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INLS 613: Text Data Mining

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 Task: extracting structured information from unstructured (and loosely formatted) natural language text

named-entity recognition

Barack Obama was born in Honolulu, Hawaii. Obama is a graduate of Columbia University and Harvard Law School, where he was president of the Harvard Law Review. He was a community organizer in Chicago before earning his law degree. He worked as a civil rights attorney in Chicago and taught constitutional law at the University of Chicago Law School from 1992 to 2004. He served three terms representing the 13th District in the Illinois Senate from 1997 to 2004, running unsuccessfully for the United States House of Representatives in 2000.

named-entity recognition

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entity linking or co-reference resolution

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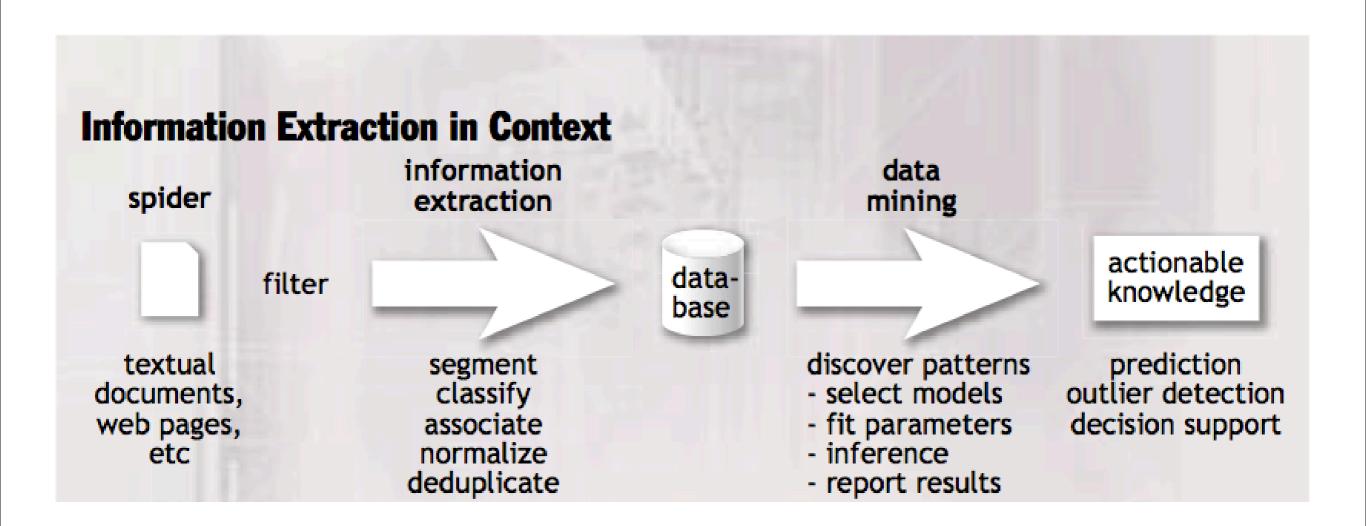
relation extraction

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BornIn(Barack Obama, Honolulu)

GraduatedFrom(Obama, Columbia University)

Information Extraction process



(Source: McCallum 2005)

applications: search

chapel hill mexican food

Q

Monterrey Chapel Hill

www.monterreychapelhill.com/ Score: 24 / 30 - 31 Google reviews

Bandido's

bandidoscafe.com/

Score: 14 / 30 - 14 Google reviews

Fiesta Grill

www.fiestagrill.us/

Score: 28 / 30 - 28 Google reviews

Cinco De Mayo

www.cincodemayorestaurants.net/ Score: 20 / 30 - 23 Google reviews

Los Potrillos

plus.google.com

Score: 17 / 30 - 13 Google reviews

La Hacienda

www.lahaciendaofchapelhill.com/ Score: 15 / 30 - 19 Google reviews

Qdoba Mexican Grill

www.qdoba.com/

Score: 11 / 30 - 24 Google reviews

- A 237 South Elliot Road Chapel Hill (919) 969-8750
- B 159 1/2 East Franklin Street Chapel Hill (919) 967-5048
- © 3307 North Carolina 54 Chapel Hill (919) 928-9002
- D 1502 East Franklin Street Chapel Hill (919) 929-6566
- E 220 West Rosemary Street Chapel Hill (919) 932-4301
- F 1813 Fordham Boulevard Chapel Hill (919) 967-0207
- G 100 West Franklin Street Chapel Hill (919) 929-8998



applications: search

camera

Shop for camera on Google



Nikon Coolpix L26 16.1-me...

\$99.99 Crutchfield



Nikon D3100 14.2MP Digit...

\$476.95 Newegg.com



Nikon Coolpix L810 16.1-m...

\$229.99 Crutchfield



Canon PowerShot S...

\$429.99 Target

Shop by brand: Canon Nikon Sony Panasonic Lumix Fujifilm

Places for camera near Chapel Hill, NC

Best Buy - Durham-Raleigh stores.bestbuy.com

Score: 8 / 30 - 16 Google reviews



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>>

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Best Buy - Durham stores.bestbuy.com 3 Google reviews

Walgreens Store Chapel Hill www.walgreens.com Google+ page

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(919) 544-4354

1500 East Franklin Street Chapel Hill (919) 918-4392

applications: search

- Named entities are important index terms
- Document linking (e.g., to background page)
- Automatic summary generation
- In question answering, answers are often named entities
- Vertical search engine selection
 - local search, product search, calculator

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applications: data mining

- Citation/link analysis
- Co-occurrence mining
- Event detection
- Outlier detection
- Feature generation for predictive analysis

Named Entity Recognition methods

- Simple regular expressions (e.g., email addresses)
 - [A-Z0-9._%+-]+@[A-Z0-9.-]+\.[A-Z]{2,4}
- Hand-written rules
 - send email to ______.
- Machine learning
 - use features generated from the candidate named entity, the formatting, and/or the context

Named Entity Recognition classification

- Use noun-phrase chunking to first determine candidate entities (noun-phrases), e.g.,
- Obama is a graduate of Columbia University and Harvard Law School, where he was president of the Harvard Law Review.
- Train and apply independent binary classifiers (one per named-entity type) to predict whether a candidate entity belongs to a particular type.

features: combining representations

person?

- Obama is a graduate of Columbia University and Harvard Law School, where he was president of the Harvard Law Review.
- What types of features would you use?

features: combining representations

- Obama is a graduate of Columbia University and Harvard Law School, where he was president of the Harvard Law Review.
- Capitalization: Xx* vs. XX* vs. xx*
- Surrounding words:
 - $w-2 = \langle null \rangle$ (adds |V| features)
 - $w-1 = \langle null \rangle$ (adds |V| features)
 - w+1 = is (adds |V| features)
 - w+2 = a (adds |V| features)

features: combining representations

- Obama is a graduate of Columbia University and Harvard Law School, where he was president of the Harvard Law Review.
- Part-of-speech features: Obama/NNP is/VBZ a/DT graduate/NN of/IN Columbia/NNP University/NNP and/CC Harvard/NNP Law/NNP School/NNP ,/, where/WRB he/PRP was/VBD president/NN of/IN the/DT Harvard/NNP Law/NNP Review/NNP ./.

features: combining representations

- Obama is a graduate of Columbia University and Harvard Law School, where he was president of the Harvard Law Review.
- Parse-tree Features:

```
(ROOT
 (S
  (NP (NNP Obama))
  (VP (VBZ is)
   (NP
    (NP (DT a) (NN graduate))
    (PP (IN of)
     (NP
      (NP (NNP Columbia) (NNP University))
      (CC and)
      (NP (NNP Harvard) (NNP Law) (NNP School)))))
   (SBAR
    (WHADVP (WRB where))
    (S
     (NP (PRP he))
     (VP (VBD was)
      (NP
       (NP (NN president))
       (PP (IN of)
        (NP (DT the) (NNP Harvard) (NNP Law) (NNP Review))))))))
  (..)))
```

Named Entity Recognition classification

- Information extraction can be treated as a classification task
- Requires doing some preprocessing to identify candidate named-entities
- Requires training data in the form of annotations (is_person = yes, is_person = no)
- Requires deriving features from the entity itself, the local context, the "not-so-local" context (i.e., document category features), and the parse tree
- There is another form of extraction learning referred to as "bootstrapping".