



Email Social Network Extraction and Search

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Dept. of Parallel and Distributed Computing

Research and Development Areas:

- Large-scale HPCN and Grid applications
- Intelligent and Knowledge oriented Technologies

Experience from European IST projects:

- 3 project in FP5: ANFAS, CrosGRID, Pellucid
- 6 project in FP6: EGEE II, K-Wf Grid, DEGREE (coordinator), EGEE, int.eu.grid, MEDIGRID
- 4 projects in FP7:
Commius, Admire, EGEE III, Secricom

Several National Projects (SPVV, VEGA, APVT)

IKT Group Focus:

- Information Processing
- Semantic Web
- Knowledge oriented Technologies
- Parallel and Distributed Information Processing

Solutions:

- Ontea: Pattern-based Semantic Annotation
- ACoMA: KM tool in Email
- EMBET: Recommendation System

URL: <http://ikt.ui.sav.sk>

Director & leader of PDC:

Dr. Dipl. Ing. Ladislav Hluchý





- Social Networks in Emails
- Ontea: Information Extraction
- Business objects in Email Communication
- Building of Email Social Network
- Spread of Activation
- Relation Identification
- Email Social Network Search
- User Interaction with Data
- Evaluation



Motivation

- To exploit information and knowledge included in email communication

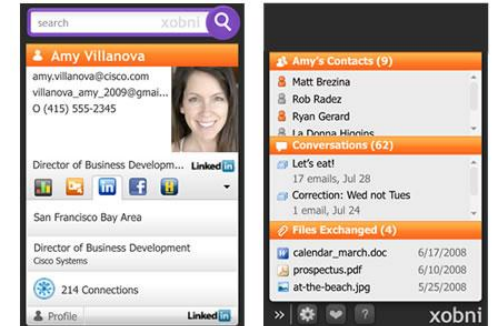
Approach

- Social Network Extraction
- Entities extraction like People, Organizations, Locations, Contact data
- Forming semantic trees and graphs
- User interaction with graph data

Email Social Networks



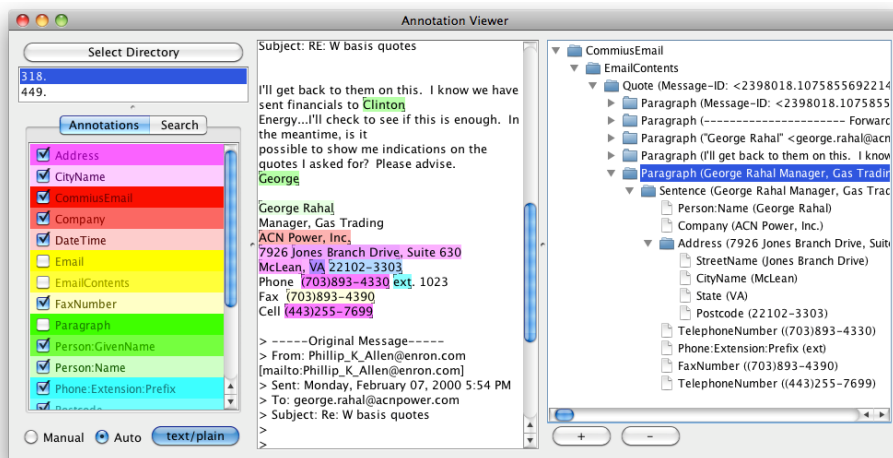
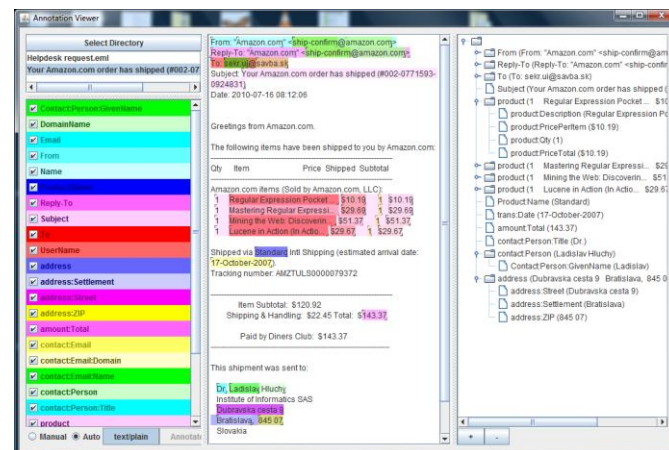
- Email Social Networks are less explored
 - Several scientific publications: Apache mailing list, Enron, ...
 - Commercial: Xobni (contacts and attachments)
- Benefit
 - Web Social Network Sites: owned by third parties
 - Email SN: owned by organization, individual or community
 - Additional level of interaction and context is present in emails
- Information and Knowledge
 - People, locations, contacts, product, services, attachments or links
 - Interactions
 - Time
 - Discovering relations can bring significant benefits
 - Spread of Activation – simple way to discover relations



Onteo: Information Extraction (Features)



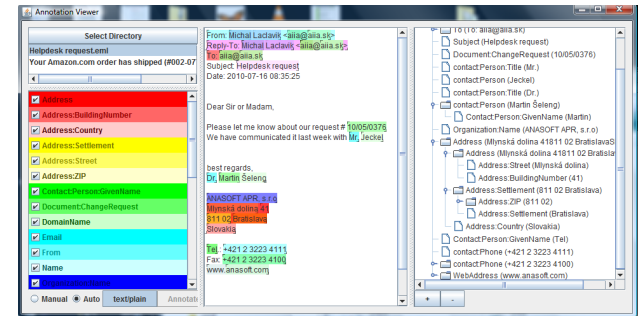
- ❖ Regex patterns
- ❖ Visual Annotation Tool
- ❖ Integration with external tools
 - ❖ GATE, Stemers, Hadoop ...
- ❖ Gazetteers
- ❖ IE System configuration
- ❖ Automatic loading of extractors
- ❖ Patterns
- ❖ Multilingual tests
 - Spanish
 - Slovak
 - English
 - Italian



Business objects in Emails



- Study on 6 organizations show:
 - Objects can be identified by patterns and gazeteers
 - It is possible to define set of common objects
- Objects identified:
 - **Organization:**
 - org:Name, org:RegNo, org:TaxNo
 - **Person:**
 - person:Name, person:Function
 - **Contact:**
 - contact:Phone, contact:Email, contact:Webpage
 - **Address:**
 - address:ZIP, address:Street, address:Settlement
 - **Product:**
 - product:Name, product:Module, product:Component, product:BOID
 - **Document:**
 - doc:Invoice, doc:Order, doc:Contract, doc:ChangeRequest
 - **Inventory:**
 - inventory:ResID, inventory:ResType
 - **Other business object**
 - ID: BOID



Acoma architecture : Message Post Processing



Acoma is not part of Paper but related to NextMail

- Useful hints with links are included in enriched email
- Links lead to internal or external systems (Internet, Intranet)

Hi All,
Next meeting will be held in Vienna

regards,
Michal

==
Institute of Informatics, Slovak Academy of Sciences
Dubravska cesta 9
845 07 Bratislava

See Vienna in Google Maps

Address:
Vienna
Austria

Get directions: [To here](#) - [From here](#)
[Search nearby](#) - [Save to My Maps](#)

See Vienna in Google Maps
<http://maps.google.com/maps?f=q&hl=en&geocode=&q=Vienna>
Link,38,44

Subject: Helpdesk request

Dear Sir or Madam,

Please let me know about our request # 10/05/0376
We have communicated it last week with Mr. Jeckel

best regards,
Dr. Martin Šeleng

ANASOFT APR, s.r.o
Mlynská dolina 41
811 02 Bratislava

Original email

Enriched email

ANASOFT APR, s.r.o
Mlynská dolina 41
811 02 Bratislava
Slovakia
Tel.: +421 2 3223 4111
Fax: +421 2 3223 4100
www.anasoft.com

ANASOFT
Zákaznícka zóna (CRT verzia 1.33)
Detail požiadavky

Kontaktná osoba: Húchy Ladislav
Dátum: 14.05.2010 (DD.MM.YYYY)
Typ: WEB požiadavka
Názov: Zadej priamo linku

ANASOFT
Detail zamestnanca Ing. Eugen Jeckel

Google
Martin Šeleng

Main Settings Logging

Notes

ID	doc:ChangeRequest
CH	address:Settlement
GOOGLE_MAPS	address:Street
ICO	address:ZIP
ORG	org:ICO
PERSON	org:Name
	person:Name

NOTE

See {address:Street} {address:ZIP} {address:Settlement} in Google Maps

URL

<http://maps.google.com/maps?f=q&hl=en&geocode=&q={address:Street},+{address:ZIP}>

26.05.2008 PREVOD / INTERNET 2621724983 714.00CR

Prevod: 2621724983

SS:00 Add payment Amount: 714.00; Date: 26.05.2008; VS: 0020830050 Info: Global solutions, S.R.O.

CRInf:SOME COMPANY, S.R.O.
DBInf:Global solutions, S.R.O.

Payment Form

Amount: 714.00

Date: 26.05.2008

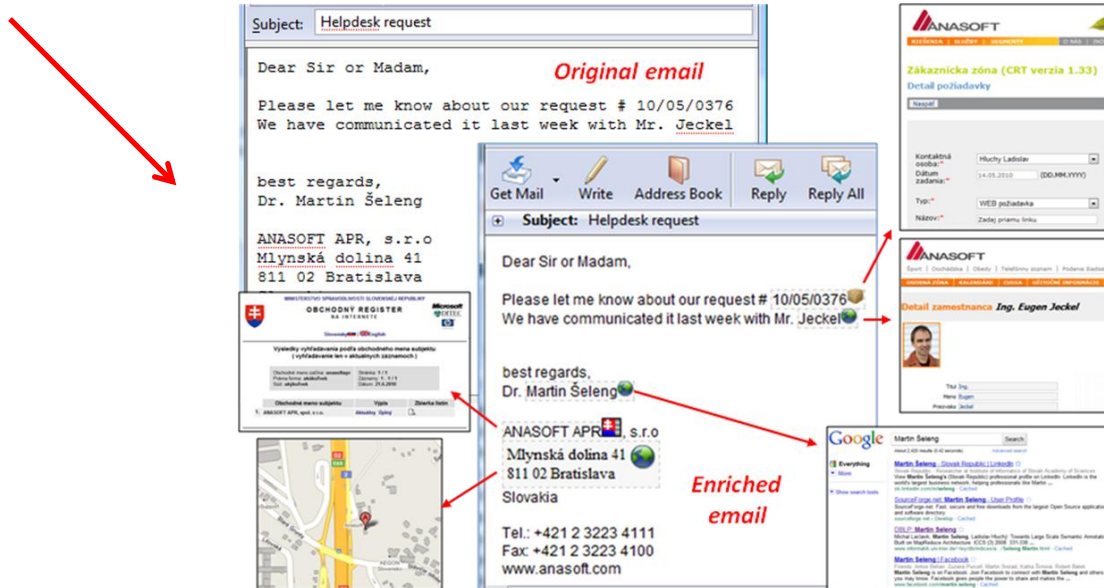
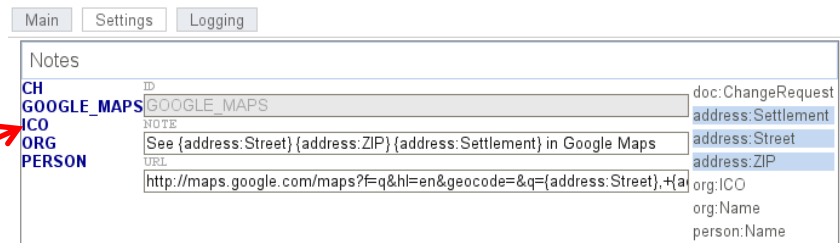
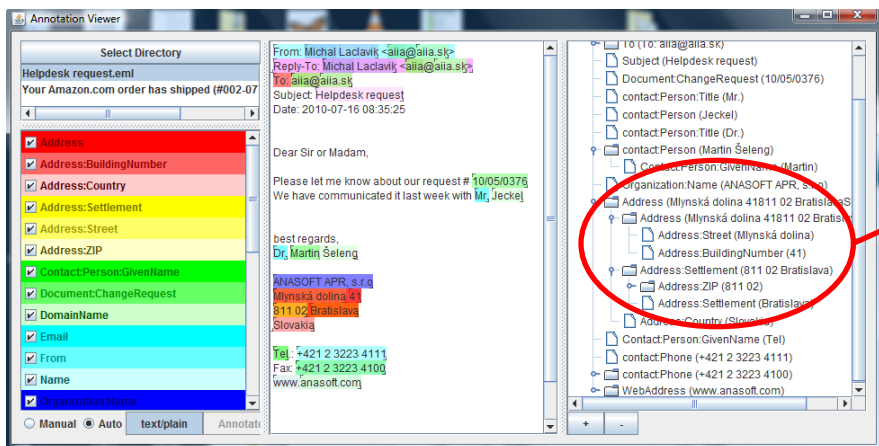
Info: 0020830050

Process

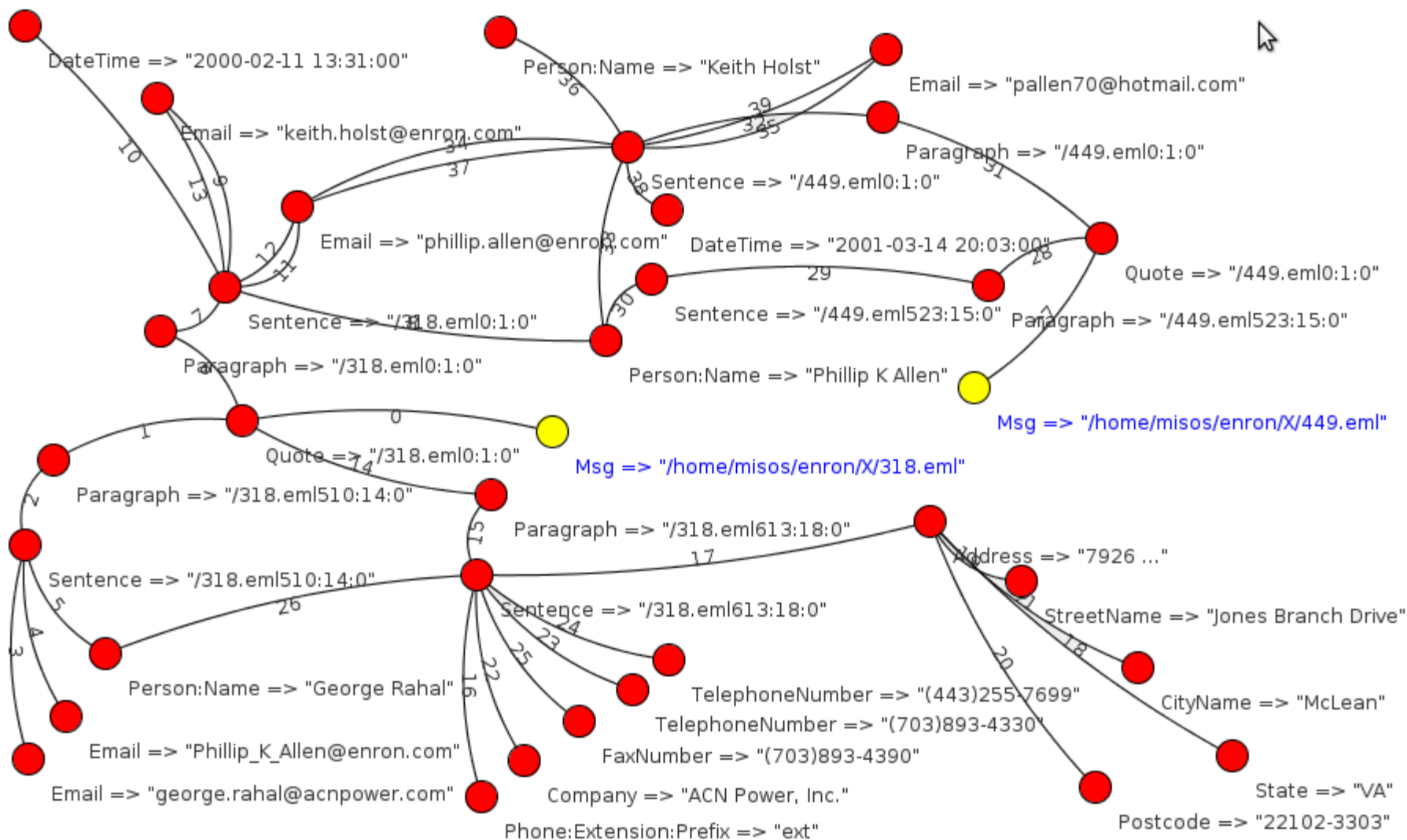
Acoma: Hint Recommendation



Acoma is not part of Paper but related to NextMail



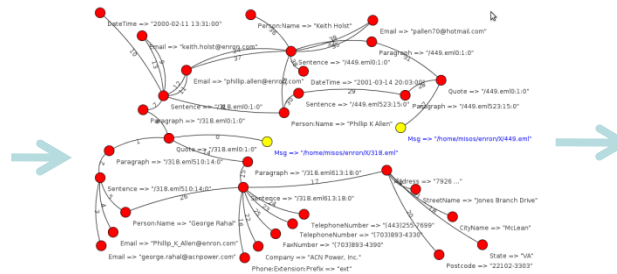
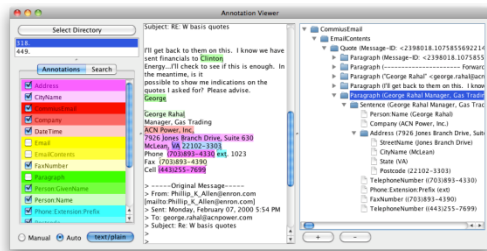
Email Social Graph/Network




Email Social Network Search: Features



- Social network of communicating people with relation to other entities
- Discovering relation in the graph/network using spread of activation
- Showing relations restricted to concrete type, e.g. telephone numbers related to a person
- User interaction with data (merging, deleting entities) with immediate impact on discovered relations
- Navigation over related entities
- Full-text search of the entities
- User interface for search



 **Email Social Network Search**

Person:Name=>Mike Gng

Address	CityName	Email	PersonName	TelephoneNumber
<input type="checkbox"/>	Phillip K Allen	(Person:Name)	9119	Msg
<input type="checkbox"/>	Frank Ermis	(Person:Name)	6208	Msg
<input type="checkbox"/>	Keith Holst	(Person:Name)	6163	Msg
<input type="checkbox"/>	Janie Tholt	(Person:Name)	4728	Msg
<input type="checkbox"/>	Steve South	(Person:Name)	4728	Msg
<input type="checkbox"/>	ina.rangel@enron.com	(Email)	3954	Msg
<input type="checkbox"/>	information.management@enron.com	(Email)	3954	Msg
<input type="checkbox"/>	philip.allen@enron.com	(Email)	3676	Msg
<input type="checkbox"/>	Matthew Lenhart	(Person:Name)	2971	Msg
<input type="checkbox"/>	John Arnold	(Person:Name)	2418	Msg
<input type="checkbox"/>	Matt Smith	(Person:Name)	2306	Msg
<input type="checkbox"/>	Monday March	(Person:Name)	2306	Msg
<input type="checkbox"/>	713.780-1022	(TelephoneNumber)	2306	Msg



Email Social Network Search

[Address](#)
[CityName](#)
[Email](#)
[Person:Name](#)
[TelephoneNumber](#)

☐ [713 780-1022](#) (TelephoneNumber) 2306 [Msg](#)
☐ [713-408-6256](#) (TelephoneNumber) 2306 [Msg](#)
☐ [713-780-1022](#) (TelephoneNumber) 2306 [Msg](#)

-----ENVELOPE-START-----

From: mike.grigsby@enron.com
 Reply-To: mike.grigsby@enron.com
 To: robert.badeer@enron.com
 Subject: BADGE
 Date: 2002-03-08 15:46:07
 Recipient: robert.badeer@enron.com
 Message-ID: <30984408.1075861029177.JavaMail.evans@thyme>

-----ENVELOPE-END-----

Your badge will be waiting for you at the front desk in the

Michael D. Grigsby, Executive Director
 UBS Warburg Energy, LLC
 Work: 713-853-7031
 Mobile: **713-408-6256**



Email Social Network Search

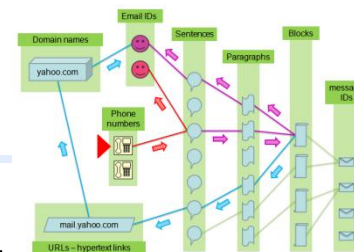
[Address](#)
[CityName](#)
[Email](#)
[Person:Name](#)
[TelephoneNumber](#)

☐ [Phillip K Allen](#) (Person:Name) 9119 [Msg](#)
☐ [Frank Ermis](#) (Person:Name) 6208 [Msg](#)
☐ [Keith Holst](#) (Person:Name) 6163 [Msg](#)
☐ [Janie Tholt](#) (Person:Name) 4728 [Msg](#)
☐ [Steve South](#) (Person:Name) 4728 [Msg](#)
☐ [ina.rangel@enron.com](#) (Email) 3954 [Msg](#)
☐ [information.management@enron.com](#) (Email) 3954 [Msg](#)
☐ [phillip.allen@enron.com](#) (Email) 3676 [Msg](#)
☐ [Matthew Lenhart](#) (Person:Name) 2971 [Msg](#)
☐ [John Arnold](#) (Person:Name) 2418 [Msg](#)
☐ [Matt Smith](#) (Person:Name) 2306 [Msg](#)
☐ [Monday March](#) (Person:Name) 2306 [Msg](#)
☐ [713 780-1022](#) (TelephoneNumber) 2306 [Msg](#)

Email Social Network Search

☒ [Mike Grigsby](#) (Person:Name) 6416 [Msg](#)
☒ [Grigsby, Mike](#) (Person:Name) 6416 [Msg](#)
☐ [Jon McKay Mike Grigsby](#) (Person:Name) 5133 [Msg](#)
☒ [Michael D. Grigsby](#) (Person:Name) 5133 [Msg](#)
☐ [Grigsby, Frank Ermis](#) (Person:Name) 5133 [Msg](#)
☐ [Mike Grigsby Director](#) (Person:Name) 5133 [Msg](#)
☐ [Grigsby, Keith Holst](#) (Person:Name) 5133 [Msg](#)

Algorithm and Evaluation



- All described in last year WI-IAT 2010 publication:
 - Laclavik et al. Use of Email Social Networks for Enterprise Benefit, IWCSN 2010
- Algorithm
 - breadth-first
 - Node fires only once
- Information Extraction Evaluation
 - Evaluation on set of 50 Spanish emails
 - Strict match 50-90%
 - Intersect match 80-94%
- Spread of Activation (relevance identification) Evaluation
 - 50 Spanish emails (phone/name):
 - Precision 60% (due to lower recall in IE)
 - Precision 85% (achievable with better IE)
 - self-healing (with new incoming emails)
 - 28 English emails: precision 77%

Performance evaluation



- Focus of this paper
- Experiments with 5 different sizes of dataset:
 - Number of visited nodes grows too high
 - Number of fired nodes grows acceptable
 - Search time ~ visited number of nodes
 - Scalability not possible with current implementation but achievable

Number of Mailboxes	1	5	7	10	15
Number of Emails	3 033	9 939	20 521	36 532	50 845
Number of Vertices	41812	159 776	369 932	608 146	835 025
Number of Edges	98566	380 254	971 929	1 796 403	2 514 031
Processing time (ms)	81 672	430 025	1 199 463	1 948 847	2 680 171
Processing time (minutes)	1	7	20	32	45
One Email processing time	27	43	58	53	53

Person:Name=>Mike Grigsby

Search Response Time	144	446	758	1 396	1 696
Results	344	463	494	781	761
Fired	6 363	20 732	19 045	23 466	23 839
Visited	112 280	281 060	476 324	939 642	1 174 400
Visited Unique	18 382	53 772	82 219	145 192	178 829
Search Slowed down x Times	1	3,1	5,3	9,7	11,8
Fired x Times	1	3,3	3,0	3,7	3,7
Number of messages x Times	1	3,3	6,8	12,0	16,8
Number of vertices x Times	1	3,8	8,8	14,5	20,0
Number of edges x Times	1	3,9	9,9	18,2	25,5

TelephoneNumber=>713 780-1022

Search Response Time	5	8	8	12	13
Results	4	4	4	4	4
Fired	116	150	157	181	183
Visited	6 318	8 776	9 550	13 424	14 710
Visited Unique	698	954	1 059	1 424	1 513
Search Slowed down x Times	1	1,5	1,6	2,3	2,5
Fired x Times	1	1,3	1,4	1,6	1,6
Number of messages x Times	1	3,3	6,8	12,0	16,8
Number of vertices x Times	1	3,8	8,8	14,5	20,0
Number of edges x Times	1	3,9	9,9	18,2	25,5

Address=>6201 Meadow Lake, Houston, TX 77057

Search Response Time	7	14	28	40	59
Results	23	38	71	91	170
Fired	236	515	701	896	1 546
Visited	8 134	15 571	32 336	40 563	58 571
Visited Unique	1 097	1 952	6 526	8 029	11 295
Search Slowed down x Times	1	2,1	4,3	6,0	8,9
Fired x Times	1	2,2	3,0	3,8	6,6
Number of messages x Times	1	3,3	6,8	12,0	16,8
Number of vertices x Times	1	3,8	8,8	14,5	20,0
Number of edges x Times	1	3,9	9,9	18,2	25,5

Email=>ina.rangel@enron.com

Search Response Time	106	552	1 162	2 156	3 017
Results	732	1 764	2 668	2 809	2 952
Fired	5 165	16 062	17 629	19 716	20 997
Visited	91 199	369 584	865 300	1 694 065	2 326 867
Visited Unique	13 355	54 987	81 757	134 876	168 955
Search Slowed down x Times	1	5,2	11,0	20,3	28,5
Fired x Times	1	3,1	3,4	3,8	4,1
Number of messages x Times	1	3,3	6,8	12,0	16,8
Number of vertices x Times	1	3,8	8,8	14,5	20,0
Number of edges x Times	1	3,9	9,9	18,2	25,5

New Developments not included in the paper



- Faster algorithm
- Takes graph topology into account
- Breadth First
- Ends after it visit certain number of nodes (set to 10,000 experimentally)
- Gives similar results as original algorithm
- Possibility for improvements:
 - It should take edge and vertex weight into account
 - Ignores multiple edges between nodes

```
private void computeRelatedBreadthFirst(Result start) {
    LinkedList<Result> rLL = new LinkedList<Result>();
    rLL.addLast(start);
    int count = visitNodeCount;
    rM.put(start, (double) count);
    vNodes++;
    while (!rLL.isEmpty() && count >= 0) {
        Result r = rLL.removeFirst();
        visited.add(r);
        int nCount = g.g.getNeighborCount(r);
        double v = rM.get(r)/(double)nCount;
        if (v < threshold) //if value is to low we do not activate more
            continue;

        if (nCount<=count) {
            Collection<Result> rC = g.g.getNeighbors(r);
            for (Result result : rC) {
                if (!visited.contains(result)) {
                    rLL.addLast(result);
                }
                visited.add(result);
                double val = v;
                if (rM.containsKey(result))
                    val += rM.get(result);
                rM.put(result, val);
                vNodes++;
            }
            count -=nCount;
        }
    }
}
```


Conclusion



- Email Archives
 - Valuable source of knowledge
 - Hidden Social Networks owned by Enterprise or Individual
 - Information Extraction and Social Network Analysis can help
- Experiment
 - Pattern-based Information Extraction
 - Social Network Extractor
 - Spread of Activation
 - Scalable Relation identification with acceptable success rate
- Applications
 - Recommendation and Search in Emails
 - Population of Databases (Cold start problem)
 - Possibility to extend social network graph with processed document repositories and other business data
 - Business Intelligence and Knowledge Management

