united nations educational, scientific and cultural organization the **abdus salam** international centre for theoretical physics 40 anniversary 2004

SMR.1589 - 4

Workshop on Managing Nuclear Knowledge

8 - 12 November 2004

Searching and Accessing Information

Heinz BACHMANN CONVERA AG Flawilerstrasse 27 9500 Wil SWITZERLAND

These are preliminary lecture notes, intended only for distribution to participants



## ••• Agenda

### About CONVERA

- Introduction
- CONVERA Platform Infrastructure
- CONVERA's Retrieval Technologies
- Visualisation
- Automatic Categorization Technologies
- Dynamic Classification Technologies
- What we do / What's Third Party
- Product demonstration

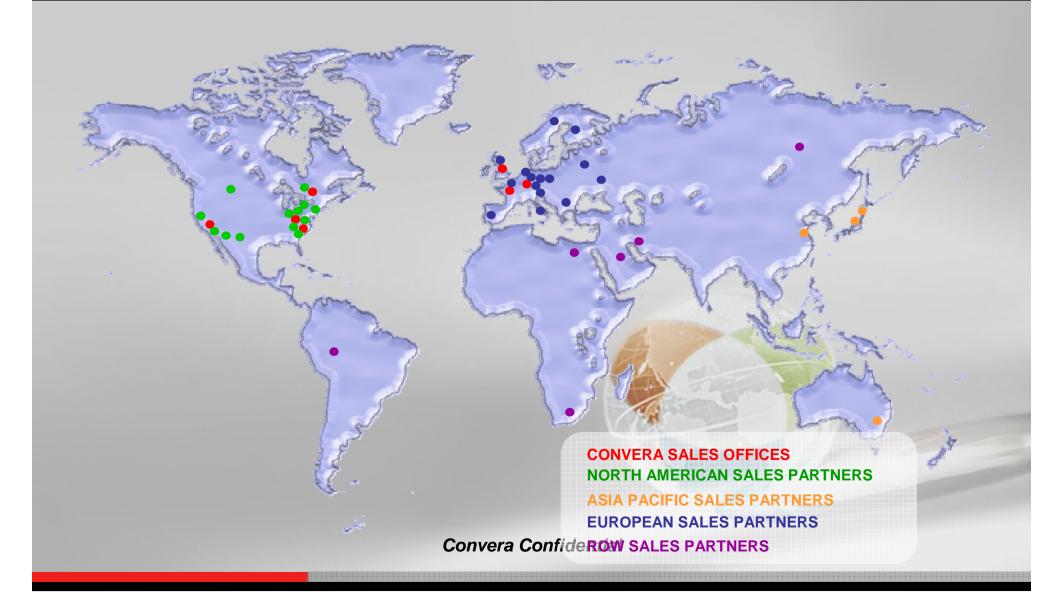
## ••• Convera Corporation



Convera is a leading provider of enterprise wide index, search and categorization software products and solutions

- 20+ years of innovation in intelligent information infrastructure
- 250 employees
- 800 customers in 29 countries
- 70+ business partners
- Publicly traded (NASDAQ: CNVR)

## ••• Convera & Partner Offices



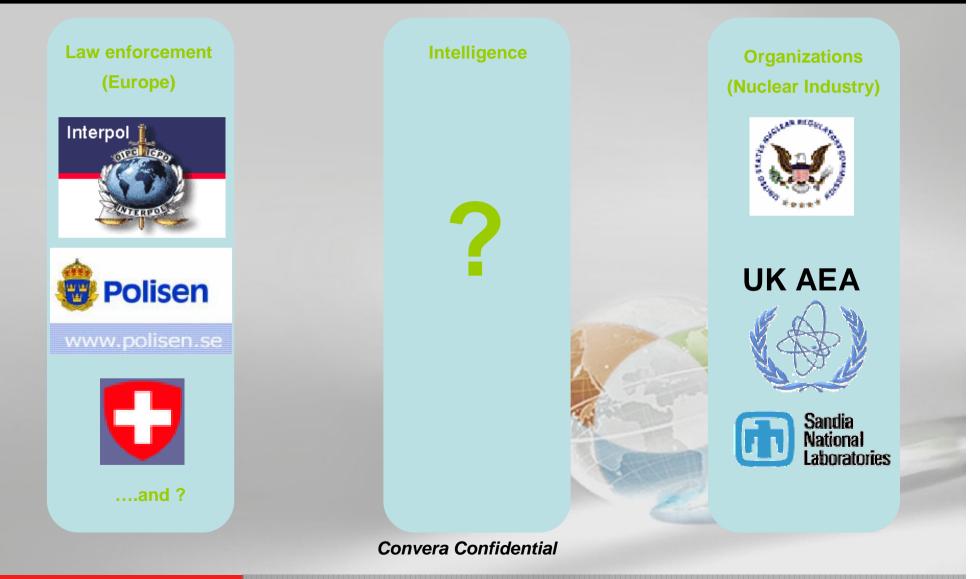


••• Our Focus

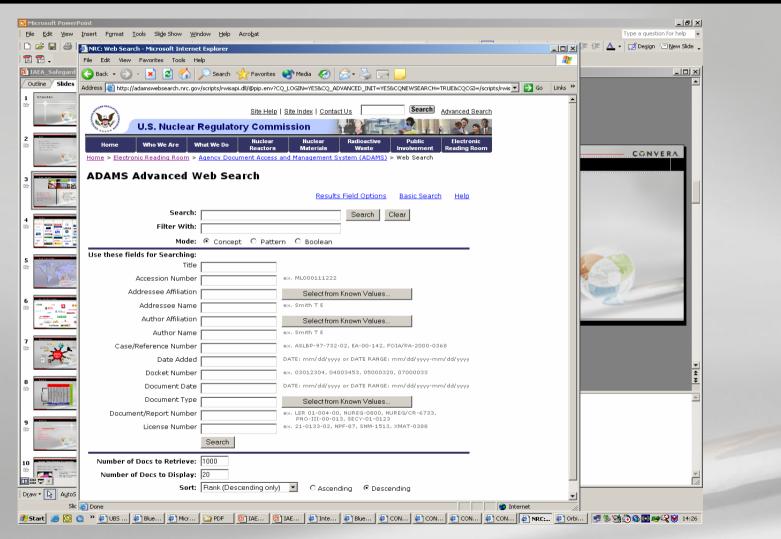


# **C** Ο Ν V Ε R Λ.

# ••• Government / Organizations



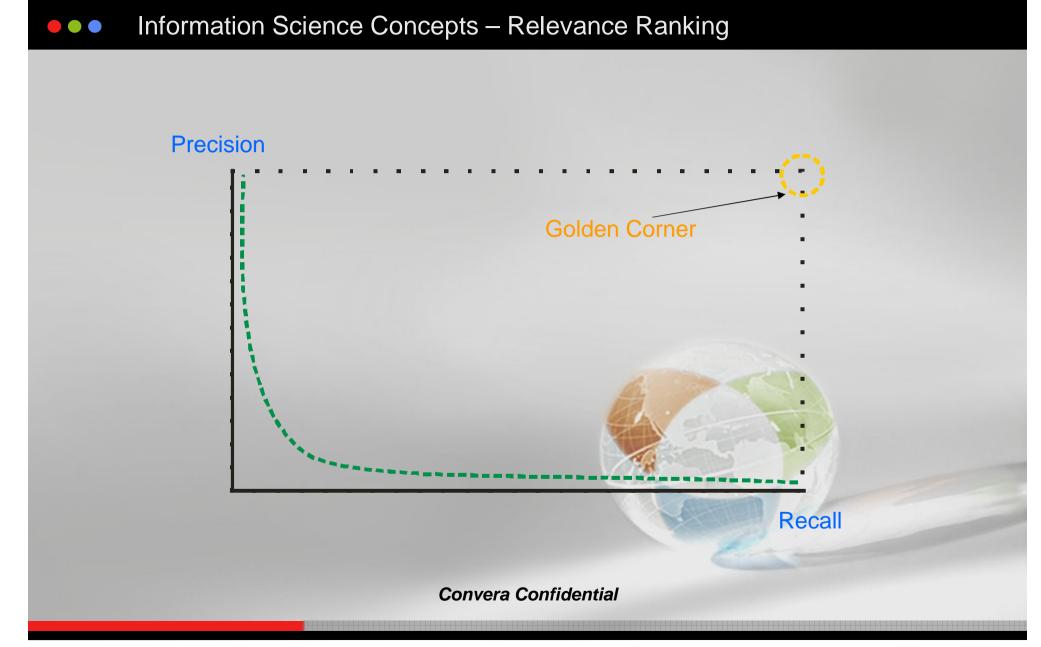
## • • NRS – CONVERA RetrievalWare Public Accessible



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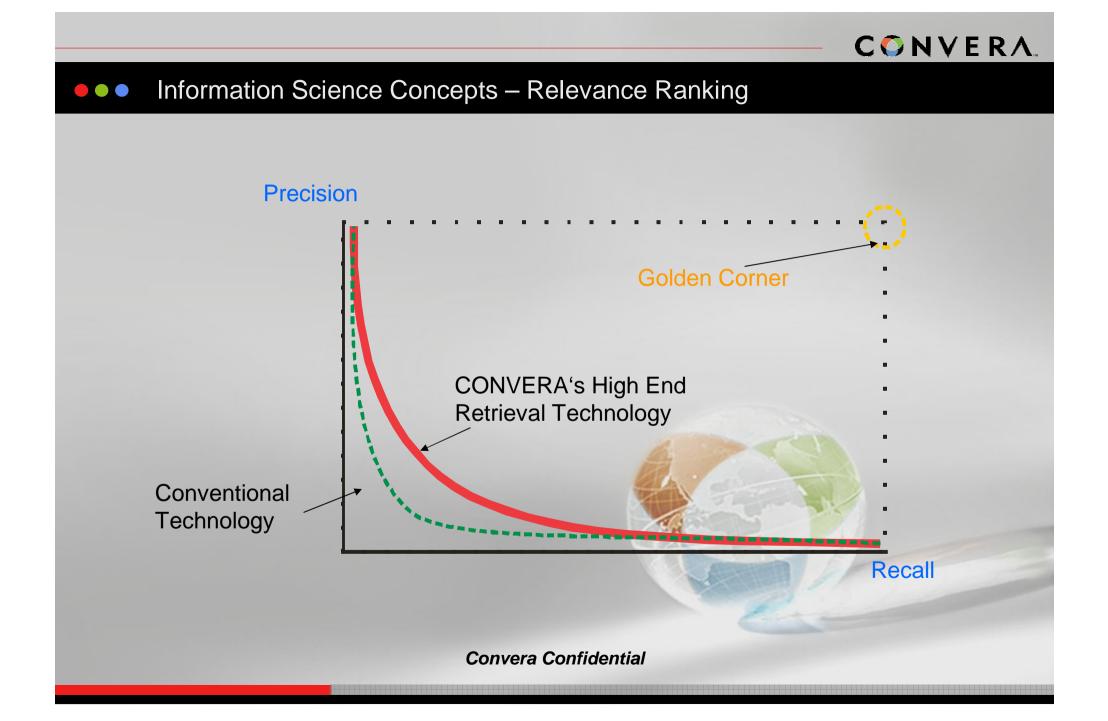






Completness
Proximity
Hit Density

4.Semantic Distance 5.Contextual Evidence



## Information Retrieval

1. We know what we know

Example: <u>Today's Weather</u>

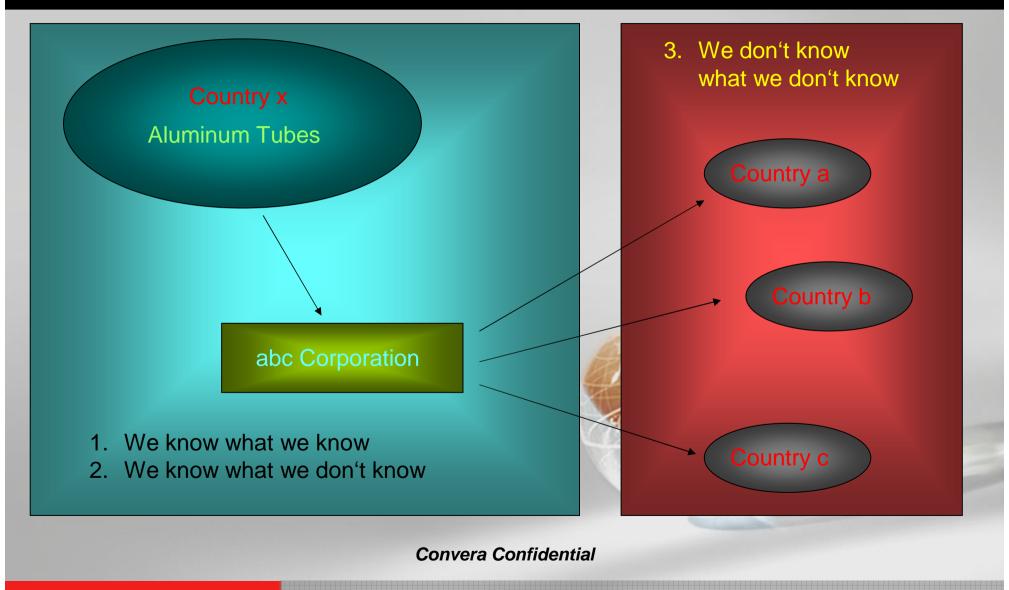
2. We know what we don't know

Example: Winner of 1988 Oscars

3. We don't know what we don't know

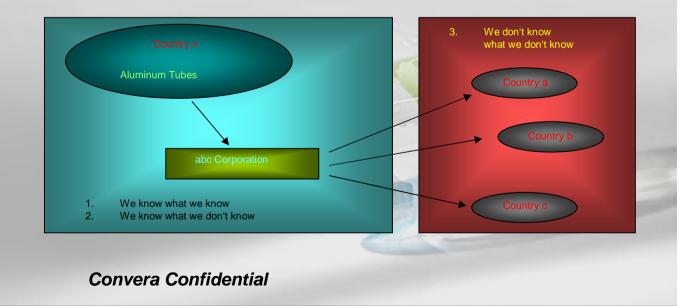
Example: Discovering unknow user of dual purpose Technology

## Information Retrieval



## Information Retrieval – How to do that?

- 1. Same as (Relevance Feedback)
- 2. Fuzzy Searching (Different Spelling, OCR Errors, ...)
- 3. Sematic Networks (Diff Corp. Names, Abreviations,
- 4. Taxonomies (Automatic Indexing)
- 5. Dynamic Classification (Directory is the Result not the starting point)



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## Platform Infrastructure



Convera Confidential Secure, standards-based integration for convenient, single-point of access. B6

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## ••• Technologies

- APRP Pattern recognition
- List Search Server
- Boolean
- Concept
- Language Modules
- Multi Language Modules
- Cross Language Modules
- Information Profiling
- Automatic Categorization
- Dynamic Personal Classification

# **C 🗘 Ν V Ε R Λ**..

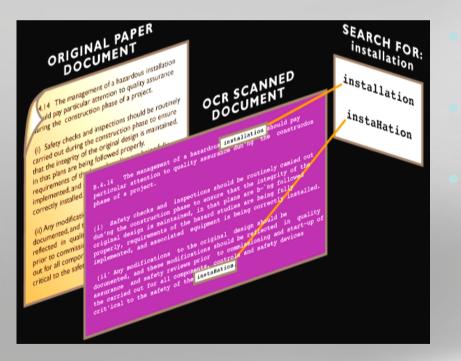
## APRP solves that Problem (Mu`ammar al-Qadhafi) better

1) Muammar Qaddafi 2) Mo'ammar Gadhafi 3) Muammar Kaddafi 4) Muammar Qadhafi 5) Moammar El Kadhafi 6) Muammar Gadafi 7) Mu'ammar al-Qadafi 8) Moamer El Kazzafi 9) Moamar al-Gaddafi 10) Mu'ammar Al Qathafi 11) Muammar Al Qathafi 12) Mo'ammar el-Gadhafi 13) Moamar El Kadhafi 14) Muammar al-Qadhafi 15) Mu'ammar al-Qadhdhafi 16) Mu'ammar Qadafi

- 17) Moamar Gaddafi
- 18) Mu'ammar Qadhdhafi
- 19) Muammar Khaddafi
- 20) Muammar al-Khaddafi
- 21) Mu'amar al-Kadafi
- 22) Muammar Ghaddafy
- 23) Muammar Ghadafi
- 24) Muammar Ghaddafi
- 25) Muamar Kaddafi
- 26) Muammar Quathafi
- 27) Mohammer Q'udafi
- 28) Muammar Gheddafi
- 29) Muamar Al-Kaddafi
- 30) Moammar Khadafy
- 31) Moammar Qudhafi
- 32) Mu'ammar al-Qaddafi

# ••• APRP: Why more Accuracy then standard Fuzzy?

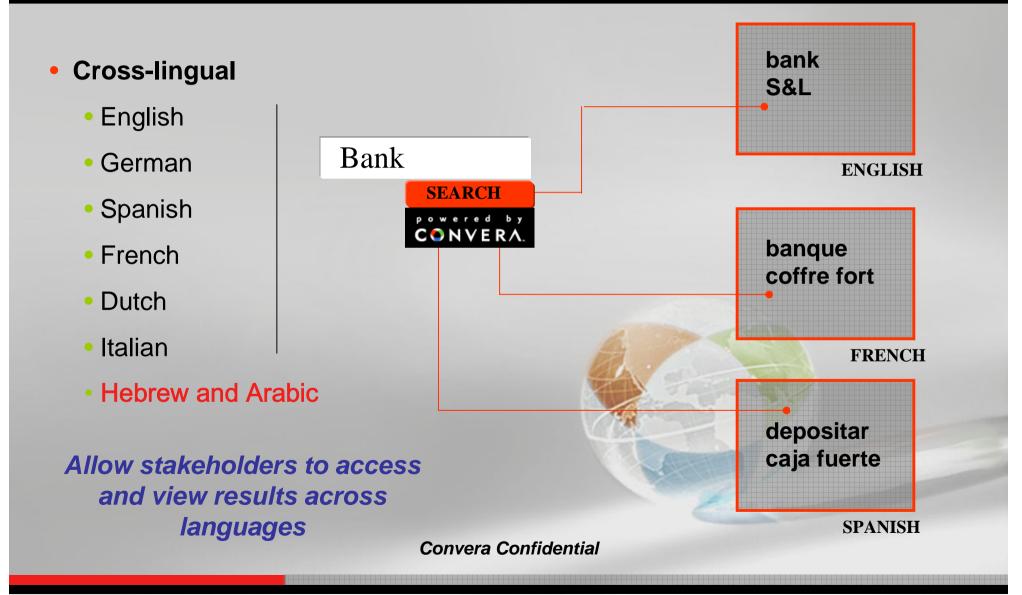
# **BOOT** 01000010 01001111 01001111 01010100 **BOAT** 01000010 01001111 0100<u>000</u>1 01010100



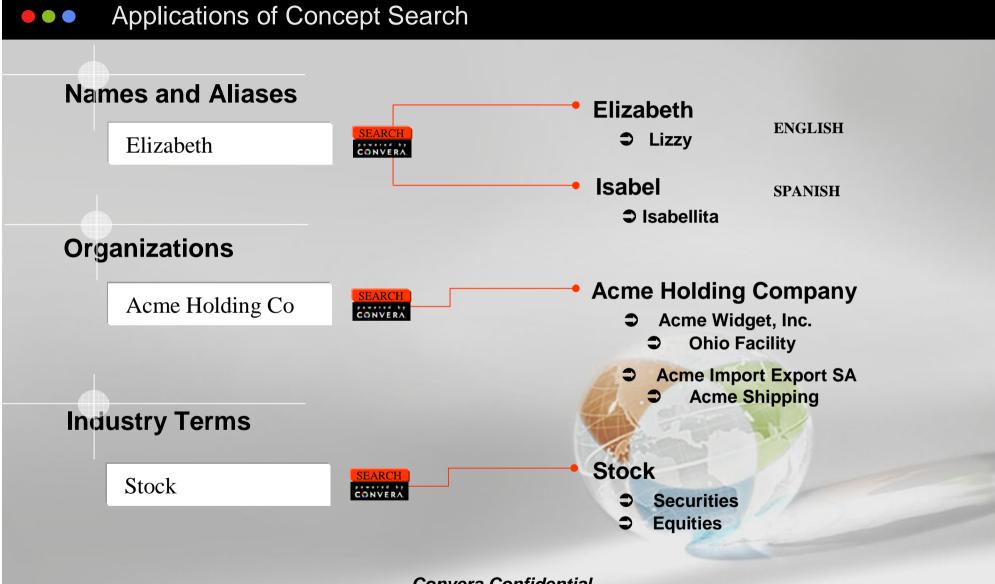
Overcomes errors, typos, misspellings 25% inaccuracy in text is only 10% in binary APRP supports multimedia

> Sample: Names Rayin al-Abidin Muamar Hussayn Rayn al-Abidin Muhammar Husayn

## ••• Multi-lingual Search







Convera Confidential Provide stakeholders with 'virtual expertise' for more accurate search

# **С 🗘 N V E R Л**..

## ••• Search Functionality – In the BODY TEXT and in the FIELDS!

- Query by Example (relevance feedback)
- Idiom (Syntactic) Processing
- Adjustable Stop Words
- Exact Phrases
- Date Ranges
- Fielded Searching
- Search Term Weighting
- Logging functions (user)
- Web crawler

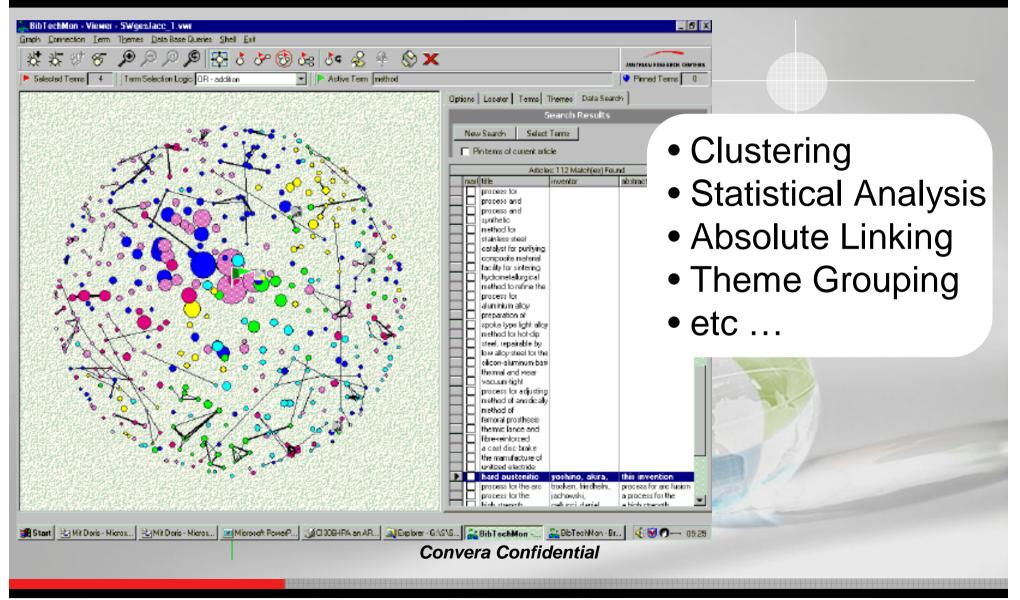
- Numeric Range searching
- Multiple Dictionaries / Thesauri
- Recurrent searching (searching hitlist)
- Multiple options for document display
- Automatic categorization
- Dynamic classification
- User profiling
- Relevance Ranking
- Language / Industry Plug-ins
- Cluster displays
- Visualisation aids

Scalability Accuracy *Flexibility* 

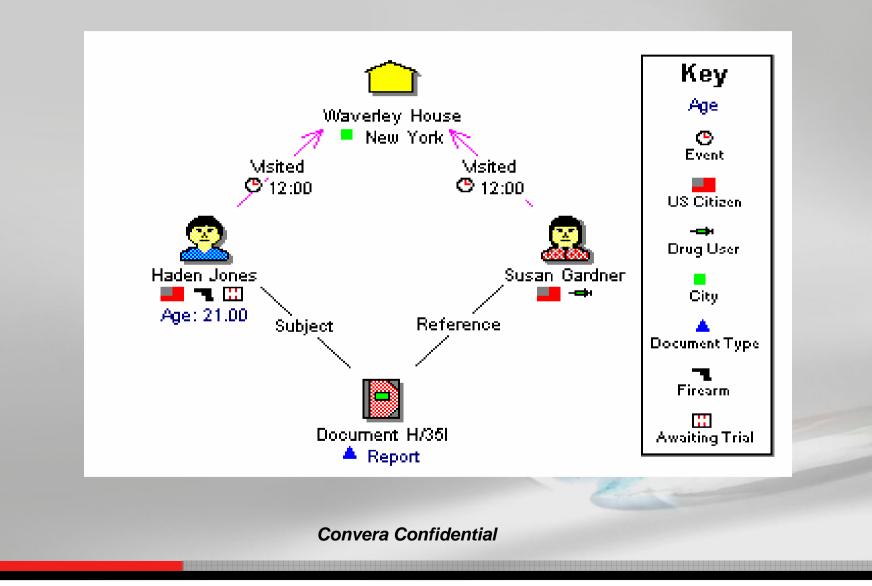


# Third Patry Knowledge Discovery Components Pattern Third Visualization Tracking Detection Party Search Classification Mapping CONVERA Entity Indexing Categorization Extraction Crawling, Filtering

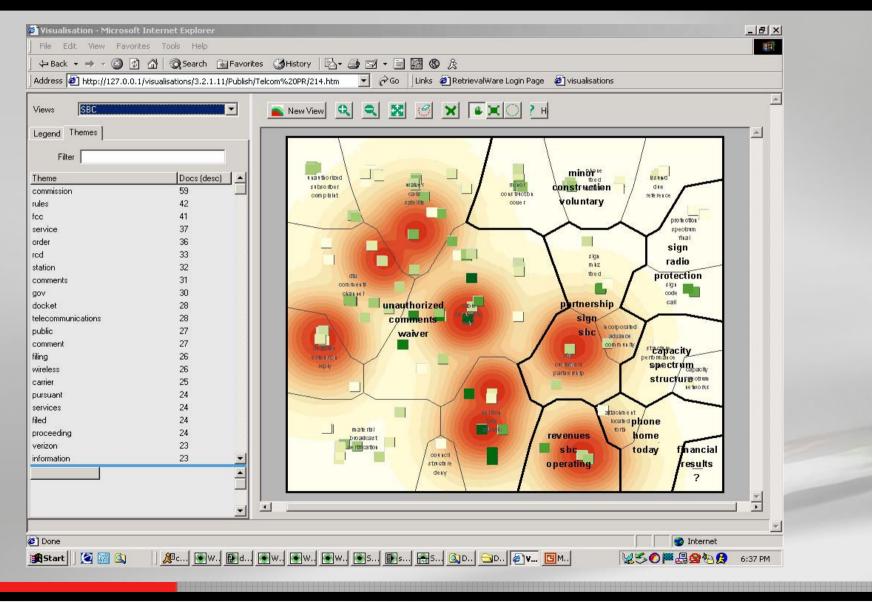
## ••• Postprocessing - Clustering



## ••• Tracking



#### ••• • <u>www.cedar.com</u> – Pattern detection



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## ••• The Problem

- Manual indexing is costly and slow
- Traditional Classification is precoordinated
- Hit lists are OK, but somehow inefficient
- Most information is unstructured
- Information structure is irrelevant



## Ontology

 An ontology is a foundation of categories representing a view of the world. An ontology reflects the commonly used and trusted breakdown of categories. For example, the breakdown of news items into categories of 'World', 'Sports', 'Politics', etc. is ontological.





#### 

- A taxonomy is a hierarchical system describing genera and species. Species derive from a common genus and are hierarchically represented according to their essential characteristics and differences. For example, animals are categorized with the "Taxonomy of Life" which separates mammals from birds and spiders from insects, based on proper features and relative differences. This genus to species nomenclature is highlighted by terminology which moves from generic terms to binomial terms through lexical derivation and compounding.
- A taxonomy doesn't deal with things, but with the essence of things: a taxonomy is based on an ontology.





# ••• Categorization vs. Classification

- Categorization
  - Logical
  - Taxonomy based
  - Consistent (Based on cultural fundamentals)
  - Stable

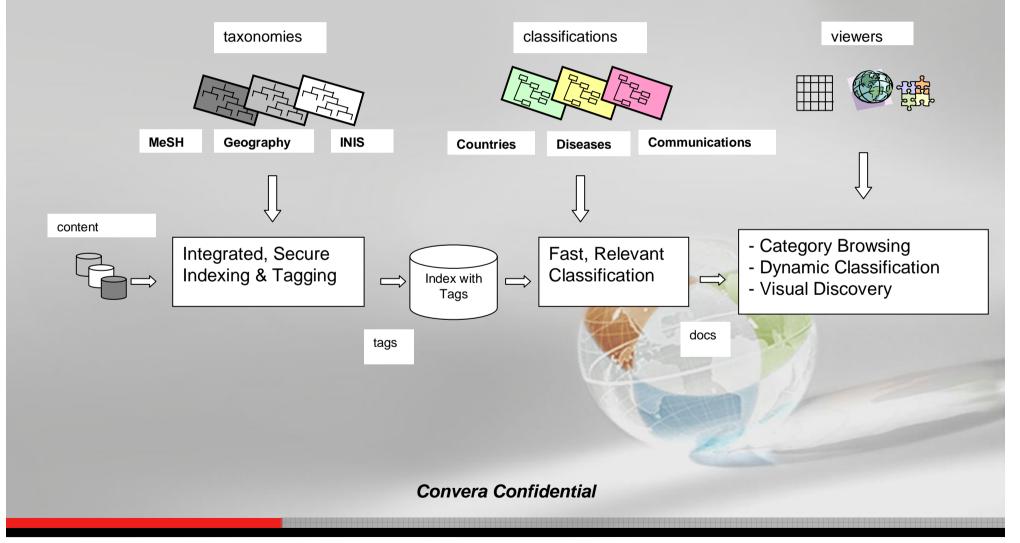
- Classification
  - Pragmatic
  - Precordinated
  - Common sense
  - Chaotic (Based on best practices)
  - Individual



## ••• Consistent, Scalable, and Flexible Knowledge Architecture

#### We don't know the classification from tomorrows needs!

**C** O N V E R Λ.



# ••• Example 1: Geography

Africa Algeria Angola Asia Afghanistan Armenia Europe Albania Andorra Middle East Bahrain Iran North and Central America Antigua and Barbuda Bahamas Pacific Australia Fiji South America Argentina Bolivia U.S. Alabama Alaska

## ••• Example 2 : Defense

**Defense Communications** Satellite Communications **Tactical Communications Defense Systems** Air Defense Antiaircraft Defense Systems Gun Air Defense Systems Antimissile Defense Systems Forward Area Air Defense Systems **Terminal Defense** Aircraft Defense Systems Antisubmarine Defense Systems Antiswimmer Defense Systems Countermeasures Acoustic Countermeasures

### **C** Ο Ν V Ε R Λ.

### Taxonomy Activation

#### Nairobi

EVALUATE A CORRESPONDENT Well first of all probably and part of all probably was the reaction that came from the families of victims of the two bombings in Nairobi ud Dar es Salaam they of course are still feeling the deep pain of leases from August of 1998 but they are also very pleased with the verder so today they said was bittersweet

BEGIN VIDEOTAPE

ED ANTZEN

sweep All four defendants were rement in two nearly

#### Dar es Salaam

We were very <mark>happy</mark>

with the verdict we couldn't ask for a more attentive jury

FRANKEN Edith and Sue Bartley lost two members of their family in the blast that shattered the U.S. embassy in Nairobi Kenya on August 7 1998 213 people died including 12 Americans more than 4,000 were injured Moments later a second blast exploded at the U.S. embassy in Dar es Salaam Tanzania 11 dead The defendant Mohamed al-'Owhali who rode in the Kenya bomb truck was found guilty of the Nairobi bombing and the murder of the 213 who died The murder charges carry the death penalty

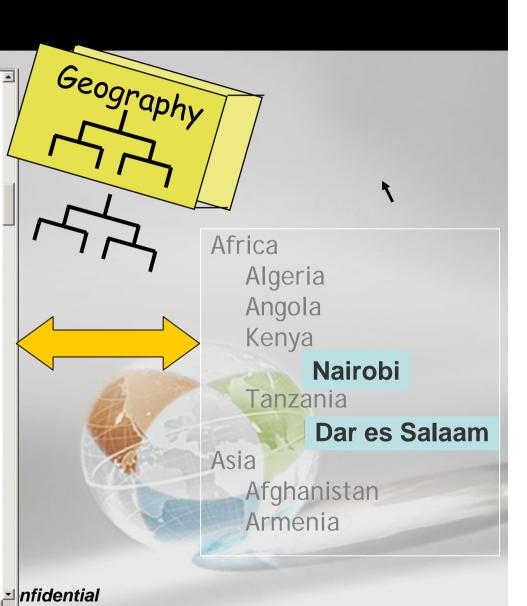
Mohammed Odeh who gave technical advice was found guilty of the Kenya bombing and the murders Odeh's maximum penalty is life in prison

Khalfan Khamis Mohamed faces the death sentence as a direct participant in the Dar es Salaam Tanzania bombing

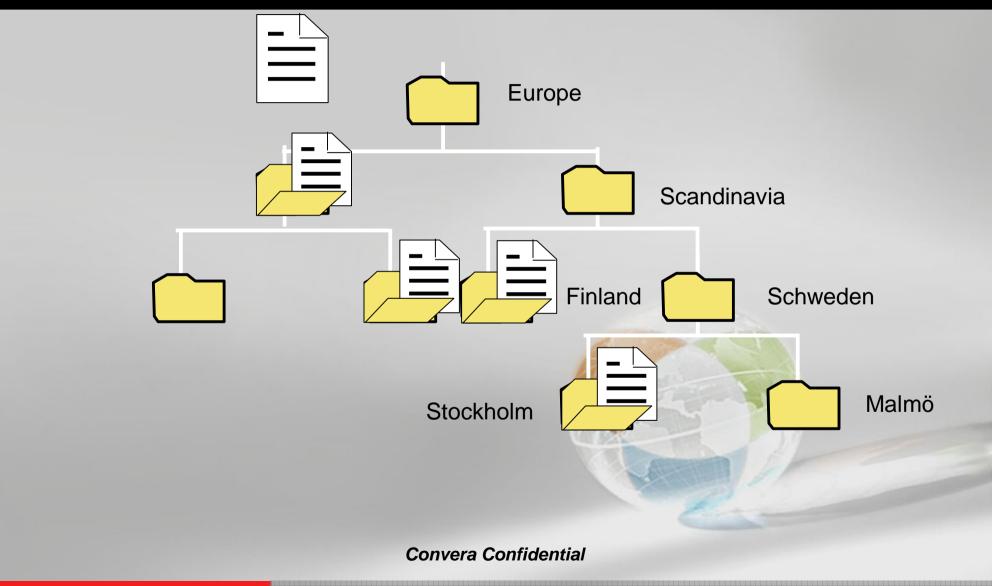
Finally Wadih el Hage guilty of conspiracy and perjury perjury for lying before the grand jury here about his long time association with Osama bin Laden

#### BEGIN VIDEO CLIP

MARY JO WHITE U.S. ATTORNEY We remain permanently and unrelentingly committed to tracking down apprehending and bringing to

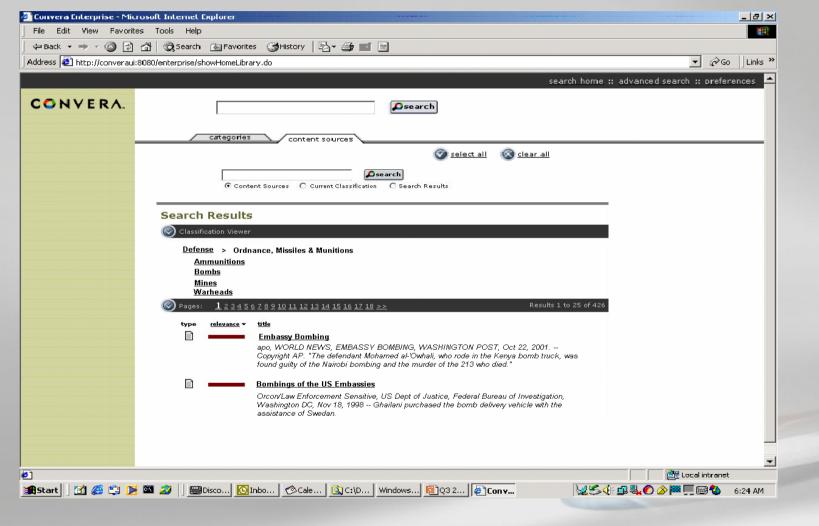




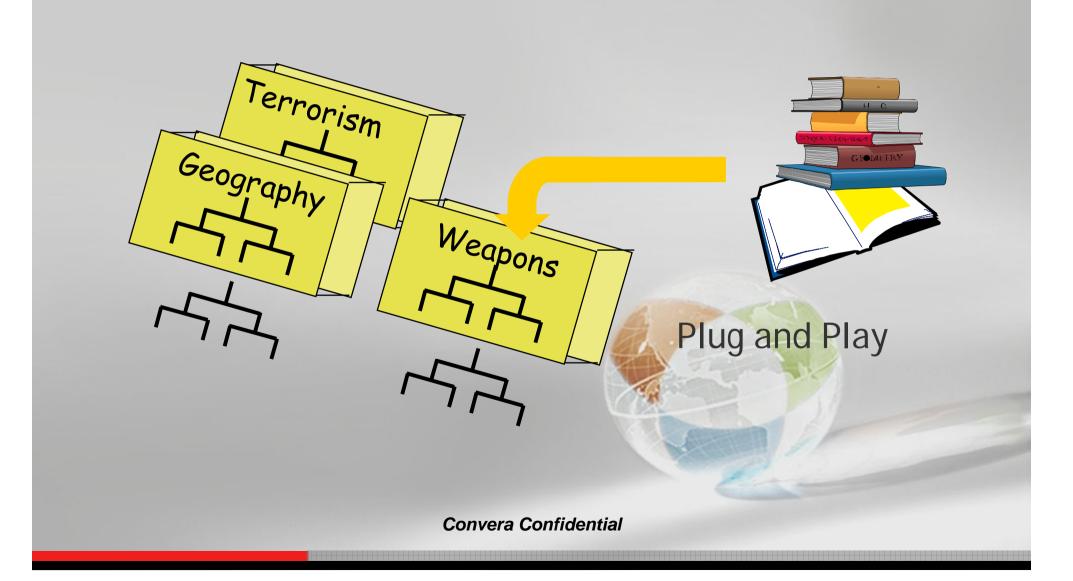


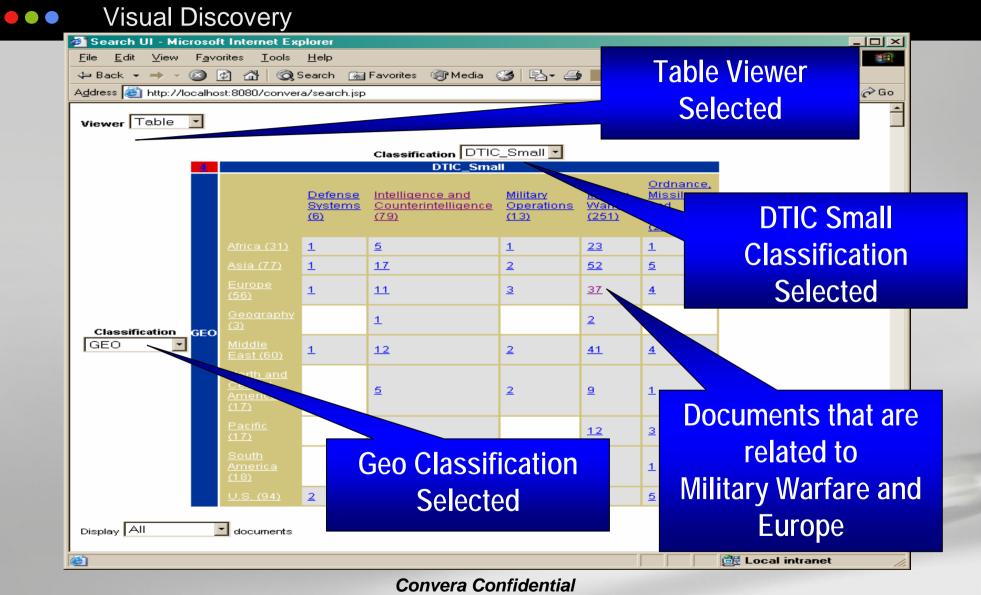


### ••• Automatic Categorizing – Personal Dynamic Classification

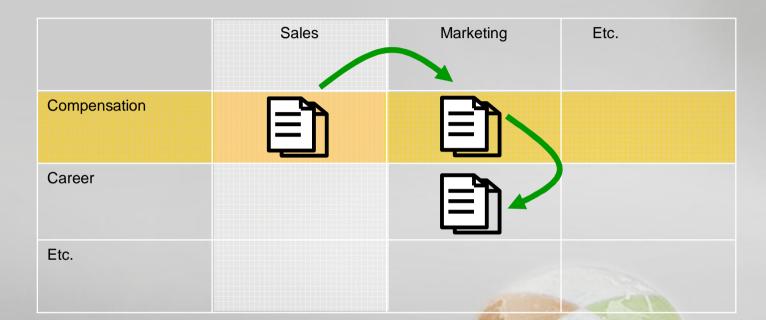


### ••• Vertical Cartridges





### ••• Expand Your Search



- Search is a journey through a multi-dimensional grid of topics
- The ability to visualize all possible combinations at once will save time and increase focus

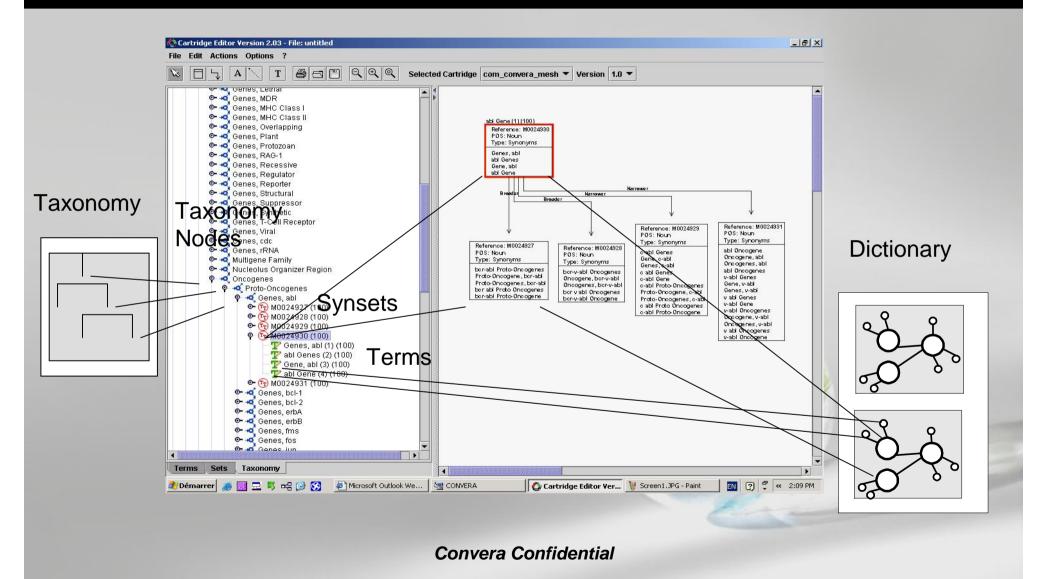
### **C N V E R A**.

### ••• Already Existing Taxonomy Cartridges (Samples)

- Biology
- Chemistry
- Computers
- Electronics
- Finance
- Food Science
- Geography
- Geology
- Health Sciences
- Information Science
- Law
- Mathematics

- MeSH (Medical Subject Headings)
- Military
- Petroleum Natural Gas & Petrochemicals
- Pharmacology
- Physics
- Plastics
- Rubber
- Telecommunications

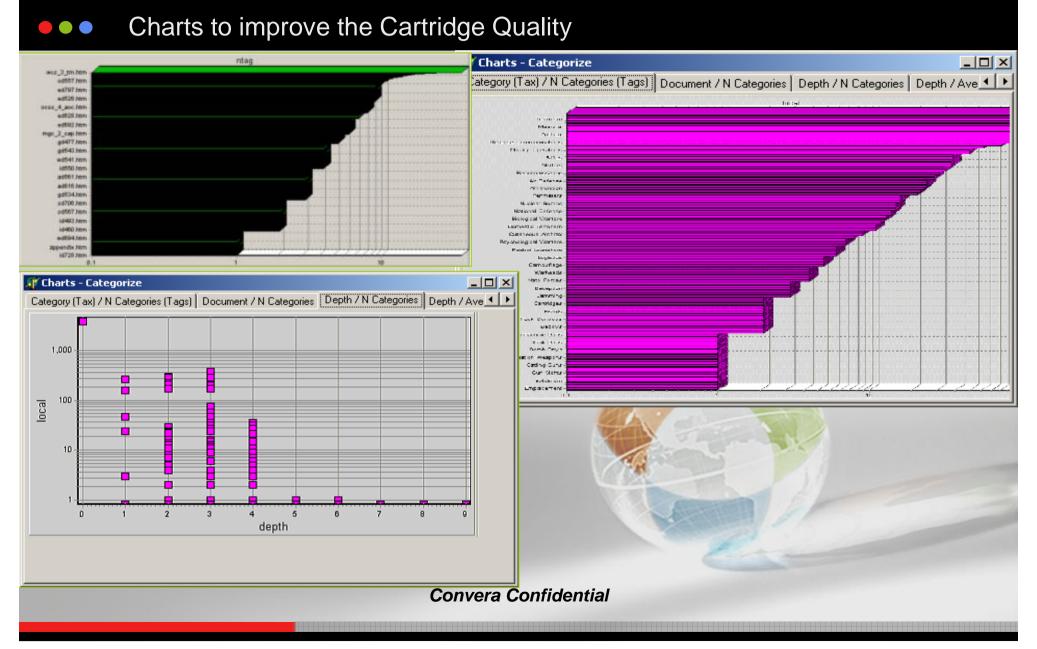
### ••• Cartridge Editor enables editing Taxonomy and Dictionary





### ••• Tables to improve the Cartridge Quality

🎢 Tables - Categorize					
Ċ	ategory (Tax) / N	l Categorie	s (Tags)	Document	: / N Categories   Category / N Latches   Category / N Ambiguou:
	total	LOCAL-	depth	ndesc	category path
2	382	382	3	1	Missiles Ordnance, Missiles, and Munitions::/Weapons::Missiles 🦷
3	570	293	2	18	Agents Military Warfare:: Agents
4	333	287	2 3 2	3	Terrorism Military Warfare::Unconventional Warfare::Terrorism 👘 🦷
5	280	280	2	1	National Security Intelligence and Counterintelligence::National S
6	630	269	1	16	Intelligence and Counterintelligence Intelligence and Counterint
7	231	228	2	5	Missions Military Operations::Missions
8	229	211	2 2 3 2 3	30	Bombs Ordnance, Missiles, and Munitions::Bombs
9	209	209	2	4	Battles Military Warfare::Battles
10	) 260	198	3	5	Anthrax Military Warfare::Agents::Anthrax
11	815	174	2	58	Weapons Ordnance, Missiles, and Munitions::Weapons
12		169	3	1	Guns Ordnance, Missiles, and Munitions::Chemical Ordnance::C
13	3 162	160	1	3	Defense Communications Defense Communications
14	96	75	3	7	Nuclear Weapons - Ordnance, Missiles, and Munitions::Weapons::1
15		58	3	1	Peacekeeping Military Operations::Operations Other Than War
16		46	1	34	Military Operations Military Operations
17	' 46	46	3	1	Biological Weapons Ordnance, Missiles, and Munitions::Weapons::
18		36	3	1	Persian Gulf War Military Warfare::Chemical Warfare::Persian Gu
19	) 36	36	4	2	Rifles Ordnance, Missiles, and Munitions::Chemical Ordnance::S
20	) 35	35	3	2	Grenades Ordnance, Missiles, and Munitions::Ammunition::Grenade:
21	35	35	4	1	Assassination Military Warfare: Unconventional Warfare: Terr





••• Conclusion

# Relate available information to YOUR

## decision-making processes

- Categorize with consistency
- Classify in context

### ••• Key Differentiators

- The directory is a result, not a starting point.
- Ontologies are real ontologies: conceptual and explicit.



### **C N V E R A**.

### ••• Typical Structures

- Geography / Topic
  - Terrorism in Philippines
  - Criminal Law in Texas
  - Domestic Sales
  - Security in Building C
- Horizontal / Vertical
  - Petroleum Business
  - AML Regulations
- Vertical / Vertical
  - Chemical Compounds for Alzheimer

### **C N V E R A**.

### ••• Over Defined Context

- Very large computational space
  - "Chemical Compounds in Alzheimer Genomics"
  - -> 8500 diseases
  - -> 1,000 genes
  - -> 30,000 compounds
  - = 255 billion folders
- Reversely proportional number of successfully populated folders
- Can't be done by automatic CLASSIFICATION!

### What We Do / What's Third Party

What We Do (Some Samples)

- List Search (Batch Mode)
- Information Profiling
- Automatic Categorizing
- Dynamic Classification
- Multi- and Cross Language
- Content Management
- Voice To Text and Automatic Meta Data Generation

### Third Party (Some Samples)

- Pre Processing (nCase, etc.)
- Post Processing (Statistics, Facerec, ...)

# 

## High End Categorization/Classification

Heinz Bachmann

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