



Agenda

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 - 1. Loading Data
 - 2. Creating a Matching Rule
 - 3. Running the Identity Resolution
 - 4. Evaluating the Matching Result
 - 5. Learning a Matching Rule
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1. Exercise Overview

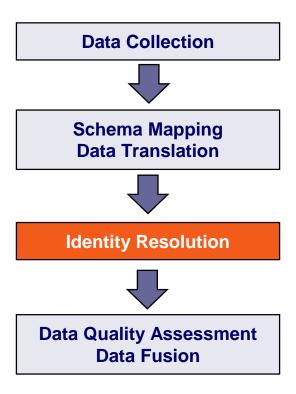
Learning goal

Learn how to use the Winte.r Framework in order to:

- 1. Identify records in different data sets that describe the same real-world entity
- Experiment with different combinations of similarity measures (matching rules)
- 3. Use blocking to speed up the comparisons
- Evaluate the quality of your approach (F1 / Reduction Ratio)

Result

- 1. Correspondences between records in different data sets that describe the same entity
- A well-founded idea about the quality of the correspondences



2. Use Case for this Exercise

- 1. Download the .zip of the project from the course page
- 2. Unzip it and look at the sample files in \data\input\
 - .xml input data sets in input folder
 - .csv gold standard
- 3. Open the project in a Java IDE (import as maven project)

The project serves as a quick-start for todays tasks and contains:

- Two datasets describing movies
- A gold standard for evaluating correspondences between records
- Pre-implemented classes and a data model for movies
- A fully implemented identity resolution workflow using WInte.r
- Several alternative blocking functions and comparators

Explore the Data

- We provide you with the following files:
 - actors.xml: dataset with 149 movies
 - academy_awards.xml: dataset with 4580 movies
- Vocabularies are aligned
 - Every input file has the same schema
- Unique IDs are in place
 - The IDs are **globally** unique
- Which combination of attributes might be suitable to detect duplicates?
 - movie title, movie date, list of actors, director name ...

Example

Example of a movie in both datasets

(i) actors dataset

```
<movies>
        <movie>
          <id>academy awards 3059</id>
          <title>Stalag 17</title>
          <date>1953-01-01</date>
          <oscar>yes</oscar>
          <director>
                <name>Billy Wilder</name>
          </director>
          <actors>
            <actor>
                  <name>Robert Strauss</name>
                </actor>
          </actors>
        </movie>
</movies>
```

(ii) academy awards dataset

The Gold Standard

- To evaluate identity resolution algorithms, you need a manually verified gold standard
 - .csv file containing pairs of (comma-separated)
 IDs of entities that match and do not match

```
gs_academy_awards_2_actors_test.csv:
academy_awards_4529,actors_2,TRUE
academy_awards_4500,actors_3,TRUE
academy_awards_4421,actors_82,FALSE
academy_awards_4475,actors_4,TRUE
academy_awards_3305,actors_21,FALSE
```

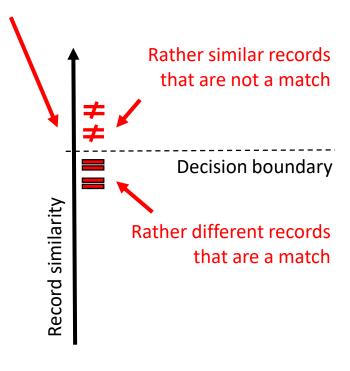
The file includes non-trivial cases

```
<id>academy awards 902</id>
                                                          > <title>Forrest Gump</title>
<movie>
                                                             <director>
     <id>actors 141</id>
                                                                  <name>Robert Zemeckis</name>
     <title>Forest Gump</title>
                                                             </director>
     <actors>
                                                             <actors>
          <actor>
                                                                  <actor>
                <name>Tom Hanks</name>
                                                                        <name>Tom Hanks</name>
                <birthday>1956-01-01
                                                                  </actor>
                <birthplace>California</pirthplace>
                                                                  <actor>
          </actor>
                                                                        <name>Gary Sinise</name>
     </actors>
                                                                  </actor>
     <date>1995-01-01</date> <
                                                             </actors>
</movie>
                                                           <date>1994-01-01</date>
                                                             <oscar>yes</oscar>
                                                       </movie>
```

<movie>

The Gold Standard

- You need ground truth (gold standard) for the evaluation
- To create a gold standard, manually label a set of record pairs as matches or non-matches including corner cases
- Rule of thumb for creating a suitable gold standard with acceptable manual effort:
 - match records using several simple matching techniques (goal: avoid selection bias) and sort record pairs according to their similarity
 - 2. if available, use information about likely matches (e.g. ISBN or GTIN numbers that exist in multiple sources)
 - 3. <u>manually</u> verify a fair amount of the resulting pairs (e.g. >500 pairs) including
 - 1. matching record pairs (randomly chosen, 20% of GS)
 - 2. corner case matches and non-matches (40% of GS)
 - 3. non-matching record pairs (randomly chosen, 40% of GS)



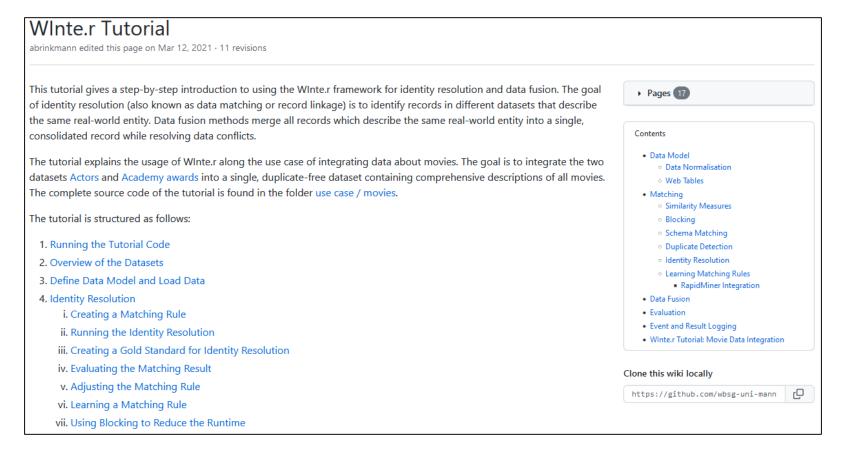
3. The Winter Framework

- The <u>Web Data Integration Framework</u> (WInte.r) provides methods for end-to-end data integration
- Implements methods for
 - Data Pre-Processing
 - Schema Matching
 - Identity Resolution
 - Data Fusion
 - Evaluation

- Open Source under Apache 2.0 License
- https://github.com/wbsg-uni-mannheim/winter

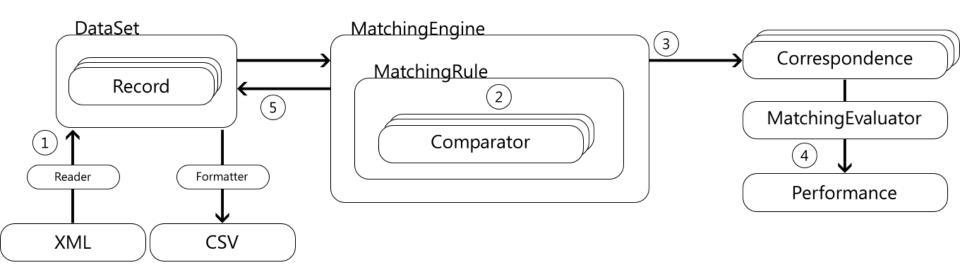
WInte.r Tutorial

https://github.com/wbsg-uni-mannheim/winter/wiki/WInte.r-Tutorial



Identity Resolution Walkthrough: Movie Use Case

- 1. Loading Data
- 2. Creating a Matching Rule
- 3. Running the Identity Resolution
- 4. Evaluating the Matching Result
- 5. Learning a Matching Rule



3.1 Loading Data: Define the Data Model

- First Step: Define your data model!
 - Create Java classes for your entities
 - Implement the Matchable interface

 The data models for this exercise are already implemented in Movie.java and Actor.java in the package:

```
public class Movie implements Matchable {
public Movie(String identifier, String provenance) {
 id = identifier;
 this.provenance = provenance;
  actors = new LinkedList<>();
private String title;
private String director;
private LocalDateTime date;
private List<Actor> actors;
public String getTitle() {
 return title:
public void setTitle(String title) {
  this.title = title;
```

de.uni_mannheim.informatik.dws.wdi.ExerciseIdentityResolution.model

Loading Data: Create an XML File Reader

- Second Step: Define how to load your model from XML files
 - Extend the XMI MatchableReader class
 - Override the createModelFromElement method
 - Creates a new movie instance

```
public class MovieXMLReader extends XMLMatchableReader<Movie,Attribute> {
    @Override
    public Movie createModelFromElement(Node node, String provenanceInfo) {
        // get the ID value
        String id = getValueFromChildElement(node, "id");

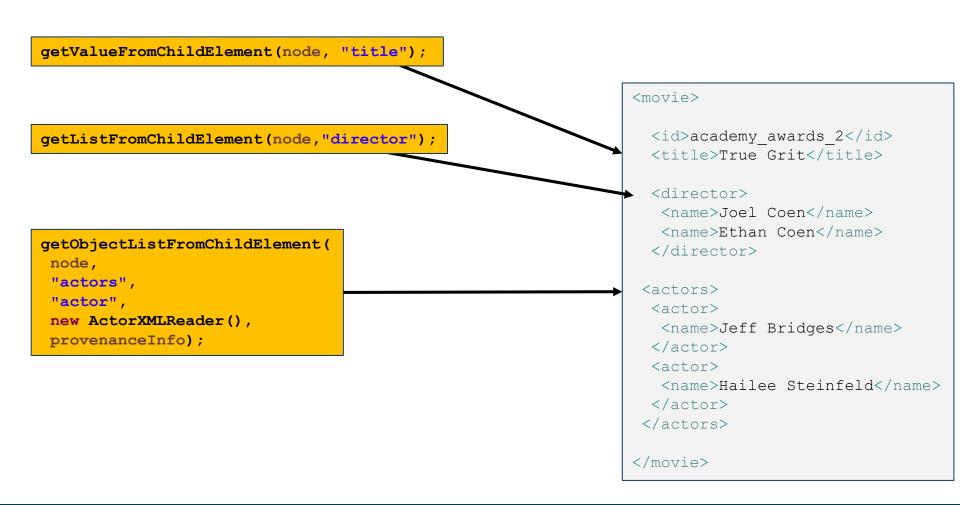
        // create a new object with id and provenance information
        Movie movie = new Movie(id, provenanceInfo);

        // fill the attributes
        movie.setTitle(getValueFromChildElement(node, "title"));
        ...

        // return the new object
        return movie;
    }
}
```

Loading Data: XMLMatchableReader

Methods provided by XMLMatchableReader



Loading Data: Load an XML file

- Third Step: Load the provided data sets
 - Create a new HashedDataSet object
 - Specify
 - The file that contains your data
 - The XPath to the XML elements that represent your records

```
// create a new data set
HashedDataSet<Movie, Attribute> ds = new HashedDataSet<>();

// load an XML file
new MovieXMLReader().loadFromXML(
new File("data/input/academy_awards.xml"), // the file to load
"/movies/movie", // XPath to elements
ds); // data set to fill
```

ALTERNATIVE Loading Data: The Default Model

- Alternative to creating customized data models:
 - Use the Default Model for a simple schema
 - de.uni_mannheim.informatik.dws.winter.model.defaultmodel.*
 - A key/value map supporting atomic values and lists
 - Data is modelled using the Record and Attribute classes

```
HashedDataSet<Record, Attribute> ds = new HashedDataSet<>();

// Map the XML Element names to attribute names in the data set
Map<String, Attribute> nodeMapping = new HashMap<>();
nodeMapping.put("title", new Attribute("title"));
nodeMapping.put("date", new Attribute("date"));
new XMLRecordReader("id", nodeMapping).loadFromXML(sourceFile, "/movies/movie", ds);
```

More info about data management in the WInte.r tutorial at:

https://github.com/wbsg-uni-mannheim/winter/wiki/Data-Model

3.2 Creating a Matching Rule

 A matching rule specifies which attributes to compare and how to calculate an overall similarity value

```
sim(x,y) = 0.3s_{name}(x,y) + 0.3s_{phone}(x,y) + 0.1s_{city}(x,y) + 0.3s_{state}(x,y)
s_{name}(x,y): using the Jaro-Winkler similarity measure
s_{phone}(x,y): based on edit distance between x's phone
(after removing area code) and y's phone
s_{city}(x,y): based on edit distance
s_{state}(x,y): based on exact match; yes \rightarrow 1, no \rightarrow 0
```

- SimilarityMeasures specify the similarity of two values
- Comparators specify how to compare the values of attributes
- *MatchingRule*s specify how to combine the different similarity values

Creating a Matching Rule: Similarity Measures

- A similarity measure calculates a similarity between two values
 - WInte.r provides different similarity measures for string, numeric, date and list attribute
 - More Info at: https://github.com/wbsg-uni-mannheim/winter/wiki/SimilarityMeasures
 - Extends the SimilarityMeasure class
 - Accepts two values and returns their similarity

```
public class TokenizingJaccardSimilarity extends SimilarityMeasure<String> {
    @Override
    public double calculate(String first, String second) {
        if(StringUtils.isEmpty(first) || StringUtils.isEmpty(second))
            return 0.0;
    } else {
        // use the SecondString library to calculate the similarity value
        Jaccard j = new Jaccard(new SimpleTokenizer(true, true));
        return j.score(first, second);
    }
}
```

Creating a Matching Rule: Comparators

- Example: Calculate Jaccard similarity between movie's directors
- Creating attribute comparators:
 - 1. apply specific preprocessing
 - lower-case the values
 - 2. calculate similarity value
 - Use Jaccard Similarity
 - 3. re-scale the similarity value
 - square similarity

```
import de.uni mannheim.informatik.dws.winter
 .matching.rules.Comparator;
public class MovieDirectorComparatorJaccard
 implements Comparator<Movie, Attribute> {
TokenizingJaccardSimilarity sim
 = new TokenizingJaccardSimilarity();
 @Override
public double compare(
 Movie entity1, Movie entity2,
Correspondence<Attribute, Matchable> schemaCor) {
 // preprocessing
  String s1 = entity1.getDirector().toLowerCase();
  String s2 = entity2.getDirector().toLowerCase();
  // calculate similarity value
  double similarity = sim.calculate(s1, s2);
  // postprocessing
  similarity *= similarity;
 return similarity;
```

Creating a Matching Rule: Combine Comparators

- Defining a Matching Rule:
 - Use the LinearCombinationMatchingRule class
 - Specify final threshold
 - Add comparators and their weights

$$sim_{Movie}(m_1, m_2) = 0.6 \ sim_{title}(m_1, m_2) + 0.4 \ sim_{date}(m_1, m_2)$$

$$match_{Movie}(m_1, m_2) = \begin{cases} 1 & \text{if } sim_{Movie}(m_1, m_2) \ge 0.5 \\ 0 & \text{otherwise} \end{cases}$$

Define a Blocker

- Listing all pairs of records in two datasets D and E is in O(|D||E|)
- Blockers create fewer pairs which speeds up the matching runtime

You can choose between

de.uni_mannheim.informatik.dws.winter.matching.blockers

- NoBlocker
 - Calculates all pairs, i.e. no blocking
- StandardRecordBlocker
 - Uses a blocking function to create pairs
- SortedNeighbourhoodBlocker
 - Uses the sorted neighbourhood method

Define a Blocking Function

- A blocker creates pairs based on a blocking function
 - Records for which the blocking function returns the same value will be evaluated by the matching rule
- Example: use the decade of a movie's release as blocking key
 - Extend RecordBlockingKeyGenerator
 - Override generateBlockingKeys(...)

3.3 Running the Identity Resolution

Create a MatchingEngine instance and run the identity resolution

Write the resulting correspondences into a file

```
new CSVCorrespondenceFormatter().writeCSV(new
File("usecase/movie/output/academy_awards_2_actors_correspondences.csv"), correspondences);
```

3.4 Evaluating the Result

- First Step: Load the gold standard
 - Use the *MatchingGoldStandard* class
- Second step: evaluate the result
 - Use the *MatchingEvaluator* class

```
// load the gold standard
MatchingGoldStandard gs = new MatchingGoldStandard();
gs.loadFromCSVFile(new File("gold.csv"));

// evaluate the result
MatchingEvaluator<Movie, Attribute> evaluator = new MatchingEvaluator<>();
Performance perf = evaluator.evaluateMatching(correspondences, gs);

// print the performance
System.out.println(String.format(
"Precision: %.4f\nRecall: %.4f\nF1: %.4f", perf.getPrecision(),
perf.getRecall(), perf.getF1()));
```

Inspect and Improve the Results – Event Logging

- Winte.r supports detailed event logging which can help you find what went wrong and improve your results
- Default logging level: info on input data, gold standard, # blocks, results
- Trace (tracefile) logging level: default + blocking keys and frequency, missing, wrong and correct correspondences

```
public class Logger logger = WinterLogManager.activateLogger("trace");
```

```
[correct] academy_awards_1272,actors_135,0.85
[wrong] academy_awards_1115,actors_101,0.7
[missing] academy_awards_4270,actors_9
...
```

```
Blocking key values:
BlockingKeyValueFrequency
MA,MO 24
CA 21
```

Inspect and Improve your Results – Result Logging

Get more detailed logging by activating the debug reports for:

- Blocking: overview of key values and their frequencies
- Matching: input values, pre-processed values, similarity scores, post-processed similarity scores

Activate the *Blocking* report before running blocking:

```
// create & configure the blocker
Blocker<Movie, Attribute> blocker = new StandardRecordBlocker<> (new MovieBlockingFunction());
blocker.collectBlockSizeData("data/output/debugResultsBlocking.csv", 100);
```

Activate the Matching report after loading your gold standard and before adding comparators to your matching rule:

```
// create & configure the blocker
LinearCombinationMatchingRule<Movie, Attribute> rule = new LinearCombinationMatchingRule<>>(0.5);
rule.activateDebugReport("data/output/debugResultsMatchingRule.csv", 1000, gs);
```

Inspect and Improve your Results - Example

```
LinearCombinationMatchingRule<Movie, Attribute> rule =
  new LinearCombinationMatchingRule<>(0.7);
rule.addComparator(new MovieTitleComparator(), 0.2);
rule.addComparator(new MovieDateComparator(), 0.8);
```

```
* Evaluating result
*
```

Academy Awards <-> Actors Precision: 1.0000 Recall: 0.0213

F1: 0.0417

Matching Rules Debug Report

Total Similarity Is Match		Movie Date Comparator	Movie Date Comparator	MovieDateComparator N	MovieTitleComparator	MovieTitleComparator	
		2Yearsrecord1	2Yearsrecord2	2Years postproccesed	Jaccardrecord1	Jaccardrecord2	Jaccard postproccesed
		PreprocessedValue	PreprocessedValue	Similarity	PreprocessedValue	PreprocessedValue	Similarity
0.6	1	1978-01-01T00:00	1979-01-01T00:00	0.5	Coming Home	Coming Home	1
0.6	1	1952-01-01T00:00	1953-01-01T00:00	0.5	High Noon	High Noon	1
0.6	1	1955-01-01T00:00	1956-01-01T00:00	0.5	Marty	Marty	1
0.6	1	1948-01-01T00:00	1949-01-01T00:00	0.5	Johnny Belinda	Johnny Belinda	1

We inspect the debug report. The MovieDate attribute is noisy while MovieName is cleaner and should stronger affect the matching decision.

```
LinearCombinationMatchingRule<Movie, Attribute> rule =
  new LinearCombinationMatchingRule<>(0.7);
rule.addComparator(new MovieTitleComparator(), 0.8);
rule.addComparator(new MovieDateComparator(), 0.2);
```

Evaluating result

Academy Awards <-> Actors Precision: 0.9333 Recall: 0.8936

F1: 0.9130

Learning a Matching Rule

- Use the WekaMatchingRule class
 - Configure it with the model & parameters you want to use
 - Train it on a labelled training set
 - Then you can run it on your data
 - And evaluate it on a *separate* test set

Learning a Matching Rule

 The WekaMatchingRule class can be parametrized with linear (logistic regression) and non-linear models (decision tree).

Documentation on Weka classifiers:

http://weka.sourceforge.net/doc.dev/weka/classifiers/Classifier.html

Project Phase 2

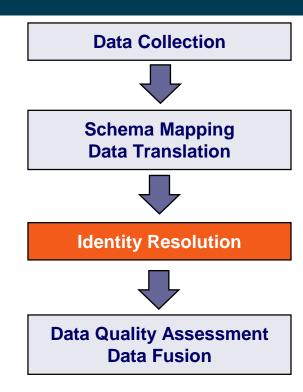
Project Phase 2: Identity Resolution

Duration: October 16th – November 13th

Tasks: Use WInte.r to

- 1. Identify records in different data sets that describe the same real-world entity
- 2. Experiment with different combinations of similarity measures (matching rules)
- 3. Use blocking to speed up the comparisons
- Evaluate the quality of your approach (F1 / Reduction Ratio)

Result: Correspondences between records in different data sets that describe the same entity



Prepare the Inputs: Check Your Data

- Your input is the output of Exercise 1
 - Vocabularies are aligned
 - Unique IDs are in place
- Are there duplicates in your data?
 - At least 1000 entities should be contained in at least two datasets.
- Is there enough attribute overlap?
 - At least 5 attributes should be contained in at least two datasets.
- Which combination of attributes can you use to detect duplicates?
 - name/title, creation/founding date, location/ address, height, colour,
 ...

Prepare the Inputs: Create Gold Standard

- Make gold standard big enough
 - At least 1% (or 500 pairs, if your datasets are huge) of entities
- You need a gold standard for all data sets that you want to use in the fusion part
 - Only makes sense if you have overlapping attributes that you can use
- Proceed iteratively
 - Create a smaller gold standard, go through the whole exercise, then come back to improve the gold standard by adding corner cases (and fixing errors)

Identity Resolution in the Final Project Report

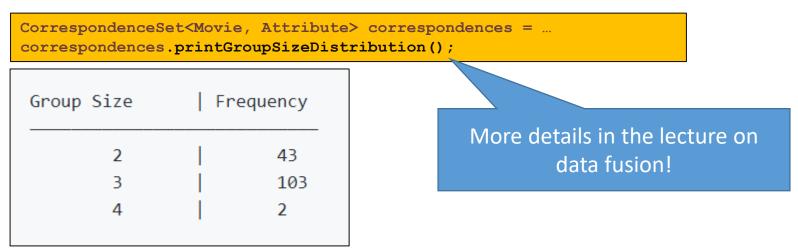
- Results of Phase 2 will be part of your final report
- Make sure you know/make notes on
 - 1. Content and size of your gold standard
 - Which classes/data sets are included?
 - What "corner cases" did you include?
 - 2. Which matching rules did you try?
 - What happens with P/R/F1?
 - Which attribute comparators / similarity measures did you use?
 - 3. What blockers have you tried?
 - What happened with runtime and number of matches?
 - What blockers / blocking functions have you used?
 - How do P/R/F1 change, and why?
- Note also that Phase 2 output is Exercise 3 (Data Fusion) input

Final Report: Tables describing your Experiments

1. Please add the following table to your final report and presentation slides:

#	Matching Rule	Blocker	P	R	F1	# Corr	Time
1	Rule1:Title&Year	No Blocking	0.71	0.95	0.82	10.230	90 min
2	Rule1:Title&Year	StandardYear	0.71	0.73	0.72	9.609	18 sec
3	Rule1:Title&Year	SNBYear	0.71	0.89	0.79	10.215	50 sec
4	Rule2:Title&Actors	SNBYear	0.81	0.89	0.83	9.919	19 sec

2. Please also report the group size distribution:



Task for this Exercise

- 1. Open and run the provided <code>IR_using_linear_combination.java</code> in <code>de.uni_mannheim.informatik.dws.wdi.ExerciseIdentityResolution</code>
 - 1. Which performance does the linear combination rule achieve?
- 2. Understand your results:
 - 1. Inspect the log files in *data\output* to see which errors were made
- Try different combinations of comparators or weights in your matching rule
 - 1. Can you improve the performance?
 - 2. Can you improve the performance using global matching?
- 4. Experiment with different Blockers
 - 1. First, use the NoBlocker to see the maximum runtime
 - 2. Then, try different blocking keys with the *StandardRecordBlocker*
 - 3. Finally, try the *SortedNeighbourhoodBlocker*
- 5. Use machine learning (IR_using_machine_learning.java)
 - 1. Which performance does the machine learning rule achieve?
 - 2. Create a comparator that uses the actors

...and now

- 1. Prepare the gold standard
- 2. Use WInte.r and
 - Define your inputs
 - Define blocking functions
 - Define your matching rules
 - Run the evaluation
 - (extra) Learn matching rules

