

# NLP Techniques and Applications

---

- Named Entity Recognition

# Named Entity Recognition

## What is Named Entity Recognition?

- Locates and extracts predefined entities from text
- Places, organizations, names, time and dates



# Types of Entities



Thailand:  
Geographical



Google:  
Organization



Indian:  
Geopolitical

# Types of Entities



December:  
Time Indicator



Egyptian statue:  
Artifact



Barack Obama:  
Person

# Types of Entities



December:  
Time Indicator



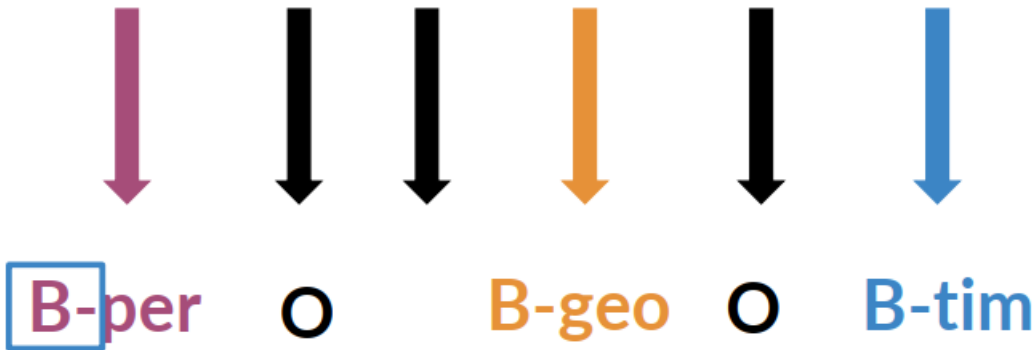
Egyptian statue:  
Artifact



Barack Obama:  
Person

## Example of a labelled sentence

Sharon flew to Miami last Friday.



# Question

Extract the named entities from the following sentence:

- Alex, Japanese food, Manhattan
- Alex, Japanese, Manhattan
- Alex, food, Manhattan
- Alex, Japanese, midtown

# Applications

- Search engine efficiency
- Recommendation engines
- Customer service
- Automatic trading

