

Web semantization

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Abstract

Abstract.

Introduction.

Problem

Searching for a used car

In our work for web semantization, we started with an illustrative example of a user buying a used car. She wants to get a reliable car with a small consumption. The car should also have as many airbags as possible. There are lot of other attributes of a car that may or may not be significant for the user. There are also attributes of the seller of the car, such as the price of the car, the confidence of the seller or the geographical position of the shop, where the car is parked.

In the current state of Web, our user has to access several (many) web pages to find a car she would really like. She can have no assurance that she has found the best one; she maybe missed one seller or did not look on the right page. Web pages of sellers also often do not present all necessary information about the cars they offer. She has to go to e.g. the car manufacturer's page, where the given car model is described.

There exists pages that gather information about cars or other goods (<http://www.activeshopper.com>, see Figure). These pages are often only a list of names of goods with their price and sellers without any further information about the product. For making use of them, the user has to first find what type of car she wants and then find the lowest price. Even then she might not be satisfied - the seller might be in other region or be unreliable etc. The price is not the only criteria.






Keyword search limitations. If the user wanted to use Google (*Google search engine*, <http://www.google.com>, n.d.) (see Figure 2) to find a good car, she would not be any more successful. Using keywords is a good method when searching some information about cars, but not so much when you search a car with some properties. Using keywords such as "airbags" or "low consumption" may lead to a better results, but the search on the web page is necessary.

Home - > Cars -> **Used Cars** Sort list by ...

Compare Used Cars Displaying 100 of 7358 results: Page 1 2 3 4 5

Compare Products

☐ Check to compare

	2006 Toyota RAV4 SUV, Toyota, 2006, 5 Seats, 2.4L - 4 Cylinders Product Rating: ★★★★★ Buy from: New Car Insider , edmunds.com , Pricequotes , More...	5 store offers Compare Prices
	2002 Volkswagen Jetta TDI Sedan, Volkswagen, 2002, 5 Seats, 1.9L - 4 Cylinders Product Rating: ★★★★★☆ Buy from: edmunds.com , CarsDirect , InsideLine.com	3 store offers Compare Prices
	1997 Toyota Supra Coupe / Hatchback, Toyota, 1997, 4 Seats, 3.0L - 6 Cylinders Product Rating: ★★★★★ Buy from: InsideLine.com , edmunds.com	2 store offers Compare Prices
	2005 Toyota RAV4 SUV, Toyota, 2005, 5 Seats, 2.4L - 4 Cylinders Product Rating: ★★★★★☆ Buy from: edmunds.com , CarsDirect , InsideLine.com	3 store offers Compare Prices
	2006 BMW X5 SUV, BMW, 2006, 5 Seats, 3.0L - 6 Cylinders Product Rating: ★★★★★ Buy from: New Car Insider , InsideLine.com , CarsDirect , More...	5 store offers Compare Prices

Filter the Results

Brand: ...


Year: ...

Size: ...

Class: ...

Engine Size: ...

Coupon Offers

 [Sell your car on cars.com](#)
Place Your Car Ad Online in Minutes. Reach 65% of online used car shoppers.

Expiry: Never


 [Find the new](#)

Figure 1. A screenshot from Active shopper website

Google "airbags" "low consumption" used cars Hledat Pokročilé vyhledávání Nastavení

Prohledat Web Stránky pouze český

Web

Airbags For Sale
www.AirbagsForSale.com We sell **Airbags** for any make Next day UK mail order from stock

Sub Rosa - Car sales
 Vehicle info : Radio, **Airbags**, Air conditioning, Power Steering (City Drive), 6 gears, Central Locking, ABS, **low consumption**. Price: ...
www.subrosa.hr/prodaja_e.asp - 46k - [Archiv](#) - [Podobné stránky](#)

News - Education on airbags 'needed among drivers'
 Meanwhile, Japanese automaker Toyota has revealed that it will include nine **airbags** in its new Auris vehicle. View our new and **used** Large Family Sized car ...
www.perrys.co.uk/large-family-sized-car/news/Education-on-airbags-needed-among-drivers - 162k - [Archiv](#) - [Podobné stránky](#)

Used Car | Singapore Used Cars : Singapore's Largest Online Used ...
 Vios 1.5A April 2006 - Very **Low Consumption**- 14km/l !!!, 1500cc, Auto, We shall not be responsible or liable for any mistake in **used cars** prices in our ...
www.singaporecarsonline.com/car_sale_ad_find.php?l=40&list=latest - [Podobné stránky](#)

Golf's short sharp shift | carsguide.com.au
 According to VW, the FSI engines achieve **low consumption** levels by regulating ... driver and front passenger side **airbags**, curtain **airbags** front and rear, ...
carsguide.news.com.au/site/stories/story/golfs_short_sharp_shift - 41k - [Archiv](#) - [Podobné stránky](#)

Press Release
 All this makes SUV Compact a very clean and **low-consumption** vehicle that returns class-topping fuel mileage for a domestic gasoline car of 26 km/liter in ...
media.mitsubishi-motors.com/pressrelease/e/corporate/detail593.html - 33k - [Archiv](#) - [Podobné stránky](#)

Figure 2. Results from keyword search from Google.com

Table 1: Some example data about cars.

Manufacturer	Model of car	Consumption l/100km	Number of accidents	Number of airbags
Skoda	120	7	50	0
Trabant	Trabant Kombi	7	10	0
Audi	A4	6,5	50	6
Fiat	Punto 1,6i	5,8	50	2
Tatra	T613	12	50	0
Kia	Joice	10	50	2
Ford	Focus 1.6i	6,2	50	6

Car search in a semantized web. Let's assume that web has gone a little bit semantized - some information is stored on web pages in a machine-readable form, there are distributed lists of such pages, some ontologies exists and are widely used.

In this web, our user would have a virtual agent that will search the car for her. She only has to express her preferences in terms of an ontology that describes cars and their sellers. The agent will then search for pages that contains information about cars. It can decide, which car is more appropriate for the user based on the properties of cars and their sellers. It has to combine information about both to an overall degree of preference. It provides the user with this degree as well as other information about the car. She can rectify the agent by rating his results. The agent refines his criteria on cars and on sellers this way.

In this scenario, the user does not need to access any page at all. She can, if she is interested in a particular offer, to find out more detail about it. The agent do all the crawling work and present the user only with the offers she may find interesting.

The problem is that now the web is not semantized at all. In this paper, we address some of the aspects:

1. How to extract information from current web pages,
2. How to store this information in a machine readable form,
3. How to combine this information into a preference degree.
4. (A dal, jeste neco?)

A gap between Web of today and the Semantic Web

There are two extreme positions in web development and hence also in research and development on web technologies. One is, "... the Semantic Web is dead and let us concentrate on tagging, mashups, AJAX, etc...". Another extreme position is to study only the Semantic Web without any connection with the Web of today (see panel at ISWC07 "... the biggest fallacy of SW..."). As emphasized by our title "Web Semantization", we understand the grand vision of the Semantic Web (Berners-Lee, Hendler, & Lassila, 2001) rather as a process of making the Web of today more semantic, i.e. to make it more machine understandable and/or processable. We think that we can already start filling the gap between Web of today and the Semantic Web, see section **nefunguje!?** for more details.

My Idea

Semantic search engine for software agents

There exist many tools for extraction of information from web pages **doplňit citace** and we are also working on development of some of them (see following sections). We would like to use these tools to produce semantic annotations of web pages and we would like to make these annotations accessible for other software agents. So we propose making a semantic search engine denoted to software agents.

Making such search engine could help to arch over the gap between Web of today and the Semantic Web. We can expect that performance and quality of extraction tools will improve in near future and so the semantics provided by the search engine will be better and better. Authors of web pages have the possibility to support semantic content on their pages and this way they can improve contemporary Web and indeed the search engine. Success of such search engine would motivate both: (1) authors of web pages to include semantic content and (2) authors of software agents to exploit the semantic content.

Third party annotations

Uvedení neurčitosti, konfidence jednotlivých anotací

Uvedení parametru extraktoru, který produkoval jednotlivé anotace — trénovací data, jméno experta který vytvořil extrakční pravidla, identifikace extrakční ontologie

Subsection1

Ontologies.

Agent proposal. - Use of uncertainty - - uncertainty of WIE (epistemic) - name of the tool, train data, ontology used - feedback from the user - alter relevance of the tool on the page used

Web search/LG.

Decathlon - conflicting objectives/AE. One of the aspects our proposed agent should be able to do is to compare different objects based on their attributes. We call this "decathlon effect", or in economy terminology "conflicting objectives". The problem is that cars have several attributes, such as number of airbags, reliability, maximum speed etc. The user has some preferences on these attributes, she wants many airbags, lower maximum speed, high reliability... These preferences are called objectives. We can use fuzzy logic notation and to each attribute A_i associate its fuzzy function $f_i : D_{A_i} \rightarrow [0, 1]$

, which normalize the domain of the attribute.

Some of these objectives are conflicting e.g. wanting high maximum speed and low consumption. There is no clear winner, some of the cars may be incomparable - Audi TT has high speed but high consumption, on the other hand Ford Focus may have lower speed but also lower consumption. Regarding two objectives "high speed" and "low consumption", these two cars are incomparable. An example is in Figure , where the circle represents ideal car for the user and squares represent the cars. We can see that some are incomparable, e.g. Fiat and Audi. Other are comparable - Kia is better in both attributes than Tatra.

This undecidability is solved by an aggregation function, often denoted by @. This function takes preference on attributes and combines them into one global score of the whole object (car). In

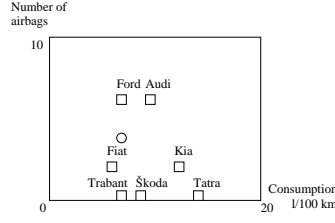


Figure 3. A screenshot from Active shopper website

this way, the agent can order all cars by their score. The aggregation function may be a weighted average, for example $@(Speed, Consumption) = (3 * Speed + 1 * Consumption)/4$, where *Speed* and *Consumption* are the degrees to which the car satisfies a criteria.

//TODO - co z toho hodit do related work?

This problem is widely addressed in the database engine field. Among most important are (Fagin, Lotem, & Naor, 2001), (Ilyas, Aref, & Elmagarmid, 2003). These works concentrate to the problem, how to get first k objects as fast as possible. They often deal only with a database environment, where data is stored inside one database. Different sources are permitted in (Fagin et al., 2001). They have to obey certain limitations, which are not strict and can be overcome. This enables the distributed use - obtaining data from other web sources like web services.

Linguistic.

Details of my idea

Web search/LG

Top-k search

Our top-k search is based on the model from (Fagin et al., 2001). This model is based on a two-step approach. In the first step, N lists L_i of objects are created, where N is the number of attributes. Each list L_i is ordered by the preference by the preference on the attribute A_i . In our example, in the list $L_{Consumption}$ ordered by the preference on consumption, cars with low consumption would be on the top of $L_{Consumption}$ and cars with high consumption would be on the bottom of $L_{Consumption}$. Each list has to be able to return the top element on the list in a sequential way. The algorithm proceeds from the top to the bottom of each list.

Lists consist basically of tuples $(Car, Degree of preference of attribute value)$, e.g. for list $L_{Consumption}$ one tuple may be $(Audi TT, 0.2)$. This tuple says that car Audi TT has preference of its consumption 0.2, in other words, it has not very good consumption. The algorithm then combines the preference degrees obtained from each list into the global score of the car. This step corresponds to the aggregation function.

One big advantage of this approach is that the lists can be generated in different places. This allows computation over distributed sources of data. This is ideal for our situation, when the agent has to combine preferences on data which are gathered from different web sites, maybe using different annotation software.

Certainty about the global ratings. The agent may use information about uncertainty when using 3-rd party annotations that provides this information. Annotations are not 100% accurate and some mistakes can be introduced during the annotation process. Information about how certain is annotated information can be stored in the ontology describing these annotations. This degree of certainty then can be used to compute the overall certainty about the final rating. These certainties can be combined in the same way as the preferences. E.g. when information about price of a car is certain on 50% and the rest on 99%, we can say that the certainty about the global rating of this particular car is 60%, because price is very important. On the other hand, certainty about the presence of radio is not so important, so the degree of certainty play little role.

Web information extraction

- Learning of tools for WIE - user assisted - qualified user - unqualified user - data - text, tables - pictures, video, flash scripts

Experiment/JD+AE

In our experiment, we tried to integrate information about car offers and information about accident frequency of particular car marks. We used Vidome software (Maruľák, at Charles University, Czech Republic, 2007) for gathering information about cars and a combined linguistic/ILP approach for accident frequencies. We gathered different attributes about offers - the attribute of the car and the reliability of the car manufacturer. Both pieces of information may be important for the user. There is a lot more things that can be gathered from the web about cars - we could analyze blogs about cars, comments on photographs of cars, police reports, cars tuning etc. All these pages can provide some valuable information about cars.

Web page analysis. First part was using (Maruľák, at Charles University, Czech Republic, 2007) on the web pages of used car offers.

Analysis of firemen reports. We wanted to analyze the frequency of accidents for different car marks. For this, we used information about car accidents published by firemen. These reports are written in natural language (Czech) without any annotation. These reports were analyzed by a linguistic software, which analyze the structure of sentences. Then, we have manually tagged sentences that talks about a number of injured and some that do not. This was input for Inductive Logic Programming software, Progol.

We tagged about 27 sentences as positive and 31 as negative in the train set and 10 positive and 5 negative in the evaluation set. - 73,33% uspesnost We tagged about 15 sentences as positive and 1 as negative in the train set and 21 positive and 34 negative in the evaluation set. - 87,50% uspesnost

Related work

Conclusion and future work

References

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