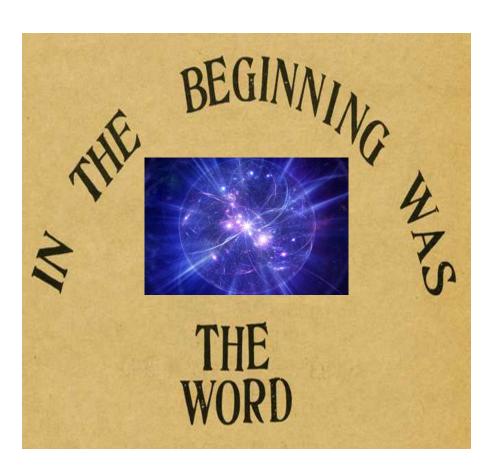


The Future of Semantic Search Where We Are and Where We Are Going

Tamas Doszkocs, Ph.D. Computer Scientist

tamas@weblib.com

What is semantics? What is the meaning of meaning?



"He who knows does not speak, he who speaks does not know" Lao Tse

"It depends on what the meaning of the word 'is' is"

Bill Clinton

"All our work, our whole life is a matter of semantics"

Felix Frankfurter









Thinking of the Web Semantic Search

"Wholly new forms of encyclopedias will appear, ready made with a mesh of associative trails running through them, ready to be dropped into the MEMEX and there amplified"

Vannevar Bush "As We May Think" Atlantic Magazine

Organizing and Searching the Web





search

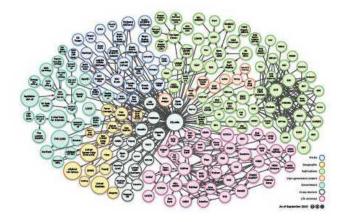
Manual ... DMOZ ... Yahoo ... Algorithmic ...InfoSeek ...Google ...

Social ... Facebook ... Google+ ... Mobile ... Apple ... Google... BIG DATA Hadoop... NoSQL...

Semantic ... Bing..Google ...Watson







the dilemma of searching

Meno

And how will you enquire, Socrates, into that which you do not know?

What will you put forth as the subject of enquiry?

And if you find what you want, how will you ever know that this is the thing which you did not know?

Meno

by **Plato**

Written 380 B.C.

Socrates

I know, Meno, what you mean; but just see what a tiresome dispute you are introducing.

You argue that man cannot enquire either about that which he knows, or about that which he does not know:

for if he knows, he has no need to enquire;

and if he does not, he cannot; for he does not know the very subject about which he is to enquire

a few reminders of keyword search problems:

"MS"

- acronyms and abbreviations
- NIH Site Search vs. NIHSeek

"Big Brother"

 user intent and context; disambiguation

why me?

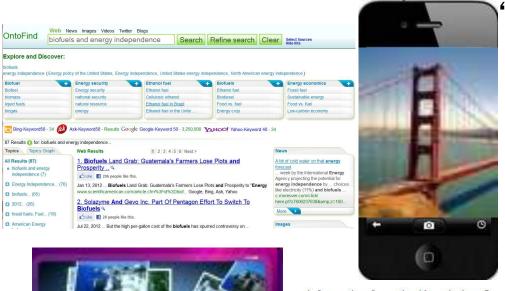
"inflamed testicles"

- Query interpretation
- NLM PubMed vs.
 WebLib PubMed Reviews Semantic
 Search

"who performed the first us heart transplant"

- Complex queries and search logic
- database scope and user expectations: <u>PubMed</u> vs. <u>Google</u>

What is semantic search?



semantic search is a
search or a question or
an action that produces
meaningful results
(even when the retrieved
items contain none of
the query terms, or the
search involves no query
text at all) "
tamas

Information from the Knowledge Graph in search results

This feature is being released gradually over the next few days to people using google.com in English. If you don't see this section on your result pages yet, don't worry -- we're working to get it to you as soon as we can.

When you search on Google for a person, place, or thing, you might see a section to the right of your search results that highlights facts, photos, and other snippets of information about your search. Use this section to find quick information and facts about the subject or to start exploring related subjects.

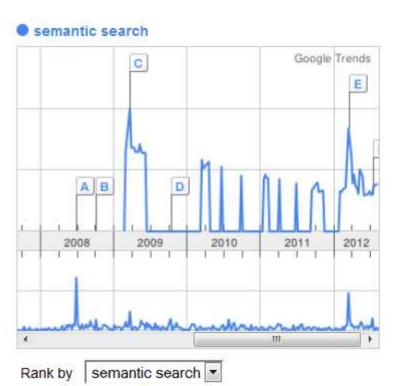
To give it a try, search for your favorite movie, landmark, historical figure, or try one of these: [
<u>Eiffel Tower</u>], [<u>Wavne's World</u>], [<u>dalmatian</u>], [<u>Galileo</u>]. You can also <u>search</u> by image to see this section of facts and information.



Semantic Search Trends

... Bing Decision Engine ... Google Knowledge Graph ...

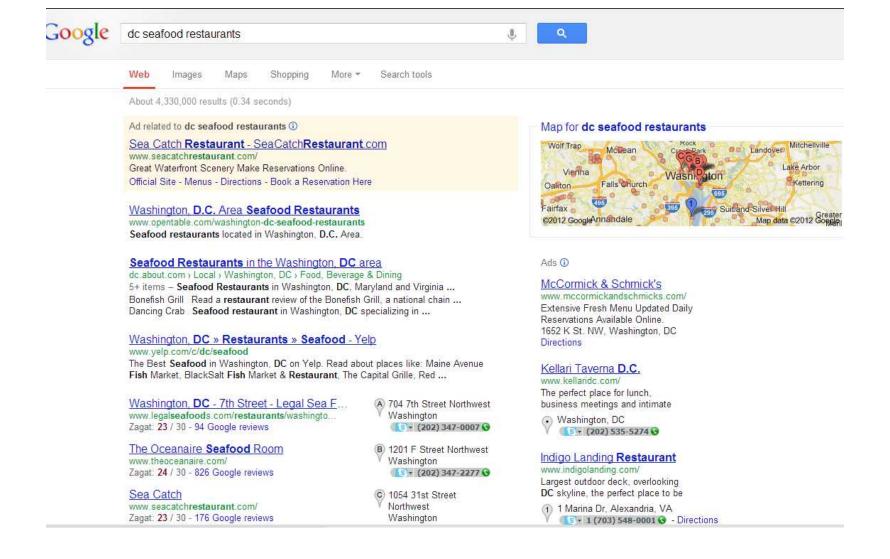
a database of more than 570 million real-world people, places and things with 18 billion attributes and connections among them



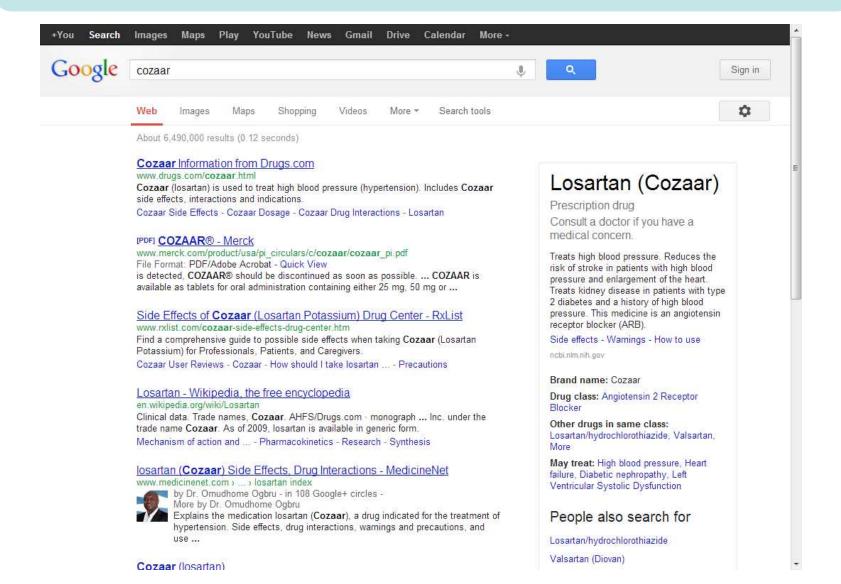
- A Microsoft acquires semantic search firm Powerset
 - Forbes Jul 2 2008
- B Hakia Retools Semantic Search Engine to Better
 Battle Google, Yahoo
 eWeek Oct 6 2008
- Google's New Semantic Search: A Test |Tworld.com - Mar 25 2009
- LexisNexis Introduces Transparent Semantic Search Technology for Patent Research Reuters - Oct 12 2009
- Google plots shift to 'semantic search'
 ZDNet UK Mar 15 2012
- Kforce to Leverage Monster's 6Sense(R)
 Semantic Search Technology Across Entire
 Organization
 MarketWatch Jul 10 2012

Google Knowledge Graph

Projections indicate that up to 100 billion uniquely identifiable objects will be connected to the Internet by 2020



Google Knowledge Graph drug information



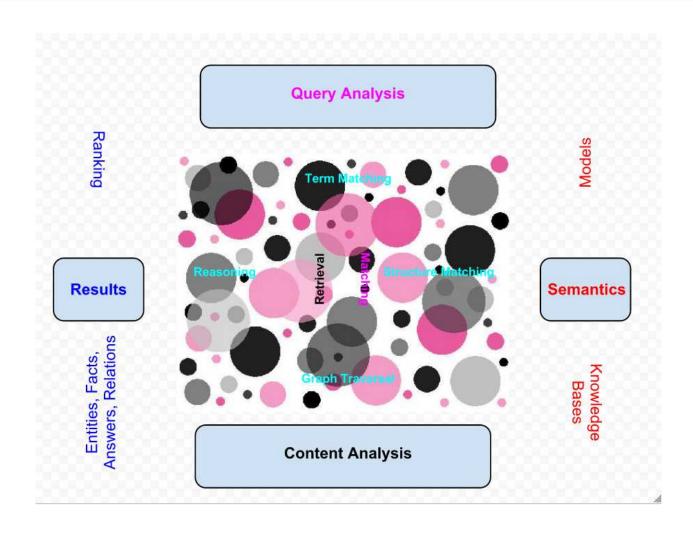
Semantic Search and Knowledge Discovery in the Biomedical Literature

"Scientists today cannot hope to manually track all of the published science relevant to their work. A cancer biologist, for instance, can find more than 2 million relevant papers in the PubMed archive, more than 200 million Web pages with a Google search, and databases holding results from experiments that produce millions of gigabytes of data."

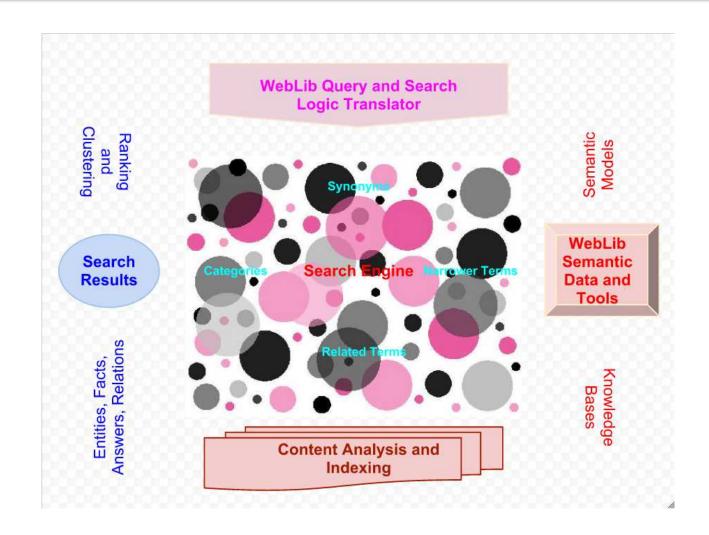
Machine Science

http://www.sciencemag.org/content/329/5990/399.summary

Overview of Semantic Search Approaches



WebLib's Semantic Search Technology

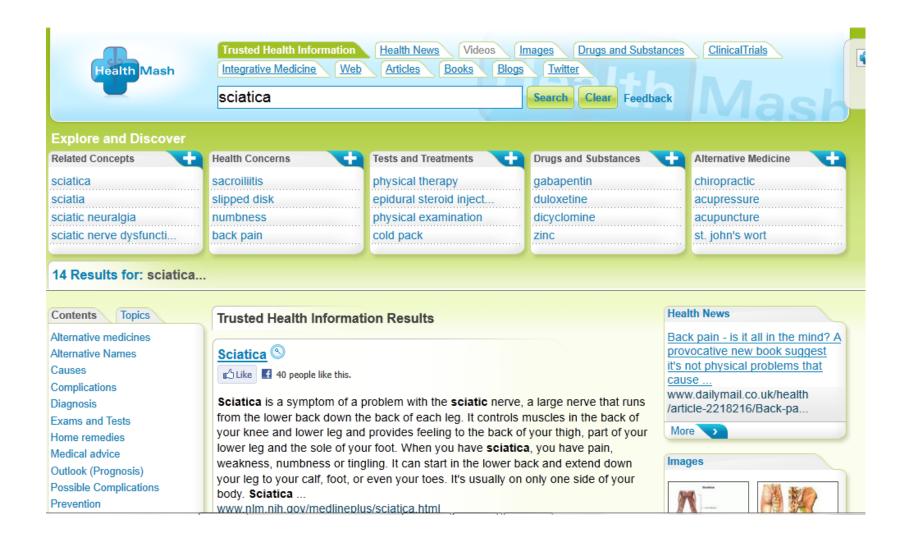


WebLib Semantic Search and Discovery Apps

federated search, distributed search, discovery search, enterprise search, semantic search

- PolyMeta
- HealthMash
 - NLMplus
- WebLib Green Energy Semantic Search
 - OSTI Green Energy Semantic Search
 - OntoFind

HealthMash and the iomedical Knowledge Ba



OntoFind and the Web Knowledge Base

OntoFind The Semantic Search Engine | Sciatica | OntoFind | Refine Results | Explore and Discover:

Explore and Discover: sciatica Sciatica Pain Vertebral column Neurological disorde ... Musculoskeletal diso ... Spinal disc herniation Sciatic nerve Low back pain Spinal disc herniation Piriformis syndrome Degenerative disc disease Radiculopathy Radicular pain Back pain Spinal disc herniation Neuralgia Back pain Lumbar spinal stenosis Sacroiliac joint dysfunct Back pain Referred pain Lumbar spinal stenosis Piriformis syndrome Spinal decompression Google Google-Keyword 50 - 10,100,000





Clear

Select Sources

On to Find with OntoFind

OntoFind

The Semantic Search Engine

biofuels and energy independence

OntoFind

Refine Results

Clear

Select Sources

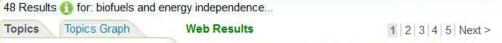
Explore and Discover:

biofuels

energy independence (Energy policy of the United States, Energy independence, United States energy independence, North American energy independence)



Google Google-Keyword 50 - 3,150,000



All Results (48)

- biofuels and energy independence (7)
- Energy Independence... (43)
- biofuels... (40)
- 2012 (26)
- country (3)
- eight-state Midwest tour (3)

1. Say Cheese: Riding Alternative Biofuel to Energy Independence 9

Like I One person likes this.

Nov 14, 2012 ... The election may be over, but our country's need to become **energy independent**

www.huffingtonpost.com/lance-seefeldt/alternative-... Google

2. Pentagon biofuels effort aids energy independence - Politico 4

Like 55 people like this.

Jul 15, 2012 ... Our nation's military has long demonstrated its ability to identify strategic national www.politico.com/news/stories/0712/78517.html Google

News

Biofuels 36 minutes ago E15 Is Coming & AAA Ain't Happy; New

The Energy Independence and Security Act mandated that the U.S. gradually increase its production of biofuels, from 4.7 billion gallons per ... www.greencarreports.com/news/ 1080814_e15-is-coming...

More

Images

Refine Results:

OntoFind

The Semantic Search Engine

(("biofuels" OR "bio-fuel" OR "bio-fuels" OntoFind

Also Consider: supply and distribution dependency (psychology)

Refine Results

Clear

Select Sources

Google Google-Keyword 50 - 6,570,000

50 Results 👔 for: (("biofuels" OR "bio-fuel" OR "bio-fuels" OR "bio-fuels" OR "biomass energy") AND ("Biomass" OR "Biogas" OR "2000s energy crisis" OR "Liquid fuels")) AND (("energy independence" OR "security of supply" OR "oil dependence" OR "oil dependency") AND ("National security" OR "Sustainable energy" OR "Natural



Web Results

1 2 3 4 5 Next >

1. Sustainable Ethanol: Biofuels, Biorefineries, Cellulosic Biomass . 4

Like Be the first of your friends to like this.

Discover how the end of cheap oil is providing an opening for biofuels; how some www.amazon.com/Sustainable-Ethanol-Biorefineries-C... Google

2. Oil dependence, national security and what we can do about it \(\)

Like Be the first of your friends to like this.

Biofuels today make 2% of the transportation market. Can they make a real ... www.bakerinstitute.org/files/documents/event-prese... Google

3. Advanced Biofuels - EnergyOne - Active Management in Renewable.

Like Be the first of your friends to like this.

Biofuels are any fuel obtained by the processing and conversion of biomass www.energyone.com/index.php/markets/advanced-biofu... Google

4. National Algal Biofuels Technology Roadmap - EERE - U.S. . Q.

Like II 114 people like this.

National Algal Biofuels Technology Roadmap, U.S. Department of Energy, Office ununt anna anaran anuthiamanaladfalalaal hiafuala e Casala





Blogs

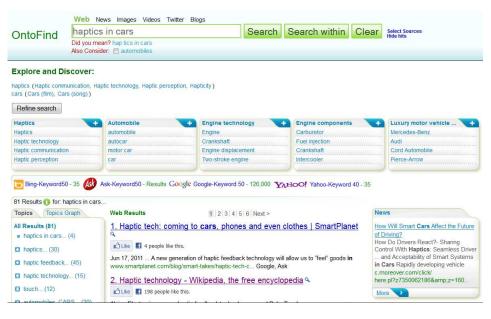
"Biofuels have the momentum": US Senate votes 54-41 to clear.

The Senate once again backed our nation's military which considers advanced biofuels as an essential tool for our national security and energy independence." The bill gained support from Joe Manchin of West Virginia, who

www.biofuelsdigest.com/bdigest/ 2012/11/30/biofuels...

More

What is OntoFind?



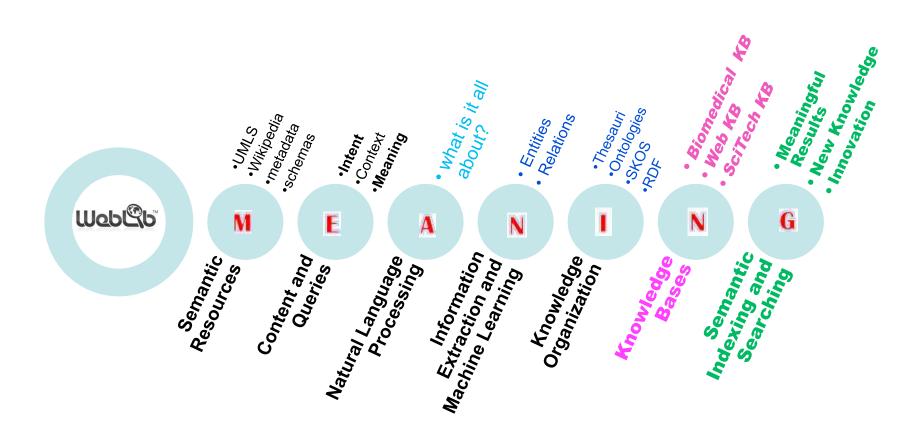
OntoFind is a customizable semantic search engine powered by WebLib's Web Knowledge Base

OntoFind facilitates
knowledge discovery from
heterogeneous information
sources

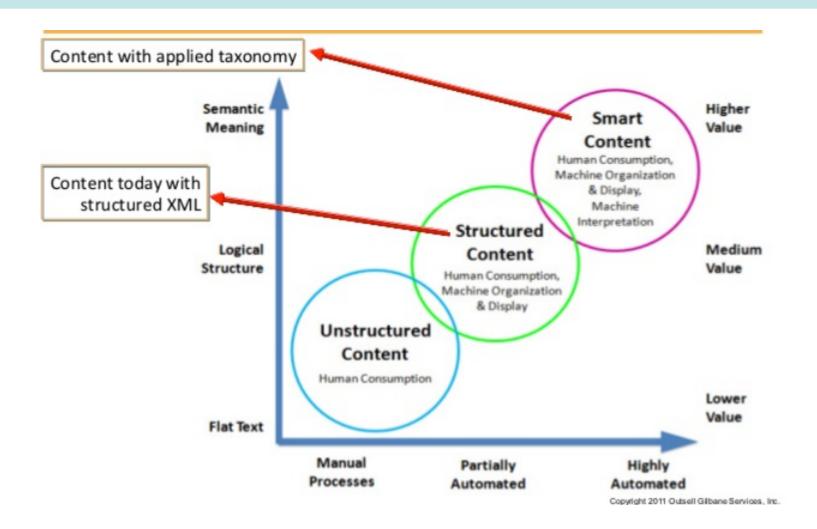
OntoFind produces more meaningful search results results than conventional keyword searches

The **Web Knowledge Base** is available as a web service

Key Components of WebLib's Semantic Search and Knowledge Discovery Technology



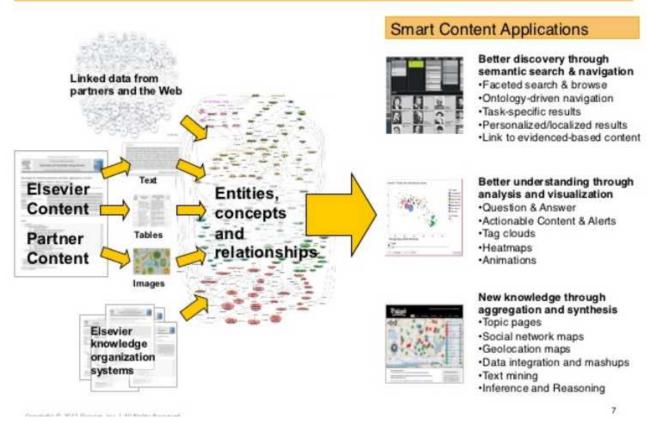
Taxonomy Powered Content



Semantic Search and Smart Content

Smart Content At Elsevier

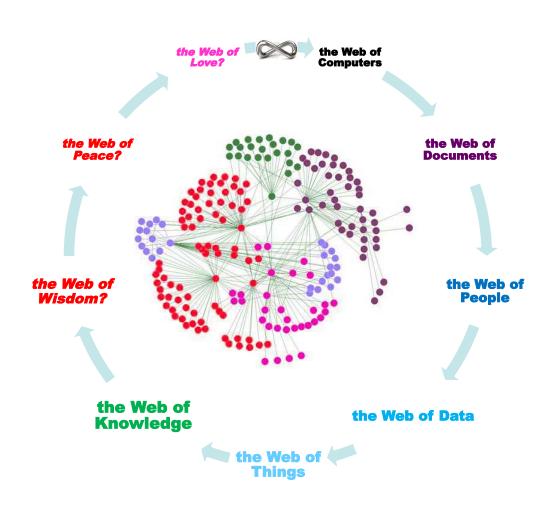




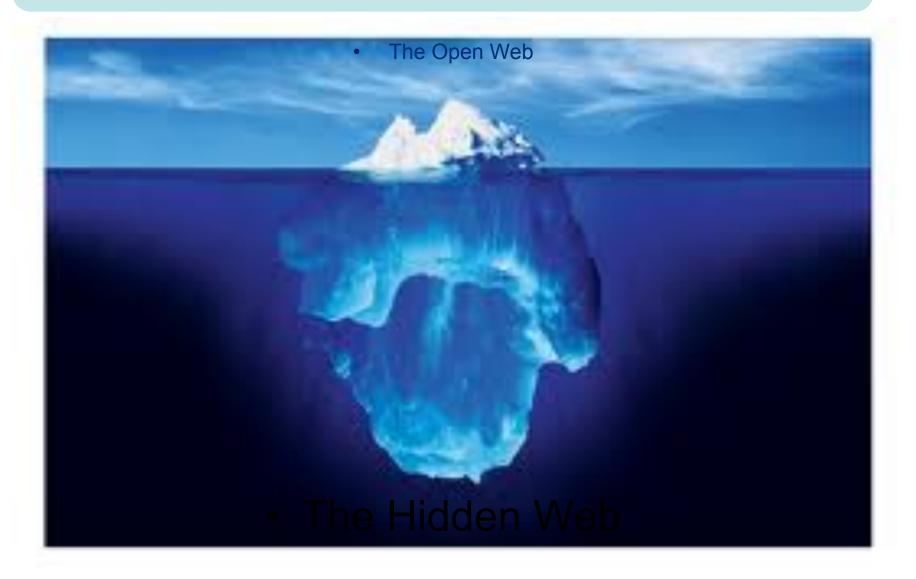
Where are we and where are we going?

The Wild Wild Web

where everything is getting meaningfully connected



The Tip of the Iceberg



Keyword Search vs. Semantic Search

Symbols, Strings and Operators

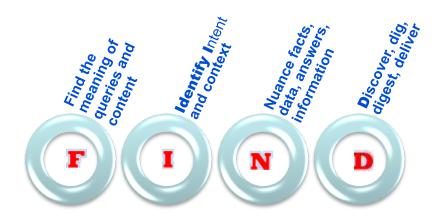
Real world Entities and Relationships

manipulating query words

limited utilization of morphology and syntax

displaying links and text snippets

Placing the burden of information digestion on the user



Semantics on the Web

Diverse Definitions, Disciplines, Communities, Standards, Technologies, Tools, Applications, Solutions

- Semantic Searching on the Web vs.
 Searching on the Semantic Web
- Semantic University
- The Semantic Web Landscape
 - W3C Standards
 - RDF (Resource Description Framework)
 - RDFa (for marking up data inside Web pages)
 - SPARQL (SPARQL Protocol and RDF Query Language)
 - OWL (Web Ontology Language)

Semantic Web Technologies

steep learning curve, relatively slow progress, important early adopters, active standards bodies, hightec industry, trade shows, growing user communities

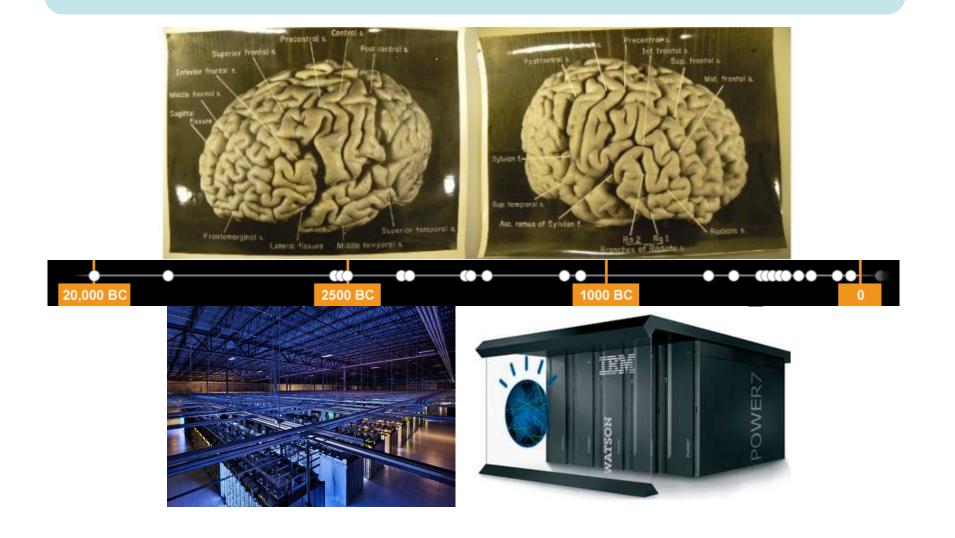
- Semantic Web Technologies are a family of very specific technology standards from the World Wide Web Consortium (W3C) that are designed to describe and relate data on the Semantic Web and inside enterprises, e.g.
- Ontologies
- Linked Open Data
- Semantic Web Technologies complement other Semantic Technologies on the Web
- Tim Berners-Lee's vision of an entire Web of interoperable data has not yet been realized

Semantic Technologies

a diverse family of technologies that seek to derive meaning and knowledge from data

- **Natural-language processing (NLP).** is a field of information science, artificial intelligence, and linguistics concerned with the interactions between computers and human (natural) languages. **UIMA, Stanford NLP, Open NLP...**
- Data and Text Mining, Big Data and Big Analytics. Data mining technologies employ pattern-matching algorithms to tease out trends and correlations within large sets of data. Hadoop, MongoDB, Oracle, IBM...
- Artificial intelligence and Expert Systems. All or expert systems
 technologies use elaborate reasoning models to answer complex questions
 automatically. These systems often include machine-learning algorithms that can
 improve the system's decision-making capabilities over time.
- Database Management Systems (DBMS), NoSQL, MarkLogic...
- Information Retrieval, Search Engines and Semantic Search Engines, Solr/Lucene, SIRE ...
- Cloud Computing, Amazon EC2, Microsoft and Google...
- Visualization, Prefuse, KNALIJ...

Semantic Search and Discovery Engines Albert Einstein's Brain Google Server Farm Timeline of Computable Knowledge Watson

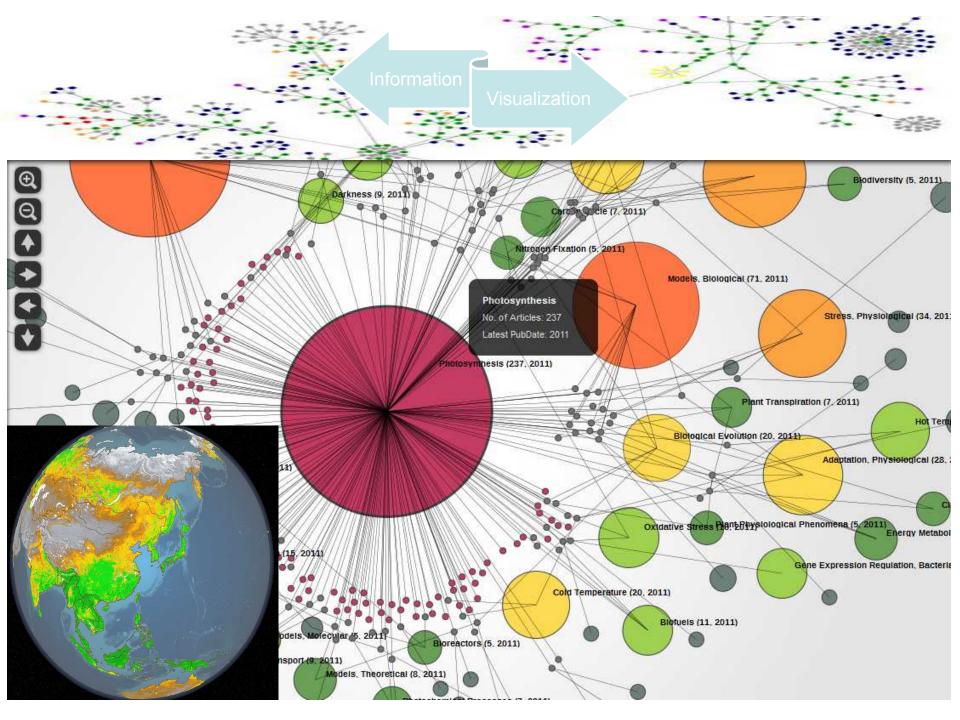


The State of the Semantic Arts

- The Web is becoming "semantified"
- Search engines, which have achieved remarkable success <u>without semantics</u>, are morphing into <u>semantic search engines</u> in order to produce <u>better results</u> and meet <u>more</u> <u>complex information needs</u>
- "There are no companies or products in this field that have eclipsed all others offering universal semantic processing or semantic search, yet"

Big Data, Big Analytics, Big Challenges, Big Insights, Big Bang for the Buck, Big Mistakes, Big Abuses, Big Crises

- We are in a <u>crisis of knowledge</u>
- Every day, we create 2.5 quintillion bytes of data (10¹⁸)
- 90% of the data in the world today has been created in the last two years alone
- Tens of billions of web link graph nodes indexed and over one trillion nodes discovered by the <u>major search engines</u>
- Access to a large amount of knowledge is critical for success at answering open-domain questions (David Ferrucci, Lead Researcher for IBM's Watson Project)
- statistical techniques that use simple models and use lots of data trump approaches that use complex models, deep algorithms or hand-coded rules (Kaushik Chakrabarti, Microsoft)



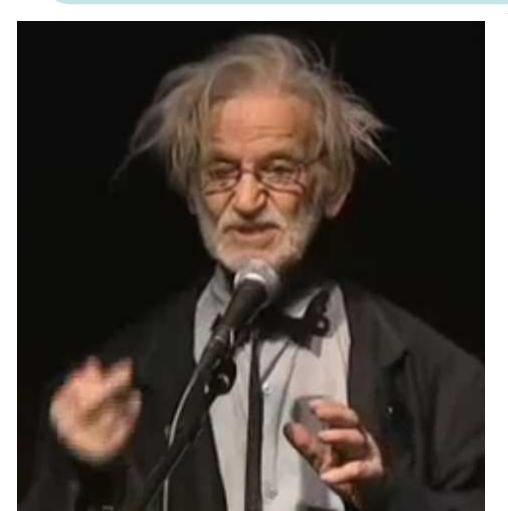
worth watching and hearing

semantic search behind the scenes

Breakfast with Google's Search Team

Microsoft Speech Recognition
 Breakthrough for the Spoken, Translated
 Word

semantic search is what semantic technologies can do today



but

what the

is

semantics

Professor Irwin Corey explains

Professor Irwin Corey at the Cutting Room NYC



Semantic Search Means Well

Google запускает семантический поиск Knowledge Graph



Breakfast with Google's Search Team

Seek and Ye Shall Find

Tamas Doszkocs, Ph.D. Computer Scientist



Microsoft Speech Translation Breakthrough

tamas@weblib.com

Everything is Connected: Using Linked Data for Multimedia Narration of Connections between Concepts, Miel Vander Sande et al., Best Demonstration Award, International Semantic Web Conference, 2012 http://iswc2012.semanticweb.org/sites/default/files/paper_10.pdf
http://youtu.be/FawygFT5Brs

Introducing the Knowledge Graph: things, not strings http://googleblog.blogspot.com/2012/05/introducing-knowledge-graph-things-not.html

Breakfast with Google's Search Team
Published on Aug 20, 2012 by GoogleVideos
http://www.youtube.com/watch?feature=player_embedded&v=8a2VmxgFq8A

Microsoft Speech Recognition Breakthrough for the Spoken, Translated Word October 2012 (Speaking in English >> Chinese in the speaker's own voice) http://www.youtube.com/watch?v=Nu-nlQqFCKq

Building a Web-Scale Semantic Search Engine

John Shafer, Search Labs, Microsoft Research

http://km.aifb.kit.edu/ws/jiwes2012/papers/Lincoln%20Project%20-%20JIWES12%20Keynote.pptx

Semantic Search Over the Web Roberto De Virgilio, Francesco Guerra and Yannis Velegrakis Springer, 2012 ISBN-13: 978-3642250071

Semantic Search Tutorial at SemTech 2012 http://www.slideshare.net/pmika/semantic-search-tutorial-at-semtech-2012

1st Joint International Workshop on Entity-oriented and Semantic Search (JIWES) 2012 http://km.aifb.kit.edu/ws/jiwes2012/

Machine Learning for Query-Document Matching in Web Search
Hang Li and Jun Xu, Microsoft Research Asia
http://research.microsoft.com/en-us/people/hangli/wsdm12tutorial.pdf

Large-Scale Graph Mining and Learning for Information Retrieval
Bin Gao, Taifeng Wang, and Tie-Yan Liu, Microsoft Research Asia
http://research.microsoft.com/pubs/171772/Tutorial%20-%20201208012.pdf

Hannah Bast, Florian Bäurle, Björn Buchhold, and Elmar Haussmann.

A Case for Semantic Full-Text Search (position paper) (paper/slides)

http://km.aifb.kit.edu/ws/jiwes2012/papers/4-Bast-JIWES2012%20-%20A%20Case%20for%20Semantic%20Full-Text %20Search.pdf

This is Watson IBM Journal of Research and Development, Volume 56, Issue 34, 2012

Inside the mind of Watson
Chris Welty, July 4, 2012
http://videolectures.net/eswc2012_welty_watson/#

Timeline of Systematic Data and the development of Computable Knowledge http://www.wolframalpha.com/docs/timeline/

Is Google Afraid of the Big Bad Wolfram?
Simon Penson, August 27, 2012

http://searchenginewatch.com/article/2200995/Is-Google-Afraid-of-the-Big-Bad-Wolfram

Evaluating Semantic Search Systems to Identify
Future Directions of Research
Proceedings of the Second International Workshop on
Evaluation of Semantic Technologies (IWEST 2012)

On the foundations of data interoperability and semantic search on the web Haidarian Shahri, dissertation

Wikidata

"Wikidata aims to create a free knowledge base about the world that can be read and edited by humans and machines alike"

http://meta.wikimedia.org/wiki/Wikidata

Schema.org

http://blog.schema.org/

Linked Data: A Personal View from Jerry Persons

18 June 2012

http://www.diglib.org/archives/3167/

Elsevier Smart Content LDR, SemTech NYC Oct-17-2012 by Alan Yagoda on Oct 18, 2012

http://www.slideshare.net/ayagoda/elsevier-smart-content-ldr-sem-tech-nyc-oct-172012

The once-hyped Semantic Web still bubbles along November 13, 2012

http://www.infoworld.com/t/web-development/the-once-hyped-semantic-web-still-bubbles-along-206890

Semantic Search in 2025

Doc Sheldon, November 6, 2012

http://searchenginewatch.com/article/2222577/Semantic-Search-in-2025

see image: http://cms.searchenginewatch.com/IMG/127/239127/internet-universe.jpg?1352167919

A Data 7th Wave Approaching

By Richard Wallis on February 16, 2012

http://dataliberate.com/2012/02/a-data-7th-wave-approaching/

What is Semantic Search?

Tony John, March 15, 2012

http://www.techulator.com/resources/5933-What-Semantic-Search.aspx

The Restructuring of Knowledge David Weinberger

http://semtechbiznyc2012.semanticweb.com/sessionPop.cfm?confid=68&proposalid=4989

Web 3.0 – The Dawn of Semantic Search James Hendler, IEEE Computer, Jan. 2010

Breakthrough Analysis: Two + Nine Types of Semantic Search By Seth Grimes InformationWeek January 21, 2010

http://www.informationweek.com/software/business-intelligence/breakthrough-analysis-two-nine-types-of/222400100

Semantic Software Technologies: Landscape of High-Value Applications for the Enterprise, by Lynda Moulton, Outsell's Gilbane Group http://gilbane.com/Research-Reports.html#semantic

Improving large-scale search engines with semantic annotations Damaris Fuentes-Lorenzo Corresponding et al.

http://www.sciencedirect.com/science/article/pii/S0957417412011669

Semantic University

http://www.cambridgesemantics.com/semantic-university

Semantic Search and the Semantic Web

Semantic University

http://www.cambridgesemantics.com/semantic-university/semantic-search-and-the-semantic-web

SemSearchPro – Using Semantics throughout the Search Process Thanh Tran, Daniel M. Herzig, Gunter Ladwig Journal of Web Semantics, Vol 9, No 4 (2011) Pages 349–364

SIREn: Semantic Information Retrieval Engine

"SIREn extends the widely recognized open-source search products Lucene and Solr in order to offer powerful semistructured search features"

http://siren.sindice.com

SindiceTech

"SindiceTech specializes in "Big Data" infrastructure that deals with semistructured, semantic data"... http://www.sindicetech.com/

Tamas Doszkocs

Computer Scientist, CEO WebLib LLC tamas@weblib.com

Received his Ph.D. from the University of Maryland where he was also granted an M.S. degree in Computer Science and an M.L.S. degree in Library and Information Science.

Current R & D interests focus on semantic technologies, bioinformatics, natural language processing, and web science.

In prior positions at the U.S. National Library of Medicine, National Institutes of Health, Tamas served as a senior computer scientist, Chief of the Biomedical Files Implementation Branch, and Chief of the Technical Services Division.

Tamas also taught at the University of Maryland and Indiana University and worked in private industry as a systems architect, software engineer and entrepreneur,