

Adding Realtime Coverage to the Google Knowledge Graph

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Abstract. In May 2012, the Web search engine Google introduced the so-called Knowledge Graph, a graph that understands real-world entities and their relationships to one another. Entities covered by the Knowledge Graph include landmarks, celebrities, cities, sports teams, buildings, geographical features, movies, celestial objects, works of art, and more. The graph enhances Google search in three main ways: by disambiguation of search queries, by search-logs-based summarization of key facts, and by explorative search suggestions. With this paper, we suggest a fourth way of enhancing Web search: through the addition of realtime coverage of what people say about real-world entities on social networks. We report on a browser extension that seamlessly adds relevant microposts from the social networking sites Google+, Facebook, and Twitter as a panel to Knowledge Graph entities. In a true Linked Data fashion, we inter-link detected concepts in microposts with Freebase entities, and evaluate our approach for both relevancy and usefulness. The extension developed in the context of this paper was published on the Chrome Web Store¹. A screenshot with exemplary extension output for the entity *Isabella Stewart Gardner Museum* in Boston, MA, can be found online².

1 Introduction

References

* Full disclosure: the author is also a Google employee.

¹ `{TODO: Add Chrome Web Store URL}`

² <http://twitpic.com/a8zgiq/full>