

# Finding People and Documents, Using Web 2.0 Data

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# Web 2.0 data

- The traditional Web:
  - Considerable effort to publish content.
  - Most users are information **consumers** only.
- Web 2.0:
  - Ordinary users easily **produce** information.
  - Services such as forums, wikis, blogs, collaborative, bookmarking, etc.

# Web 2.0 data

- Web 2.0 data gives us
  - New wealth of information (produced by ordinary users)
  - New types of information – ***social information***:
    - User-supplied metadata for documents (bookmarks, tags, ratings, comments)
    - **Relationships between people and documents** (who wrote a document, who tagged it, etc.)
    - Relationships between people and people.

# Social search

- Our goal: use *social information* to improve search in an enterprise intranet (IBM).
  - Improve the relevance of document results:
    - Tags and comments supply more text to be searched.
    - Important documents can be recognized by user activity around them (bookmarking, comments, etc.)
    - Our research shows precision is vastly improved over standard full-text search (P@10 between 0.7-0.8).
  - How use person-document relationships?

# Outline of this talk

- Unified search: document & person.
- How the document-person relationships enable person search.
- Implementation of the unified search using **faceted search**.
- The system and its evaluation.

# Unified search

- When in need of information,
  - Some people like to find a written **document**.
  - Some people like to find a **person** to ask.
  - Most people are between these extremes.
  - And each source is better in different situations.

# Unified search

- So given a query, we want the search engine to return:
  - A ranked list of documents relevant to the query
  - A ranked list of people interested in the query topic
- We also want to use people in **queries**:
  - “John Smith”
  - information retrieval “John Smith”

# Person search

- Using person-documents relationship:
- A person is relevant to a query if he or she are related to documents relevant to the query.
  - Given a query
  - Find all documents relevant to this query
  - Find people relevant to these documents
- [McDonald & Ounis, Balog & de Rijke, 2006]
- But how to score?



# Person search

- Returning to the Vector Space Model:
  - In VSM, documents define relevance matrix **D**, between **documents** and **terms**.
  - A query is also a vector **q**. Search results: **Dq**.
  - Document-person relationships define relevance matrix **P** between **documents** and **people**.
  - **P<sup>T</sup>D** is a relevance matrix between **terms** and **people**. **P<sup>T</sup>Dq** are (scored) people search results.

# Person search

- But using  $\mathbf{P}^T \mathbf{D} \mathbf{q}$  directly is inconvenient:
  - Keeping  $\mathbf{P}^T \mathbf{D}$  up-to-date is hard
  - Document and person search done using two different matrices ( $\mathbf{D}$  and  $\mathbf{P}^T \mathbf{D}$ )
  - Lose non-VSM search engine features (phrase, etc)
- We prove that the following more-useful formula is equivalent:

# Person search

- Score for person  $i$ ,  $(\mathbf{P}^T \mathbf{D} \mathbf{q})_i =$

$$\sum_{\substack{\text{matching} \\ \text{documents } d}} \text{relation}(d, \text{person } i) \cdot \text{score}_q(d)$$

- Already proposed in Balog & de Rijke, with different (probabilistic) justification.
- Can be calculated using **faceted search**:

# Faceted search

- Commonly used technique for adding navigation to a search engine.
- A **facet** is a single attribute of the document.
- In a camera search application, documents might have a “Brand” and “Price” facets.
- To each document, several *categories* are added. For example “Brand/Sony” or “Price Range/\$90-\$40”.

# Faceted search

- Simplest faceted search goes over matching documents, counting for each category the number of documents:

## Price Range

- Below \$90 (116)
- \$90 - \$140 (106)
- \$140 - \$170 (96)
- \$170 - \$210 (105)
- \$210 - \$260 (112)
- \$260 - \$350 (117)
- \$350 - \$650 (112)
- Above \$650 (112)

## Brand

- Canon (170)
- Olympus (214)
- Nikon (158)
- Sony (169)
- Panasonic (104)
- Kodak (164)
- Fuji (161)

## LCD Display Size

- Less than 1.5 in. (62)
- 1.5 - 2.0 in. (1,262)
- 2.0 - 2.4 in. (390)
- More than 2.4 in. (754)
- Select more than one

# Faceted search

- In our application, a “Related Person” facet.
- Categories like “Related Person/John Smith” attached to document, with a **weight**.
- Instead of just counting, can aggregate expressions. For person  $i$  category:

$$\sum_{\substack{\text{matching} \\ \text{documents } d}} \text{relation}(d, \text{person } i) \cdot \text{score}_q(d)$$

# Faceted search

- More faceted search features we use:
  - Query-independent static score for categories (*category boost*).

$$\text{ief}(\textit{person}) = \log\left(\frac{N}{N_{\textit{person}}}\right)$$

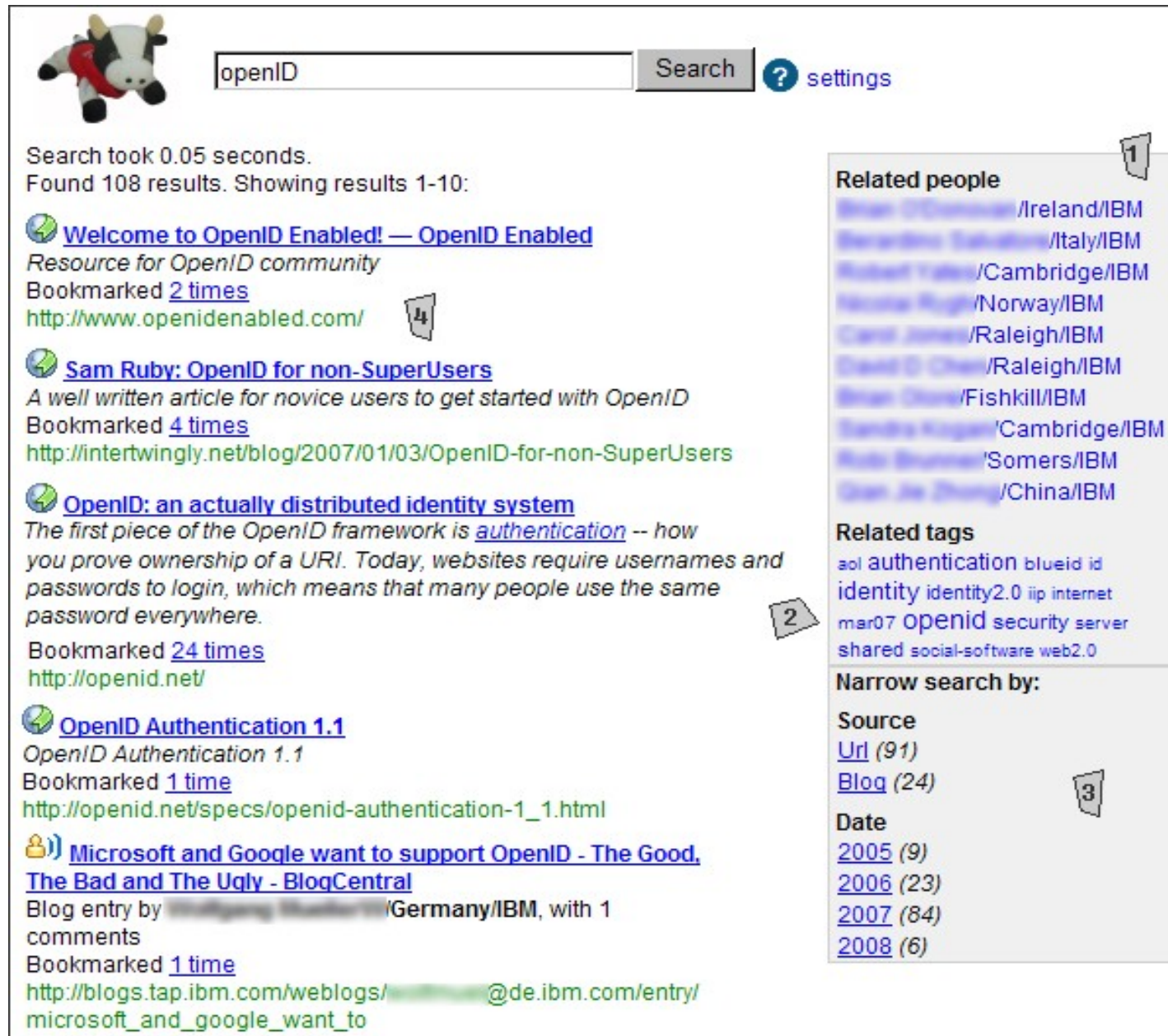
- Special query for “Person P” returns all documents in this category, sorted by the category weight.

# The Social Search Application


- Data from some of IBM's internal Web 2.0 sites:
  - 67,564 blog threads (thread = entry + comments)
    - Content: Blog entry, comments, tags
    - Person facet: author, commenter, bookmarker
  - 337,345 bookmarks to 214,633 Web-pages
    - Content: Titles, user descriptions, tags
    - Person facet: bookmarker
  - 15,779 people who created that content





# The Social Search Application


 openID Search ? settings


Search took 0.05 seconds.  
Found 108 results. Showing results 1-10:

 [Welcome to OpenID Enabled! — OpenID Enabled](#)  
Resource for OpenID community  
Bookmarked [2 times](#)  
<http://www.openidenabled.com/>

 [Sam Ruby: OpenID for non-SuperUsers](#)  
A well written article for novice users to get started with OpenID  
Bookmarked [4 times](#)  
<http://intertwingly.net/blog/2007/01/03/OpenID-for-non-SuperUsers>

 [OpenID: an actually distributed identity system](#)  
The first piece of the OpenID framework is [authentication](#) -- how you prove ownership of a URI. Today, websites require usernames and passwords to login, which means that many people use the same password everywhere.  
Bookmarked [24 times](#)  
<http://openid.net/>

 [OpenID Authentication 1.1](#)  
OpenID Authentication 1.1  
Bookmarked [1 time](#)  
[http://openid.net/specs/openid-authentication-1\\_1.html](http://openid.net/specs/openid-authentication-1_1.html)

 [Microsoft and Google want to support OpenID - The Good, The Bad and The Ugly - BlogCentral](#)  
Blog entry by [\[redacted\]](#)/Germany/IBM, with 1 comments  
Bookmarked [1 time](#)  
[http://blogs.tap.ibm.com/weblogs/\[redacted\]@de.ibm.com/entry/microsoft\\_and\\_google\\_want\\_to](http://blogs.tap.ibm.com/weblogs/[redacted]@de.ibm.com/entry/microsoft_and_google_want_to)

**Related people**

- [Brian O'Donnell](#)/Ireland/IBM
- [Riccardo Talamini](#)/Italy/IBM
- [Robert Taylor](#)/Cambridge/IBM
- [Henrik Ruge](#)/Norway/IBM
- [Carl Jones](#)/Raleigh/IBM
- [David D. Chen](#)/Raleigh/IBM
- [Brian O'Neil](#)/Fishkill/IBM
- [Sandra Kugler](#)/Cambridge/IBM
- [Rita Brunn](#)/Somers/IBM
- [Qian Jin Zhong](#)/China/IBM

**Related tags**

so1 authentication blueid id identity identity2.0 iip internet mar07 openid security server shared social-software web2.0

**Narrow search by:**

**Source**

- [Uri](#) (91)
- [Blog](#) (24)

**Date**

- [2005](#) (9)
- [2006](#) (23)
- [2007](#) (84)
- [2008](#) (6)

# Evaluation

- We return both documents and people for every query – need to evaluate precision of both.
- Document results evaluated as usual:
  - 50 real queries chosen from query logs
  - The top results judged by humans as being “relevant”, “very relevant” or “irrelevant”.
  - Very high precision demonstrated ( $P@10 \sim 0.8$ ).
  - Much better than full-text enterprise search.

# Evaluation

- “Related people” evaluation – large **user study**
  - 60 real queries chosen from query logs.
  - 100 related people retrieved for each query.
  - Each person is mailed listing 6-15 queries (some believed to be relevant and some irrelevant):  
Rate 1-5 whether the topic is relevant to you.
  - 612 people responded, from 116 IBM locations in 38 countries.
  - The ranked list of related people we generate are compared to these self-ratings using NDCG metric.
  - Compare full scoring formula to simpler ones.

# Evaluation

- Evaluation results:

Aggregation expression	<b>NDC G 10</b>	<b>NDC G 20</b>	<b>NDC G 30</b>
<b>Count only “votes”</b>	0.71	0.69	0.68
<b>Sum of scores “CombSUM”</b>	0.75	0.73	0.72
<b>+relationship weights</b>	0.76	0.74	0.73
<b>+person static score: ief</b>	0.77	0.76	0.74

# Conclusions

- Web 2.0 data provides an excellent source for document and people search in an enterprise.
- Unified (document/person) search can be easily realized using faceted search.
- VSM justification for the scoring formula.
- In a 612-respondent study, the full scoring formula was shown better than simpler versions.
- Also strengthens previously published results by using with a new data set and evaluation.