

Intelligent Information Access

Methods, Perspectives and Applications

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Dipartimento di Informatica - Università di Bari

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Outline

- 1 INTRODUCTION
 - ✓ The Information Overloading Problem
 - ✓ Personalization on the Web
- 2 INFORMATION ACCESS STRATEGIES
- 3 INFORMATION FILTERING
 - ✓ Collaborative Filtering
 - ✓ Content-based Filtering & User Profiling
 - ✓ Ideas for Intelligent Information Filtering
- 4 PRESENT AND FUTURE OF DIGITAL LIBRARIES

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Today's Information Society

People across the world...

- Chat
- Exchange e-mail, sms, pictures
- Buy products and services online
- Use search engines to find information their work and day-to-day life
- Exploit the Web for obtaining information from conventional sources like books, magazines, libraries



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[Web](#) [Images](#) [Groups](#) [News](#) [Google Local](#) [More](#)
[Machine learning conferences](#) [Advanced Search](#)
 [Feedback](#) [Language Tools](#)

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Today's Information Society

Se si vuole trovare una metafora del rapporto fra l'uomo e i mezzi di comunicazione, Umberto Eco suggerisce quella dell'automobilista: la tecnologia ha messo a disposizione vetture sempre più sofisticate, potenti e veloci; che vengano usate per portare una persona all'ospedale o per fare le gare di velocità sulle strade, dipende da chi è seduto al posto di guida. Lo stesso si può dire di quella che ormai è diventata una delle relazioni fondamentali della nostra vita quotidiana, cioè il nostro modo di interagire con i mass media, dalla televisione al telefonino, da Internet alla radio, dai libri ai cd e dvd (ebbene sì, anch'essi sono media), alla posta elettronica: dipende dalla cultura e dalla volontà di ciascuno di noi, educato soprattutto dalla scuola e dalla famiglia, mettere a punto una "dieta mediatica" – suggerisce Gianfranco Bettetini – che non provochi né obesità né anoressia.

da: "Metteste a dieta i mass-media"

INTERVISTA A DUE VOCI CON UMBERTO ECO E GIANFRANCO BETTETINI


di Paolo Perazzolo, Famiglia Cristiana n.20 del 20-05-2007
<http://www.sanpaolo.org/fe/0720fc/0720fc54.htm>

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Today's Information Society


Problems...

- Explosion of irrelevant, unclear, inaccurate information
- **Users overloaded** with a large amount of information impossible to absorb



...and consequences

- Searching is time consuming
- Need for **intelligent solutions** able to support users in finding documents according to their interests



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My...Web: Personalized Stores

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Information Access Strategies

Process	Information Need	Information Sources
Information Retrieval	Dynamic-Specific	Stable-Unstructured
Information Filtering	Stable-Specific	Dynamic-Unstructured
Text Mining	Stable-Specific	Stable
Database Access	Dynamic-Specific	Stable-Structured
Exploration	Broad	Varied

Information Retrieval [Baeza-Yates and Ribeiro-Neto 1999]

- "Information Retrieval (IR) deals with the representation, storage, organization of, and access to information items"
- "...the user must first translate this information need into a *query* which can be processed by a search engine (or IR system)".
- "Given the user query, the key goal of an IR system is to retrieve information which might be useful or relevant to the user. The emphasis is on the retrieval of *information* as opposed to the retrieval of *data*".

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Information Filtering [Hanani et al. 2001]

- "The aim of Information Filtering is to expose users to only the information that is relevant to them. Some examples of filtering applications are: filters for search results on the internet... e-mail filters based on *personal profiles*, ... filters for e-commerce applications that address products and promotions to potential customers only..."
- "There are many systems of widely varying philosophies, but all share the goal of automatically directing the most valuable information to users in accordance with their user model..."

Comparing IR and IF

Common Mechanisms

- **Representation:** Both the user's information need - query or profile - and the document set must be represented for *comparison*
- **Comparison:** String matching? Concept matching? User-User Correlation? Item-Item correlation?
- **Feedback:** To improve the performance of the IR/IF system, a feedback mechanism is usually incorporated.

Comparing IR and IF

- 1 Where IR is concerned with the *collection and organization* of texts, IF is concerned with the *distribution* of texts to groups or individuals.
- 2 Where IR is typically concerned with the selection of texts from a relatively *static database*, IF is mainly concerned with the selection or elimination of texts from a *dynamic datastream*.
- 3 Where IR is concerned with responding to the user's interaction with texts within a *single information-seeking episode*, IF is concerned with long-term changes over *a series of information-seeking episodes*.

[Belkin and Croft 1992]

Comparing IR and IF

Parameters	Information Retrieval	Information Filtering
Representation of Information Needs	queries	profiles
Goal	selection of relevant items for query	filtering out irrelevant items or collecting items
Frequency of use	ad hoc use one time user	repetitive use long term users
Type of Users	Not known to the system	"Profiled"
Database	(relatively) static	very large dynamic

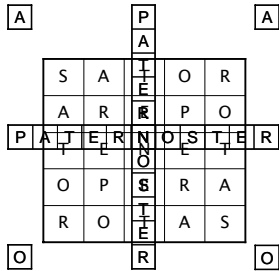
Table adapted from [Hanani et al. 2001]

Some Problems in IF systems...

- 1 IF systems perform the filtering task on the basis of **user profiles**
 - ✓ Structured model of the **user interests**
 - ✓ User profiles compared against item descriptions to provide recommendations
- 2 Problems: keywords not appropriate for representing content, due to **polysemy, synonymy, multi-word concepts** (*homography, homophony*) – “Sator arepo eccetera” (Eco, 2007)



Some Problems in IF systems... (cont'd)



Keyword-based profiles

doc1
AI is a branch of computer science

doc2
the 2007 International Joint Conference on Artificial Intelligence will be held in India

doc3
apple launches a new product...

USER PROFILE	
artificial	0.02
intelligence	0.01
apple	0.13
AI	0.15
...	



MULTI-WORD CONCEPTS

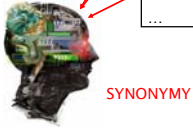
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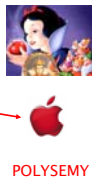
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Some Problems in IR systems... Polysemy

Some Problems in IR systems... Synonymy

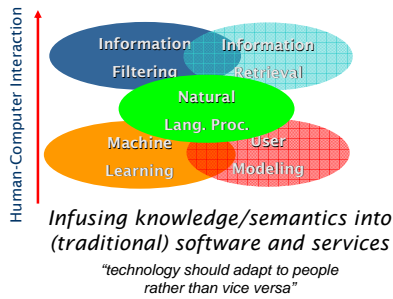
The screenshot shows a Google search for 'chiroptera'. The search results include several links to dictionaries and informational sites. A red box highlights the first result: 'Chiroptera Facts | Animal Diversity Web | CHIROPTERA FLIGHT! Bat: The Chiroptera, or bats, are the second most diverse group of mammals, and are the only mammals ever to evolve true powered flight...'. A red 'Missed!' label is overlaid on the page, pointing to a specific area of the search results.

Research Directions...

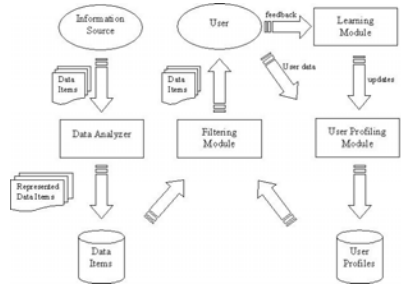
Intelligent Information Access =

- 1. Personalized Access by user profiles +
- 2. Semantic Access by concept identification in documents

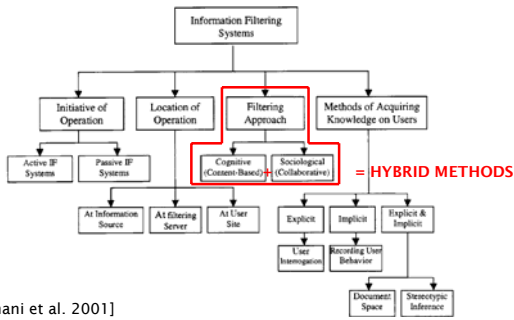
Research Areas



IF systems architecture

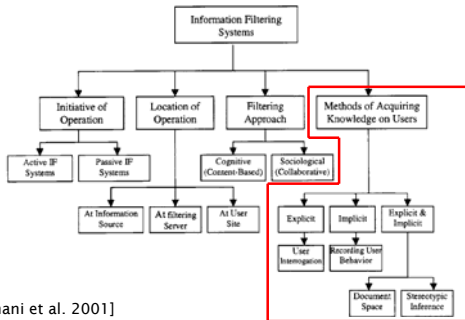


A classification of IF systems



[Hanani et al. 2001]

A classification of IF systems



[Hanani et al. 2001]

Collaborative / Social Filtering

- 1 Makes use of a database of user preferences in order to:
 - ✓ find users with *similar* interests
 - ✓ predict whether an *unseen* information item is likely to be of interest for a user based on how *other* users rated that item
- 2 Widely adopted in recommender systems [Resnick and Varian 1997, Linden et al. 2003]
- 3 Different implementations
 - ✓ user-to-user
 - ✓ item-to-item

Recommender Systems have the effect of guiding the user in a personalized way to interesting or useful objects in a large space of possible options [Burke, 2002]

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Recommender Systems provide personalized suggestions about items that the user might find interesting, by matching items to user profiles or groups [Kangas, 2001]

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Recommendation process
 Given a large set of items and a description of the user's needs, the goal is to present a small set of the items that are suited to the user needs

User-to-User CF

Each user represented as an N -dimensional vector of *items*

	Star Wars	Batman	Harry Potter	Matrix	I Robot	Star Trek
active user Joe	2	5	4	2	?	?
Howard	5	1	2		1	
Dan	3	2		4		
Rob		3	3			3
Jenny	5		5			
Mary	1	5				1
Mark	2		5		5	

Recommendations based on a few users - *neighbors* - most similar to the active user

User-to-User CF

	Star Wars	Batman	Harry Potter	Matrix	I Robot	Star Trek
active user Joe	2	5	4	2	5	1
Howard	5	1	2		1	
Dan	3	2		4		
Rob		3	3			3
Jenny	5		5			
Mary	1	5				1
Mark	2		5		5	

Different strategies for computing similarity between users
Cosine similarity and Pearson's correlation coefficient widely used [Herlocker et al. 1999]

Recommendations *selected* from the neighbors using various methods:
Items ranked according to how many users liked them

Joe is recommended to see "I robot" and to avoid "Star Trek" based on the suggestions by his *neighbors* Mary and Mark

Item-to-Item CF

- Adopted by Amazon.com [Linden et al. 2003]
 - Amazon.com has more than 30 million customers and several million catalog items
 - scales to massive datasets and produces high-quality real-time recommendations
- Similar-items table containing similar items that customers tend to purchase together
- The algorithm:
 - finds items similar to each of the active user's purchases and ratings
 - aggregates those items and recommends the *most popular* or *correlated* items

Content-based Filtering

- 1 Each user is assumed to operate independently
- 2 Items are represented by some features
 - ✓ Movies: actors, directors, plot, ...
 - ✓ Music: players, titles, ...
- 3 Filtering based on the comparison btw the *content* of the items and the user preferences as defined in the user profile
- 4 How to put "intelligence" into CB filtering?
 - ✓ novel strategies to represent items (mostly based on models and NLP operations inherited from IR)
 - ✓ novel strategies to build and represent profiles (mostly based on AI and Machine Learning)

Word Sense Disambiguation (WSD) (1/2)

- 1 The different meanings of polysemous words are known as *senses*
- 2 Only one sense of a polysemous word is used in a specific linguistic context. The context determines the correct sense
- 3 The process of deciding which sense is used in a specific context is called WSD [Miller, 90]

Approaches to WSD

- **Knowledge-based:** uses *Machine Readable Dictionaries*
- **Corpus-based:** uses *sense-tagged corpus*

Word Sense Disambiguation (WSD) (2/2)

- 1 WordNet: a lexical reference database, inspired by current psycholinguistic theories of human lexical memory
- 2 English *nouns, verbs, adverbs* and *adjectives* organized into **SYNONYM SETS (synset)**, each one representing an underlying lexical concept
- 3 Change of text representation from **vectors (bag) of words (BOW)** into **vectors (bag) of synsets (BOS)** to avoid polysemy, synonymy, etc.

Bag of Synsets

Bag of Words

Id doc	Word Form	Occurrence
31	artificial	1
31	intelligence	1
...
1134	WWW	3
1134	web	2
...
1135	Java	2
...

Bag of Synsets

Id doc	Word Form	Id Synset	Occurrence
31	artificial intelligence	05766061	1
...
1134	WWW,web	04425517	5
...
1135	Java	08357098	1
1135	Java	07452170	1
...

- ✓ Recognition of bigrams
- ✓ Synonyms represented by the same synsets
- ✓ Polysemous words disambiguated (hopefully)

WordNet as a sense repository: The Lexical Matrix



Synonym word forms: SYNSET

Word Meanings	Word Forms					
	F ₁	F ₂	F ₃	F _n
M ₁	E(1,1)	E(2,1)				
M ₂		E(2,2)	E(3,2)			
M ₃						
M _{...}						
M _m						E(m,n)

Mapping between word forms and word meanings

WordNet as a sense repository: The Lexical Matrix



the word form is polysemous: WSD needed

Word Meanings	Word Forms					
	F ₁	F ₂	F ₃	F _n
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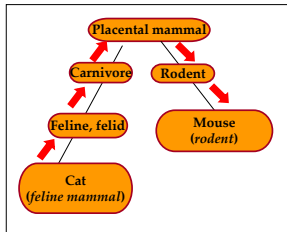
Mapping between word forms and word meanings

WSD algorithm

- 1 **Input:** $D = \langle w_1, w_2, \dots, w_n \rangle$ document
- 2 **Output:** $X = \langle s_1, s_2, \dots, s_k \rangle$ ($k \leq n$)
 - ✓ Each s_i obtained by disambiguating w_i based on the *context* of each word
 - ✓ Some words not recognized by WordNet
 - ✓ Groups of words recognized as a single concept
 - ✓ UniBA JIGSAW WSD algorithm [Semeraro et al. 2007]

Example: Noun Disambiguation

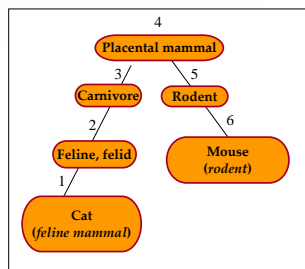
- 1 **Semantic similarity** between synsets inversely proportional to their distance in the WordNet IS-A hierarchy
- 2 **Path length similarity** between synsets used to assign scores to the candidate synsets of a polysemous word



Synset Semantic Similarity

24: function SINSIM(a, b) ▷ The similarity of the synsets a and b
 25: N_p ← the number of nodes in path p from a to b
 26: D ← maximum depth of the taxonomy ▷ In WordNet 1.7.1 $D = 16$
 27: $r \leftarrow -\log(N_p/2D)$
 28: return r
 29: end function

$$\text{SINSIM}(\text{cat}, \text{mouse}) = -\log\left(\frac{6}{32}\right) = 0.727$$

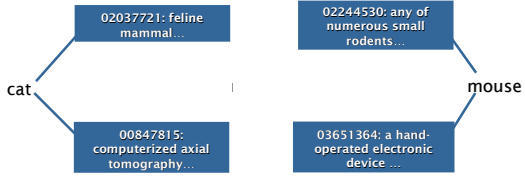


Leacock-Chodorow similarity [Leacock and Chodorow, 1998]

Cat-Mouse Disambiguation

"The white cat is hunting the mouse"

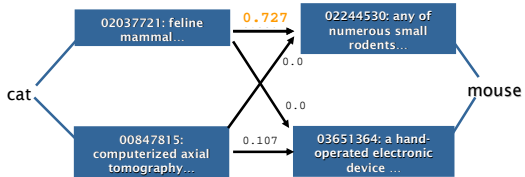
w = cat
C = {mouse}



Cat-Mouse Disambiguation

"The white cat is hunting the mouse"

w = cat
C = {mouse}



Movie Recommending (1/2)

Example of Keyword-based User Profile

User ID: 6 / Category: dummy / Class Prior: P(YES)=0.53333333 P(NO)=0.46666666

Slot: abstractContent

Feature	Strength
enthi	3.6138782
repositio	2.8947555
ean	2.8947555
reusabl	2.8947555
upper-level	2.8947555
way	2.8947555
avail	2.8947555
area	2.5893739
sum	2.4626222
seamless	2.1475411
subtasks	2.1475411

$strength(t_k, s_m) = \log \frac{P(t_k | c_+, s_m)}{P(t_k | c_-, s_m)}$

Features are keywords

Example of Sense-based User Profile

User ID: 6 / Category: dummy / Class Prior: P(YES)=0.53333333 P(NO)=0.46666666

Slot: abstractContent

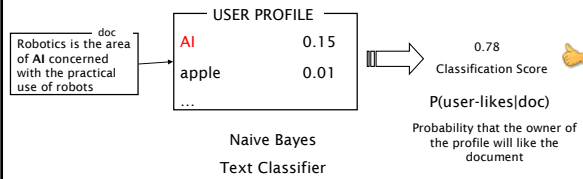
Feature	Strength
1742	3.6145387
2268652	2.8954161
2766412	2.8954161
2223910	2.8954161
4415376	2.8954161
5655492	2.5376664
5552847	2.3181007
2311478	2.1482017
5309075	2.1482017
1636312	2.1482017

$strength(t_k, s_m) = \log \frac{P(t_k | c_+, s_m)}{P(t_k | c_-, s_m)}$

is computed on synsets instead of keywords

Features are WordNet synsets

Recommendations based on User Profiles



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Conference Participant Advisor: Login

3rd International Semantic Web Conference (ISWC2004)

Conference Participant Advisor service

3rd International Semantic Web Conference (ISWC2004)

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Conference Participant Advisor: Selecting Papers to train the system

Search our database:

Type of search:

- not personalized
- with feedback
- personalized keywords
- personalized concepts

Select SMC:

- title
- url
- publicationYear
- authors
- abstractContent

Select category: all

Keyword: categorization

Start Search

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Conference Participant Advisor: Query disambiguation

Search with Term Sense

Maybe you are looking for "categorization" with sense

Meaning:

- classification, categorization, categorisation - (a group of people or things arranged by class or category). [063022]
- classification, categorization, categorisation, sorting - (the basic cognitive process of arranging into classes or categories). [091009]
- categorization, categorisation, classification, compartmentalization, compartmentalisation, assortment - (the act of distributing things into classes or categories of the same type). [750015]

Search with these senses!

Hybrid Strategies

- 1 Try to combine different types of filters in order to overcome drawbacks of single techniques
- 2 Burke's classification [Burke, 2002]
 - ✓ Weighted - the scores of different recommendation techniques combined together to produce a single recommendation
 - ✓ Switching - use some criteria to switch between recommendation techniques
 - ✓ Mixed - recommendations from different systems presented at the same time
 - ✓ Feature Combination - features from different recommendation sources thrown together into a single recommendation algorithm (e.g., content-based techniques used over a set of augmented data containing collaborative information as simply additional features)
- 3 UniBA approach (Content-Collaborative) described in [Degemmis et al. 2007]

Intelligent IR: beyond keywords and the "one fits all" approach^{4/89}

- 1 Semantic Indexing and Retrieval: Use of lexicons, ontologies and on-line resources
 - ✓ Adaptation of VSM for Ontology-based Retrieval [Castells et al. 2007]
 - ✓ Indexing by WordNet Synsets [Gonzalo et. al 98], [Mihalcea & Moldovan 2000]
 - ✓ Indexing by using shared world knowledge, like Wikipedia [Gabrilovich and Markovitch 2007]
- 2 New models for personalized retrieval (ranking)
 - ✓ Contextual user profiles for query refinement [Liu et al. 2004]
 - ✓ Re-Ranking (modification of the original ranking) based on user profiles [Semeraro 2007, to appear]

What is a Semantic Digital Library?

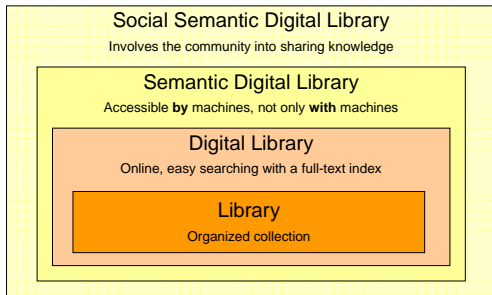
Semantic digital libraries

- ✓ integrate information based on different metadata, e.g.: resources, user profiles, bookmarks, taxonomies - **high quality semantics = highly and meaningfully connected information**
- ✓ provide interoperability with other systems (not only digital libraries) on either metadata or communication level or both - **RDF as common denominator between digital libraries and other services**
- ✓ delivering more robust, **user friendly and adaptable search and browsing** interfaces empowered by semantics



from: Sebastian R. Kruk, Stefan Decker, Bernhard Haslhofer, Predrag Knežević, Sandy Payette, Dean Krafft. *WWW 2007 Tutorial on Semantic Digital Libraries*.

Evolution of Libraries



from: Sebastian R. Kruk, Stefan Decker, Bernhard Haslhofer, Predrag Knežević, Sandy Payette, Dean Krafft. WWW 2007 Tutorial on Semantic Digital Libraries.

Benefits of Semantic Digital Libraries

Problems of today's libraries

- 1 rapidly growing islands of highly organized information
 - ✓ How to find things in a growing information space?
 - ✓ is it enough to have a full-text index (à la Google)?
 - ✓ typical "end-users" versus "expert users"
- 2 converging digital library systems
 - ✓ e.g. uniform access to Europe's digital libraries and cultural heritage
 - ✓ The European Library
<http://www.theeuropeanlibrary.org>

from: Sebastian R. Kruk, Stefan Decker, Bernhard Haslhofer, Predrag Knežević, Sandy Payette, Dean Krafft. WWW 2007 Tutorial on Semantic Digital Libraries.

Benefits of Semantic Digital Libraries

The two main benefits of Semantic Digital Libraries

- 1 new search paradigms for the information space
 - ✓ Ontology-based search / facet search
 - ✓ Community-enabled browsing
- 2 providing interoperability on the data level
 - ✓ integrating metadata from various heterogeneous sources
 - ✓ Interconnecting different digital library systems







from: Sebastian R. Kruk, Stefan Decker, Bernhard Haslhofer, Predrag Knežević, Sandy Payette, Dean Krafft. WWW 2007 Tutorial on Semantic Digital Libraries.

Semantic DL as Evolving Knowledge Space

- 1 In state-of-the-art digital libraries users are **consumers**
 - ✓ Retrieve contents based on available bibliographic records
- 2 Recent trends: user communities
 - ✓ Connettea
 - ✓ Flickr
- 3 In Semantic digital libraries users are **contributors** as well
 - ✓ Tagging (Web 2.0)
 - ✓ Social Semantic Collaborative Filtering
 - ✓ Annotations
- 4 Semantic Digital libraries enforce the transition from a static information to a **dynamic (collaborative) knowledge space**

from: Sebastian R. Kruk, Stefan Decker, Bernhard Haslhofer, Predrag Knežević, Sandy Payette, Dean Krafft. WWW 2007 Tutorial on Semantic Digital Libraries.

Existing Semantic Digital Library Systems

- 1 JeromeDL 
 - ✓ a social semantic digital library makes use of Semantic Web and Social Networking technologies to enhance both interoperability and usability
- 2 BRICKS 
 - ✓ aims at establishing the organizational and technological foundations for a digital library network in order to share knowledge and resources in the cultural heritage domain.
- 3 FEDORA 
 - ✓ delivers flexible service-oriented architecture to managing and delivering content in the form of digital objects
- 4 SIMILE 
 - ✓ extends and leverages DSpace, seeking to enhance interoperability among digital assets, schemata, metadata, and services

from: Sebastian R. Kruk, Stefan Decker, Bernhard Haslhofer, Predrag Knežević, Sandy Payette, Dean Krafft. WWW 2007 Tutorial on Semantic Digital Libraries.

Concluding remarks

- 1 Need for *intelligent* solutions and tools for Information Access in the information overload era
- 2 New strategies for Information Filtering & Retrieval
 - ✓ Personalization & User Profiling for Recommender Systems
 - ✓ Semantics: to capture the meaning of content and user needs
- 3 The present and the future of Digital Libraries

To get introduced to the interesting world of IR, IF and NLP #2/89

1 BOOKS

- ✓ R. Baeza-Yates and B. Ribeiro-Neto. *Modern Information Retrieval*. Addison Wesley, 1999.
- ✓ I. Witten, M. Gori and T. Numerico. *Web Dragons. Inside the myths of Search Engine Technology*, 2007.
- ✓ C. Fellbaum. *WordNet: An Electronic Lexical Database*. MIT Press, 1998.
- ✓ M. Stevenson. *Word Sense Disambiguation*. Center for the Study of Language and Information, 2002.
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To get introduced to the interesting world of IR, IF and NLP #3/89

1 Schools

- ✓ 6th European Summer School in Information Retrieval (ESSIR 2007)
- ✓ 19th European Summer School in Logic, Language and Information (ESSLLI 2007)
- ✓ AI*IA Winter School of AI and Cultural Heritage (Milano, Feb 2007)

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