Information Extraction & Named Entity Recognition

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CS224N

NLP for IR/web search?

• It’s a no-brainer that NLP should be useful and used for web search (and IR in general):
  • Search for ‘Jaguar’
    • the computer should know or ask whether you’re interested in big cats (scarce on the web), cars, or, perhaps a molecule geometry and solvation energy package, or a package for fast network I/O in Java
  • Search for ‘Michael Jordan’
    • The basketballer or the machine learning guy?
  • Search for laptop, don’t find notebook
    • [Google used to not even stem:
      • Searching probabilistic model didn’t even match pages with probabilistic models – but it does now.]

NLP for IR/web search?

• Word sense disambiguation technology generally works well (like text categorization)
• Synonyms can be found or listed
• Lots of people were into fixing this
  • Especially around 1999-2000
  • Lots of (ex-)startups:
    • LingoMotors
    • iPhrase “Traditional keyword search technology is hopelessly outdated”

NLP for IR/web search?

• But in practice it’s an idea that hasn’t gotten much traction
  • Correctly finding linguistic base forms is straightforward, but produces little advantage over crude stemming which just slightly over equivalence classes words
  • Word sense disambiguation only helps on average in IR if over 90% accurate (Sanderson 1994), and that’s about/above where we are
  • Syntactic phrases should help, but people have been able to get most of the mileage with “statistical phrases” – which have been aggressively integrated into systems recently (covert phrases; proximity weighting)

NLP for IR/web search?

• Much more progress has been made in link analysis, the use of anchor text, etc.
• Anchor text gives human-provided synonyms
• Using human intelligence always beats artificial intelligence
• People can easily scan among results (on their 24” monitor) … if you’re above the fold
• Link or click stream analysis gives a form of pragmatics: what do people find correct or important (in a default context)
• Focus on short, popular queries, news, etc.

NLP for IR/web search?

• Methods which use rich ontologies, etc., can work very well for intranet search within a customer’s site (where anchor-text, link, and click patterns are much less relevant)
• But don’t really scale to the whole web
• Moral: it’s hard to beat keyword search for the task of general ad hoc document retrieval
• Conclusion: one should move up the food chain to tasks where finer-grained understanding of meaning is needed
• One possibility: information extraction
Product information/ Comparison shopping, etc.

- Need to learn to extract info from online vendors
- Can exploit uniformity of layout, and (partial) knowledge of domain by querying with known products
- Early e.g., Jango Shopbot (Etzioni and Weld)
  - Gives convenient aggregation of online content
- Bug: originally not popular with vendors
  - Make personal agents rather than web services?
  - This seems to have changed (e.g., Froogle)

Information Extraction

- Information extraction systems
  - Find and understand the limited relevant parts of texts
  - Clear, factual information (who did what to whom when?)
  - Produce a structured representation of the relevant information: relations (in the DB sense)
  - Combine knowledge about language and a domain
  - Automatically extract the desired information
  - E.g.
    - Gathering earnings, profits, board members, etc. from company reports
    - Learn drug-gene product interactions from medical research literature
    - “Smart Tags” (Microsoft) inside documents

Classified Advertisements (Real Estate)

Background:
- Advertisements are plain text
- Lowest common denominator: only thing that 70+ newspapers with 20+ publishing systems can all handle

```xml
<ADNUM>2067206v1</ADNUM>
<DATE>March 02, 1998</DATE>
<TITLE>MADDINGTON $89,000</TITLE>
<ADTEXT>
OPEN 1.00 - 1.45
U 11 / 10 BERTRAM ST
NEW TO MARKET Beautiful
3 brm freestanding villa, close to shops & bus stop
Owner moved to Melbourne
ideally suit 1st home buyer, investor & 55 and over.
Brian Hazelden 0418 958 996
R WHITE LEEMING 9332 3477
</ADTEXT>
```
Why doesn’t text search (IR) work?

What you search for in real estate advertisements:
- Town/suburb. You might think easy, but:
  - Real estate agents: Coldwell Banker, Mosman
  - Phrases: Only 45 minutes from Parramatta
  - Multiple property ads have different suburbs
- Money: want a range not a textual match
  - Multiple amounts: was $155K, now $145K
  - Variations: offers in the high 700s [but not rents for $270]
- Bedrooms: similar issues (br, bdr, beds, B/R)

Canonicalization: Product information

Inconsistency: digital cameras
- Image Capture Device: 1.68 million pixel 1/2-inch CCD sensor
  - Total Pixels Approx. 3.34 million
  - Effective Pixels Approx. 3.24 million
- Image sensor: Total Pixels: Approx. 2.11 million-pixel
- Imaging sensor: Total Pixels: Approx. 2.11 million: 1,688 (H) x 1,248 (V)
- CCD: Total Pixels: Approx. 3,340,000 (2,140[H] x 1,560 [V])
  - Effective Pixels: Approx. 3,240,000 (2,088[H] x 1,530 [V])
  - Recording Pixels: Approx. 3,145,000 (2,048[H] x 1,536 [V])
- These all came off the same manufacturer’s website!
- And this is a very technical domain. Try sofa beds.

Using information extraction to populate knowledge bases

http://protege.stanford.edu/
The European Commission said on Thursday it disagreed with German advice. Only France [LOC] and Britain [LOC] backed Fischler [PER]’s proposal.

“What we have to be extremely careful of is how other countries are going to take Germany’s lead”, Welsh National Farmers’ Union (NFU) chairman John Lloyd Jones said on BBC radio.

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### Named Entity Extraction

- **The task:** find and classify names in text, for example:

  • The European Commission [ORG] said on Thursday it disagreed with German [MISC] advice.
  • Only France [LOC] and Britain [LOC] backed Fischler [PER]’s proposal.
  • “What we have to be extremely careful of is how other countries are going to take Germany’s lead”, Welsh National Farmers’ Union [ORG] (NFU) chairman John Lloyd Jones [PER] said on BBC [ORG] radio.

- **The purpose:**
  - … a lot of information is really associations between named entities.
  - … for question answering, answers are usually named entities.
  - … the same techniques apply to other slot filling classifications.

### CoNLL (2003) Named Entity Recognition task

Task: Predict semantic label of each word in text

- **Foreign** NNP I-NP ORG
- **Ministry** NNP I-NP ORG
- **spokesman** NN I-NP O
- **Shen** NNP I-NP PER
- **Guofang** NNP I-NP PER
- **told** VBD I-VP O
- **Reuters** NNP I-NP ORG

### Precision and recall

- **Precision:** fraction of retrieved items that are relevant = \( P(\text{correct} | \text{selected}) \)
- **Recall:** fraction of relevant docs that are retrieved = \( P(\text{selected} | \text{correct}) \)

<table>
<thead>
<tr>
<th></th>
<th>Correct</th>
<th>Not Correct</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selected</td>
<td>tp</td>
<td>fp</td>
</tr>
<tr>
<td>Not Selected</td>
<td>fn</td>
<td>tn</td>
</tr>
</tbody>
</table>

- Precision \( P = \frac{tp}{tp + fp} \)
- Recall \( R = \frac{tp}{tp + fn} \)

### A combined measure: F

- Combined measure that assesses this tradeoff is F measure (weighted harmonic mean):

\[
F = \frac{1}{\frac{1}{P} + \frac{1}{R}} = \frac{(\beta^2 + 1)PR}{\beta^2 P + R}
\]

- People usually use balanced F, measure
  - i.e., with \( \beta = 1 \) or \( \alpha = \frac{1}{2} \): \( F = 2PR/(P+R) \)
- Harmonic mean is conservative average
  - See CJ van Rijsbergen, *Information Retrieval*

### Precision/Recall/F1 for IE

- Recall and precision are straightforward for tasks like IR and text categorization, where there is only one grain size (documents)
- The measure behaves a bit funny for IE/NER when there are boundary errors (which are common):
  - First Bank of Chicago announced earnings ... This counts as both a fp and a fn
  - Selecting nothing would have been better
  - Some other systems (e.g., MUC scorer) give partial credit (according to complex rules)

### Natural Language Processing-based Hand-written Information Extraction

- If extracting from automatically generated web pages, simple regex patterns usually work.
- If extracting from more natural, unstructured, human-written text, some NLP may help.
  - Part of speech (POS) tagging
    - Mark each word as a noun, verb, preposition, etc.
  - Syntactic parsing
    - Identify phrases: NP, VP, PP
  - Semantic word categories (e.g., from WordNet)
    - KILL: kill, murder, assassinate, strangle, suffocate
  - Extraction patterns can use POS or phrase tags.
    - Crime victim: Prefiller: [POS: V, Hypernym: KILL]
    - Filler: [Phrase: NP]
MUC: the NLP genesis of IE

- DARPA funded significant efforts in IE in the early to mid 1990’s.
- Message Understanding Conference (MUC) was an annual event/competition where results were presented.
- Focused on extracting information from news articles:
  - Terrorist events
  - Industrial joint ventures
  - Company management changes
- Information extraction is of particular interest to the intelligence community.
  - Though also to all other “information professionals”

Example of IE from FASTUS (1993)

Bridgestone Sports Co. said Friday it had set up a joint venture in Taiwan with a local concern and a Japanese trading house to produce golf clubs to be supplied to Japan.

The joint venture, Bridgestone Sports Taiwan Co., capitalized at 20 million new Taiwan dollars, will start production in January 1990 with production of 20,000 iron and “metal wood” clubs a month.

Example of IE: FASTUS(1993)

<table>
<thead>
<tr>
<th>TIE-UP 1</th>
<th>Activity 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relationship: TIE-UP</td>
<td>Activity: PRODUCTION</td>
</tr>
<tr>
<td>“a local concern”</td>
<td>Product: “iron and ‘metal wood’ clubs”</td>
</tr>
<tr>
<td>“a Japanese trading house”</td>
<td>Start Date: DURING: January 1990</td>
</tr>
<tr>
<td>Joint Venture Company: “Bridgestone Sports Taiwan Co.”</td>
<td></td>
</tr>
<tr>
<td>Activity:</td>
<td>Amount: NTS200000000</td>
</tr>
</tbody>
</table>

FASTUS

Based on finite state automata (FSA) transductions

1. Complex Words:
   - Recognition of multi-words and proper names
2. Basic Phrases:
   - Simple noun groups, verb groups and particles
3. Complex phrases:
   - Complex noun groups and verb groups
4. Domain Events:
   - Patterns for events of interest to the application
   - Basic templates are to be built.
5. Merging Structures:
   - Templates from different parts of the texts are merged if they provide information about the same entity or event.

Rule-based Extraction Examples

Determining which person holds what office in what organization
- [person], [office] of [org]
  - Vuk Draskovic, leader of the Serbian Renewal Movement
- [org] (named, appointed, etc.) [person] P [office]
  - NATO appointed Wesley Clark as Commander in Chief

Determining where an organization is located
- [org] in [loc]
  - NATO headquarters in Brussels
- [org] [loc] (division, branch, headquarters, etc.)
  - KFOR Kosovo headquarters
Naive Bayes Classifiers

Task: Classify a new instance based on a tuple of attribute values
\[
\langle x_1, x_2, \ldots, x_n \rangle
\]

\[
c_{\text{MAP}} = \arg \max_{c \mid C} P(c_j | x_1, x_2, \ldots, x_n)
\]

\[
c_\text{MAP} = \arg \max_{c \mid C} \frac{P(x_1, x_2, \ldots, x_n | c) P(c)}{P(c_1, c_2, \ldots, c_n)}
\]

\[
c_{\text{MAP}} = \arg \max_{c \mid C} P(x_1, x_2, \ldots, x_n | c) P(c)
\]

Naïve Bayes Classifier: Assumptions

- \( P(c) \) can be estimated from the frequency of classes in the training examples.
- \( P(x_1, x_2, \ldots, x_n | c) \)
  - \( O(|X|^n |C|) \)
  - Could only be estimated if a very, very large number of training examples was available.

Condition Independence Assumption:

\[
\Rightarrow \text{Assume that the probability of observing the conjunction of attributes is equal to the product of the individual probabilities.}
\]

\[
P(X_1, \ldots, X_n | C) = P(X_1 | C) \cdot P(X_2 | C) \cdot \cdots \cdot P(X_n | C)
\]

Naïve Bayes in NLP

- For us, the \( x_i \) are usually bags of occurring words
- A class-conditional unigram language model!
  - Different from having a variable for each word type
- As usual, we need to smooth \( P(x | c_j) \)
  - Zero probabilities cannot be conditioned away, no matter what other evidence there is
  \[
  \hat{P}(x_j | c_j) = \frac{N(X_j = x_j | C = c_j) + m p_{x_j}}{N(C = c_j) + m}
  \]
- As before, multiplying lots of small numbers can cause floating-point underflow.
  - As \( \log(xy) = \log(x) + \log(y) \) and \( \log \) is monotonic, it is faster and better to work by summing logs probabilities

Change of Address email

From: Robert Kubinsky <robert@lousycorp.com>
Subject: Email update

Hi all - I'm moving jobs and wanted to stay in touch with everyone so...
My new email address is robert@cubemedia.com
Hope all is well! :)>

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Kushmerick et al. 2001 ATEM: Change of Address Results

<table>
<thead>
<tr>
<th>Words</th>
<th>Phrases</th>
<th>Precision</th>
<th>Recall</th>
<th>F1</th>
<th>Precision</th>
<th>Recall</th>
<th>F1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Message classification</td>
<td>0.86</td>
<td>0.78</td>
<td>0.80</td>
<td>0.98</td>
<td>0.97</td>
<td>0.88</td>
<td></td>
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<tr>
<td>Address classification</td>
<td>0.96</td>
<td>0.82</td>
<td>0.76</td>
<td>0.98</td>
<td>0.97</td>
<td>0.88</td>
<td></td>
</tr>
<tr>
<td>Overall accuracy</td>
<td>90%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

36 CoA messages
86 addresses
55 old, 31 new
5720 non-CoA