Chapter 8: Understanding Alchemy News

Learning Bluemix & Cognitive

Bob Dill, IBM Distinguished Engineer, CTO Global Technical Sales

Git Repository: https://github.com/rddill-IBM/ZeroToCognitive

What is Alchemy

A lot of APIs …

A. News API

B. Sentiment Analysis

C. Taxonomy

D. Concept Tagging

E. Entity Extraction

F. Keyword Extraction

G. Relation Extraction

H. Text Extraction

I. Face Detection

J. Image Link Extraction

K. Image Tagging

L. Author Extraction

M. Authors Extraction

N. Language Detection

O. Feed Detection

P. Microformats Parsing

Q. Combined Call

R. Date Extraction API

S. Emotion Analysis

T. Publication Date

A. What's going on in the world?

B. Identifies attitude, opinions, or feelings in the content that is being analyzed.

C. categorizes input text, HTML or web-based content into a hierarchical taxonomy up to five levels deep

D. Beyond keywords, what are the concepts inherent in what was just said or written

E. returns items such as persons, places, and organizations that are present in the input text. Entity extraction adds semantic knowledge to content to help understand the subject and context of the text that is being analyzed

F. important topics in your content that are typically used when indexing data, generating tag clouds, or when searching

G. identifies subject, action, and object relations within sentences in the input content.

H. Retrieve text from documents or web pages

I. Image support - find faces

J. …

K. …

L. Find The author

M. Find the Authors

N. What language are you speaking /writing

O. extracts any links to web feeds that are embedded in a web page

P. processes microformat information that is included in the HTML of some webpages to add semantic information and to enable easier scanning and processing of those pages by software

Q. …

R. extracts natural language date/time expressions from text, normalizes them to an ISO date string (such as "20040104T000000"), and identifies concepts with which those dates are associated.

S. Detects anger, disgust, fear, joy, and sadness implied in English text.

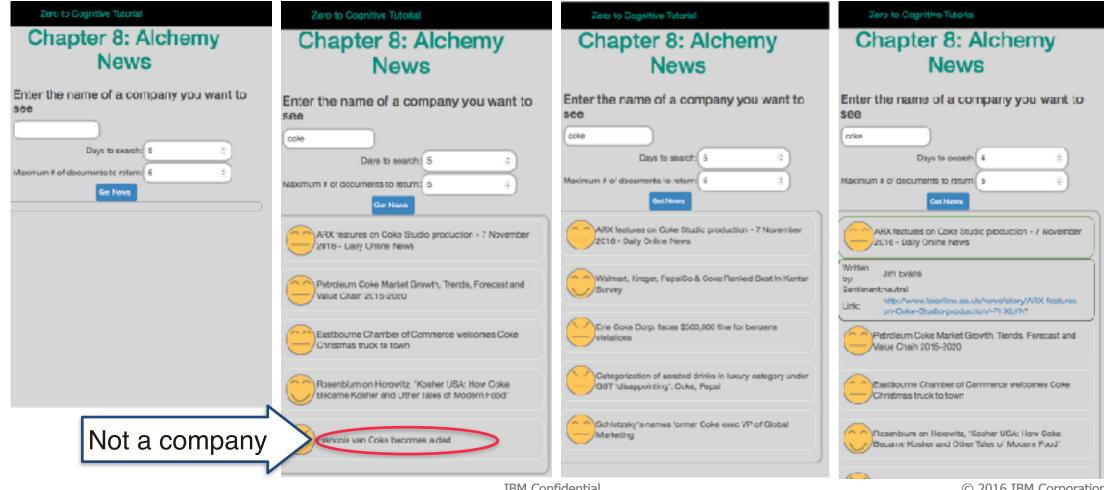T. extracts publication date information, if present, from web pages.

What's the story for this tutorial?

- Type Company name, names, abbreviations, etc.
- Get a news feed for that company, exclude non-company results
- List the news feed
- Select a document
- View the selected document

What are we building?

- A tool which allows anyone to find current information on the company of their choice.
- Display the title of the article and the sentiment
- When clicked, expand the view to show the author and link.
- When link is clicked, open a new tab to display the article.
- Enabling search to understand concepts like "coke as a company and not coke as a person" yields better results.

Not a company

The Plan: 30 minute Chapters with an hour or two of practice

1. The Story, Architecture for this app
2. Setting up Bluemix
3. Building your first Watson App   (Watson Speech to Text)
4. Getting Watson to talk back   (Watson Text to Speech)
5. Understanding Classifiers   (Watson NLC)
6. Creating a custom dialog with Watson   (custom Q&A, session management)
7. Authentication   (puts C2 thru 6 together)
8. Alchemy News   (Watson Alchemy)
9. Visual Recognition and Images   (Watson Visual Recognition)
10. Watson Conversations   (Watson Conversations)
11. Rank & Retrieve   (Watson Alchemy + Rank & Retrieve)

Chapter 9: Visual Recognition and Images

Learning Bluemix & Cognitive

Bob Dill, IBM Distinguished Engineer, CTO Global Technical Sales

Git Repository: https://github.com/rddill-IBM/ZeroToCognitive

IBM