# *Facetedpedia*: Dynamic Generation of *Query-Dependent Faceted Interfaces for Wikipedia*

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June 18, 2010

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# WHAT IS A FACETED INTERFACE

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Open Box (1) SAMSUNG 943BWT-1 Matte Black 19" 5ms w/height, Swivel, Tilt And Pivot Adjustable	\$ <b>229</b> .99
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19" (4)	
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## **MOTIVATING EXAMPLE**

#### A search engine result list looks like this:

#### us action film site:en.wikipedia.org

#### Search

Web 
 Show options...

Results 1 - 10 of about 43,900 from en.wikipedia.org for us action film. (0.20 seconds)



#### Dragonball Evolution - Wikipedia, the free encyclopedia Dragonball Evolution is a 2009 American live-action film adaptation based upon the

Japanese ...... "U.S. Dragonball Film Site Launches with Updated Trailer". ...

en.wikipedia.org/wiki/Dragonball\_Evolution - Cached - Similar



#### Death Note (film) - Wikipedia, the free encyclopedia

Live-action film. Death Note: The Last Name. Director, Shūsuke Kaneko ..... "1st Death Note Film to Run in 300+ U.S. Theaters in May". Anime News Network. ... en.wikipedia.org/wiki/Death\_Note (film) - <u>Cached</u> - <u>Similar</u>

30	And a second	

#### Missing in Action (film) - Wikipedia, the free encyclopedia

Missing in Action is a 1984 action film directed by Joseph Zito and ... Colonel James Braddock (Chuck Norris) is a U.S. Army officer who spent seven years ... en.wikipedia.org/wiki/Missing\_in\_Action\_(film) - <u>Cached</u> - <u>Similar</u>



Transformers (film) - Wikipedia, the free encyclopedia Transformers is a 2007 live-action film, based on the Transformers toy line. .... but leave the rest of us wondering if Hollywood could possibly aim lower' ... mean en wikipedia.org/wiki/Transformers\_(film) - Cached - Similar



#### Terminator (franchise) - Wikipedia, the free encyclopedia 🎡

The American Film Institute (AFI) has also recognized both films on a number of ... The series premiere in the United States was watched by 18.6 million viewers ... "impressive and abundant action with realistic visual effects and, ... with realistic visual effects and, ...

# MOTIVATING EXAMPLE

In contrast, a faceted interface over the result list looks like this:

Facete	dpedia UT Arlin	ngton		
US action film	search acets		are you looking for: Film Categories:	T
Living people {Will Smith} [4] {Bill Pullman} [1] {Jeff Goldblum} [1]	[4] <u>{Gene Hackman}[1]</u> <u>{Richard Matheson}[1]</u> {Tony Scott}[1]	[remove] American film actors>(Will Smith) Wikipedia	a Articles	
{Dean Devlin} [1] {Roland Emmerich} [1]	{Bridget Moynahan} [1]	4 Articles Selected Independence Day (film)	<u>l, Robot (film)</u>	*
Events by year Establishments by year [4] Military history by year [2] Years in television [1] People by city in the Unit	[4] <u>Conflicts by year [3]</u> <u>Disestablishments by year [1]</u> <u>Introductions by year [1]</u> red States by state [4]	The United States military originally intended to provide personnel, vehicles, and costumes for the film, however, they backed out when the producers http://en.wikipedia.org /wikilndependence_Day_(film)	I, Robotis a 2004 science-fiction action film directed by Alex Proyas Produced with a budget of US\$120 million, the film grossed US\$14401023 http://en.wiki/spedia.org /wiki/t_Robot_(film)	
People by city in Pennsylvania [4] People by city in Illinois [2] People by city in Missouri [1] California counties	People by city in New York [2] People by city in California [1]	Enemy of the State (film) Language, English. Budget, US\$9000000, Gross revenue, US\$250649836 Janet Maslin of the New York Times approved of the film's action-packed sequences, http://en.witkoedia.org	I Am Legend (film) I Am Legend was released on December 14, 2007, in the United States, and opened to and that there was "a pretty heavy screenplay for an action film	

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# FACETS VS. CLUSTERS

- Clusters are partitions of articles by topics
- Facets provides multiple dimensional views for a set of articles



- A system generates faceted interfaces for a set of Wikipedia articles (target articles)
- Facets are query-dependent
  - Query="us action film", Facets=actors, directors, film production companies,...
  - Query="Texas university", Facets=cities in Texas, alumni, football teams, ...
- Generation is automatic compared with manual or predefined approach

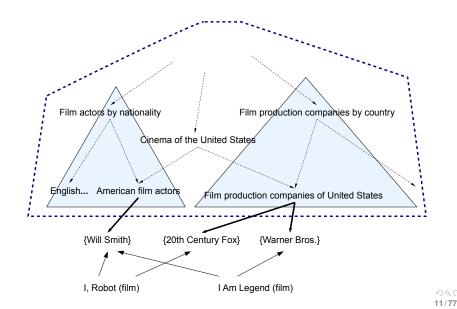
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# HOW TO?



#### What are our facets?

dimensions formed by attribute articles of target articles

What are our facets?

dimensions formed by attribute articles of target articles

#### I Am Legend (film)

#### From Wikipedia, the frtarget article

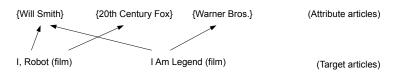
*I Am Legend* is a 2007 film directed by Francis Lawrence and starring Will Smith. It is the third feature film adaptation of Richard Matheson's 1954 novel of the same name, following 1964's *The Last Man* of *Earth* and 1971's *The Omega Man*.<sup>[2]</sup> Smith plays virology: Robert Neville, who is immune to a vicious man-made **attribute articles** He works to create a reneway write invig in realistant in 2012', a city inhabited by vicent victims of the virus. The film's plot is an example of a zombie apocalypse story.

Warner Bros. began developing I Am Legend in 1994, and various actors and directors were attached to the project, though production was delayed due to budgetary concerns related to the script. Production began in 2006 in New York

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What are our facets?

dimensions formed by attribute articles of target articles



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#### How to group attribute articles?

 $\Leftarrow$  by their categories

#### 

#### Will Smith attribute article

From Wikipedia, the free encyclopedia

"Fresh Prince" redirects here. For the TV series, see The Fresh Prince of Bel-Air.

"W Smith" redirects here. For the British retailer, see WH Smith. For other persons with similar names, see William Smith.

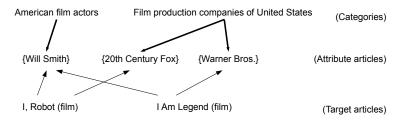
Willard Christopher "Will" Smith, Jr. (born September 25, 1968)<sup>[1]</sup> is an American actor, film producer and rapper. He has enjoyed success in music, television and film. In April 2007, *Newsweek* cated him the most powerlul actor on the planet <sup>[2]</sup> Smith has been normated for fur Globel Globe Awards. No Academy Awards. and has worn multiple Gammy Awards.

In the late 1980s, Smith a clivieved modest fame as a rapper under the name. The Frein Prince. In 1990, its celebrity increased dramatically when the starred in the popular television series *The Frein Prince on Elle Al*. The show man for nearly sky as as (1990–1996) on NBC and has been syndicated consistently on various networks since them. In the md-1990a, Smith transitioned from behistion for lim, and utimately starred in numerous blockhauts films that teosived brade blockfiles startes as in fact. In is the only actor in history to have eight consecutive films gross over \$100 million in the dome slic boxoffice starces as in fact. In is in draw eight consecutive films in which he starred open at the 41 spot in the dome slic boxoffice as used as 100 million, and 44 them block more \$500 million in global boxoffice receipts. Hist most financially successful films have been Bad Boys. Bad Boys II, Independence Day, Men in lack. Men in Black, II, Robot, The Charuld of Hagmess. Ann Legend Hancock: Wild Wild West. Enerry of the Sule. Shark. Tale, Khein and Seven Pounds. He also earned critical prinsie for his performances in Siz Degrees of Separation. All and The *Privati Of Hagportses*: receiving Bast Actor Ocar nominotions for the latter two.

#### categories

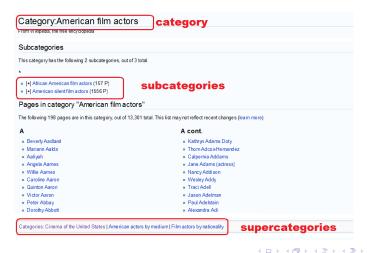
Categories: 1968 births | African-American people | African American actors | American Christians | American film actors | American hip hop musicians | American rappers | American television actors | Columbia Records artists | East Coast rappers | Grammy Award winners | Interscope Records artists |

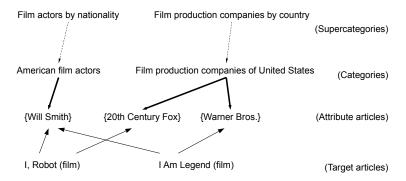
How to group attribute articles?  $\Leftarrow$  by their categories



How to organize categories?

#### 



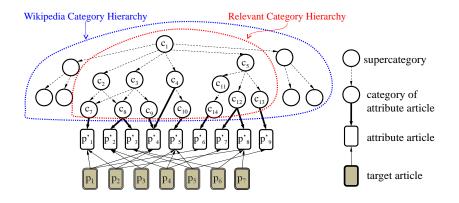


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## THE CONCEPT OF FACET

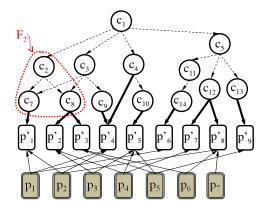
establish the concept of facet by "structures" from Wikipedia

• RCH: Relevant Category Hierarchy



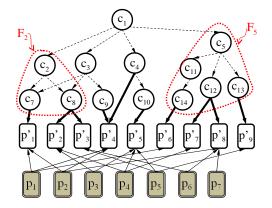
#### THE CONCEPT OF FACET - CONT.

 facet: an induced subgraph of a RCH, e.g., F<sub>2</sub> is a facet with {c<sub>2</sub>, c<sub>7</sub>, c<sub>8</sub>}

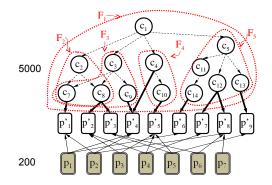


## THE CONCEPT OF FACET - CONT.

faceted interface: an interface consists of k facets,
 e.g., I = {F<sub>2</sub>, F<sub>5</sub>} is a faceted interface with 2 facets (k=2)



- What are our facets?
- How to pick good facets and faceted interfaces? Single-Facet Ranking & Multi-Facet Ranking



## SINGLE-FACET RANKING

Intuitions:

- How much user effort is needed when navigating through a single facet.
- e How many target articles a single facet could reach or cover.

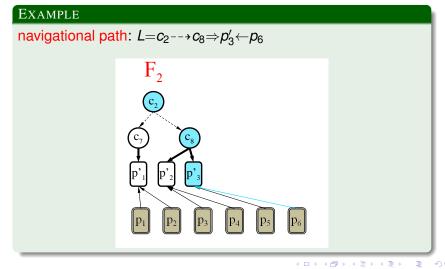
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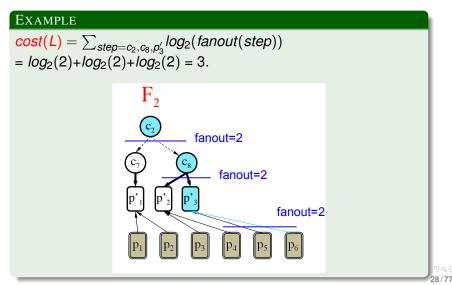
# COST OF NAVIGATIONAL PATH

#### capture first intuition (user effort) by cost of navigational path:



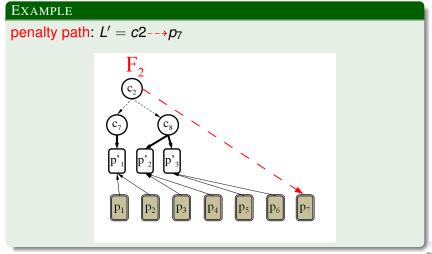
## COST OF NAVIGATIONAL PATH

#### • cost of navigational path: sum of logarithmic fanout



## PENALTY PATH

capture second intuition (coverage) by adding a high cost pseudo penalty path for unreachable targeted articles:

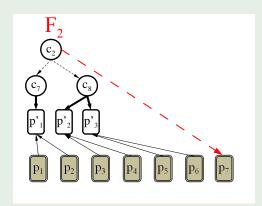


# COST OF SINGLE FACET

 cost of facet: average cost of navigational paths + penalty (penalty value is determined empirically)

#### EXAMPLE

$$cost(F_2) = \frac{1}{7} \times (\sum cost(path \ L_{p \in \{p_1, \dots, p_6\}}) + penalty \times \#L'_{p \in \{p_7\}})$$



# MULTI-FACET RANKING

Intuitions:

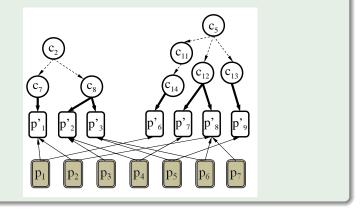
• overall cost of k facets should be small

# MULTI-FACET RANKING

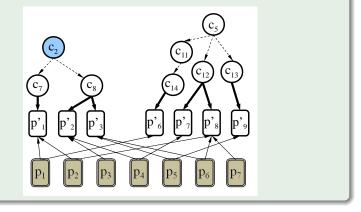
Intuitions:

- overall cost of k facets should be small
- k facets should NOT overlap a lot

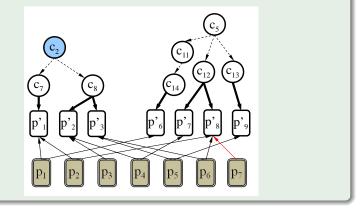
#### EXAMPLE



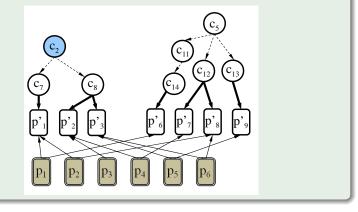
#### EXAMPLE



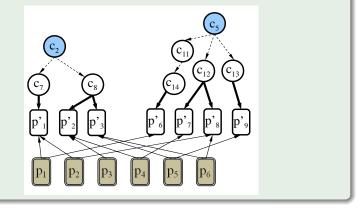
#### EXAMPLE



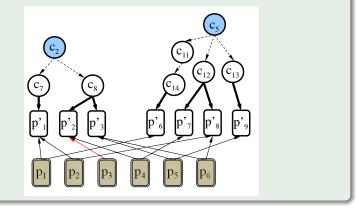
#### EXAMPLE



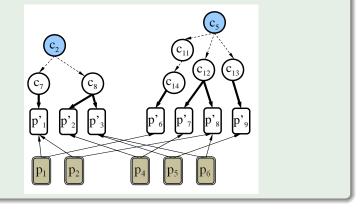
#### EXAMPLE



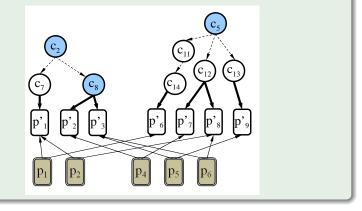
#### EXAMPLE



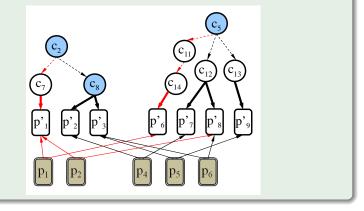
#### EXAMPLE



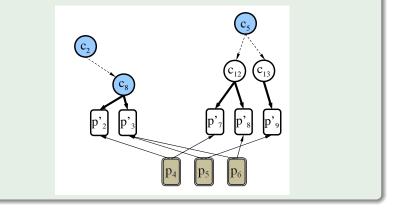
#### EXAMPLE



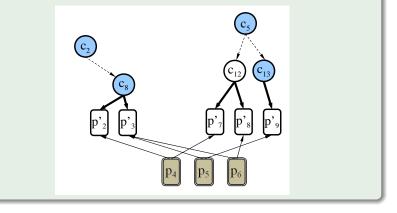
#### EXAMPLE



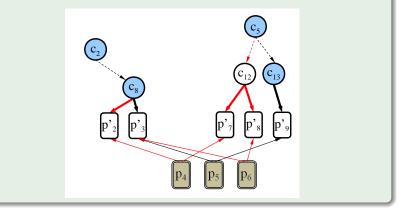
#### EXAMPLE



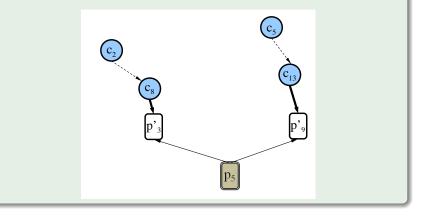
#### EXAMPLE



#### EXAMPLE

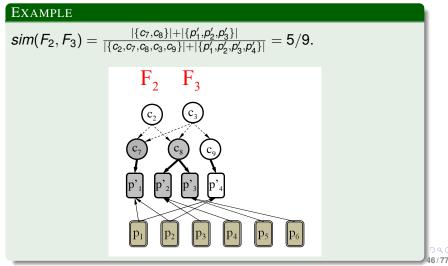


#### EXAMPLE



## MULTI-FACET RANKING

capture second intuition (overlap) by Jaccard similarity between 2 facets:

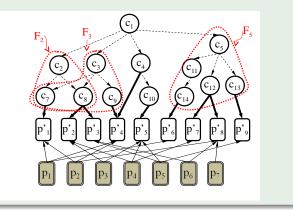


## MULTI-FACET RANKING

and by average pair-wise similarity(AVG) between *k* facets, e.g., a faceted interface with 3 facets  $\{F_2, F_3, F_5\}$ :

#### EXAMPLE

 $AVG(\{F_2, F_3, F_5\}) = \frac{1}{3} \times (sim(F_2, F_3) + sim(F_2, F_5) + sim(F_3, F_5))$ 



### CHALLENGE 3

- What are our facets?
- One of the second se
- How to do the rankings efficiently for Wikipedia? Facet Discovery Algorithm

#### Step 1: Retrieve attribute articles & Build RCH

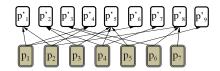
Input: target articles Output: attribute articles, RCH



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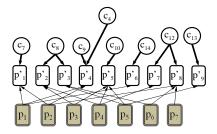
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Input: target articles Output: attribute articles, RCH



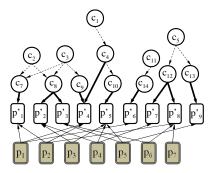
#### Step 1: Retrieve attribute articles & Build RCH

Input: target articles Output: attribute articles, RCH



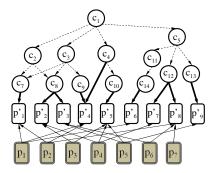
#### Step 1: Retrieve attribute articles & Build RCH

Input: target articles Output: attribute articles, RCH



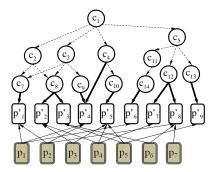
#### Step 1: Retrieve attribute articles & Build RCH

Input: target articles Output: attribute articles, RCH

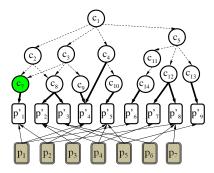


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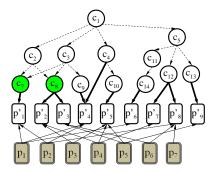
#### Step 2: Rank single facets based on their cost



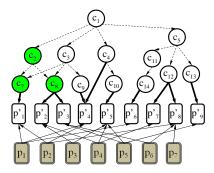
#### Step 2: Rank single facets based on their cost



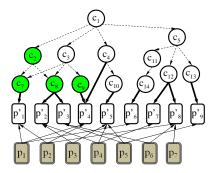
#### Step 2: Rank single facets based on their cost



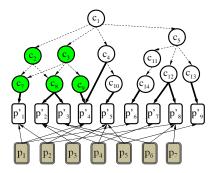
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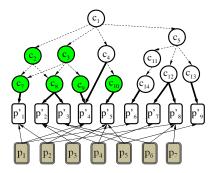
#### Step 2: Rank single facets based on their cost



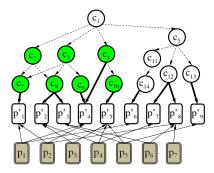
#### Step 2: Rank single facets based on their cost



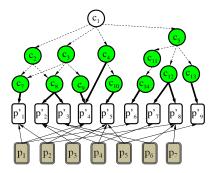
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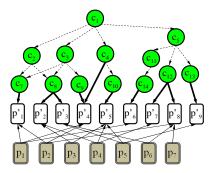
#### Step 2: Rank single facets based on their cost



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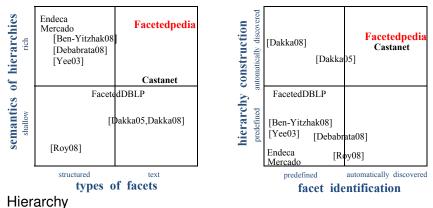
### Step 2: Rank single facets based on their cost



### Step 3: Select multi-facet using hill-climbing method Input: top-n facets from the ranked list and their costs COutput: a faceted interface with k facets

- I randomly pick k facets from n facets
- compute cost, AVG of k facets
- repeat
  - switch facet *i* in *k* facets with facet *j* from remaining
  - compute cost<sub>new</sub>
  - compute AVG<sub>new</sub>
  - if  $(cost_{new} \downarrow \&\& AVG_{new} \downarrow)$  then replace facet *i* with *j*
  - until k facets are stable

return k facets



shallow: People→Will Smith

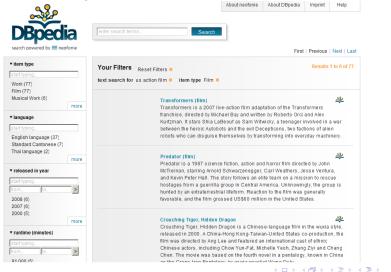
rich: People $\rightarrow$ Actor $\rightarrow$ Film Actor $\rightarrow$ American Film Actor $\rightarrow$ Will Smith

#### Castanet [StoicaHearst07]

Recipes Pine		Save Search	History and Settings Ret	Powered by Flamenco urnto Search NewSearch Logout
Showtooltip previews o			Username default Create a New Account	Password Log In
FLAVORER			DISH	
almond_extract (40) bouillon_cube (14) caraway_seed (12) cayenne_pepper (82) celery_sait (19) celery_seed (27) chill_powder (73)	condiment (1912) coriander (3) curry_powder (45) dil_seed (4) garlic (497) more		applesauce (28) apple_sauce (2) barbecue (43) beef_stroganoff (7) bolled_egg (9) buffalo_wing (3)	burito (2) carnelori (11) caroLoudding (3) <u>casserole (466)</u> <u>cheese fondue</u> (2) more
VEGETABLE			MEAL	
artichoke (14) artichoke_heart (10) asparagus (13) beet (10) broccoli (49)	cauliflower (25) celery (306) cucumber (25) egoplant (20) greens (556)		banquet (3) breakfast (54) dinner (43) lunch (19) luncheon (2)	picnic (13) potluck (5) snack (41) supper (12)

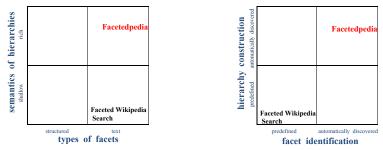
- not for general articles
  - short
  - domain-specific (e.g. recipes...)
  - limited vocabulary
- hierarchy is shallow

#### Faceted Wikipedia Search [http://dbpedia.neofonie.de/browse/]



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### **Faceted Wikipedia Search**



- facets:
  - query independent for specific domain
  - probably from infobox attributes, similar to relational data, no facet identification
  - only for articles with infobox
- no hierarchy

# **EXPERIMENT SETTINGS**

- Raw Data: Wikipedia dump 20080724,
   2.4M articles, 110M hyperlinks,
   330K categories, 730K category links in category hierarchy
- Programs: Preprocessing of Wikipedia dump (removing irrelevant articles and categories, removing cycles in category hierarchy)
- Parameters: #target articles=200, #facets=10

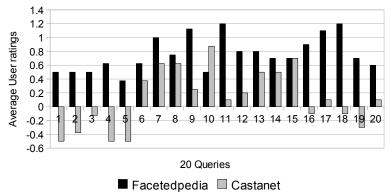
# A USER STUDY

- select 20 queries from different domains
- generate faceted interfaces for each query by Facetedpedia and Castanet
- each interface has been explored and evaluated by  $8{\sim}10$  user

Q1	action film	Q2	country singer
Q3	philosophers	Q4	Texas universities
Q5	Turing Award winner	Q6	missile
Q7	Ivy League schools	Q8	NBA players
Q9	historic landmarks	Q10	cartoon characters
Q11	Microsoft acquired game companies	Q12	stand up comedian
Q13	graph theorists	Q14	lakes in North America
Q15	American presidents	Q16	battle far east
Q17	waterfall national park	Q18	Chinese cuisine
Q19	premier league clubs	Q20	PS3 game

# A USER STUDY - CONT.

Average user ratings of Facetedpedia vs. Castanet (Rating scale: 2 Very useful; 1 Useful; 0 Useful to some extent; -1 Not Very Useful; -2 Useless)



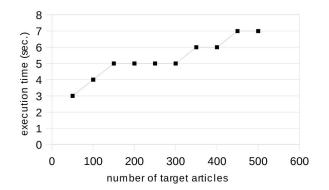
# QUALITY EVALUATION

Measurement of coverage, average width, depth, pairwise similarity of faceted interfaces.

	Coverage	e average width	average height	average pair-wise similarity
Random-k	72.3%	53.8	8.6	0.108
Top-k	73.9%	10.2	5.5	0.187
Hill- climbing	68.9%	9.8	5.7	0.072

### **EFFICIENCY EVALUATION**

Run time varies for different number of target articles almost linearly.



## CONCLUSIONS

- Facetedpedia System
- Pacet Ranking Metrics
- Saceted Interface Discovery Algorithm
- Evaluation