## **Outline**

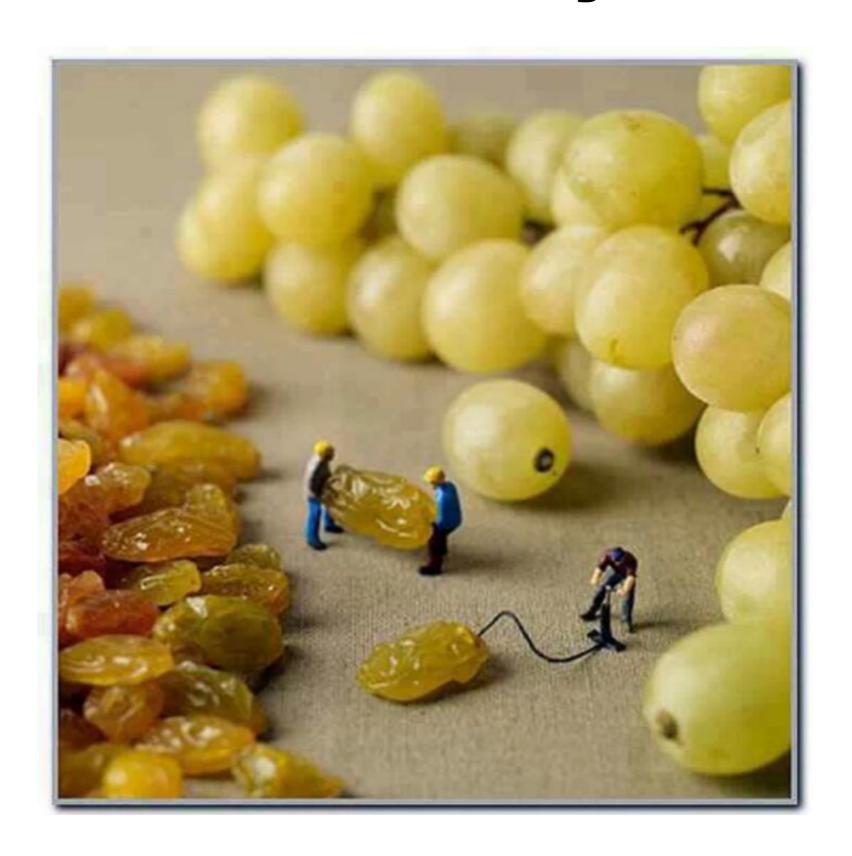
## - Background

- Freebase
- Probabilistic retrieval model for semistructured data

### - Exercise:

- Entity Retrieval with a probabilistic retrieval model for semistructured data

# EL&R: not as hard as you imagine



# **Example**

Query: meg ryan war



Topics (and counting)

## A community-curated database of well-known people, places, and things

Data Schema Queries Apps Loads Review Tasks Users

#### **Explore Freebase Data**

Domain	ID	Topics	Facts
Music	/music	25M	173M
Media	/media_common	7M	21M
Books	/book	6M	32M
People	/people	3M	15M
TV	/tv	2M	16M
Film	/film	1M	15M
Location	/location	1M	16M
Organization	/organization	788K	4M
Fictional Universes	/fictional_universe	740K	1M

#### How can you get started?

#### Learn how it works

Discover what kind of information Freebase contains, how it's organized, and how Freebase allows you to uniquely identify identities anywhere on the web

#### Keep reading »

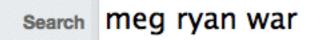
#### Use Freebase data

Freebase data is free to use under an open license. You can:

- Query Freebase using our Search, Topic, or MQL APIs
- Download our weekly data dumps

Join the Community

© 2013 Google View Source Clear Cache





#### Search Results

Your search - meg ryan war - did not match any topics.

#### Suggestions:

- Make sure all words are spelled correctly.
- · Try different keywords.
- · Try different constraints or options.



#### meg ryan war







Web

Images

Maps

Shopping

More ▼

Search tools



SafeSearch \*



About 1,890,000 results (0.10 seconds)

#### Courage Under Fire (1996) - IMDb

www.imdb.com/title/tt0115956/ -

\*\*\* ★ \* Rating: 6.5/10 - 27,930 votes

Directed by Edward Zwick. With Denzel Washington, Meg Ryan, Lou Diamond Phillips,

Michael Moriarty. ... "Sam's List" of 1000 War Movies. a list of 1623 titles ...

Full cast and crew - Synopsis - Plot Summary - Trivia

#### Courage Under Fire - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Courage\_Under\_Fire -

... was involved in a friendly fire incident in Al Bathra during the Gulf War. ... Emma Walden (Meg Ryan) should be the first woman to receive (posthumously) the ...

#### Top 10 Meg Ryan Movies - Hollywood Movies - About.com



movies.about.com > ... > Alpha Actress List > Ryan Meg ▼ by Rebecca Murray - in 305 Google+ circles

Tom Hanks and **Meg Ryan** reunite for this romantic tale of total opposites who wage **war** with each other in person while falling in love over the internet. As their ...

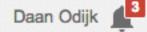
All That She Could Be ... Meg Ryan Goes Extra Mile For `Courage ...
articles.mcall.com/.../3110101\_1\_meg-ryan-french-kiss-georgetown-s-fo... ▼
Jul 12, 1996 - The day began, like many others on the set of "Courage Under Fire," with
Meg Ryan listening to war stories. All morning long, she heard her ...



#### courage under fire











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SafeSearch >



About 19,500,000 results (0.40 seconds)

#### Courage Under Fire (1996) - IMDb

www.imdb.com/title/tt0115956/ -

\*\*\* Rating: 6.5/10 - 27,930 votes

Directed by Edward Zwick. With Denzel Washington, Meg Ryan, Lou Diamond Phillips, Michael Moriarty. A US Army officer, despondent about a deadly mistake ...

Full cast and crew - Synopsis - Plot Summary - Trivia

#### Courage Under Fire - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Courage Under Fire -

Courage Under Fire is a 1996 film directed by Edward Zwick, and starring Denzel Washington, Meg Ryan, Lou Diamond Phillips and Matt Damon.

Plot - Cast - Reception - Historical accuracy

#### Courage Under Fire - Official Trailer - YouTube



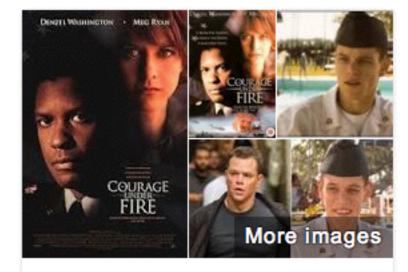
www.youtube.com/watch?v=9ZQE49MjyYQ -May 22, 2009 - Uploaded by TheMoviePark When Lt. Colonel Nathaniel Serling (Denzel Washington) is asked to review the posthumous candidacy of the ...

#### Courage Under Fire - Rotten Tomatoes

www.rottentomatoes.com/m/courage\_under\_fire/ -

\*\*\* Rating: 85% - 53 reviews

Review: An emotional and intriguing tale of a military officer who must review the merits of a fallen officer while confronting his own war demons....



## Courage Under Fire

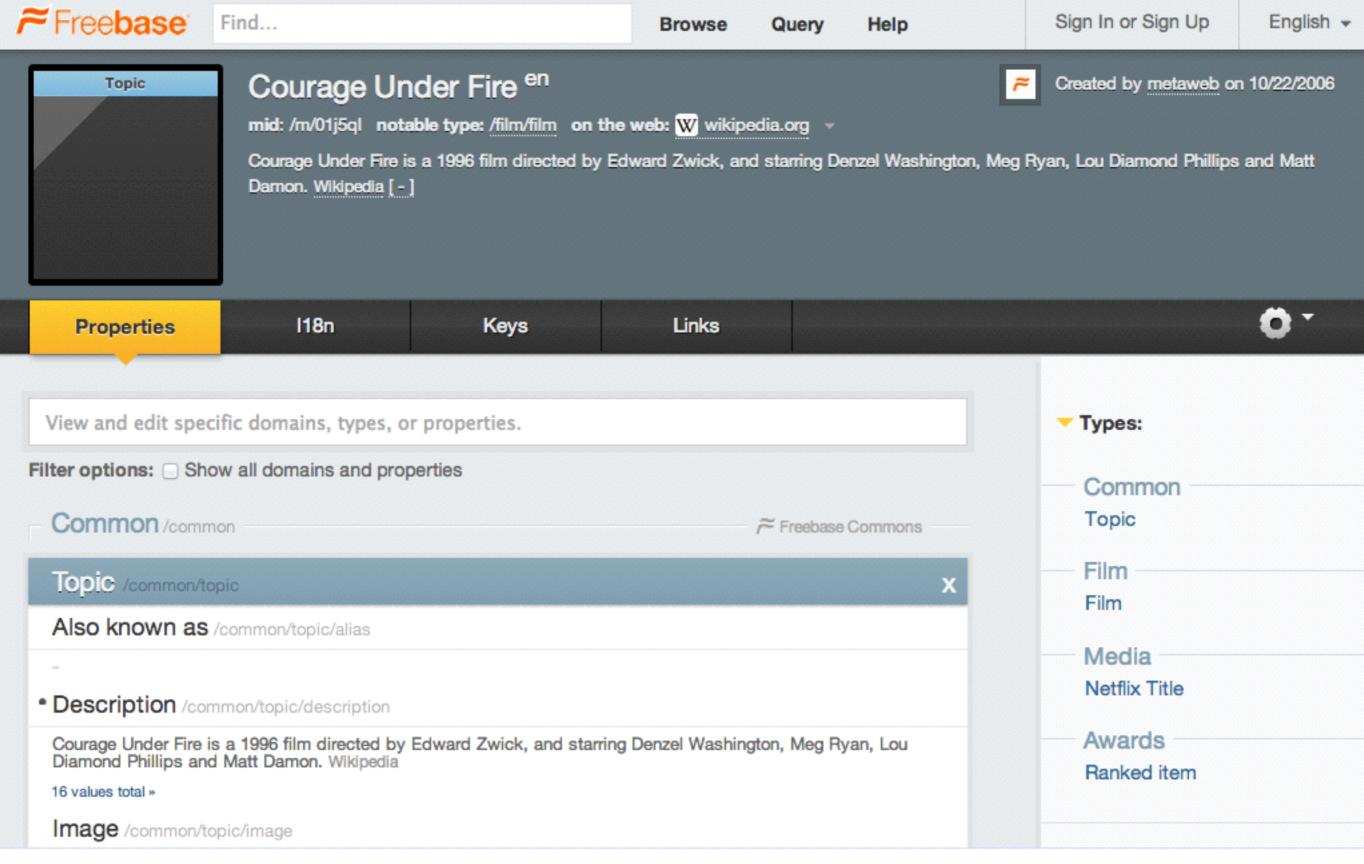
1996 Film

\*\*\* 6.5/10 - IMDb

★★★★★ 85% - Rotten Tomatoes

\*\*\* 77% - Metacritic

Courage Under Fire is a 1996 film directed by Edward Zwick, and starring Denzel Washington, Meg Ryan, Lou Diamond Phillips and Matt Damon. Wikipedia



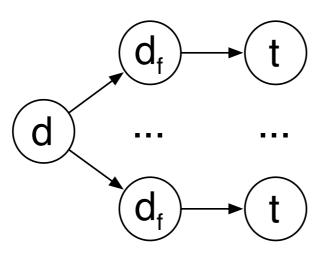
Actor	Character	Special Performance Type	Character note
Denzel Washington	Nat Serling	_	-
Meg Ryan	Karen Walden	_	-
Lou Diamond Phillips	Monfriez	-	-
Michael Moriarty	General Hershberg	-	-
Matt Damon	Specialist Ilario	-	-
Bronson Pinchot	Bruno	-	-
Seth Gilliam	Altameyer	-	-
Regina Taylor	Meredith Serling	-	-
Željko Ivanek	Banacek	-	-
Scott Glenn	Gartner	-	-
18 values total »			
Personal appearan	Ces /film/film/personal_app	earances	
Person	Type of Appearance	e	
-			
Dubbing performar	ICES /film/film/dubbing_perf	formances	
Actor	Character	Language	
Actor	Character	Language	
	Character	Language	
-	Character	Language	
Genres /film/film/genre	Character	Language	
Genres /film/film/genre	Character	Language	
Genres /film/film/genre Gulf War Crime Fiction	Character	Language	
Genres /film/film/genre Gulf War Crime Fiction War film	Character	Language	

Common
Topic
•
Film
Film
1 11111
Media
Netflix Title
Awards
Ranked item

# **Example**

Query: meg ryan war

## Fielded document model



# Probabilistic Retrieval Model for Semistructured data

## [Kim et al. 2009]

- Extension to the Mixture of Language Models
- Find which document field each query term may be associated with

$$P(t|\theta_d) = \sum_{j=1}^m \mu_j P(t|\theta_{d_j})$$
 Mapping probability Estimated for each query term 
$$P(t|\theta_d) = \sum_{j=1}^m P(d_j|t) P(t|\theta_{d_j})$$

# Estimating the mapping probability

$$P(t|C_j) = \frac{\sum_d n(t, d_j)}{\sum_d |d_j|}$$



Probability of a query term occurring in a given field type

$$P(d_{j}|t) = \frac{P(t|d_{j})P(d_{j})}{P(t)}$$

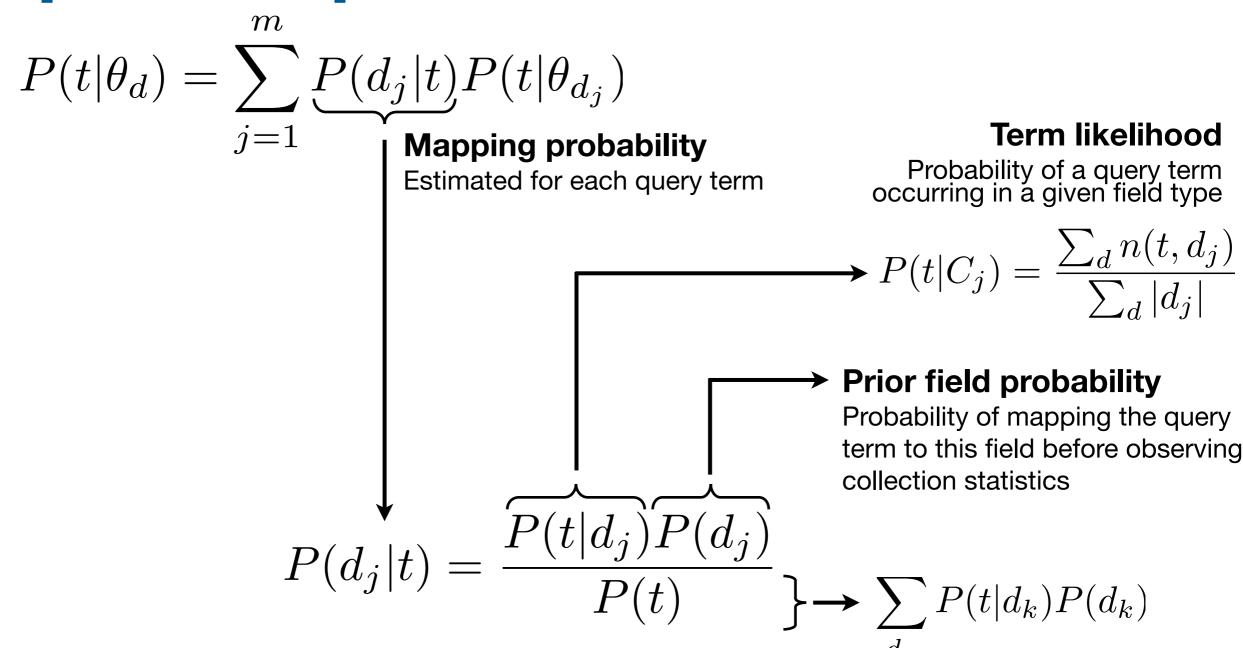
$$\sum_{d_{k}} P(t|d_{k})P(d_{k})$$

### **Prior field probability**

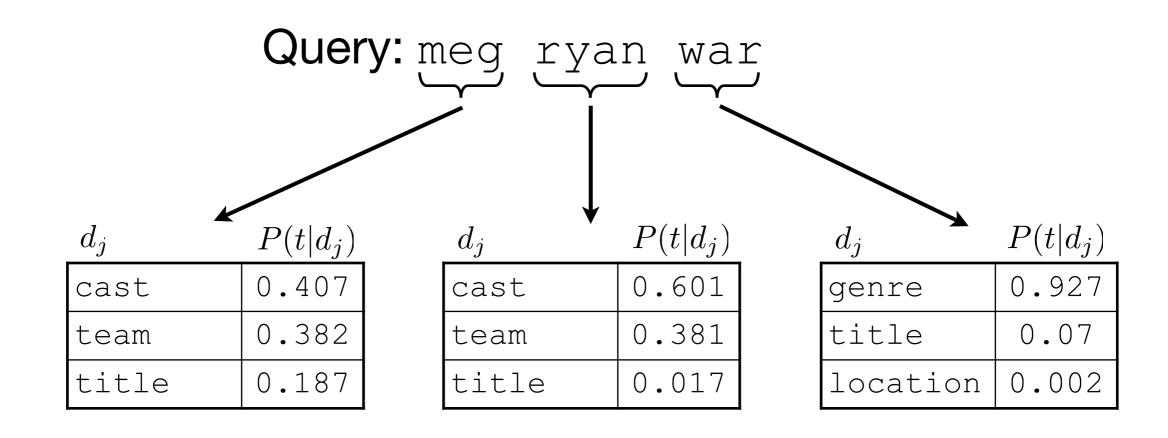
Probability of mapping the query term to this field before observing collection statistics

# Probabilistic Retrieval Model for Semistructured data

[Kim et al. 2009]



# Mapping Probabilities Example



### **Query Editor**

```
[ {
  "name": null,
  "mid": null,
  "genre": [{
    "name": null
  }1,
  "tagline": null,
  "starring": [{
    "actor": null
  }],
  "initial release date": null,
  "initial release date>": "1995",
  "initial release date<": "1999",
  "type": "/film/film",
  "limit": 10000
```

Query assist | | ON

Options -

Tidy

Run

```
Help
                                          ← Link +
Results
 "result": [
     "initial_release_date": "1996-11-18",
     "name": "Star Trek: First Contact",
     "genre": [
         "name": "Thriller"
       },
         "name": "Adventure film"
       },
         "name": "Action film"
       },
         "name": "Science Fiction"
     1,
     "starring": [
         "actor": "Jonathan Frakes"
       },
         "actor": "LeVar Burton"
```

# http://bit.ly/ELR-course

Codecademy

Learn

Teach

## **Entity Linking and Retrieval**

Course written by Daan Odijk

This course is created as a tutorial for Entity Linking and Retrieval. It covers web services, evaluation and fundamental methods. This Codeacademy course is part of a tutorial created for WWW2013 and SIGIR2013, see: http://bit.ly/ELR-slides.

#### 1. Entity Linking using Web Services

In this first section, we'll create a page were we can enter a text and then perform entity linking on this text. For this, we will use the DBpedia Spotlight web service.

#### 2. Evaluating Entity Linking

In this section we will evaluate an entity linking webservice using a standard dataset. We will evaluate the DBpedia Spotlight Webservice on the AQUAINT dataset.

#### 3. Entity Linking: Lexical matching of anchor text

In this exercise we will build the basic matching for lexical matching of anchor text from the ground up. This exercise is based on the University of Amsterdam Semanticizer and the University of Waikato Wikipedia Miner.

#### 4. Entity Retrieval

In this section we will evaluate Entity Retrieval using Freebase.

## **Important Links**

- Slides: <a href="http://bit.ly/ELR-slides">http://bit.ly/ELR-slides</a> (Github)
- Papers: <a href="http://bit.ly/ELR-bib">http://bit.ly/ELR-bib</a> (Mendeley)
- Exercises: <a href="http://bit.ly/ELR-course">http://bit.ly/ELR-course</a> (CodeAcademy)
- Solutions: <a href="http://bit.ly/ELR-exercises">http://bit.ly/ELR-exercises</a> (Offline version)