



SEMANTIC POINTER



TEXT MINING FOR
SEMANTICALLY ENABLED SOCIAL
BROWSING

PASCAL Pump Priming

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Presentation Overview

- Project Goal
- Social Browsing Industry
- Idea with Recorded Demo
- Showcased PASCAL Technology
- Dissemination Plan

Project Goal

PASCAL
PROJECT

TEXT MINING

SEMANTIC
POINTER



Say!

SOCIAL BROWSING

WWW INDUSTRY



Social Browsing

- Main Idea:
 - One should not be alone while browsing the world wide web.
- Existing Solutions
 - PEEKKO, GABBLY, YAPLET
 - Single web page collaboration context
 - ME.DIUM
 - Pattern analysis of the web pages click graph defines the collaboration context
 - PASCAL - SEMANTIC POINTER
 - Pattern analysis of the textual content of the web pages defines the collaboration context

SEMANTIC POINTER

- Web Page Add On
- Allows presence identification and collaboration with visitors to **semantically** similar content



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DEMO

elevator.ijs.si - Remote Desktop

Semantic Pointer Test Page - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://elevator.ijs.si:22978/

Getting Started Latest Headlines /~brigitte/ The resource cannot b... IST WORLD - Browse ...

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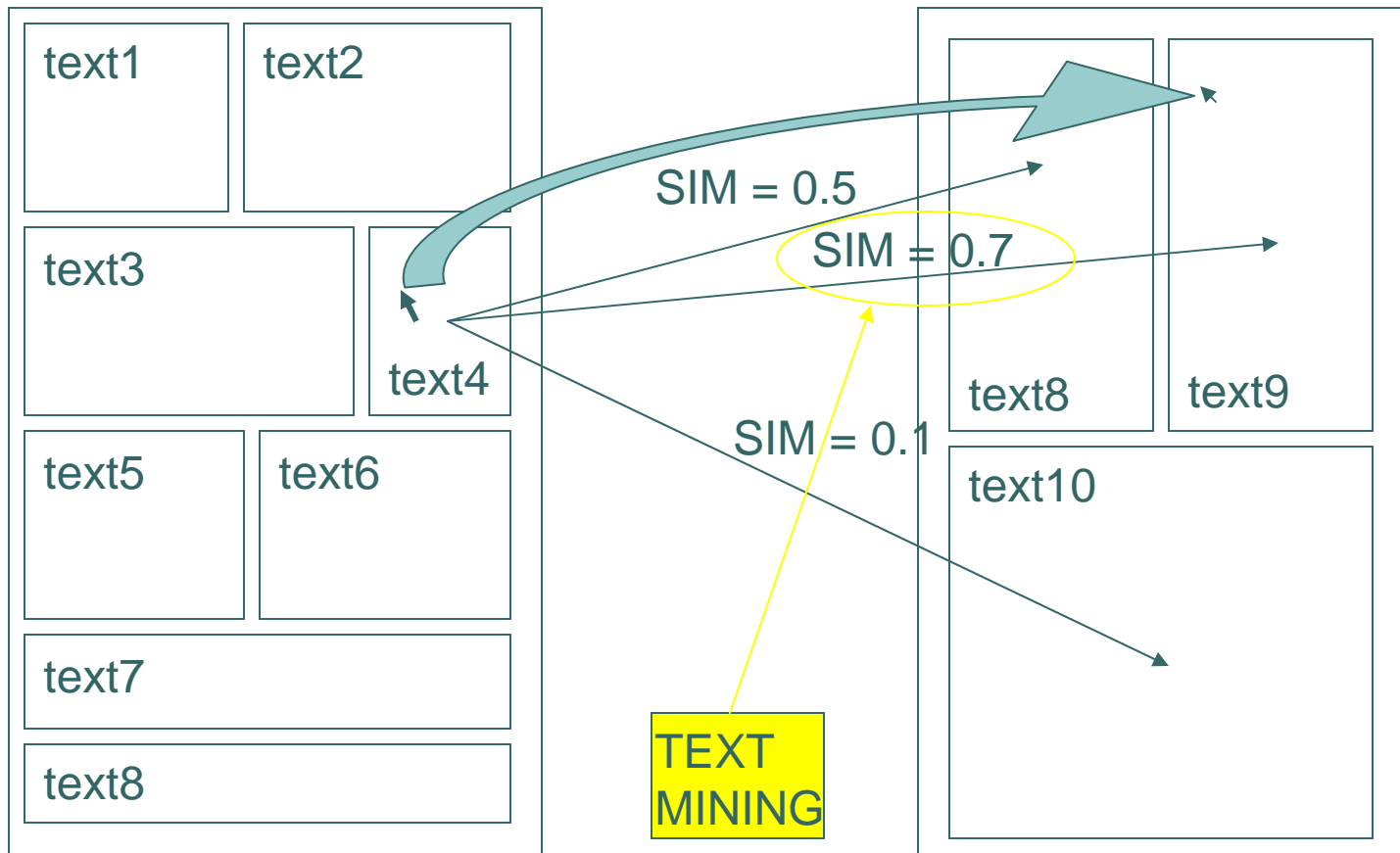
NIPS 2007
Neural Information Processing Systems



Text Mining Technology

- Pattern analysis on textual data for implementing **Semantic Similarity Measure**
- TextGarden technology
- Semantic Similarity Measures on text
 - Very very Simple:
 - BOW, Stop Words, Cosine Similarity
 - More Complicated and Informed using text corpus as Prior Knowledge:
 - TFIDF, LSI (using domain corpus e.g. Videolectures Abstracts)
 - DMOZ, WIKIPEDIA

Putting it all together





DISSEMINATION

- PRECONDITIONS
 - Finalize the prototype
 - Perhaps try other GUI approaches
- PRESENT
 - Install prototype on various sites:
 - www.videolectures.org
 - www.pascal-network.org?
 - www.ist-world.org
 - ...
- FUTURE
 - Demonstration to the interested industry
 - Specific companies: Me.dium, Zemanta, ...
 - Web Conferences, Helsinki 2008 ...
 - PASCAL2 Harvest project?



CONCLUSION

- Semantic Pointer is a showcase of the PASCAL Text Analysis methods to the Social Browsing Industry
- <http://semanticpointer.ijs.si> (public) **UNDER CONSTRUCTION**



QUESTIONS and IDEAS

○ ?
● ?
● ?
● ?
● !

hello world! :)



Putting it all together

