

Semantic Searching: Making Web Searches Smarter



BEBO WHITE
SOMEWHERE NEAR CAPE HORN
MACMANIA₁₁
FEBRUARY 9, 2011

Caveats



- I' m not a Mac expert...why do Neil and Theresa keep asking me?
- I' m more of a token
 - Academic
 - Provocateur
 - Artifact
- I love talking and brainstorming about new and future technologies
- I' ve got nothing to do with Bebo.com

Why Do You Use Google?



- How do you know it's the best? (Hype? Pages indexed? Algorithm?)
- Do you use advanced search? (Do you know how?)
- Do you ever look beyond the first 2~3 response pages? (Do you know what the long tail is?)
- Is it because you want “one-stop searching?”
- How important is large database vs. speed vs. convenience vs. accuracy?

What Does Semantic Mean?



What Does Semantic Mean?



- “Relating to meaning in language or logic”





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The Free Encyclopedia

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Patagonia (disambiguation)

From Wikipedia, the free encyclopedia

Patagonia may refer to:

- [Patagonia](#), a region of South America
- [Patagonia, Arizona](#), United States
- [Patagonia Lake](#) in Arizona
- [Patagonia \(clothing\)](#), an outdoor clothing and gear company
- [Patagonia \(film\)](#), a 2010 film
- [ARA Patagonia](#), an AOR supply ship of the Argentine Navy



This [disambiguation](#) page lists articles associated with the same title.

If an [internal link](#) led you here, you may wish to change the link to point directly to the intended article.

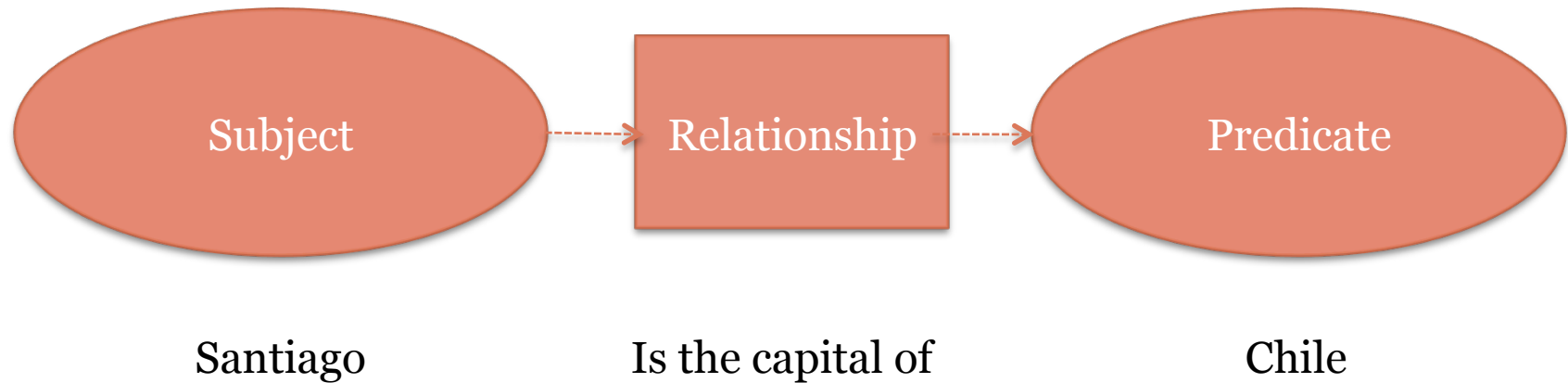
Categories: [Disambiguation pages](#)

Trends in Searching 2009-2011



- The Web as a document management system
- Vertical Search
- Universal Search
- Discovery Search
- Social Search
- Real Time Search
- Semantic Web
- Semantic Search
- Connected Mobility
- Focus on Consumers
- Information Democracy
 - Social Context
 - Social Search
 - Social Interaction
- Information Monopolies
- Manipulating
 - Keywords
 - Meaning
 - People

Expressing Semantics



- called a “triple”
- included in metadata and referenced with a URI
- based upon a vocabulary
- can be expressed using RDF or RDFa
- not recognized by many search indexers

Just Think About



- The ability to *intelligently* search this content...
- To turn *facts/data* into knowledge



T-Mobile 13:24

Jakob-Kaiser-Haus (Süd)

Eberstraße

Prussian Military Academy

Unter den Linden

Berlin Nordbahnhof

Brandenburg Gate

Palais Stroussberg

United Kingdom in Berlin

Embassy of the United States in Berlin

Akademie der Künste

Botschaft von Russland

Behrenstraße

Google

Maps: Open Street Map - Nutzungsbedingungen

What is Semantic Search? (1/2)



- What is “the meaning of meaning?”
 - “He who knows does not speak, he who speaks does not know” – Lao Tse
 - “It depends on what the meaning of the word ‘is’ is” – Bill Clinton
 - “the answer, my friend, is blowin’ in the wind” – Bob Dylan
- Beyond “advanced searching” on search engines

What is Semantic Search? (2/2)



- Semantic search is
 - a search
 - a question, or
 - an action
- that produces meaningful results even when the retrieved item
 - contain **none of the query terms**, or
 - the search involves **no query text** at all
- The goal is “to improve upon traditional search methods by exploiting semantic metadata”
- Related to but not exclusive to “the Semantic Web”

What Makes a Search Semantic?



- Handling morphological variations
- Handling synonyms with correct senses
- Handling generalizations
- Handling concept matching
- Handling knowledge matching
- Handling natural language queries and questions
- Ability to point to uninterrupted paragraph and the most relevant sentence
- Ability to enter queries freely, no special formats like quotes or Boolean operators
- Ability to operate without relying on statistics, user behavior, and other artificial means
- Ability to detect its own performance

What Should Semantic Search Queries Look Like?



- A natural language question
- A triple representation of a question
- A graphical representation
- Keywords, phrases, etc.

Ideal Results of a Semantic Search



- A balanced overview
- A neutral overview
- A realistic overview
- A personalized overview



patagonia

Search

About 32,400,000 results (0.16 seconds)

[Advanced search](#)

Everything

Images

Videos

News

Shopping

Places

More

Any time

Latest

Past 24 hours

Past week

Past month

Past year

Custom range...

All results

Sites with images

Wonder wheel

Related searches

Timeline

Visited pages

Related searches



Related searches for **patagonia**:

- | | | | |
|-------------------------------------|----------------------------|--------------------------|-------------------------------------|
| rei | north face | marmot | patagonia sale |
| mountain hardware | ll bean | columbia | patagonia outlet |
| sierra trading post | lands end | ems | patagonia map |
| zappos | moosejaw | prana | patagonia argentina |
| mountain hardwear | cloudveil | jcrew | patagonia clothing |

[Patagonia®: Official Site](#)

Ad

Check out **Patagonia's** San Fransisco Store. Shop Clothing, Gear & More!

www.patagonia.com

[Patagonia Outdoor Clothing, Apparel and Gear for Climbing, Hiking ...](#)

Patagonia clothing company is a designer of outdoor clothing and gear. We make organic cotton clothing, sportswear, travel clothing, technical Regulator® ...

www.patagonia.com/ - [Cached](#) - [Similar](#)

- | | |
|------------------------------|--|
| Men's | Find Patagonia |
| Women's | Travel Gear: Luggage, Packs, Totes ... |
| Web Specials | Patagonia Job Listing for Ventura ... |
| Kids | Ski/Snowboarding |

[More results from patagonia.com »](#)

[Places for patagonia near San Jose, CA](#)

[Patagonia](#) - 17 reviews - Place page



patagonia map

Search

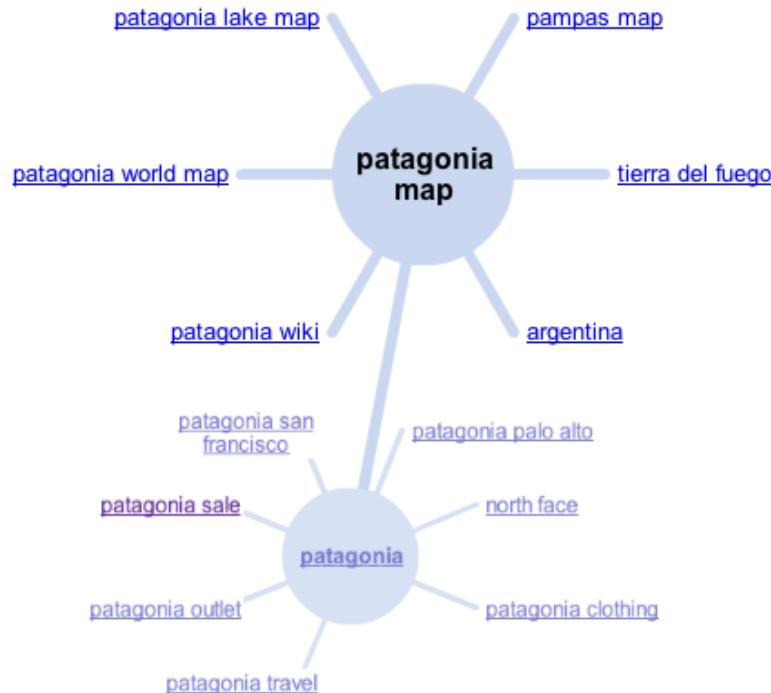
About 4,890,000 results (0.15 seconds)

Advanced search

- Everything
- Images
- Videos
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- Shopping
- Places
- More

- Any time**
- Latest
 - Past 24 hours
 - Past week
 - Past month
 - Past year
 - Custom range...

- All results
- Sites with images
- Wonder wheel**
- Related searches
- Timeline
- Visited pages
- Not yet visited



Wonder wheel



► Images for **patagonia map** - Report images



[Patagonia Map @ National Geographic Magazine](#) ☆ 🔍

Patagonia Map. Land's End About twice the size of France—but with fewer people per square mile than Western Sahara—Patagonia remains remote more than a ... ngm.nationalgeographic.com/ngm/0401/feature3/map.html - Cached - Similar

[Free Printable Maps: Patagonia Map](#) ☆ 🔍

Jul 22, 2009 ... Below you can select a **Patagonia map** that you think will be helpful for your reference or travels.

www.patagonia.com 415 River St. #100 Santa Cruz

TipTop helps you find the best advice, opinions and people to engage and share experiences with.

Search Twitter for anything
web 3.0 until:2009-12-07 TipTop

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Tip tweets

 Twitter's Intelligent; Welcome to web 3.0
<http://is.gd/57mbO> E
 About 1 day ago. Re-Tip Retweet Reply

 If Mainstream Media Has a Future ... -
<http://tinyurl.com/ydpfwko> E - Simply amazing. #media #tech #web #3.0
 About 2 days ago. Re-Tip Retweet Reply

 Looking for a web 3.0 icon set for a client... got any recommendations? :-)
 About 1 day ago. Re-Tip Retweet Reply

 Spring 3.0 RESTful [web services](#) By Example
<http://f.imv-cz.lq8> E
 About 1 day ago. Re-Tip Retweet Reply

 Integrate your life web 3.0: Productivity Enhancing Tools right where you least expect it.
<http://bit.ly/6EjKMF> E

p/T tweets

 hat jetzt auch dieses Google Wave-Dingens. Mai sehen was das web 3.0 so alles drauf hat...
 About 2 days ago. Re-Tip Retweet Reply

 I have no blog, I let my flickr account expire, and [twitter](#) and [fb](#) are so rarely updated. So much for web 2.0. I'm screwed if web 3.0 hits.
 About 1 day ago. Re-Tip Retweet Reply

Other tweets

 e eu quero lá saber o que é web 2.0 e web 3.0 ????? mudou tanta coisa na minha vida desde que descobri o que era...aff!
 About 1 day ago. Re-Tip Retweet Reply

 Social Networking and web 3.0
<http://bit.ly/6Nv36J> E (Social TV and Everything Mobile)
 About 1 day ago. Re-Tip Retweet Reply

 @dwirianto web 3.0 its supposed to be web semantic aite ?
 About 1 day ago. Re-Tip Retweet Reply

Figure 1. Real-time search engine TipTop combines language technologies with search to classify Twitter results into positive responses (green), negative responses (red), and other opinions (blue).

CHOICES

Difficulty Level

- [Easy \(5,286\)](#)
- [Medium \(1,783\)](#)
- [Difficult \(95\)](#)

Meal

- [Breakfast \(121\)](#)
- [Lunch \(1,752\)](#)
- [Dinner \(2,249\)](#)
- [Brunch \(127\)](#)

Main Ingredient

- [Bacon \(642\)](#)
- [Beans / Legumes \(776\)](#)
- [Beef \(732\)](#)

... [more](#)

Total Time

- [Less than 20 mins \(7,132\)](#)
- [20 to 45 mins \(19,238\)](#)
- [45 mins to 2 hrs \(17,983\)](#)
- [Over 2 hrs \(6,284\)](#)

Dietary Option

- [Dairy-free \(8\)](#)
- [Diabetic \(1,418\)](#)
- [Egg-free \(1,124\)](#)

... [more](#)

Type Of Dish

- [Bread \(90\)](#)
- [Chicken/Poultry \(495\)](#)
- [Chili \(116\)](#)

... [more](#)

Cuisine

- [American \(10,993\)](#)
- [Asian \(2,942\)](#)
- [Australian \(501\)](#)

... [more](#)

1 - 15 of 69,704 results

[Touchdown Tequila Chicken Recipe](#)

Difficulty Level: [Easy](#) • Servings: 8 • Cuisine: [American](#)

In a bowl, combine lime juice, tequila, triple sec, cilantro, garlic and red pepper flakes. Add **ch** marinate **chicken** for 3 hours or overnight (depending on how much you like the tequila flavor) peppers and onion in Vegetable Marinade for 30 minutes to 1 hour....

www.foodnetwork.com/recipes/food-network-challenge/tou...index.html

[Ellens Chicken Recipe](#)

Servings: 4 • Cuisine: [Asian](#)

This **chicken recipe** is from a cookbook a group I belong to (Ellen submitted this one) put out money - it was a huge success and I get inspiration from it weekly. This is by far my families fa smell while its cooking is unbelievably good! I generally use...

www.recipezaar.com/Ellens-Chicken-Recipe-348165

[Caribbean Jerk Chicken Recipe](#)

Difficulty Level: [Medium](#) • Meal: [Lunch](#) • Servings: 4 • Cuisine: [Caribbean](#)

Preheat grill to medium-high heat and oven to 500 degrees F. Combine all dry ingredients in a aside. Rinse **chicken** with cold water and pat dry. Dip in red wine, then in dry seasonings. Pla preheated grill and cook for 5 to 8 minutes. Finish in the preheated oven...

www.foodnetwork.com/recipes/rachael-rays-tasty-travels/.../index.html

[Test Ala Chicken Recipe](#)

Servings: 4 servings

skin **chicken** and place in batter

www.chow.com/recipes/11337

[peasant chicken Recipe](#)

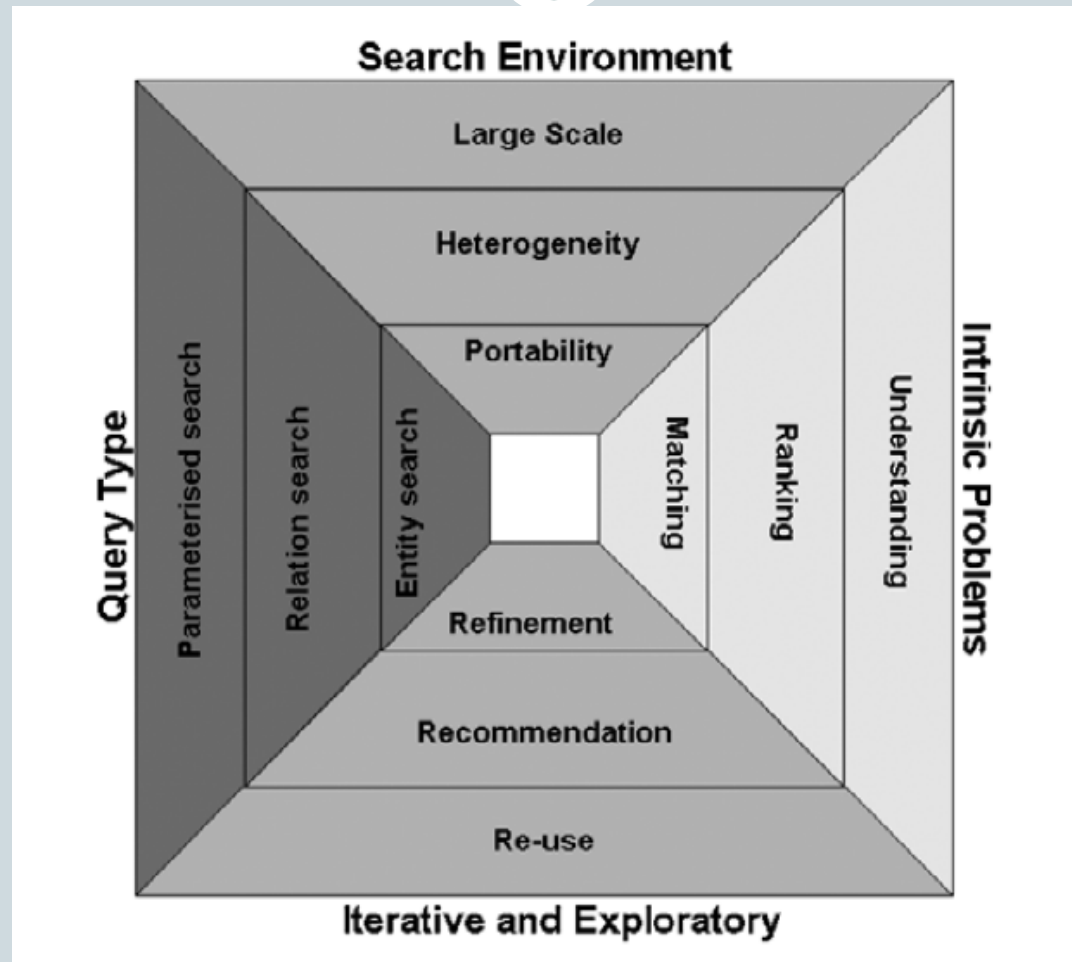
Difficulty Level: [Medium](#) • Servings: 4 servings • Cuisine: [Middle Eastern](#)

I had this first in a small middle eastern restaurant in Virginia Beach, Va which no longer exists cinnamon flavors the **chicken** with a wonderful aroma and it seemed easy to recreate. I have many times. I looked for the **recipe** on line, but never found this...

www.chow.com/recipes/11720

[Salon Chicken Recipe](#)

Requirement Spaces for Semantic Searches



(from “Knowledge Engineering Review”)

Getting You Started Into Semantic Searching



Kngine

Web 3.0 search engine designed to provide meaningful search results

Web Photos

Good news for Movies and Music fans!

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Web Photos

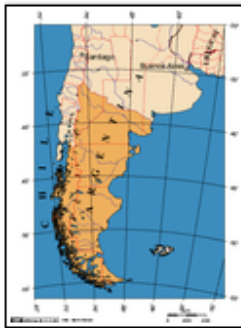
Patagonia Patagonia, Inc. Patagonia (Movie)

Information

Share



Patagonia



region, location

Patagonia is a geographic region containing the southernmost portion of South America. Located in Argentina and Chile, it comprises the Andes mountains to the west and south, and plateaux and low plains to the east. The name Patagonia comes from the word patagon used by Magellan to describe the native people who his expedition thought to be giants. It is now believed the Patagons were actually Tehuelches with an average height of 1.80 m (~5'11") compared to the 1.55 m average for Spaniards of the time. To the east of the Andes, it lies south of the Neuquén River and Colorado rivers, and, to the west of the Andes, south of (39°S), excluding the Chiloé Archipelago.

Location:

Contains: Pali-Aike Volcanic Field, Torres Del Paine National Park, Palena Province, Aysen Region, Water Resources Management In Chile, Cerro Torre, Monte San Valentin, Lago Porteno, Palena/General Vintter Lake, Magallanes Province, Gutiérrez Lake, Buenos Aires/General Carrera Lake, Cerro Chaltén, Tierra Del Fuego Province, Patagonian Desert, Neuquén Province, Santa Cruz Province, Zona Austral, Monte

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Leading Semantic Search Technology



What is Semantic Search ?

10 points of differentiation from keyword indexing



Searching: Done

▼ Web

▼ Credible

▼ Pubmed

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▼ Web

▲ Credible

[Patagonia - Wikipedia, the free encyclopedia](#)

Physical geography The flat plains of **Patagonia**, near Fitz Roy, Santa Cruz, Argentina. See also: Geography of Argentina and Geography of Chile **Patagonia** is for the most part a region of vast steppe-like plains, rising in a succession of abrupt terraces about 100 metres (330 ft) at a time, and covered with an enormous bed of shingle almost bare of vegetation. In the hollows of the plains are ponds or lakes of brackish and fresh water. Towards the Andes the shingle gives place to porphyry, granite, and basalt lavas, animal life becomes more abundant and vegetation more luxuriant, acquiring the characteristics of the flora of the western coast, and consisting principally of southern beech and conifers. The high rainfall against the western Andes and the low sea surface temperatures offshore give rise to cold and humid air masses, contributing to the ice-fields and glaciers, the largest ice-fields in the Southern hemisphere outside of Antarctica.

<http://en.wikipedia.org/wiki/Patagonia>

[Patagonia - Wikipedia, the free encyclopedia](#)

Patagonia, as most commonly defined (in orange). **Patagonia** is a geographic region containing the southernmost portion of South America. Mostly located in Argentina and partly in Chile, it comprises the Andes mountains to the west and south, and plateau and low plains to the east. The name **Patagonia** comes from the word patagonAntonio Pigafetta, Relazione del primo viaggio intorno al mondo, 1524: "Il capitano generale nominò questi popoli Patagoni." The original word would probably be in Magellan's native Portuguese (patagão) or the Spanish of his men (patagón). It has been interpreted later as "big foot" but the etymology is unclear. used by Magellan to describe the native people who his expedition thought to be giants. It is now believed the Patagons were actually Tehuelches and Aonikenk with an average height of 1.80 m (~5'11") compared to the 1.55 m (~5'1") average for Spaniards of the time.

Patagonia



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[Patagonia Official Site](#)

Browse Gear & Clothing Online or Check Out Our Palo Alto Store.
www.patagonia.com

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Articles

★ The Kosmix Community

Patagonia is a company that specializes in the design, development, and sale of rugged clothing for outdoor activity along with outdoor gear. The store was the brainchild of Yvon Chouinard who founded it in 1972 as a way to expand his business of supplying climbing gear. They created a line of clothing for outdoor enthusiasts that included innovations like double layering and water proof technology.

Patagonia has extensive lines of clothing for outdoor adventuring and everyday wear. They market and sell down coats and jackets, sweaters, fleece lined and insulated clothing,
 ... [see more](#)

Snapshot

★ Reference from Wikipedia

Patagonia
Patagonia is a geographic region containing the southernmost portion of South America. It is located in Argentina and Chile, integrating the

★ Wikipedia



Google



Topics Related to patagonia ?

- Río Negro Province**
- [Nahuel Huapi National Park](#)
 - [Cerro Catedral](#)
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- Regions of South America (27)**
- [Andes](#)
 - [Pampa](#)
 - [Patagonia \(Argentina and Chile\)](#)
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A green rectangular button containing a white magnifying glass icon and a small white downward-pointing arrow.

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patagonia



Settings Goodies Spread DDG! Add to Chrome

Get results for different meanings of *Patagonia*: [\[Dictionary\]](#)



[Patagonia](#), a region of South America



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[Patagonia \(film\)](#), a 2010 film



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[Patagonia Outdoor Clothing, Apparel and Gear for Climbing, Hiking ...](#)

Patagonia clothing company is a designer of outdoor clothing and gear. We make organic cotton clothing, sportswear, travel clothing, technical Regulator® and Synchilla ...

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Patagonia is a geographic region containing the southernmost portion of South America. It is located in Argentina and Chile, integrating the southernmost section of the Andes ...

[en.wikipedia.org/wiki/Patagonia](#)

Patagonia

A staple character in Sydney's northern beach lineup, **Patagonia** team rider Banjo Mclachlan, with

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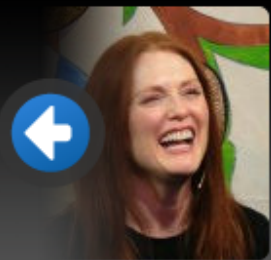
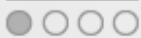


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[The Fashion Dilemma For Davos Women: Dressing For Business, And Snow](#)

...colored rubber boots. Even as the crowd pretends to overlook a fashion "practicality" like rubber boots-or my [Patagonia](#) puffy down coat-the middle road of changing from big winter...

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- [Patagonia Desert](#)
- [Patagonia Clothing Company](#)
- [In Patagonia Book](#)
- [Río Gallegos, Santa Cruz City](#)
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- [Mitsubishi Pajero Vehicle](#)
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Pacifica Riptide | 1 day ago

Senator Yee Condemns Rush Limbaugh's Racism: More Than 7,000 Names on Online Petition

...signed an online petition posted by Senator Leland Yee (D-San Francisco) on his website to condemn **Rush Limbaugh** for offensive comments he recently made during his radio program. The...

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FEATURED STORY

Asian-American lawmakers demand Limbaugh apology (AP)

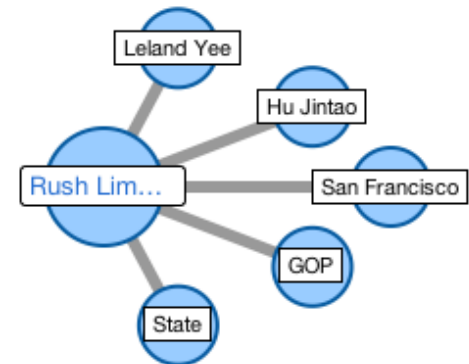


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Your green search engine



Search Examples

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- ✓ [Carbon dioxide](#)
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Latest Green News

The Daily Green

- Obama's Repeal of "Global Gag Rule" Paved Way for Family Planning Aid
- Recall of Toxic Waste-Brand Children's Chew Bars Expands
- Latest Toxic Toy Recalls: Lead and Cadmium in Toys
- Walmart Cancels Plans to Build at Civil War Battlefield, a Top 10 Endangered Vacation
- Nominate Your Local Hero!
- Highlights from the 2010 Heart of Green Awards (VIDEO)
- Oscar Nomination for Sun Come Up , on Climate Refugees

EcoGeek

- Wind Power Cost Competitive with Natural Gas

Yahoo! Green News

- Utah mayors express concern over pipeline restart
- Iraq water shortages raising ethnic tensions
- New Canada environment minister offers no new plans
- Candy maker recalls Nuclear Sludge chew bars
- Africa's Lone Wolf: New Species Found in Ethiopia
- US probing Gulf blowout preventer testing flap
- India's Suzlon wins \$1.28 bn wind power deal



what is the population density of tierra del fuego



Assuming "tierra del fuego" is a class of Islands | Use as [an administrative division](#) instead

Input interpretation:

Tierra del Fuego population density

Result:

2 people per square mile

Unit conversion for median population density 2 people per square mile:

0.7722 people per square kilometer

Computed by [Wolfram Mathematica](#)

[Source information »](#)

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Assuming "tierra del fuego" is a class of islands | Use

Input Interpretation:

Tierra del Fuego population density

Result:

2 people per square mile

Unit conversion for median population density 2 people

0.7722 people per square kilometer

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Source information

Island data source information

▼ Primary source:

- Wolfram|Alpha knowledgebase, 2011.

▼ Background sources and references:

- Aubuchon, V. "Worlds 20 Largest Islands." *Vaughn's Summaries*. »
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Conclusions



- Semantic search is necessary – why grope in the dark when you search? – you use the right tool for what you want to accomplish, why not for search?
- Search engines/indexers/information users will need to incorporate semantic technology (you can make your Web sites sensitive to semantic searching)

Thank You!



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