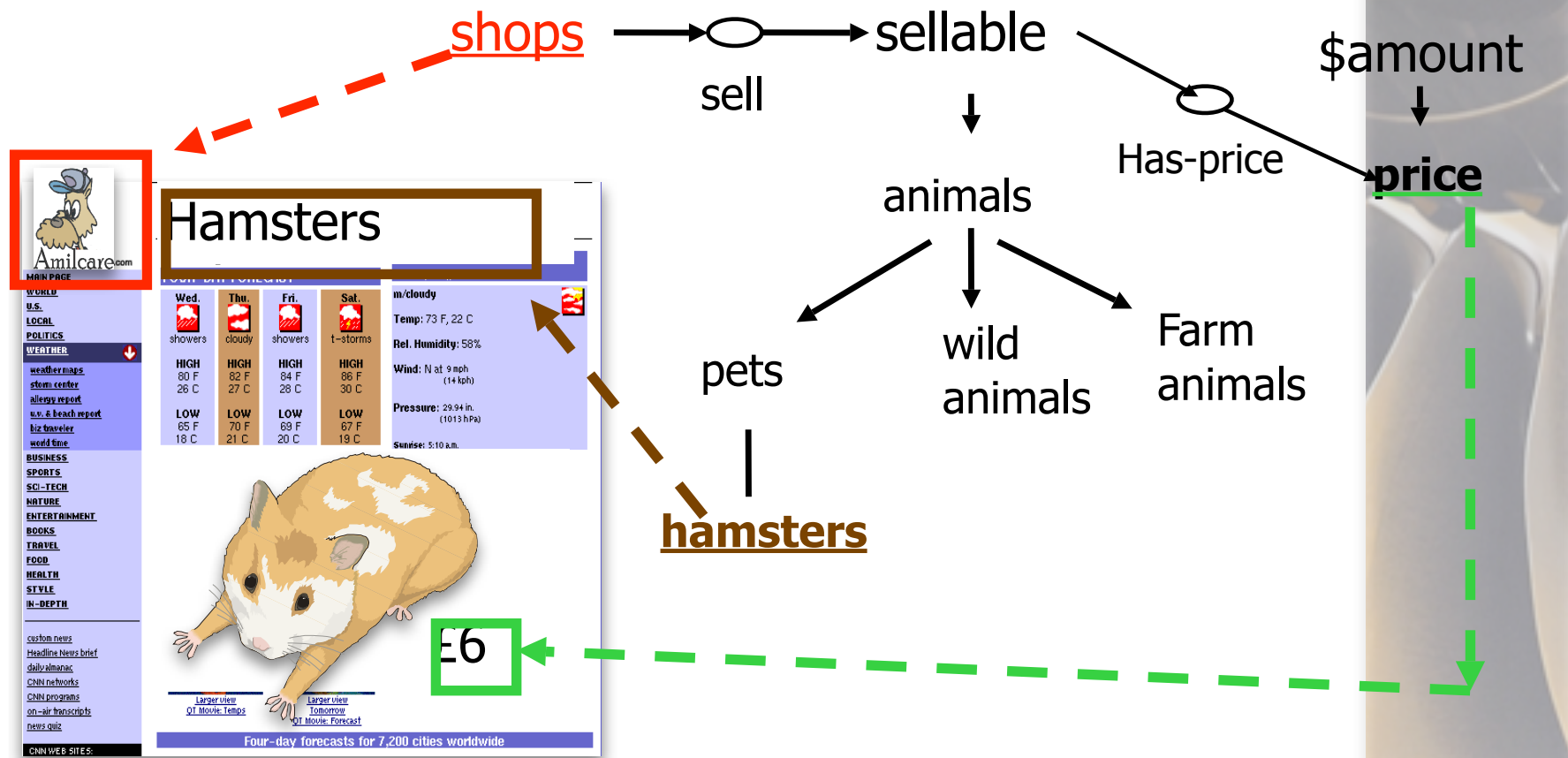


- Marking up contained information
  - Portions of documents associated to objects in ontology
    - Allows:
      - Ontology-driven processing
      - Services based on ontology will be able to use information
    - Ontomat/CREAM (Staab et al 2001)
    - Melita (Ciravegna *et al.* 2002)
    - SemTag and Seeker (Dill et al. 2003)
    - ...and many others...



# Ontology-based Annotation

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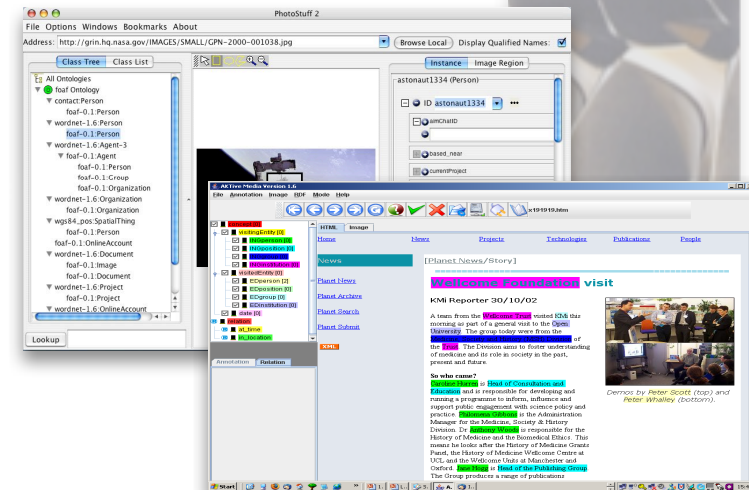


- Input to the KC technologies
  - Ontologies (MMO, domain ontology),
  - Background knowledge (gazetteers, etc.)
  - Normalised document representation
  - Medium to extract from (text, images, data, videos,...)
- Output
  - Evidence represented in terms of conceptual information
    - Evidence used by other modules as background conceptual knowledge, i.e. pre-existing knowledge
    - Evidence in the form of uncertain output

# Ontology-based Annotation

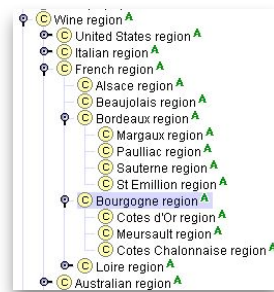
15

- The way to annotate pages is to:
  - Select an ontology
  - Define statements to represent meta-data about the document
- Manual Annotation
  - Annotation can be performed by:
    - Domain expert
- User-friendly tools for annotation
  - Cream (Handschuh *et al.* 2002)
  - Melita (Ciravegna *et al.* 2002)
  - Photostuff (Hendler *et al.* 2005)
  - AktiveMedia (Chakravarthy *et al.* 2006)

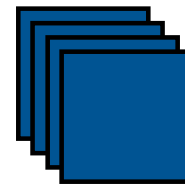


# Ontology-based Annotation

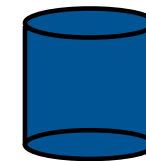
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Ontology



Annotated Documents



Triple store  
(annotations)

3store  
Sesame

...



- Enables semi-automatic annotation across texts and images
- The interface enables
  - HTML editing
  - Annotation of documents in RDF based on an OWL ontology
- Types of annotations
  - Concepts / Relations
- SW: Annotation:
  - Selection of concept/relation and highlighting of text is the way in which annotation is performed



- concept [0]
  - visitingEntity [0]
    - INGperson [0]
    - INGposition [0]
    - INGgroup [0]
    - INGinstitution [0]
  - visitedEntity [0]
    - EDperson [2]
    - EDposition [0]
    - EDgroup [0]
    - EDinstitution [0]
- date [0]
- relation
  - at\_time
  - in\_location

HTML Image

Home News Projects Technologies Publications People

News

Text is selected and dropped into a concept in the ontology



## Wellcome Foundation visit

KMi Reporter 30/10/02

A team from the Wellcome Trust visited KMi this morning as part of a general visit to the Open University. The group today were from the Medicine, Society and History (MSH) Division of the Trust. The Division aims to foster understanding of medicine and its role in society in the past, present and future.



Demos by Peter Scott (top) and Peter Whalley (bottom).

**So who came?**  
 Caroline Hurren is Head of Consultation and Education and is responsible for developing and running a programme to inform, influence and support public engagement with science policy and practice. Philomena Gibbons is the Administration Manager for the Medicine, Society & History Division. Dr Anthony Woods is responsible for the History of Medicine and the Biomedical Ethics. This means he looks after the History of Medicine Grants Panel, the History of Medicine Wellcome Centre at Oxford. Jane Hogg is Head of the Publishing Group. The Group produces a range of publications

Document panel

Ontology panel



# Contextual Annotation of Images and Text

AKTive Media Version 1.6

File Annotation Image RDF Mode Help

Navigation icons: back, forward, search, etc.

File: x191919.htm

**concept [0]**

- visitingEntity [0]
  - INGperson [0]
  - INGposition [0]
  - INGgroup [0]
  - INGinstitution [0]
- visitedEntity [0]
  - EDperson [2]
  - EDposition [0]
  - EDgroup [0]
  - EDinstitution [0]
- date [0]

**relation**

- at\_time
- in\_location

HTML Image

Enter Annotation Text

Martin Dzbor

Search

Martin Dzbor

Martin Dzbor

Simon Buckingham Shum

Head of Consultation and

responsible for developing and

me to inform, influence and

agement with science policy and

a Gibbons is the Administration

medicine, Society & History

ny Woods is responsible for the

e and the Biomedical Ethics. This

er the History of Medicine Grants

of Medicine Wellcome Centre at

Wellcome Units at Manchester and

Oxford. Jane Hogg is Head of the Publishing Group.

The Group produces a range of publications

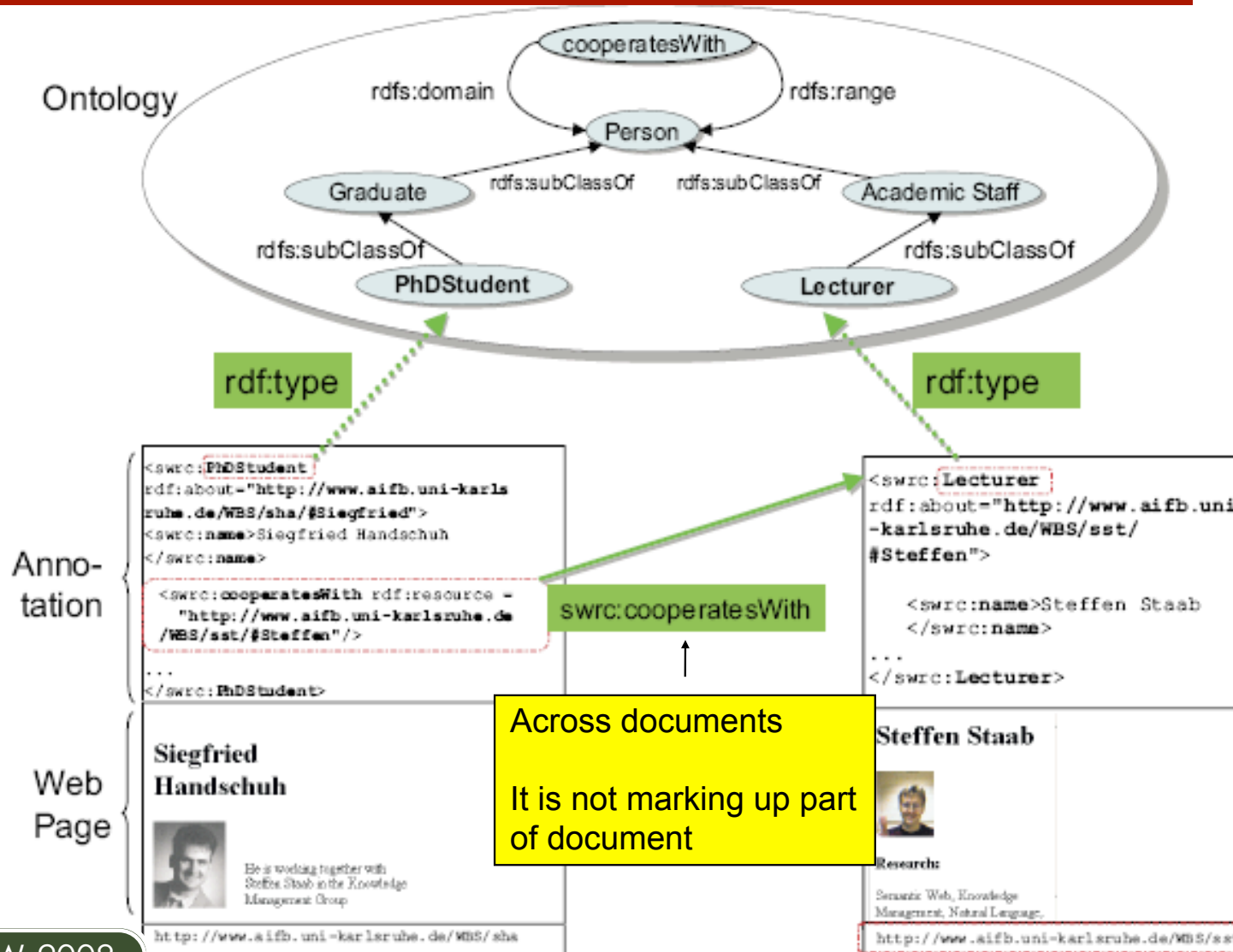
Demos by Peter Scott (top) and Peter Whalley (bottom).

Annotation Relation

Windows taskbar: Start, Internet Explorer, Firefox, etc. Time: 15:40

# Annotating across documents (CREAM, 2001)

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# Marking up Provenance

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- COMM - A Core Ontology for Multimedia based on <http://comm.semanticweb.org/>
  - the MPEG-7 standard
  - the DOLCE foundational ontology.

```
<Mpeg7>
<Description xsi:type="ContentEntityType">
<MultimediaContent xsi:type="ImageType">
<Image id="IMG1">
<SpatialDecomposition>
<StillRegion id="SR1">
<Semantic>
<Label><Name> Roosevelt </Name></Label>
</Semantic>
</StillRegion>
<StillRegion id="SR2">
<TextAnnotation> <!-- TextAnnotationType -->
<KeywordAnnotation><Keyword> Churchill </Keyword></KeywordAnnotation>
</TextAnnotation>
</StillRegion>
<StillRegion id="SR3">
<Semantic>
<Definition> <!-- Also TextAnnotationType -->
<StructuredAnnotation><Who><Name> Stalin </Name></Who></StructuredAnnotation>
</Definition>
</Semantic>
</StillRegion>
...
```

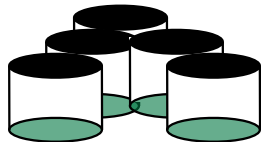


**B**

WASHINGTON, D.C. (October 5, 1999) - nQuest Inc. today announced that Paul Jacobs, former Vice-President of E-Commerce at SRA International, has joined the company's executive management team as president.

ontology  
 information\_bearing  
 extending\_a\_center  
 generic\_object  
 e\_end\_of\_institute  
 charitable\_organization  
 multimedia\_design  
 attending\_an\_event  
 organization\_part  
 employees  
 conference\_an\_event  
 social\_publication  
 learning\_center\_at  
 educational\_organization  
 event\_involving\_the  
 book  
 operating\_system  
 higher\_education  
 thesis\_reference  
 event\_involving\_an  
 city  
 article\_reference  
 industrial\_organization

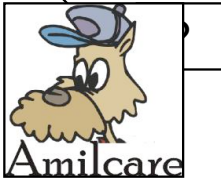
Name Base



Near Match in Index  
 Archive  
 T-Rex



Disambiguation  
 In documents



# Automating Annotation

- Solutions like AktiveMedia can be used for annotating new documents and knowledge
  - large repositories of legacy data exist
  - it is important that new management solutions are able to reuse existing data
    - do not require a completely new world to be built for you!!
- Legacy data is generally represented in
  - databases
  - textual documents
  - images



## ■ Text:

- Entity Extraction
- Table Fields Extraction
- Relation Extraction
- Event Extraction

## ■ Data:

- Similarity of Data Instances
- Functions and relation
- Finding patterns and (ir-)regularities in data

## ■ Images:

- Semantically driven Image analysis using ontologies, for retrieval and annotation
- Image classification/ clustering with respect to the dominant visual trends





- Automatically extracting pre-specified information from textual documents
  - salient facts about pre-specified types of events, entities or relationships.

- Populating a structured information source (e.g. database) from semi-structured, unstructured, or

WASHINGTON, D.C. (October 5, 1999) - nQuest Inc. today announced that Paul Jacobs, former Vice-President of E-Commerce at SRA International, has joined the company's executive management team as president.

**Company:** nQuest Inc.  
**Date:** today  
**InPerson:** Paul Jacobs  
**InRole:** president

**Company:** SRA International  
**OutPerson:** Paul Jacobs  
**OutRole:** Vice-President of E-Commerce,

Named Entities

Event Recognition

Growing complexity

- Information Extraction from Text:
  - Entity Extraction
  - Fields Extraction
  - Relation Extraction
  - Event Extraction
- Other (non Semantic) Tasks
  - Document Similarity
  - Text Categorization

- Tasks:
  - Recognition and classification of named entities
    - E.g. people's names, companies, locations, etc.
  - Unique identification of named entities (URI assignment)
    - Including disambiguation
      - Michael Jordan as basketball player Vs lawyer
      - London UK Vs London USA
  - Integration with other sources
    - E.g. positioning on a map

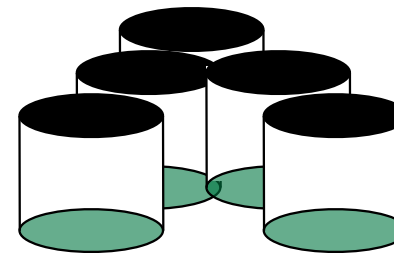
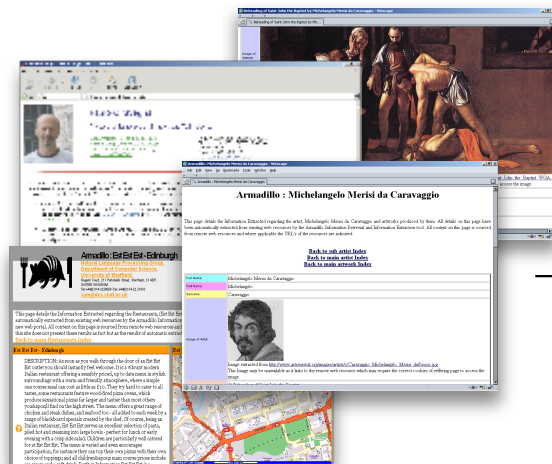
- Two steps:
  - Training phase
    - Input: annotated set of representative documents
    - Output: trained system
  - At runtime
    - One-by-one document analysis
- Expected accuracy:
  - 80-95% (free texts)
  - Web documents tend to require additional processing to get equivalent results (but doable to some extent)
- Medium Scale: up to hundreds of thousands of documents

- For large scale (some hundred millions pages) smarter infrastructure is needed
  - Search engine-like indexing infrastructure
  - Faster processing (less processing)
  - Two cases:
    - Recognition of known terms (and their variations)
      - See also information integration
    - Discovery of new names

# Large Scale NER: Indexing

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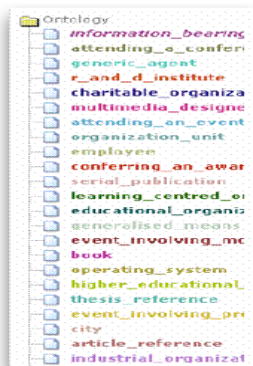
- Document Indexing as in Search Engines



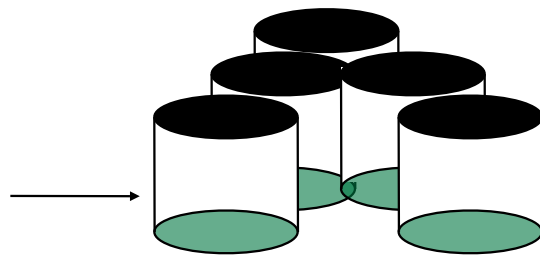
Distributed Index Archive  
(keywords)

# Known Name Recognition

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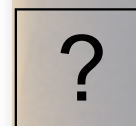
Name Base



Near Match in Index Archive



Disambiguation  
In documents



S. Dill, N. Eiron, et al: SemTag and Seeker: Bootstrapping the semantic web via automated semantic annotation. WWW'03

# Discovery of New Names

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- Modified Indexing of documents to recognize potential names
  - Traditional NER
    - On the window of words (not the whole doc!!!)
      - Fast and effective
  - Web specific strategies
    - To identify names without context

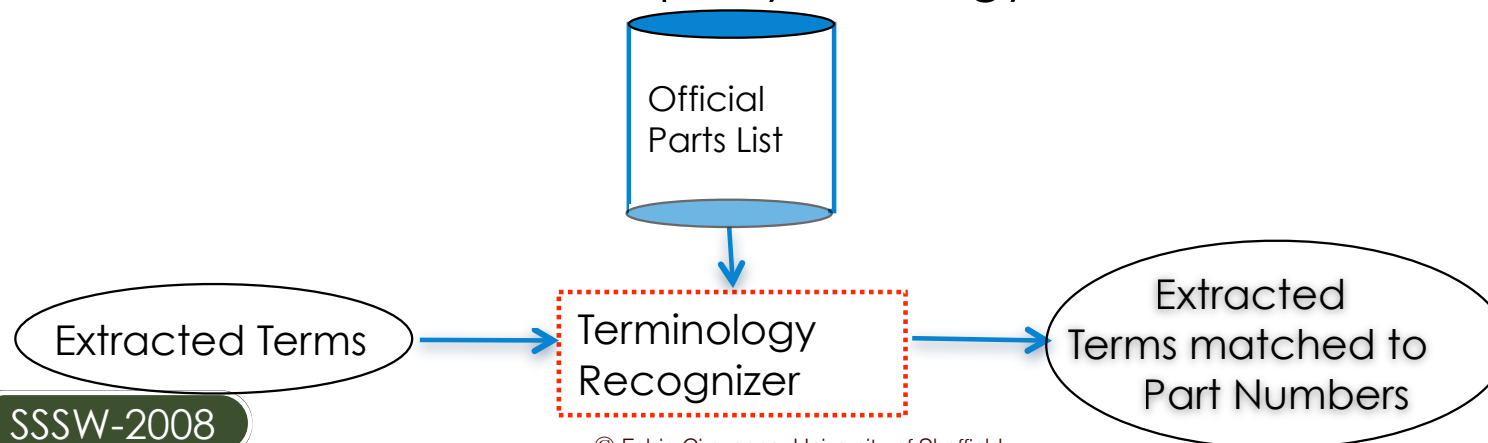




# Terminology Recognition

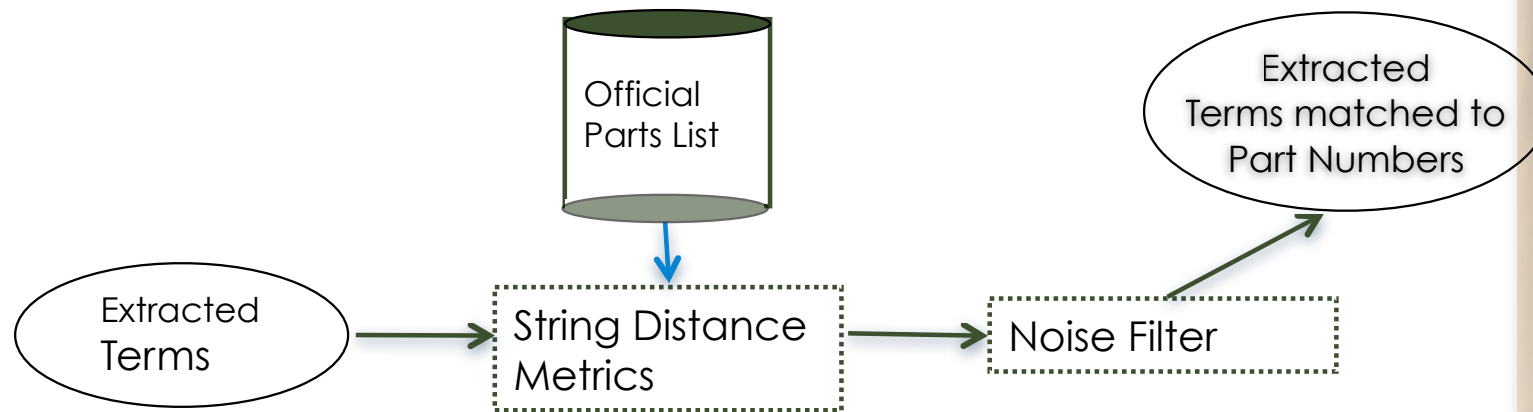
33

- NER is one example of term recognition
- More useful in technical domains is terminology recognition
  - The task of assigning a URI to a technical description
    - i.e. mapping a natural language description to the official company ontology



# Terminology Recognition

- Possible approaches
  - Linguistic approaches
    - Based on linguistic analysis of terms (Gaizauskas *et al* 2003)
  - Statistical approaches
    - Based on frequency analysis and detection
  - Other approaches
    - Distance metrics based (Butters 2007)



# Table Field Extraction

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- Tables are an essential part of many documents
  - Most information is represented in tables
- Tables can be represented as forms to fill
  - Semantics is fixed
  - Wrapper writing or wrapper induction (Kushmerick 1997)
- Tables can be created ad hoc in documents (e.g. Word docs)
  - Semantics is unclear
  - Sometimes documents are created as part of a workflow, therefore they tend to be created using common models
    - e.g. by re-using the previously generated document
    - hence tables evolve, but still semantics can be traced



- Not just NER but also relation among elements in a document
  - More complex task
  - Requires some reasoning to bridge the complexity of events to the ontology structure
    - Imprecision in extraction
    - Information non matching the ontology schema
- This is where IE has hit a performance ceiling
  - 60/70 Precision/Recall ratio since 1998

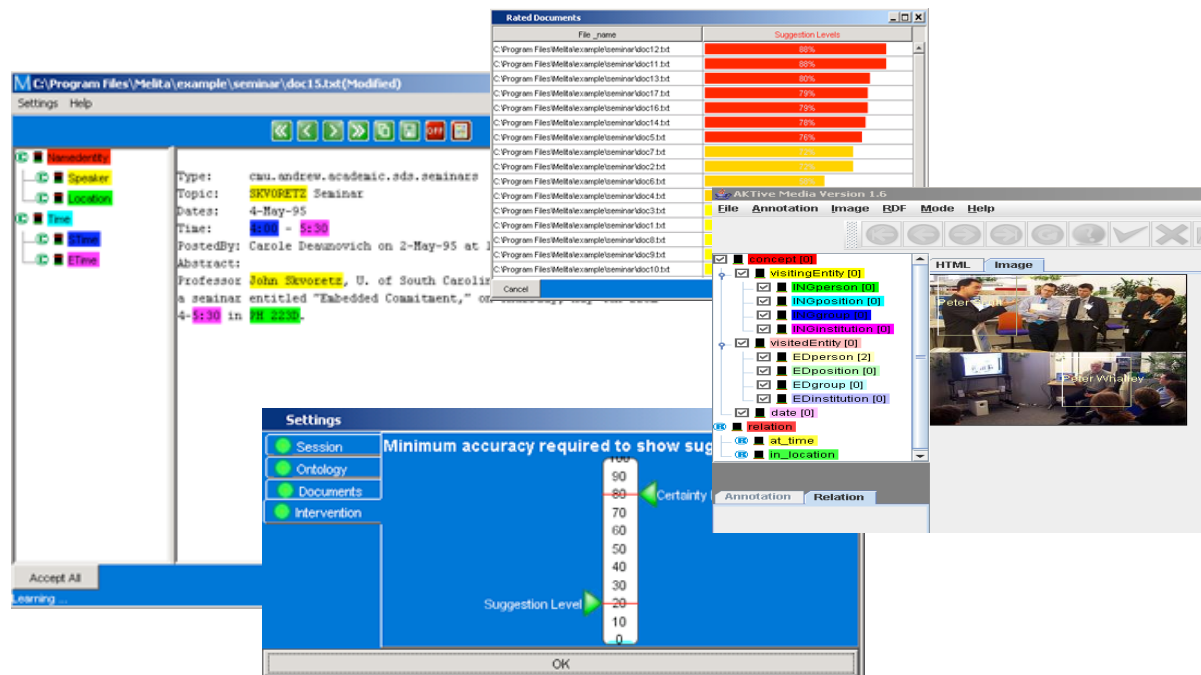


# A list of tools for automatic annotation

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- Architectures for IE:
  - UIMA (<http://www.research.ibm.com/UIMA/>)
  - GATE ([www.gate.ac.uk](http://www.gate.ac.uk))
    - Contains Annie: Named Entity Recogniser
  - KIM (<http://www.ontotext.com/kim/>)
- WiT toolbox: <http://nlp.shef.ac.uk/wig/tools/>
  - Manual and semi-automatic annotation of texts and images
    - AktiveMedia <http://www.dcs.shef.ac.uk/~ajay/html/cresearch.html>
  - TRex: plugin for Machine Learning based IE  
<http://tyne.shef.ac.uk/t-rex/index.html>
  - Saxon: rule-based (FST) tool <http://nlp.shef.ac.uk/wig/tools/saxon/>

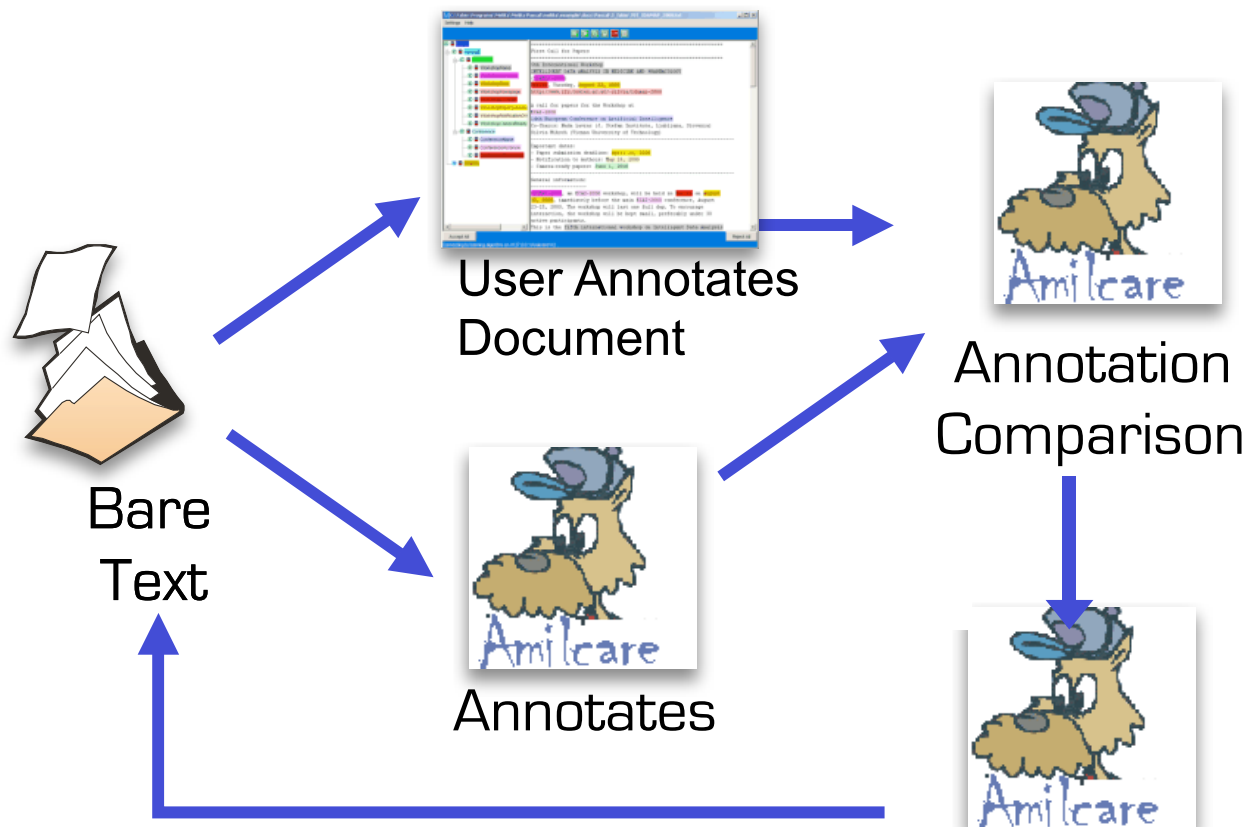




## Using IE to Support Manual Annotation

# Using IE to support annotation: step 1

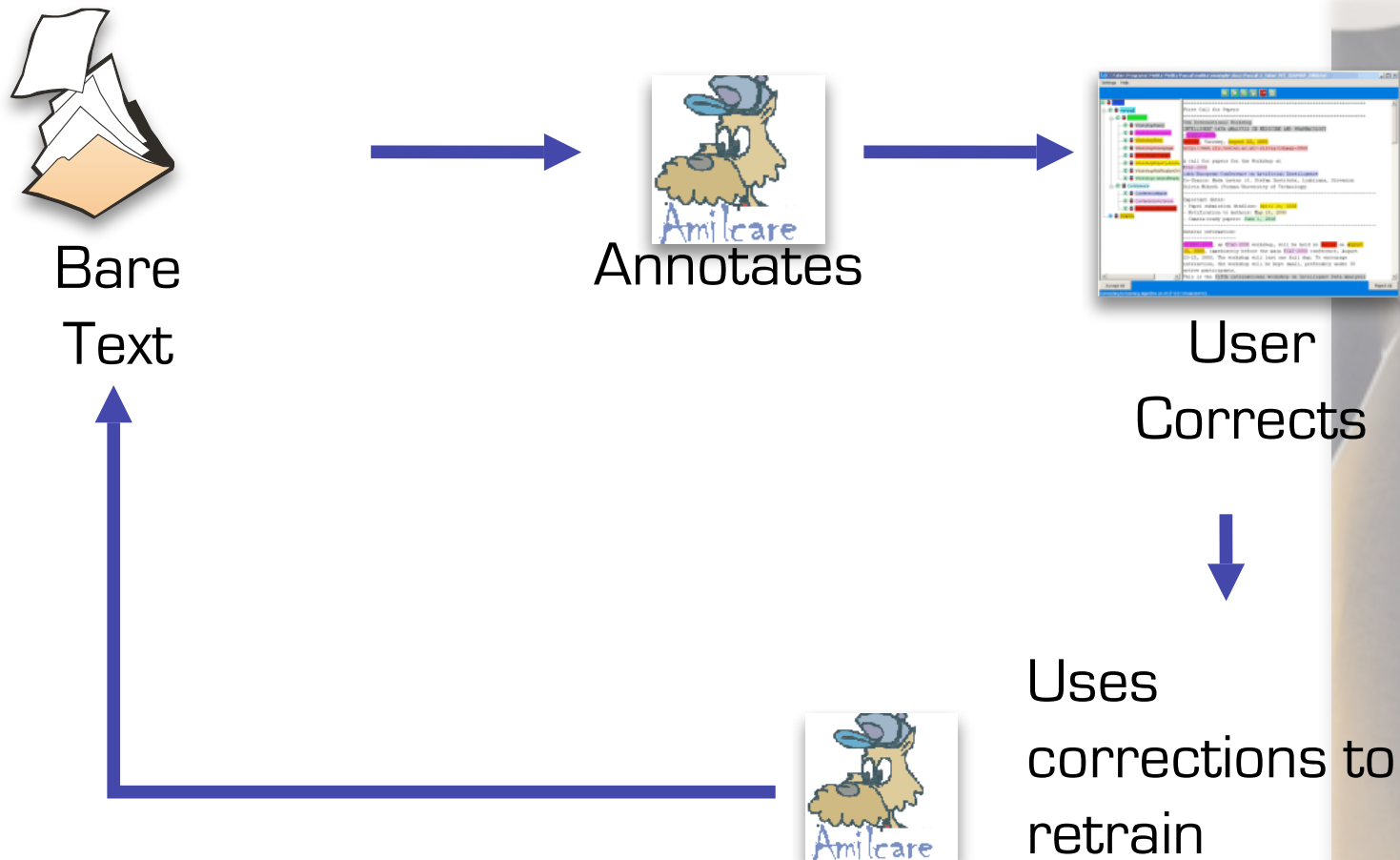
39



Retrain using errors,  
missing tags and mistakes

# Using IE to support annotation: step 2

40

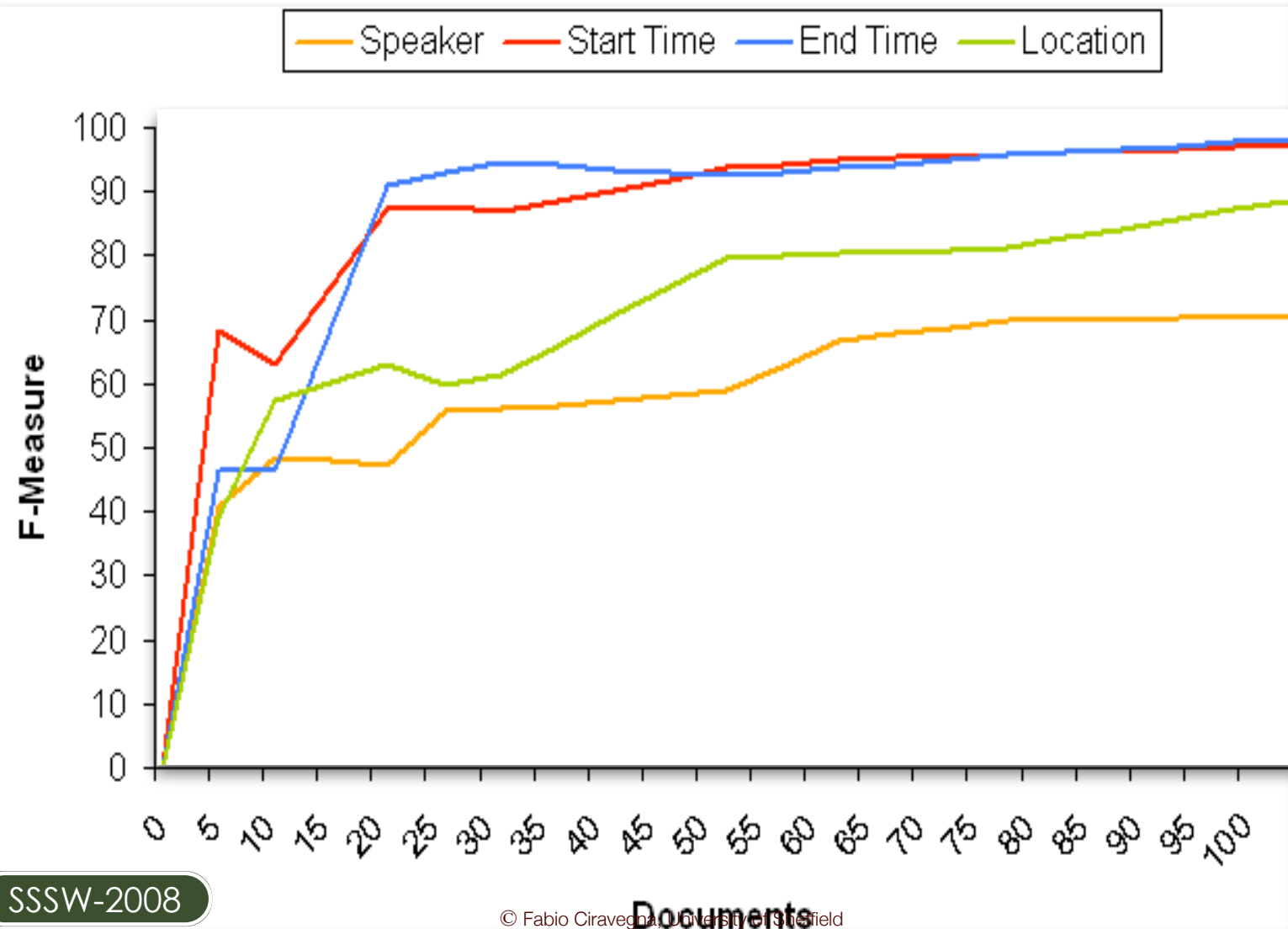


Fabio Ciravegna, Alexiei Dingli, Daniela Petrelli and Yorick Wilks: *User-System Cooperation in Document Annotation based on Information Extraction*, EKAW 2002

SSSW-2008



# Learning curve

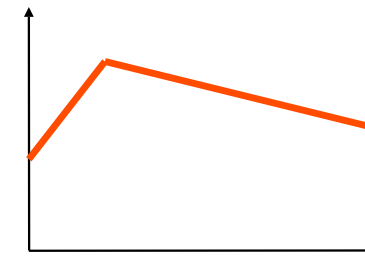


# Impact on Annotation

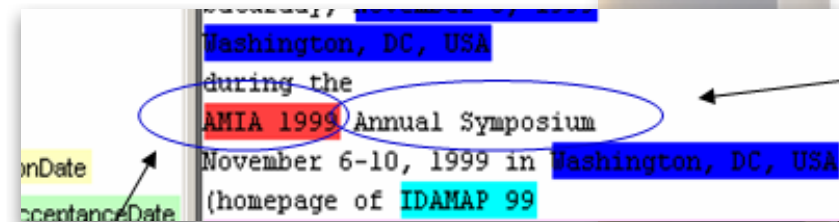
42

- University of Karlsruhe experiments
  - -80% annotation time
  - +100 interannotator agreement
    - Is this positive?
- Outstanding issue:
  - Impact on annotators of suggestions topping 85% accuracy?
  - Annotation needs to be precise and consistent
    - Otherwise the IE system is confused
    - Can only annotate document content
      - With connections to the rest of the knowledge via information integration

IE accuracy



Amount of annotations





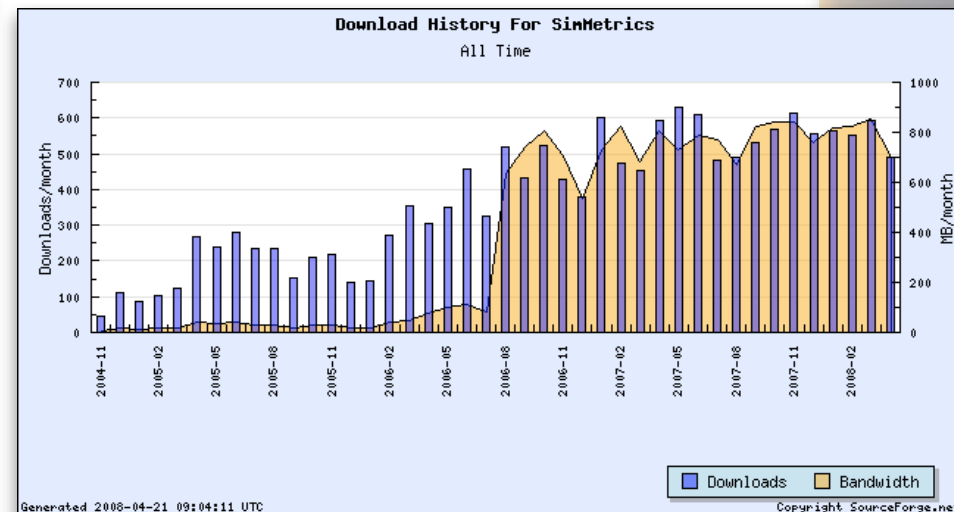
# Information Integration

- Facts from different sources need to be integrated
  - To connect information/knowledge across docs
    - Assign unique URI
  - To solve discrepancies and ambiguities
- Steps
  - Unique instance identification (for entities)
  - Record linkage (for events)
- Information Integration strategies
  - Generic
    - Distance metrics (Chapman 2004)
  - Statistical matching
  - Application specific
    - Rules

# SimMetrics

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- Library of distance metrics released as open source
  - <http://sourceforge.net/projects/simmetrics/>
  - >15,000 downloads since end of 2004
  - Most downloaded distance metrics library on the Web
    - for strings and records
  - Hundreds of applications
  - Developed by Sam Chapman, University of Sheffield





## Sources

The Marine Society  
Registers

The Westminster  
Historical Database

Eighteenth Century  
Fire Insurance  
Policies

Prerogative Court of  
Canterbury Wills

The Proceedings of  
the Old Bailey

AHDS Deposits

St. Martin's  
Settlement Exams  
Index  
WESTCAT

Collage image  
database  
Guildhall Library

Harben's Dictionary  
of London

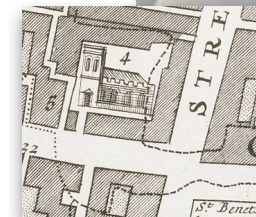
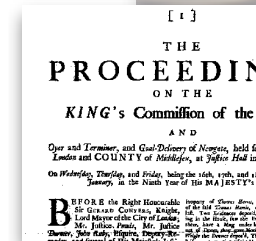
John Strype's  
"Survey..."

<http://www.motco.com>

Metropolitan  
London in the 1690s  
IHR

Selected Criminal  
Records  
PRO

House of Lords  
Journals  
BOPCRIS

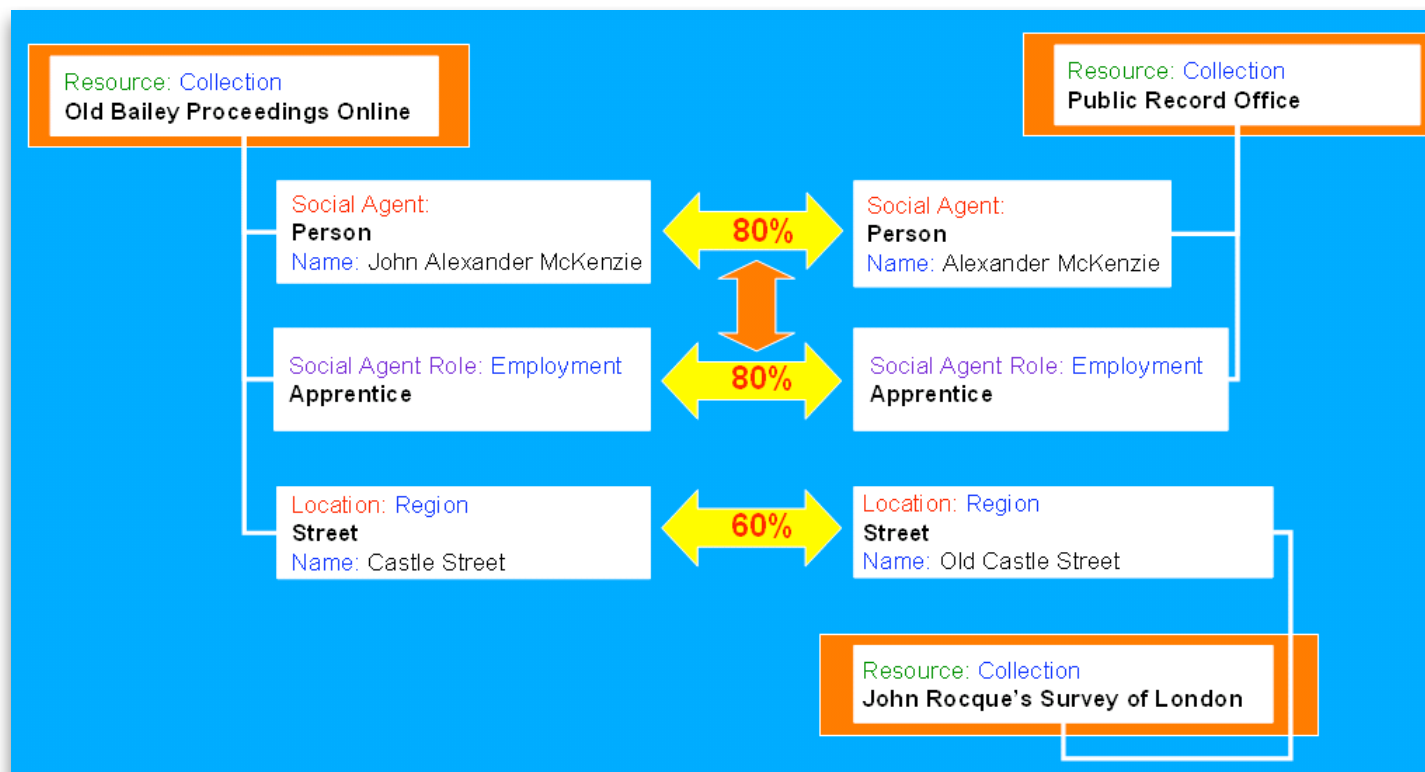


<http://www.hrionline.ac.uk/armadillo/>

# Information Integration

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## Armadillo: Historical Data Mining



Arts & Humanities  
Research Council

SSSW-2008

The collage illustrates various aspects of knowledge sharing and reuse in a technical context. It features a map of the Gulf Coast region, a sidebar with navigation options (New Process, Search, E-mail, Process View, Problem View, Summary View, Annotations, Add new class), and several panels for 'Carbon Formation', 'Delamination', and 'Loss of coating' with associated text and images. A central diagram shows arrows pointing to various issue categories like 'cross disciplinary issues?', 'cross jurisdictional issues?', 'shared systems issues?', and 'general comments?'. A 'Problem Def Delamination Search 3 Search 4' window and a 'MapViewer analysis' window showing a detailed flowchart of a process are also included.

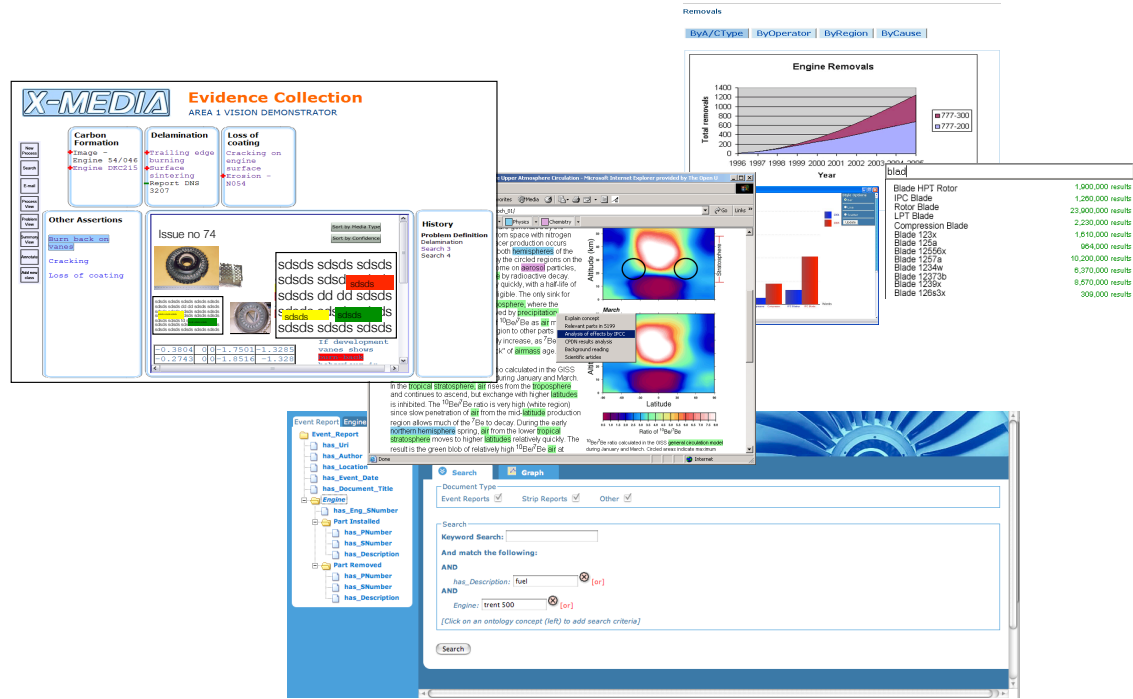
# Knowledge Sharing and Reuse

- issues in knowledge sharing
- approaches and novel methods to searching, sharing and reuse knowledge



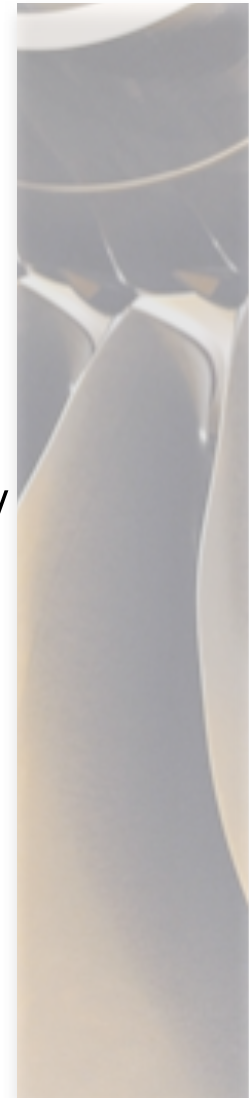
- In KM mainly means
  - Retrieving information and knowledge
    - At the right time
    - In the right form
      - E.g. independently from where it is stored
      - Or even the form in which it is stored
    - Suitable to the specific users
      - e.g. patients should not receive information using technical terms
    - Suitable to specific interests
      - I am working on social aspects of SW, not interested in engineering aspect of SW
  - In an efficient and effective way
    - Coping with large scale
  - Supporting processes





# SW for Knowledge Sharing and Reuse

- Ontology based annotation enables
  - Searching using ontologies
    - Searching metadata rather than text
  - Connection of information across documents, media and archives
    - Retrieving information independently from the store/ media
  - Reasoning on knowledge
    - Making implicit explicit
  - Workflow support
    - Supporting user actions rather than single searches



- Adding knowledge to documents (ctd.)
  - Document enrichment: helping connecting the document to the rest of the knowledge
    - Associating Services
      - Magpie (Dzbor et al. 2004)
    - Connected to other documents
      - e.g. Automatic generation of hyperlinks
      - COHSE (Goble et al. 2001)

**NASA GISS: A Stratospheric "Clock" to Measure Upper Atmosphere Circulation - Microsoft Internet Explorer provided by**

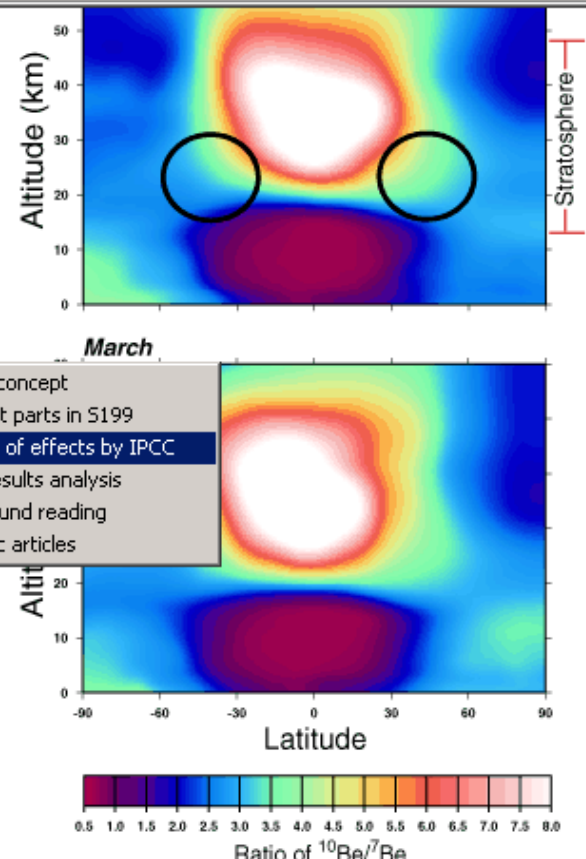
File Edit View Favorites Tools Help

Address [http://www.giss.nasa.gov/research/intro/koch\\_01/](http://www.giss.nasa.gov/research/intro/koch_01/)

Magpie Climatology Meteorology Physics Chemistry

collision of high-energy particles from space with nitrogen atoms in the atmosphere. Most tracer production occurs between about 30° 70° latitude in both hemispheres of the lower stratosphere, as indicated by the circled regions on the figure. These tracers, which are borne on aerosol particles, are removed from the stratosphere by radioactive decay. While beryllium-7 decays relatively quickly, with a half-life of 53 days, <sup>10</sup>Be's decay rate is negligible. The only sink for <sup>10</sup>Be occurs after it enters the troposphere, where the radionuclides are efficiently removed by precipitation. Therefore, if we look at the ratio of <sup>10</sup>Be/<sup>7</sup>Be as air moves from the midlatitude production region to other parts of the stratosphere, the ratio will generally increase, as <sup>7</sup>Be decays. Thus, the <sup>10</sup>Be/<sup>7</sup>Be acts as a "clock" of airmass age.

The figure shows the <sup>10</sup>Be/<sup>7</sup>Be ratio calculated in the GISS general circulation model (GCM) during January and March. In the tropical stratosphere, air rises from the troposphere and continues to ascend, but exchange with higher latitudes is inhibited. The <sup>10</sup>Be/<sup>7</sup>Be ratio is very high (white region) since slow penetration of air from the mid-latitude production region allows much of the <sup>7</sup>Be to decay. During the early northern hemisphere spring, air from the lower tropical stratosphere moves to higher latitudes relatively quickly. The result is the green blob of relatively high <sup>10</sup>Be/<sup>7</sup>Be air at



Altitude (km)

March

Latitude

Ratio of <sup>10</sup>Be/<sup>7</sup>Be

Stratosphere

- Explain concept
- Relevant parts in S199
- Analysis of effects by IPCC
- CPDN results analysis
- Background reading
- Scientific articles

<sup>10</sup>Be/<sup>7</sup>Be ratio calculated in the GISS general circulation model during January and March. Circled areas indicate maximum

Done Internet

- Many types of technologies
  - Search based on structural query languages, such as SPARQL, see, e.g., ARQ, and
  - User-centred search to retrieve ontologies (e.g. Swoogle [Ding et al. 2004] and Watson [d'Aquin et al. 2007])
  - User-centred approaches to retrieve information and knowledge
- We will see the latter



- KS effectiveness is often affected by two main issues,
  - Ambiguity:
    - Keywords can be polysemous, i.e. they can have multiple meanings.
      - Search returns spurious documents (low precision)
  - Synonymity:
    - an object can be identified by multiple equivalent terms
      - Search does not return documents containing other synonyms (low recall)



- Searching metadata rather than texts or images
  - Ontology enables reasoning
    - More flexible than searching using traditional methods
- Searching to...
  - Retrieve documents (images/texts/videos/data)
    - As replacement of traditional document management systems
  - Retrieve information/knowledge
    - Querying the knowledge (e.g. the triple store)





- By merging the definitions in [Uren et al. 2008], [Kaufmann et al. 2007b] and [Baghdev et al. 2008]:
  - Keyword-based approaches considering a natural language query as a bag of words
    - [Kaufmann et al. 2007a] [Lei et al., 2006])
  - Natural language approaches: modelling the linguistics of the query
    - [Lopez et al. 2005],[Bernstein et al. 2005b], [Kaufmann et al. 2006]
  - Graph-based approaches
    - [Bernstein et al. 2005a], SEWASIE, Falcon-S.
  - Form-based approaches (e.g. Corese)
  - Hybrid approaches
    - K-Search [Baghdev et al. 2008])



- Keyword-based approaches
  - Query via keywords
  - All the keywords are mapped to Semantic Concepts
  - Requirements: feedback on generated query
  - Issues:
    - User lost for words
      - What is covered by the ontology?

- E.g. SemSearch



- View-based approaches
  - Based on querying by building visual graphs
  - Advantages:
    - What covered by ontology is always clear
  - Issues
    - Can be fairly rigid and constraining
    - Kaufmann et al 2007 report a very high time required for querying

- E.g. Falcon



# Semantic Search Approaches (3)

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- A natural language approach
  - Interprets full fledged NL questions
  - Requirements:
    - Feedback on generated query
  - Issues:
    - User lost for words
      - What is covered by the ontology?
    - NL can be tricky (linguistic coverage)

- E.g. Aqua



The screenshot shows the Aqua Question Answering interface. At the top, it says "Question Answering". Below that, there is a search bar with the query "Show me all planet stories written by a researcher in AKT". To the right of the search bar are buttons for "Ask!" and "Examples". Further right, there is a "LOGIN" button and a message "You are logged as anonymous". Below the search bar, there is a checkbox labeled "Make Use of Learning Mechanism for relations" which is checked. The main content area displays the "Relation Similarity Service" results. It shows the query validated, the category "WH\_3TERM", and the logical representation "Query Term - Relation - Second Term - Third Term". The "Linguistic Triple" is "planet stories - written - researcher - akt". The "Ontology Triple" is "kmi-planet-news-item - has-author owned-by - researcher - akt [WH\_3TERM]". There are two notes: "Note: The Lexicon (learning mechanism) is mapping to { has-author owned-by }" and "Note: The Lexicon (learning mechanism) is mapping to { has-project-member has-project-leader }".

# Semantic Search Approaches (4)

61

- Form-based approaches
  - The ontology is turned into a form and queries are expressed by filling conditions into the form
    - Advantages:
      - What covered by ontology is always clear
    - Issues
      - Can be fairly rigid and constraining

The screenshot displays the CORESE web interface. At the top left is the logo 'CORESE'. Below it is a search bar with a 'Go!' button and a link '(Advanced search)'. To the left of the main form is a 'Query...' sidebar with a list of categories: Skill, Team, Apply, Table, Skill, All, XML\_doc\_with\_sem\_panel, and Using\_the\_directory. The main form is titled 'Corporate Knowledge' and contains a 'Team' section with three rows of fields. Each row has a 'Profession' dropdown menu and a 'Skill' dropdown menu, followed by a 'group' checkbox. The first row has 'engineer' for Profession and 'java programming' for Skill. The second row has 'researcher' for Profession and 'HCI' for Skill. The third row has 'manager' for Profession and 'none' for Skill. At the bottom of the form are buttons for 'Connect', 'No Join', 'Style sheet' (with a dropdown set to 'std'), 'Search', 'More', 'Rule', and 'Clear'.

- Metadata may cover only partially the user information needs
  - Limitations in the ontology wrt user needs
    - Often the use people will do of information is impossible to foresee
  - Limitations in the annotation capabilities
    - Sometimes Information is impossible to retrieve reliably using automatic methods
  - Metadata unavailable for a specific document



- 21 topics of search, e.g.
  - "How many events were caused during maintenance in 2003?"
  - "What events were caused during maintenance in 2003 due to control units?"
  - 'Find all the events associated with damage to acoustic liners following bird strike'
- How many topics can we model with Information Extraction?
  - 21 topics/ 14 topics partially or not covered by IE-based annotations
    - given size of corpus there is no way that manual annotations are added

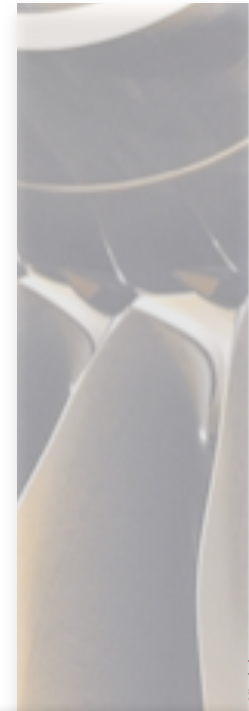


- Ontology can be extended
  - But increases effort in indexing
    - Equivalent to extending metadata in SDM
  - But it is impossible to foresee all uses of information
    - Ontology will always be insufficient somehow
- Information Extraction can be used to reduce burden of annotation
  - But some parts are irretrievable





- [Bhagdev et al 2008] propose a model of searching combining
  - the flexibility of keyword-based retrieval
  - querying and reasoning capabilities of semantic search
- HS is formally defined as:
  - the application of semantic (metadata-based) search for the parts of the user queries
    - where metadata is available
  - the application of keyword-based search for the parts covered by metadata.
- But also it must leave freedom to users to chose among the two paradigms!
  - As we will see users make a creative use of it



# Queries in Hybrid Search

- Any boolean combination of three types of conditions

- pure semantic:

- via unique identification of objects/relations
  - e.g. via URIs or unique identifiers

- keyword-based

- matching on the whole document

- keyword-in-context

- e.g. it enables searching for the string "fuel" but only in the context of all the text portions annotated with the concept affected-engine-part [14]

differently from other approaches (e.g. [9]), in HS conditions on metadata and keywords coexist.

# Example of Hybrid Query

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$\forall x,y,z /$

(discoloration y) & (located-on y x) & (component x)

Querying Metadata

& (provenance-text-contains x "blade")

Keyword in Context Query

& (contains z "trailing edge") & (document z) & (provenance x z)

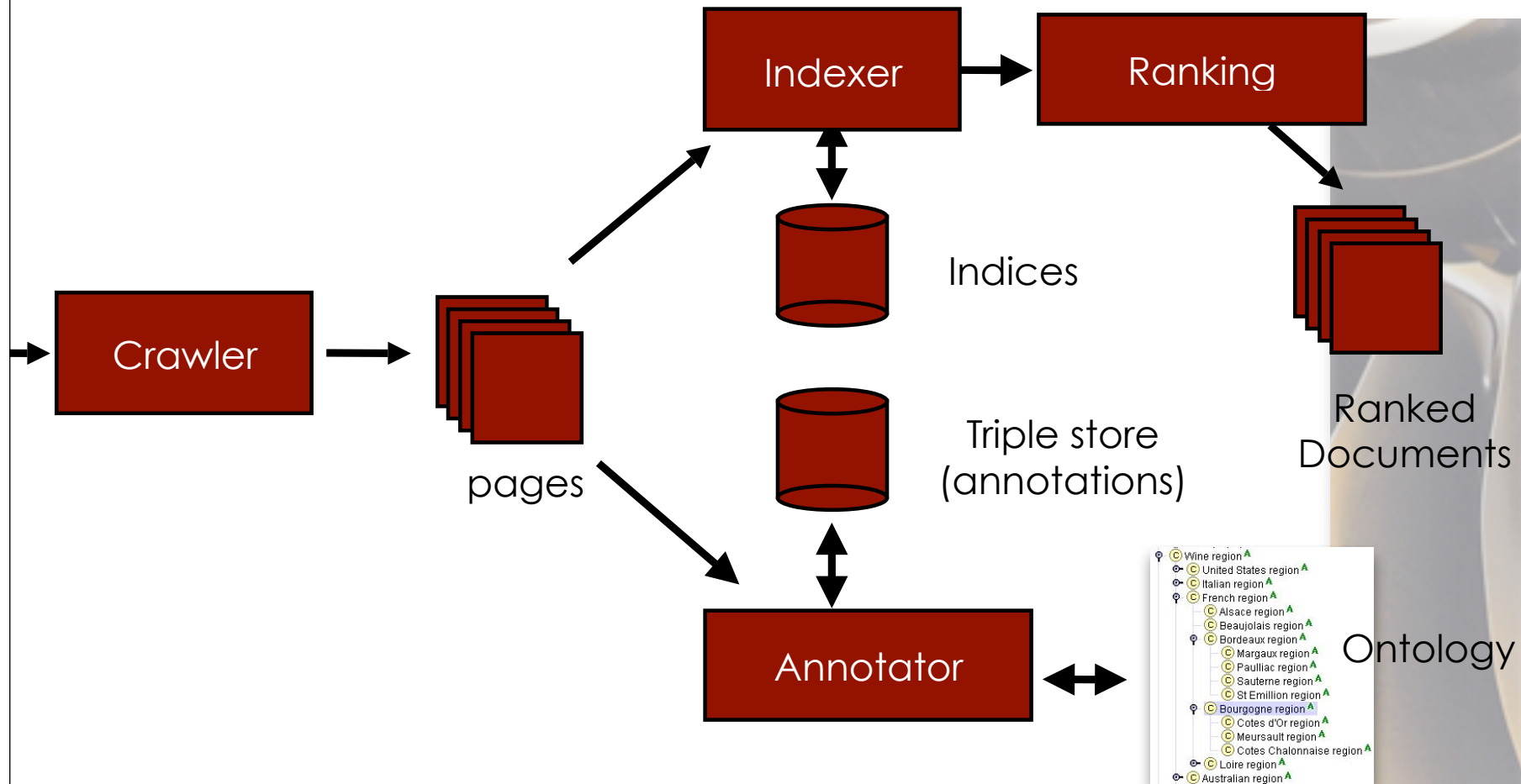
Keyword-based Query



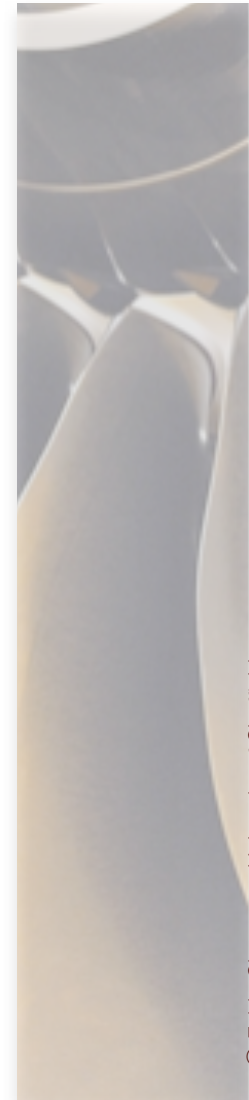
- Documents are indexed using a standard keyword-based engine such as SolR
- Facts (e.g. extracted by an IE system) are stored in a Knowledge Base
  - e.g. a triple store like Sesame2 in the form of RDF triples.
- Provenance of facts recorded
  - E.g. As triples connecting
    - the facts' URIs and those of the document of origin
    - the facts' URIs and the original strings used in the documents



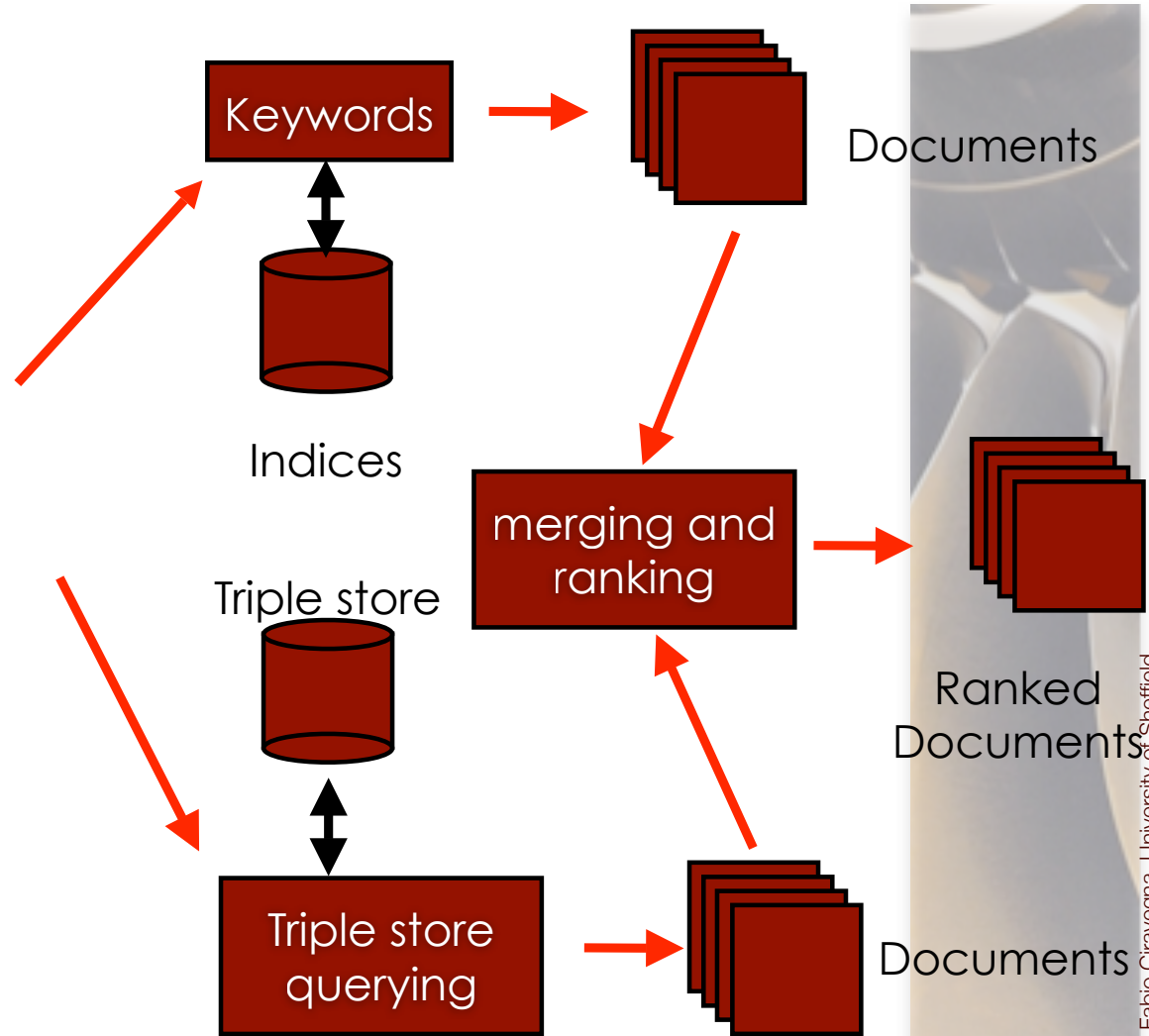
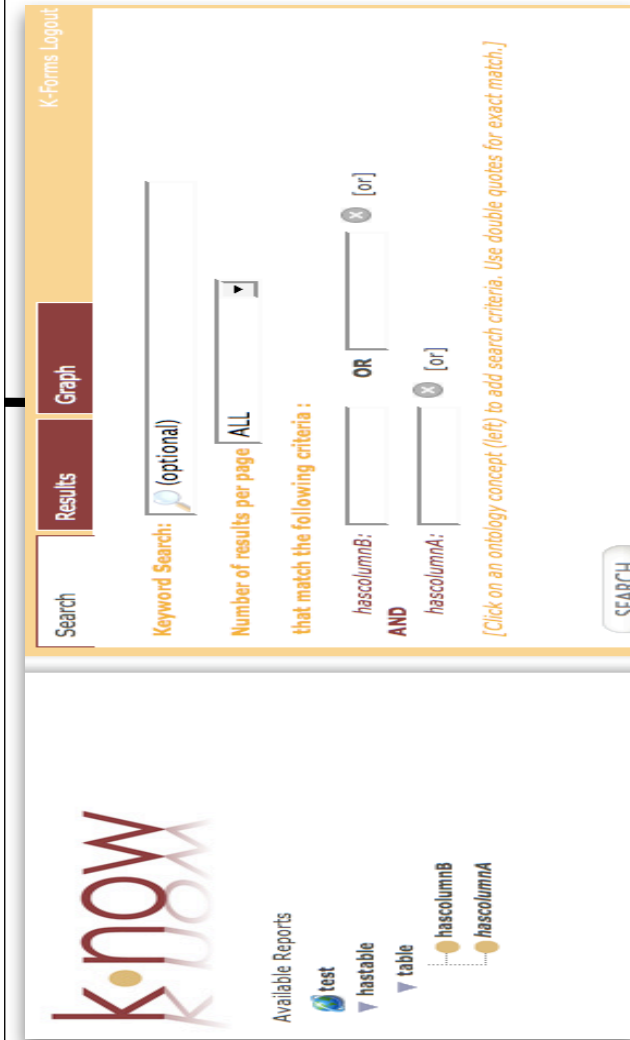
# K-Search: indexing



- Query is parsed and the different components (keywords, keywords-in-context and metadata) identified
  - keyword matches → traditional information retrieval system
  - metadata searches
    - Translated into a query language like SPARQL
    - Sent to a triple store
  - keywords-in-context queries
    - matched with provenance of annotations in documents
      - E.g. Using SPARQL and a triple store
- Finally, results are merged, ranked and displayed



# K-Search: retrieval



- Merging keyword and semantic results is not straightforward
  - Keyword matching returns an ordered set of URIs of documents
  - a semantic search returns an unordered set of assertions < subj, rel, obj >
- Merging is a different task if:
  - Document Searching
    - Returns documents
  - Knowledge Searching
    - Returns triples





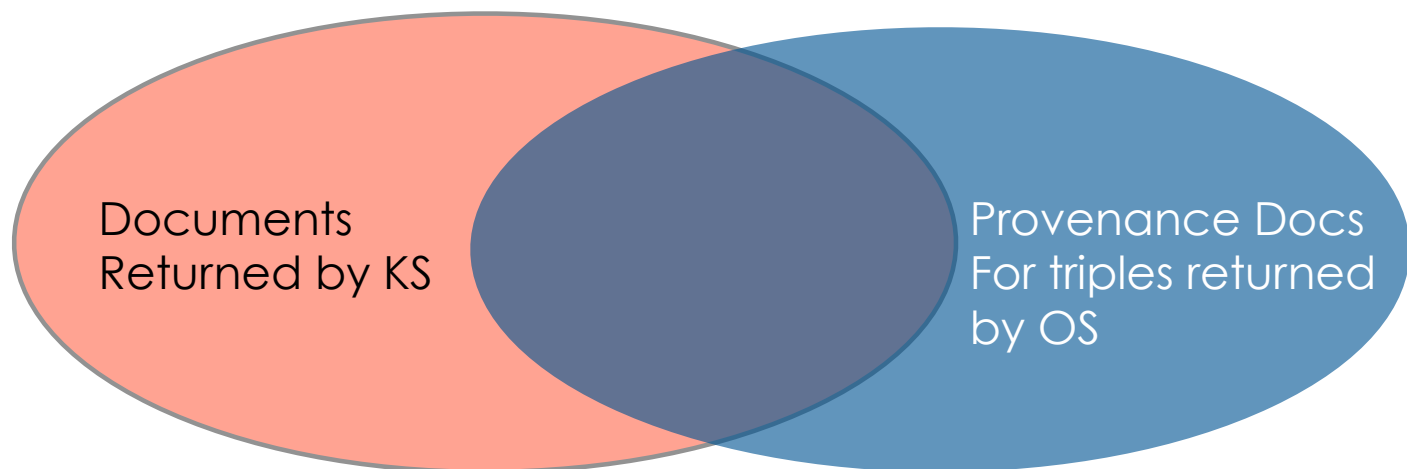
- Provenance of triples returns document ids for triples (URIs)

- Document Searching:

- Provenance URI set is intersected with URIs of documents returned by keywords

- $\text{HybridSearchUriSet} = \text{KSDocUriSet} \cap \text{OSDocUriSet}$

I won't mention ranking here



# Merging results

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- Provenance of triples returns document ids for triples (URIs)
  - Knowledge Searching
    - Triples returned by semantic search are filtered to remove those whose provenance does not point to any of the documents returned by the keywords

I won't mention ranking here

```
HSTripleSet = All triples ∈ OSTripleSet  
              Where Provenance(triplei) ∈ KSDocUriSet
```

Documents  
Returned by KS

Provenance Docs  
For triples returned  
by OS

- Effective ranking is extremely important for a positive user experience
- Different ranking methods are possible
  - Document based
    - ability to match the keyword-based query
    - the keywords used in anchor links
    - the document popularity (given by link-based weights)
  - Knowledge Based
    - Presence and quality of metadata



# Expected effect of HS: Document Searching

76

- With respect to OS
  - Recall expected to increase
    - Use of keywords where metadata is missing enables to answer otherwise impossible queries
  - Precision may suffer because of polysemy
- With respect to KS
  - Precision and recall expected to increase
    - Ambiguity and synonymy are dealt with by semantic search when available
      - Higher recall and precision
    - As keywords are combined with metadata in the same query, the context given by the available metadata helps in disambiguating keywords as well
      - higher precision



# Expected effect of HS : Knowledge Searching

77

- With respect to OS
  - Precision increased
    - Use of keywords where metadata is missing enables more precise queries
      - although less precise than the ideal ones

OR

- Recall increased
  - Use of keywords where metadata is missing enables to answer otherwise impossible queries
- Precision may suffer because of polysemy
- With respect to KS
  - KS does not cover Knowledge Searching

Next slide:  
We have  
implemented a  
version to confirm  
our expectation

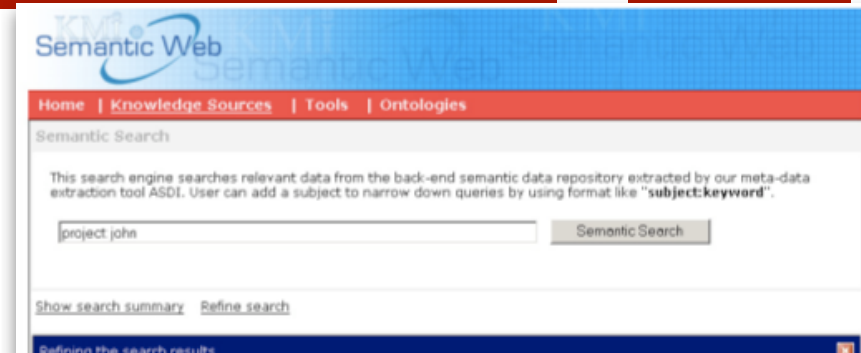
field

# Implementing HS: What Search Strategy?

78

- Keyword-based approaches

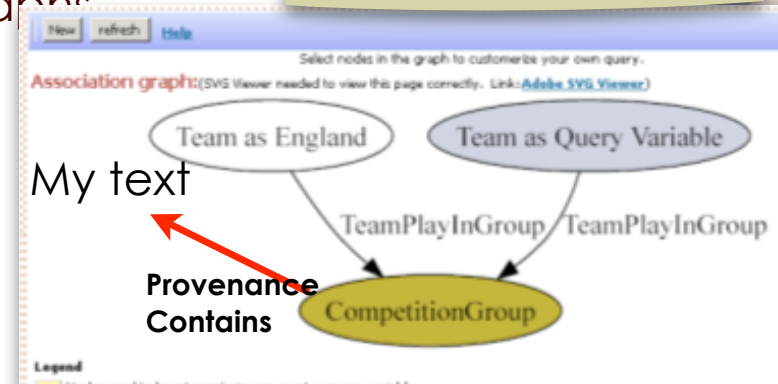
- Require translating all the keywords in order to perform the query
  - E.g. SemSearch
  - HS implemented by replacing keywords in the query with classes from the ontology when possible while leaving the rest for pure keyword based searching
  - Keywords in context rather difficult



Go through this and next slide very quickly !!

- View-based approaches

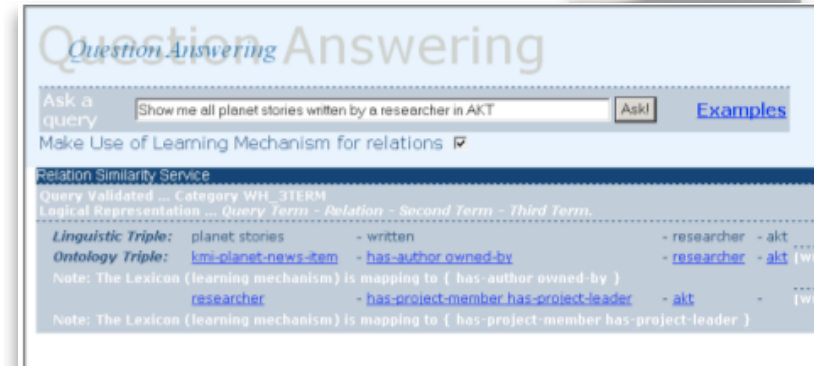
- Based on querying by building visual graphs
  - E.g. Falcon
  - HS support by adding two arc types
    - document-contains
    - Object description contains



# Search Strategy (ctd)

79

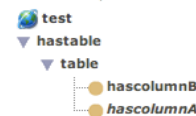
- A natural language approach
  - E.g. Aqua
  - HS supported by recognising expressions like
    - “and the document contains...”
    - And its description contains
- Form-based approaches
  - HS supported by introducing
    - Keyword Search field
    - Enable keyword Matching on fields

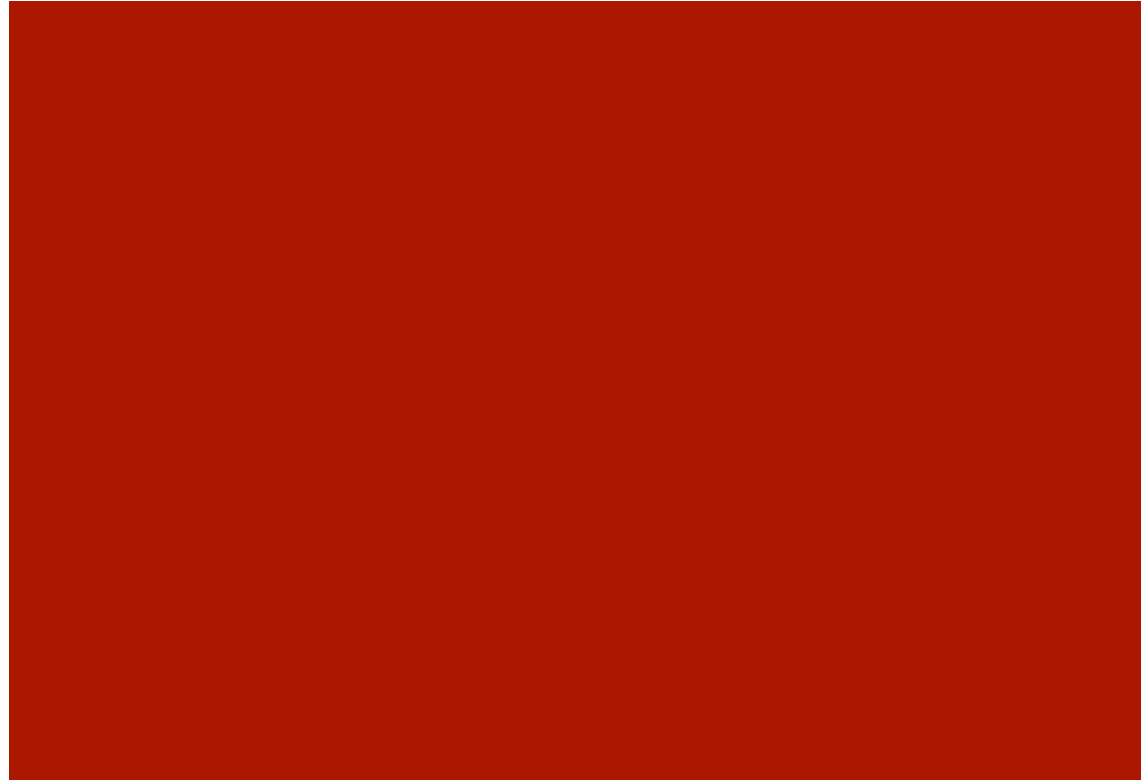


- Form-based implementation of hybrid search initially created for Jet Engine Designers

k.now

Available Reports





# Putting Everything Together

An experience in the aerospace domain



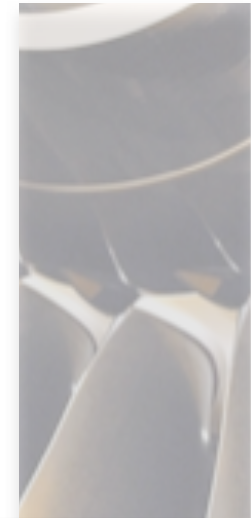
- Automatic extraction of information from event report
  - 18,000 documents analysed
    - Mainly Forms implemented in Word
- Metadata generated according to an ontology developed by Aberdeen U
  - Examples manually annotated by users using AktiveMedia
  - Machine Learning + HLT (T-Rex platform) to train the system to annotate
- Automatic extraction of metadata and indexing of documents

IE unable to cover all the ontology with sufficient accuracy

# Applying information extraction

82

- AktiveMedia to annotate texts
- TRex system (Jiria et al. 2006) to train and extract
  - <http://tyne.shef.ac.uk/t-rex/>
- IE captures all the information in tables
  - 99% of the information captured (recall=99)
  - 98% of proposed information is correct (precision=98)



	POS	ACT	CORR	WRONG	MISSED	PREC	REC	F1
airport	120	120	120	0	0	100	100	100
has_airframe_cycles	104	104	104	0	0	100	100	100
has_airframe_hours	104	104	104	0	0	100	100	100
has_author	120	120	120	0	0	100	100	100
has_engine_serial_number	120	120	120	0	0	100	100	100
has_engine_type	120	120	120	0	0	100	100	100
has_event_date	120	120	120	0	0	100	100	100
has_event_report_no	356	358	356	2	0	99	100	100
has_part_description_installed	120	113	111	2	9	98	93	95
has_part_description_removed	120	133	120	13	0	90	100	95
has_part_number_installed	120	113	111	2	9	98	93	95
has_part_number_removed	120	133	119	14	1	89	99	94
<b>TOTAL</b>	<b>1644</b>	<b>1658</b>	<b>1625</b>	<b>33</b>	<b>19</b>	<b>98</b>	<b>99</b>	<b>98</b>

- Form-based implementation of hybrid search initially created for Jet Engine Designers
- It enables
  - Document querying
  - Knowledge querying
- Including quantification of unstructured information

The screenshot displays the K-Search interface with several key components:

- Search Interface:** Includes a search bar with the text "keyword here", a "Results" tab, and a "Number of results per page" dropdown set to "ALL". Below this, there are fields for "hascolumnB: blah" and "AND hascolumnA: blahblah", with a note: "[Click on an ontology concept (left) match.]".
- Available Reports:** A sidebar on the left lists "test", "hastable", and "table". Under "table", there are two items: "hascolumnB" and "hascolumnA".
- Event Report Data:** The main content area shows an event report for "WB612 LN184" on "09-Nov-01". It includes details such as "Engine S/N: 51127", "Flight Regime: Hazard", and "Hazard Type: No Hazard". The aircraft is identified as "Boeing 777-300".
- Pie Chart:** A pie chart titled "Pie Chart" is located on the right side. It shows the distribution of unstructured information across various categories. The categories and their percentages are:
 

Category	Percentage										
front combustion outer case	23%										
fan cowl door, l/h	15%										
fan assembly	15%										
fan cowl door, r/h	7%										
fcoc	7%										
front combustion outer case	7%										
thrust reverser r/h c-duct	7%										
vigv	7%	electronic unit section box	7%	common nozzle assembly	15%	fan door, r/h	7%	ipc front case	7%	face	7%
electronic unit section box	7%										
common nozzle assembly	15%										
fan door, r/h	7%										
ipc front case	7%										
face	7%										

- We have performed 2 types of technology evaluations using K-Search:
  - in vitro:
    - Effectiveness of annotation and query strategy with respect to standard KS and OS
  - in vivo: testing the system with real users
    - 32 users Rolls-Royce engineers
      - Evaluation enables verifying suitability for use in a real environment



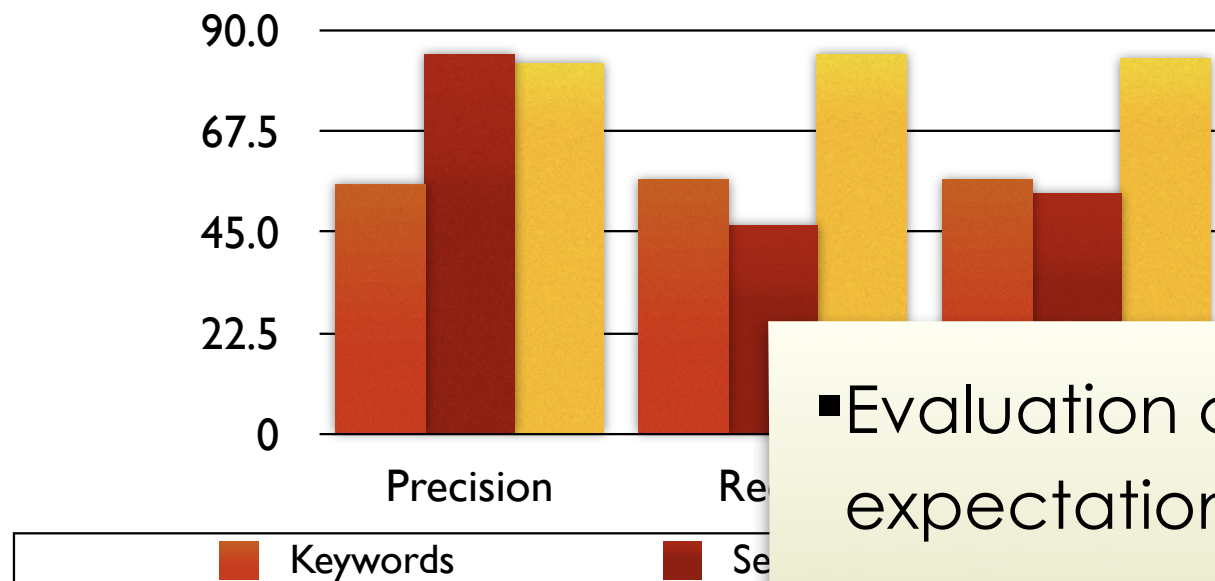
- 21 topics of search, discussed with users, e.g.
  - "How many events were caused during maintenance in 2003?"
  - "What events were caused during maintenance in 2003 due to control units?"
  - 'Find all the events associated with damage to acoustic liners following bird strike'
  
- Queries:
  - "what events caused during maintenance in 2003 were due to control units?"
  
- Translated into a set of queries in KS, OS and HS



# K-Search on Event Reports

86

- Accuracy in the first 20 hits on a sample of 400 docs



- Similar results for 50 hits

- Evaluation confirms our expectation:

- Higher recall wrt OS and KS
- Higher precision wrt KS
- Slightly lower precision wrt OS

- Goal: verifying suitability for use in a real environment
  - 32 users Rolls-Royce engineers from different parts of the company
  - 90 minutes of test
    - Short introduction
    - 3 monitored tasks
      - One given (including solution)
      - One given (no solution)
      - One free task
    - Availability of system on intranet for the following period
- Evaluation: video recording, interview + log analysis



# Evaluation Questions

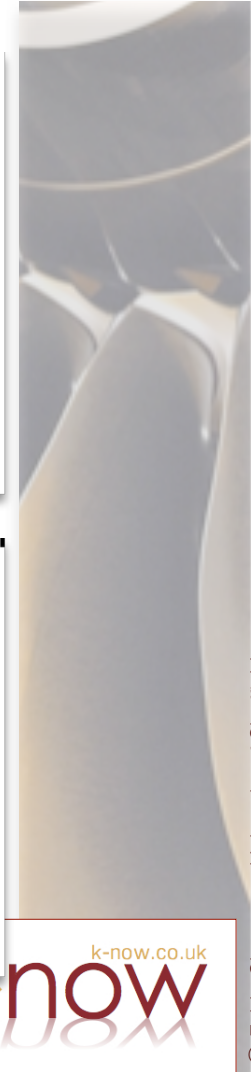
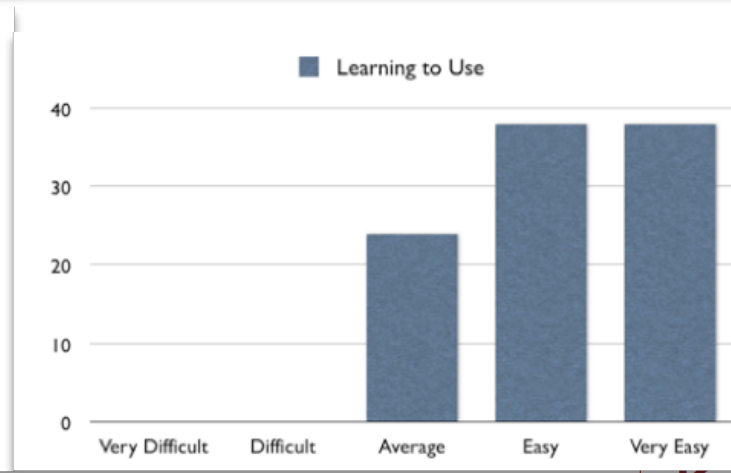
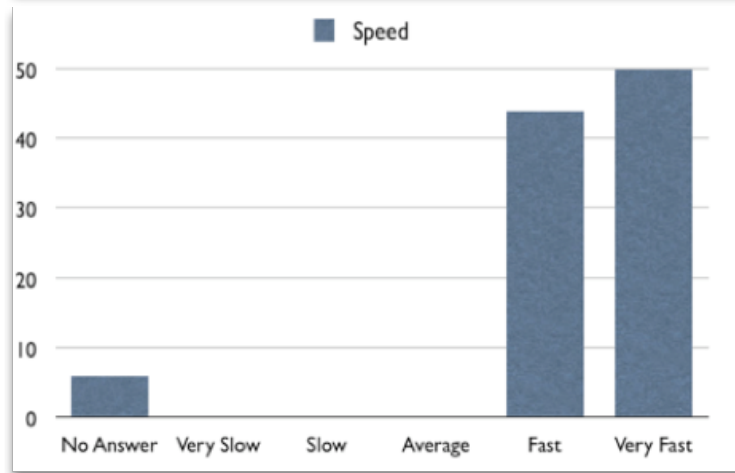
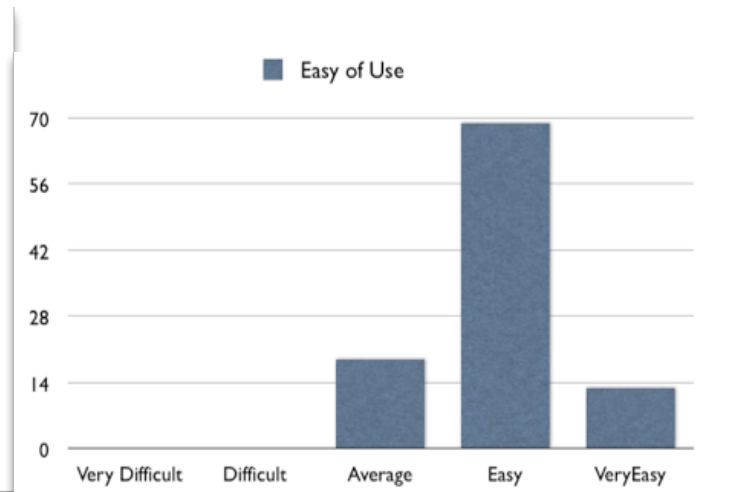
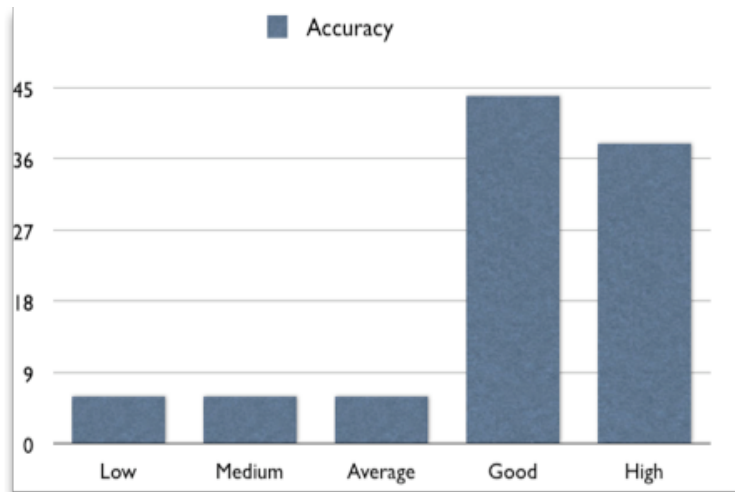
88

- Do user understand the hybrid paradigm?
- Are they able to search using HS?
- Do they actually use HS when confronted with a real searching task?
- Would the users be willing to use the system for their everyday work?



# Liked by the users?

89



# Liked by Users?

90

- Finalist of Rolls-Royce Director's Creativity Award 2007
  - Voted by employees for its innovation potential



# Liked by Users?

91

- Support to the design of new jet engine
  - Porting to 9 Information Sources
    - 2008-2009
  - Carried out by:
    - 50% University
    - 50% k-now ltd (university spinout-company)
- Funds requested to UK Government for use of K-Tools for use in manufacturing



- Document annotation can be performed at different levels
  - Ontology-based, braindump, document enrichment
- User centred automated ontology-based annotation
  - For trusted self contained documents (e.g. KM)
    - AktiveMedia
- Automated means of capturing knowledge
  - Several Tasks

- Sharing and Reuse
  - We have seen
    - Document Enrichment
    - Semantic Search



- Multidisciplinary research for automation
  - NLP has strong role, but complemented with other disciplines
  - SE, ML, II, SWS, HCI
- Annotation
  - Beyond the division between user centred and unsupervised
    - Strong HCI strategies
      - Validation of results across documents
        - How can you validate 2M triples produced by large scale annotation?

- How modelling uncertainty?
- Knowledge is dynamic. How do you model that?
- HCI
  - Information presentation (document annotation)
    - Intrusivity:
      - How to avoid annoying users with too many annotations
    - Trust
      - Who do users trust?
        - Tracing preferred sources
      - Where does the information come from?
- Scalability
  - Large scale indexing systems
    - Millions of pages (not billions!)



- The Semantic WEB offers potentially key technologies to the development of future knowledge Management and the Web
  - More Web than Semantics, but:
    - A little semantics goes a long way (J. Hendler)
- The potential must be exploited addressing real world requirements
  - Rather than in principle AI-oriented requirements (e.g. closed world, small scale, etc.)
- Strong application pull can be obtained
  - Do not sell slogans, sell ideas and applications!



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# A final thought

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- These technologies allow easy collection of \*very\* large amount of information/knowledge
- Are we:
  - Preparing for a better Web/better world?
  - Preparing for a world with no privacy?
    - Big brother
    - Spam
    - Identity theft
  - Just adding hay to the haystack while searching for a needle?
    - Drowning in triples while trying to avoid drowning in

The Karen Spark-Jones slide

# Thank You

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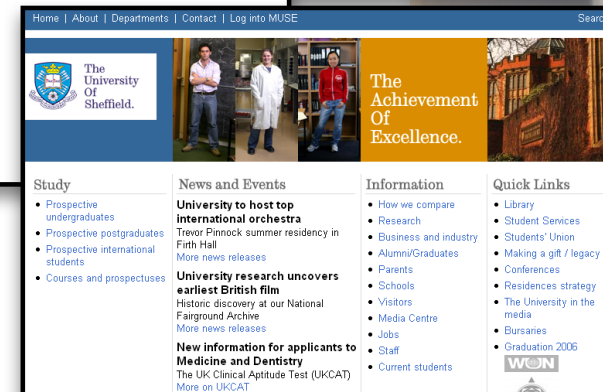
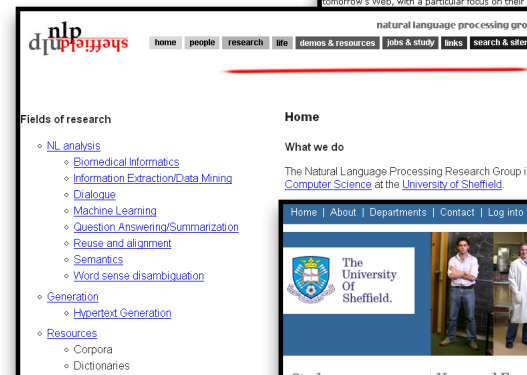
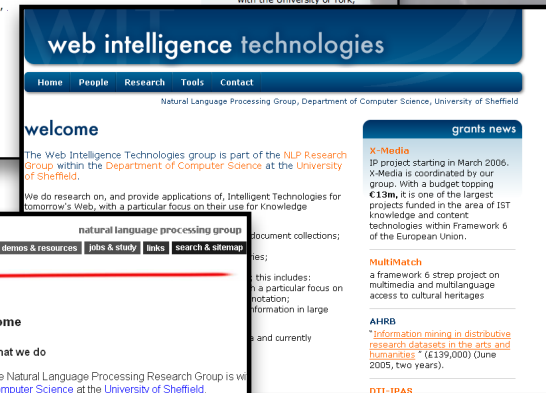
- <http://nlp.shef.ac.uk/wig/>

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- <http://nlp.shef.ac.uk/>

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