SemanticV

Finding Meaning

- SemanticV provides concept oriented information tools
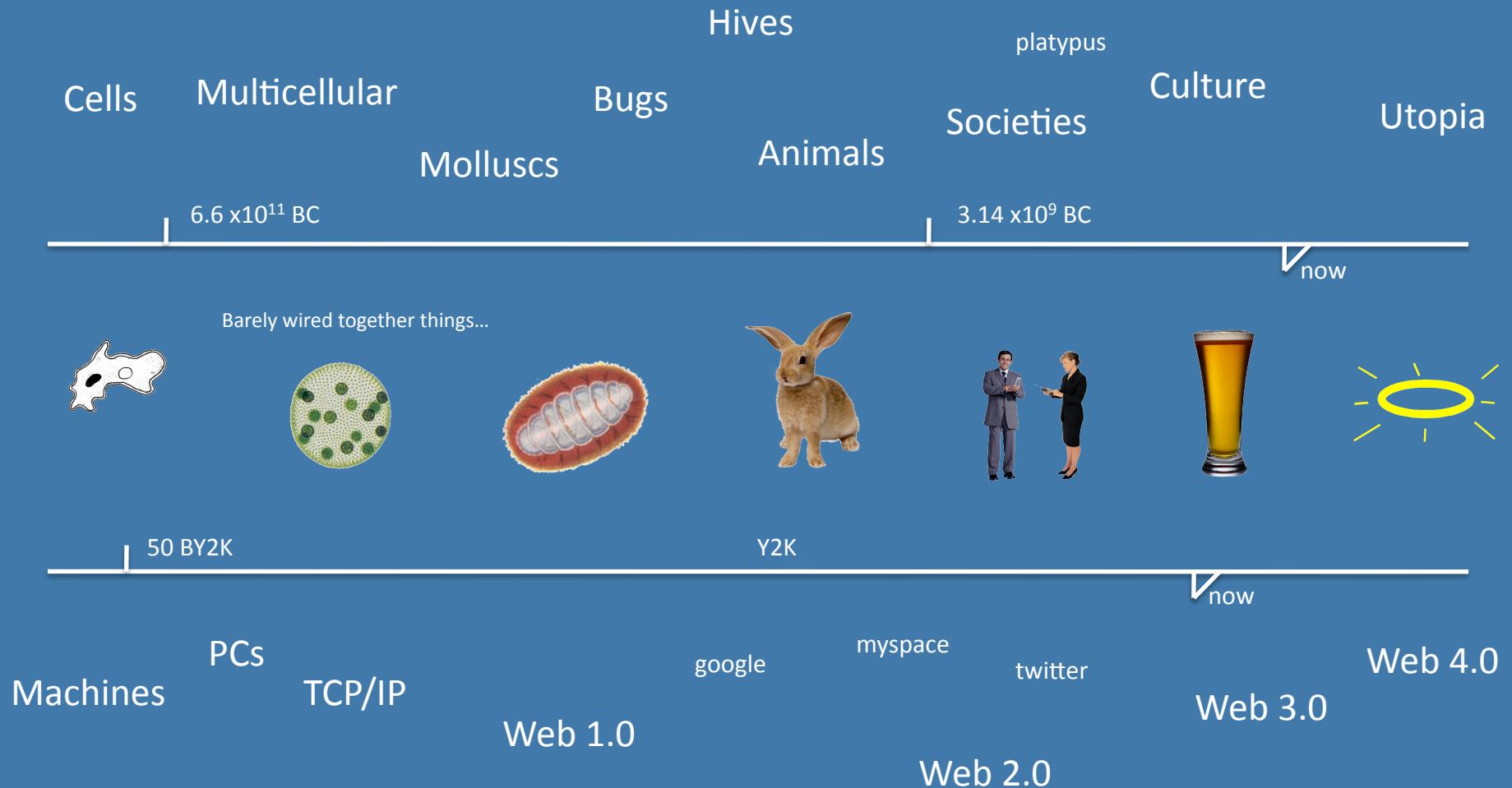
   Concept Discovery and Learning

   – Concept Oriented Search
   – Content Dissemination, Feed Management
   – Dynamic Tagging

   Meaningful Information Management

- Stingray is a concept oriented analysis engine
  - **Learns** meanings for words based on how they are used
  - **Explores** information using concepts
  - **Discovers** themes in a body of text

- Concepts are dynamically discovered, human readable, weighted tags
  - "athletic, basketball, football, longhorn, baseball"
    - This concept is specific to Enron email
  - "midfielder, striker, goalkeeper, plays, winger"
    - This concept is specific to Wikipedia

Evolution of Organization

Hives

platypus

Cells

Multicellular

Bugs

Culture

Utopia

Molluscs

Societies

Animals

6.6 x10^{11} BC

3.14 x10^9 BC

now

Barely wired together things...

50 BY2K

Y2K

now

PCs

myspace

google

Web 4.0

Machines

TCP/IP

twitter

Web 3.0

Web 1.0

Web 2.0

- The physical side of Web 3.0
  - RDF, OWL
  - Deep structuring

- The spirit of Web 3.0
  - Data as knowledge
  - Meta Data as classification
  - Dynamic vocabularies allow for dialect and jargon
    - Contributed by people
    - Contributed by Stingray

Semantics of 'Money' Compared

Wikipedia

1. bankrupt, debts, invested, financially
2. fund, funds, funding
3. pay, paying, paid
4. charitable, fundraising, generous, donations
5. buy, buying, purchase, sale
6. currency, dollar, dollars, circulation, cent, money
7. discovers, finds, learns, realizes, decides, tells
8. stealing, stole, accidentally, jewel
9. bank, banks, savings, credit
10. kidnapped, kidnapping, hostage

Enron Email

1. hurt, lives, americans, dealings, repair
2. paid, paying, payments, payment, owed
3. event, facts, fast, usual, availability, exercise
4. billions, debts, freeze, forced, bills, taxpayers
5. candy, thoughts, living, brain, entertainment
6. automatic, strike, abandon
7. companies, investors, private, shareholders,fund
8. commissions, households, calls, less, becoming
9. com's, hot, cheap

Stingray reveals conceptual use and various meanings based on a words use in a document set.

www.SemanticV.com

Semantics of 'Tiger' Compared

Wikipedia

1. leopard, lion, zoo, gorilla, elephants, wolf
2. golfer, golfers, tour
3. tank, tanks, armored
4. gypsy, havilland, tiger
5. stripe, stripes, ribbon, white, diagonal, patches

Enron Email

1. christie, wharton, discuss, agenda
2. interns, summer, internship, celeste, campus
3. emerson, motors, coke, crown, quebec
4. piazze, tiger, management
5. crazy, dead, pdq, race, humor
6. slated, stay, semester
7. athletic, basketball, football, longhorn, baseball
8. courses, theory, undergraduate, students
9. foregoing, thereto, sunrise

Wikipedia's conceptual space is more like a formal taxonomy for English.
Enron's concepts span the informal language for a particular sub culture.

Semantics of 'Football' Compared

Wikipedia

1. coach, coached, coaches, teams
2. lauderdale, soccer, lyrical
3. anaheim, oregon, mighty
4. midfielder, striker, goalkeeper, plays, winger
5. premiership, vfl, footballer, rules, bulldogs, club
6. linebacker, tackle, nfl, coordinator

Enron Email

1. roster, we'll, advice
2. athletic, basketball, football, longhorn, baseball
3. poll, polls, voters, vote, sporting
4. bar, brought, sponsorship, contacting, because
5. header, mgmt, cafe
6. bench, playoff, wideout, defenses, rounds
7. camps, fishing, organizing, sunday, willis
8. horns, longhorns, coaches, offensive, freshman
9. seconds, stopping, involve

Semantics of 'Love' Compared

Wikipedia

1. lover, lovers, loving, reunited, intimate, stranger
2. gotta, wanna, gonna, shake, alright
3. ballad, duet, rendition, lyric, ballads, dion
4. boyfriend, girlfriend, friend, jealous, meanwhile
5. liked, loved, likes, fun, favorite, herself
6. tragic, romantic, shakespeare, death, heroine
7. relationship, relationships, friendship, affection
8. feeling, feels, felt, feelings

Enron Email

1. mind, sound, given, spirit, appearing, evidence
2. gossett, kam, baumbach, keiser, mclaughlin
3. lubbock, odessa, amarillo, birmingham
4. o'neal, winfree, bryan, venturatos, phillip
5. false, god, ha, love
6. friends, try, talk, i'll
7. gives, older, evaluate, parents, child, scenario
8. father, mother, heaven
9. apple, cypress, ash, pleasant, tender, tree

Visit www.SemanticV.com to see how 'love' is used in the King James Bible.

www.SemanticV.com

Semantics of 'God' Compared

King James Bible

1. shalt, thou, thy, thee
2. ye, your, you
3. me, my, mine
4. christ, jesus, grace, apostle
5. us, we, our, ourselves

Movie Scripts

1. my, your, have
2. thank, yes, hello, mr, please, sorry
3. hey, yeah, okay, thanks, oh
4. fuck, fucking, shit
5. thee, thou, thy, soul, art, mercutio

- **Stingray Explorer/Finder**
  - Search with concept awareness

- **Stingray News/Tweets**
  - Stream Organizer

- **GOrganizer**
  - Personal mail management

Stingray Explorer - Concept Oriented Search

Search `apple`

balance?

Results

Apple SilenType

An Apple SilenType printer Apple Macintosh Apple Dot Matrix Printer computer (which was also a thermal printer but used a silver thermal paper), the Trendcom printers were very nice. It could be programmed to control printing of each dot in a column, and so was ideal as an inexpensive means of printing Apple II . Apple included a special interface card and released the printer as the "Apple Silentype" in June 1980 for

Apple Corps v. Apple Computer

in favor of Apple ComputerIn 1986, Apple Computer added ". Apple Corps held the right to use Apple on any "creative works whose principal content is music", while Apple Computer held the right to use Apple on "goods or services, in using the Apple logo in the creation and operation of Apple Computer's Other observers speculated that if Apple Corps was successful, Apple Computer would be forced to offer a much larger settlement, perhaps resulting in Apple Corps becoming a major shareholder in Apple Computer, or perhaps in Apple Computer splitting the iPod and related business into a separate entity

Apple Industrial Design Group

responsible for crafting the appearance of all Apple products, including the Apple Macintosh computer lineHistory of computer design: Apple II. The importance that Jobs put on appearance led to a desire to begin the search for a "world-class" designer to give Apple a uniform design language came to Apple and created a unique design language which took the project's code-name and helped establish Apple with a serious corporate image

History of Apple

. Wozniak's earlier 6800 paper-computer needed only minor changes to run on the new chip" interface, and came

What do you mean?

☑ "apple"

☐ computer, computers, hardware

☐ ipod, podcast, download, downloads, exclusive

☐ amiga, holden, micro

☐ cream, flavor, flavors, sweet, coconut, milk

☐ lemon, mango, concentrate

The word **apple** is seen in many contexts through Wikipedia. Computers, iPods, Fruit and Flavors are the most common concepts.

Stingray News – Concept Oriented Dissemination

- GOrganizer is a concept aware email labeler
- Learns language patterns based on the dialect of the Inbox
- Tags mail based on your existing labels
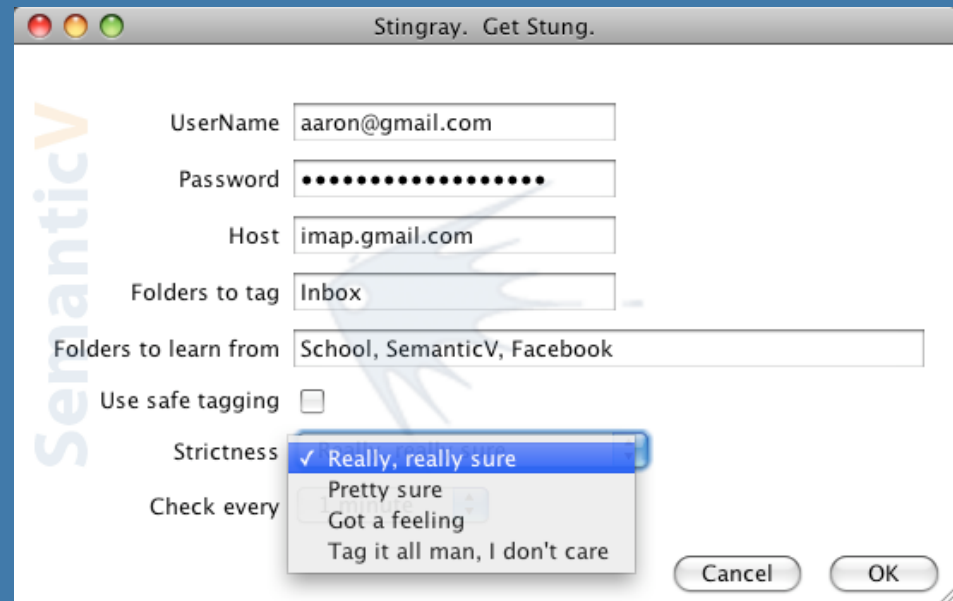
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