Computable News: Milestone 1 Automated Entity Tag Clouds

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Computable News team has been hired

- Postdoctoral fellows:
 - Ben Hachey
 - Matthew Honnibal
 - David Vadas
- · Project manager:
 - Tim Yates
- PhD students:
 - Joel Nothman
 - Will Radford
 - Tim O'Keefe
- additional annotators from a-lab and outside







M1 Theme: Data collection, annotation and evaluation

- Demo: interactive tag clouds of entities using existing technology
- Collection and analysis of Fairfax Digital raw text
- Annotation schema design and testing
- Annotation tool development
- evaluation of existing schema/systems/technology
 e.g. OpenCalais, Extractiv, and Evri
- technology selection, e.g. choice of DBMS







M1 Deliverables (high level)

- Demo: interactive entity tag clouds from SMH data
 - ✓ Schemas that target what we want to get out of news articles
- ✓ 1000 SMH articles annotated with entities
- ✓✓ 500 SMH articles annotated with sentiment
 - **✗** 500 SMH articles annotated with events
- ✓✓ A powerful yet simple-to-use annotation tool
 - ✓ infrastructure that supports these tools and future development







M1 Demo

- ✓ Interactive entity tag clouds from Sydney Morning Herald data
 - Web interface showing entities and how often they occur
 - Entities link to the articles they appear in and other related entities
 - Visualisation of entity types and sentiment
 - A thousand Sydney Morning Herald articles annotated with entities and sentiment
 - A powerful yet simple-to-use annotation tool
 - Schemas that target what we want to get out of news articles
 - Back-end infrastructure that supports these tools and future development for the project







Top 300 entity cloud









Top 300 entity cloud with sentiment









Top 300 entity cloud with entity types





























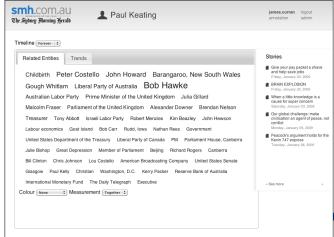








Paul Keating entity cloud (together/strange/mutual)

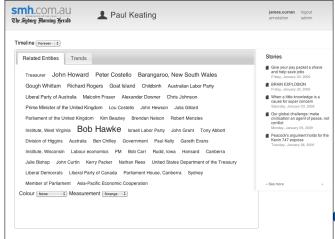








Paul Keating entity cloud (together/strange/mutual)

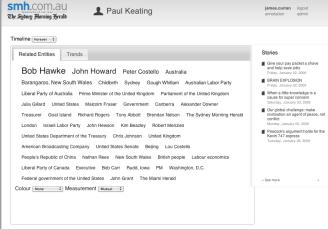








Paul Keating entity cloud (together/strange/mutual)









Entity relatedness == co-occurrence statistics

- Frequent joint frequency co-occurrence count
 - \bullet C(i,j)
- Strange χ^2
 - $\frac{N(C(i,j)C(\bar{i},\bar{j})-C(\bar{i},j)C(i,\bar{j}))^2}{C(i)C(j)(C(\bar{i},j)+C(\bar{i},\bar{j})(C(i,\bar{j})+C(\bar{i},\bar{j}))}$
- Together joint normalised by individual frequencies
 - $\bullet \quad \frac{C(i,j)}{C(i)+C(j)}$
- Mutual Mutual Information
 - $\frac{C(i,j)^3}{C(i)C(j)}$







M1 Demo: Feature checklist

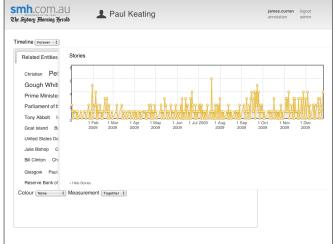
- ✓ Tag clouds show associations between related entities
- Selectable time period, on month or year
 - Colours/opacity are controllable by:
 - ✓ entity type person, location, organisation or miscellaneous
 - ✓ sentiment positive, negative, neutral
 - recentness of mentions (better as visualisation)
 - Size/weight is controllable by:
 - ✓ overall importance of the entity
 - unusualness of the entity or relationship
- ✓ creating tag clouds for entities related to a particular entity







M1 Bonus: Paul Keating story statistics

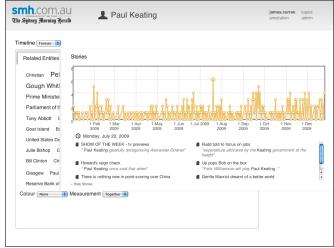








M1 Bonus: Paul Keating story statistics









M1 Bonus: Paul Keating annotated story

smh.com.au The Sydney Morning Herald

SMH090103NA68UD1JQST

james.curran logout

When a little knowledge is a cause for super concern

Business » None Sat 03 Jan 2009

ALEXANDER POPE observed in An Essay On Criticism that "a little knowledge is a dangerous thing".

He was writing in 1711 but the adage aptly describes a conundrum faced by Australian superannuation funds today.

For all the headlines, our super funds, particularly the not-for-profit industry funds, have not been hit nearly as hard by the global financial crisis as other financial institutions

The reason is liquidity.

Many of last year's failed firms have been victims of a liquidity crisis; a good old-fashioned run on the bank, in which more people have tried to leave than there was cash set aside to meet withdrawals.

It is difficult to get high returns when a large chunk of your funds must sit idly in cash to pay out people who suddenly decide to leave.

Most of the best performers of the past few years, such as hedge funds, have avoided this problem by imposing lock-up periods on investors and freezing redemptions when too many tried to head for the exits.

Historically, industry super funds have never had this problem.

Since Paul Keating introduced the super guarantee in 1992, a portion of Australia 's wages have flowed faithfully into these funds every month, and because the accounts cannot be accessed until the age of 65, there has not been same fear of a run on the funds.

This has allowed industry super funds to fill their portfolios with unlisted, illiquid investments, such as infrastructure, property, private equity and hedge funds.

Not only do these assets tend to outperform shares and bonds but their returns are less closely linked with the vagaries of the sharemarket.

The best performing funds over the past five years, MTAA, Cbus, Hostplus, Australian Super and Westscheme, have up to half of their money in these investments.

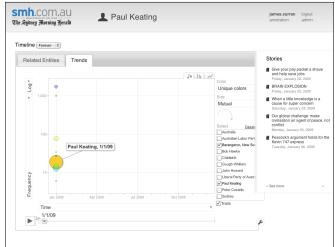
Those who are forced to be more liquid will argue that these assets have done better lately simply because they are not valued as often, and that when they eventually are, there will be massive write-downs for industry funds.

There may be some truth to this but industry funds have also outperformed in bull markets, where, by such logic, unlisted assets would





M1 Bonus: Paul Keating trending topics









M1 Bonus: Paul Keating trending topics









✓ M1 Demo: Bonus features

- ✓ linking to/from articles mentioning entities (was in deep linking)
- mention frequency and daily stories slidebar
- ✓✓ Gap Minder entity trend visualisation







Technologies

- CSS, HTML, Javascript (JQuery)
- Database: PostgreSQL integrates easily with Django
 - explored using Tokyo Tyrant to store article text
- Django Python framework for HTML templating and ORM
- MongoDB + Tokyo Tyrant for Wikipedia data storage
- TinyMCE used for rich text editor in annotation tool







News data feeds and gold standard

- ✓ Back-end system set up to store Fairfax Digital data
- ✓ Feed set up and receiving breaking news articles
- Need to expand to all Fairfax Digital feeds
- ✓ stories for gold standard randomly chosen from:
 - the full year 2009
 - between 100 and 1500 words
 - excluding articles from Births, Deaths, Marriages and Tenders







What is a named entity?

Failed entrepreneur and former CEO Eddy Groves will defend a criminal charge relating to the collapse of Australia's biggest childcare chain, ABC.

''I've pleaded not guilty today and I will vigorously defend the charge, and that's really all I can say right now,'' Groves said.

 $Based \ on \ \texttt{http://www.news.com.au/business/breaking-news/abc-learning-founder-eddy-groves-pleads-not-guilty/story-e6frfkur-1225996040971$





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- Eddy Groves → wiki/Eddy_Groves
- $\underline{\mathsf{ABC}} \to \mathtt{wiki/ABC_Learning}$
- $\underline{\mathsf{ABC}} \nrightarrow \mathtt{wiki/Australian_Broadcasting_Corporation}$







Entity recognition comparison

- A number of commercial systems perform entity recognition: OpenCalais, Extractiv, Evri (see wiki)
- some systems also perform entity linking
 - they are all closed systems (model/features cannot be changed)
- also academic systems for performing these tasks:
 C&C (Sydney/Cambridge), Stanford NE recogniser, LT tools (Edinburgh)
 - trained on very different text to real-world SMH text







✓ M1 Entities: deliverables

- entity annotation scheme defined
- entity annotation tool implemented
- 1,000 historical SMH articles annotated with entities
 - Comparison of existing entity recognition packages
 - ✓ Engine for highlighting entities and linking







Entity type scheme (1)

- Individual a person, animal, deity, or fictional character
 - Nathan Rees; Angus Houston; Phar Lap; Lady Gaga; Miles Davis
- Location a geographical, geopolitical, or celestial feature
 - Uluru; Australia; Mars
- Organisation a company, sports league or team, band, theatre company, etc
 - Sportingbet; Wallabies; Pink Floyd; Sydney Theatre Company
- Product a toy, game, software, drug, weapon
 - Prozac, AK-47, Monopoly, Microsoft Windows, Nikon D300s
- Work of Art a book, play, movie, song, album, etc
 - Miracles, Harry Potter and the Prisoner of Azkaban







Entity type scheme (2)

- Facility a building, bridge, highway, airport, etc
 - Santa Cruz cemetery; Randwick Racecourse; Highway 61
- Artefact a law, legal case, award, degree, currency, market index, vessel, tv/radio station, newspaper, magazine, etc
 - Corporations Act; ARIA Album of the Year; Australian Dollar; ASX 200; FBi Radio
- Event a sporting event, holiday/observance, convention, war, award event, natural disaster, programme/campaign, etc
 - 2010-2011 Ashes; Earth Hour; World War II; Oscar Awards; Hurricane Katrina; Building the Education Revolution
- Miscellaneous the O and R in NORP and languages
 - Catholic, Sunni, Italian







M1 Entities: Bonus

- ightharpoonup NORPs mapped to the underlying nation, e.g. American \longrightarrow USA
- ✓✓ All entities linked against our knowledge base
- ✓ Entities are coreferced within an article
 - ✓ Including pronoun coference







Annotation analysis

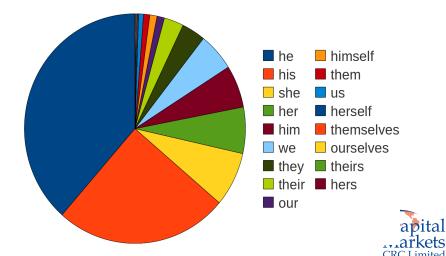
- Over 500,000 words (over 320 man hours of work)
- 9,991 unique entities, about 40% of them non-Wikipedia
- 44,279 mentions, about 27% of them non-Wikipedia
- Top 5 Entities in Wikipedia:
 - Australia
 - United States
 - Kevin Rudd
 - Sydney
 - China
- Top 5 non-Wikipedia Entities mostly obituaries:
 - Paddy Ward
 - Val Street
 - Max Roberts
 - Richard Aldridge
 - Isoken Allen Orobor







Bonus round: 9,854 pronouns annotated





What is an event?

Failed entrepreneur and former CEO Eddy Groves will defend a criminal charge relating to the collapse of Australia's biggest childcare chain, ABC. "I've pleaded not guilty today and I will vigorously defend the charge, and that's really all I can say right now," Groves said.

- Eddy Groves is involved in a JUSTICE-EVENT
- Eddy Groves is a CEO of ABC







Existing event systems

- Aim to identify predetermined types of mentioned events, extracting who, when, where, etc.
- ACE 2005 corpus
 - Marks event "trigger" terms, participants, coreference
 - 34 types focussing on war, politics, business
 - Low annotator agreement (ambiguous); biased topic
 - Extracting all its information requires "semantic completeness"
- TimeMI
 - Generic: most verbs and many nouns are marked as events
 - A more theoretical approach, interested in temporal relations
- OpenCalais (and others from late 1990s, early 2000s)
 - A small list of pre-configured event types
 - What, who, when identified with trigger words and patterns









Event detection is hard to define and do

- Previous efforts have not achieved high annotation consistency or system accuracy, because:
 - **1 Events don't have clear boundaries.** If a company lays off 100 workers, is that one EMPLOYMENT event, or 100? Is a house burning down in a bushfire part of the same event?
 - 2 Events can be mentioned indirectly. An article might quote a spokesperson saying We have increased profits by reducing our salary expenditures.
 - 3 It's unclear what counts as an event. Are price movements events? Does an event need a definite beginning and end? What about long-term events, like wars?







Problems

- Level of granularity
- Diverse language and implicit events
- Generic vs specific
- Tense, aspect, likelihood and rhetorical forms
- Incompleteness of the scheme, i.e. we expect there to be events that we wont annotate
- Low inter-annotator agreement







Event types for sentence level scheme

Category	Examples	
Lifecycle	Births, deaths, injuries, marriages	
Organisation lifecycle	Mergers, major expansions, bankruptcy	
Employment	Hiring, firing, contract extension	
Conflict	Attacks, law suits, disputes	
Justice	Investigation/arrest/trial/sentencing	
Governance	Elections, laws, parliamentary proceedings	
Sports match	horse races, league matches	
Finance	Price movements, share issues, restructuring	
Real estate	Property developments, construction, zoning	
New release	Product launch, reports	
Transaction	Buying/selling, bids, payments	





M1 Events: Deliverables

- Event annotation tool
- Event annotation scheme
- ★ 500 SMH articles annotated with events (220 completed)
- We annotated:
 - 13 broad event types at sentence level (with word-level anchors)
 - coreference and sub-event relations within the document
 - whether the event was "realised"







A new plans for events: document-level

- Key event(s) of the document
 - Excluding back-story which introduces ambiguities
 - What event caused this article to be written?
 - Not just any activity: only newsworthy events
- Fine-grained, hierarchical event schema
 - Models specific and general event types
- More annotation detail: did/will it possibly/definitely happen?
- We will extract who/where/when from the document
- Better targets what users will want







What is sentiment?

Failed entrepreneur and former CEO Eddy Groves will defend a criminal charge relating to the collapse of <u>Australia</u>'s biggest childcare chain, <u>ABC</u>.
''I've pleaded not guilty today and I will vigorously defend the charge, and that's really all I can say right now,'' Groves said.

- Failed applies negative sentiment towards Eddy Groves
- criminal charge applies negative sentiment towards Eddy Groves
- collapse applies negative sentiment towards ABC
- not guilty applies positive sentiment towards Eddy Groves apital







Existing sentiment systems

- Some text analytics packages are able to detect entity level sentiment such as:
 - Lexalytics (commercial) Though sentiment analysis is a headline feature, their methods are very simple
 - OpenAmplify (commercial) Designed for social media analysis, rather than news analysis
 - Appinions (commercial) Only does entity level sentiment analysis about pre-defined topics
 - TextMap (academic) Licensable research software, will only show aggregate sentiment around entities
- Word level sentiment dictionaries are often used to determine entity level sentiment





Problems

- News articles are by nature quite objective, and sentiment tends to be mostly in the form of quotes
- Low inter-annotator agreement means that even humans struggle with the task







M1 Sentiment: Deliverables

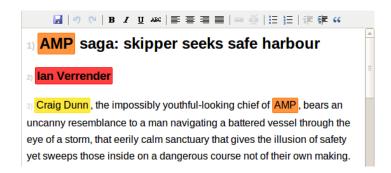
- annotate how the document encourages the reader to feel about each entity
- ✓ annotation scheme:
 - four options, no complicated granularities
 - Positive, negative, neutral and mixed
- Annotation tool extended to handle entity-level sentiment
- 500 SMH articles annotated with sentiment (we did 1000!)







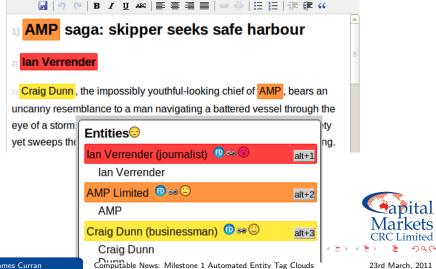
Annotation process







Annotation process





Inter-annotator agreement (Cohen's Kappa)

- Entities
 - Annotating entity types: 0.80-0.88
 - Linking entities: 0.85-0.89
 - Choosing from set of all entities, so overstates agreement
 - Entity type agreement over aligned links: 0.93-0.97
- Events
 - Over sentences: 0.48, 0.00, 0.00, 0.54, 0.29, -0.01, 0.71, 0.77, 0.00, 0.12, 0.50, 0.40
 - Over doc: 0.48, 0.00, 0.00, 0.33, 0.47, -0.11, 0.44, 1.00, 0.00, 0.47, 0.63, 0.57
- Sentiment: 0.40 0.51 0.44
 - Unexpectedly low, but all of the disagreement comes from where to put the threshold

Part I

Extra slides





M1 Sentiment engine

- Each adjective is given a sentiment score taken from SentiWordNet (v1)
- From this we calculate:
 - Story sentiment by summing the sentiment of adjectives appearing in the story
 - Mention sentiment by summing the sentiment of adjectives that appear in the sentence containing the mention
 - Entity sentiment by summing the sentiment of all mentions of the entity, where two or more mentions occur in the same sentence only one is used
- Note that this is quite similar to the techniques used by Lexalytics







Computable News

- Joint project between CMCRC, Fairfax Digital and The University of Sydney.
- \$600K project led by James Curran:
 - 3 Postdocs: Ben Hachey, Matt Honnibal and David Vadas
 - 3 PhD students: Joel Nothman, Tim O'Keefe and Will Radford
 - CMCRC Project Manager: Tim Yeates
- Started November 2010 and runs for between 1 and 3 years.
- The first end-of-milestone meeting on February 17th.







Entity Resource Pages at the New York Times

TIMES TOPICS > PEOPLE > M > MADOFF, BERNARD L.

Bernard L. Madoff



Updated: Dec. 18, 2010

Overview

On Wall Street, his name was legendary. Now it is infamous.

With money Bernard L. Madoff had earned as a lifeguard on the beaches of Long Island, he built a trading powerhouse that had prospered for more than four decades. At age 70, he had become an influential spokesman for the traders who are the hidden gears of the marketplace.

But on Dec. 11, 2008, Mr. Madoff was arrested at his Manhattan home by federal agents and charged in a 20 year Ponzi scheme that was the largest fraud in Wall Street history.

Multimedia

Modell's Climits		
		- CHARLES
		0.010
Interactive		

Madoff's Clients

A list of individuals, banks, charitable foundations and investment firms exposed to losses in Bernard L. Madoff's investment funds.



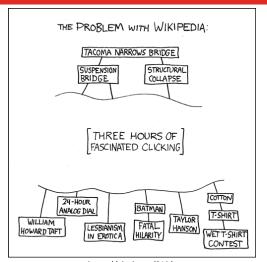
A Timeline of the Madoff Fraud Key dates in the Ponzi scheme and case of Bernard L. Madoff.



http://topics.nytimes.com/top/reference/timestopics/people/m/bernard_l_madoff



A good problem to have





http://xkcd.com/214/





Quotation and Sentiment Extraction

Failed entrepreneur and former CEO Eddy Groves will defend a criminal charge relating to the collapse of Australia's biggest childcare chain, ABC. "I've pleaded not guilty today and I will vigorously defend the charge, and that's really all I can say right now," Groves said.

- Eddy Groves said "I've pleaded not guilty today..."
- Eddy Groves → ☺







User-defined Alerts

- Stories about ORGANISATION.
- What PERSON has said about ORGANISATION.
- New building projects in LOCATION.
- ...







Postgres vs Tokyo Tyrant

9			
TASK	POSTGRESQL	TOKYO TYRANT	
Load 500,000 stories	171.303/248.292	71.256/79.392	13
Retrieve all 500,000 stories	11.281/10.410	75.317/81.909	14
Retrieve 1,000 random stories	0.275/0.218	0.071/0.082	
Concurrent retrieval	6.645/6.027	3.402/3.404	



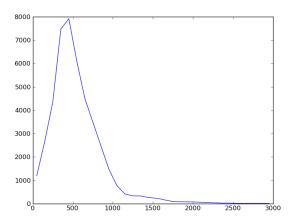




	SECTION	AVERAGE WORD COUNT
Word counts by section	Births	48
	Marriages	54
	Tenders	80
	Deaths	102
	SS	200
	Domain East	324
	News	381
	Property	459
	Business	560
	Drive	623
	Sport	656
	Good Weekend	1260













Entity type scheme v0.9 – Core types

- Animal
- Artefact
- Award
- Event
- Facility
- Organisation
- Person
- Product
- Vessel
- Work of Art
- Miscellaneous
- Adjectival (nationality, religion, political party, etc.)





Entity type scheme v0.9 – Facets for core types

- Art/Architecture
- Business
- Education
- Entertainment
- Environment/Weather
- Family/Genealogy (clan, tribe, etc.)
- Food/Drink
- Government/Civil
- Housing/Real Estate
- I aw
- Media
- Medicine/Health
- Military
- Political
- Religious
- Science/Technology
- Sport
- Transportation





Entity type scheme v0.9 – Location and address types

- Country
- Region
- City/Suburb
- Natural Feature
- Celestial Body
- Post/Street
- Phone/Fax
- Email
- Url/Path







Entity type scheme v0.9 – Number and date types

- Monetary Amount
- Percent
- Quantity
- Score
- Date
- Time







Entity type scheme v0.9 - Terminological types

- Currency (e.g., AUD)
- Natural Disaster (e.g., Cyclone Larry)
- Gene/Protein (e.g., Tinman)
- Language (e.g, Chinese)
- Market Index (e.g., ASX 200)
- Medical Condition (e.g., Cholera)
- Person Role (e.g., Minister of Foreign Affairs)
- Species (e.g., Drosophila Melanogaster)
- Substance (e.g., Penicilin)
- Treatment (e.g., Chemotherapy)



