

## What is Text Mining?

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#### Outline

- Aims of text mining
- Text Mining steps
- Text Mining uses
- Applications



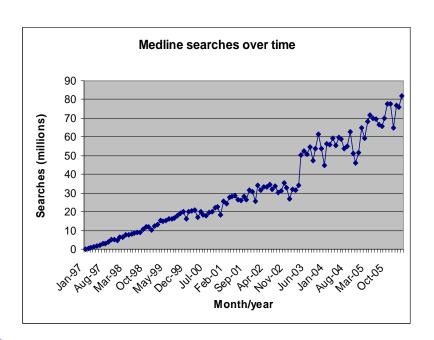
#### **Aims**

- Extract and discover knowledge hidden in text automatically
- Aid domain experts by automatically:
  - identifying concepts
  - extracting facts/relations
  - discovering implicit links
  - generating hypotheses



## Why do we need text mining? Too much information!

- > Information overload
- Growth of searches



- > Information overlook
- Many heterogeneous resources
  - Text (blogs, papers, surveys, news..)
  - Databases
  - Web
  - Ontologies



# The role of text in information management

- We are inundated with huge amounts of data
  - Unstructured information (text)
  - Different text types, genres, domains...
  - Semi-structured information (XML + text)
  - Structured information (databases)
- We need to make sense of data
- We need to manage information and knowledge effectively



## UK National Centre for Text Mining (NaCTeM)

- The 1<sup>st</sup> national text mining centre in the world <u>www.nactem.ac.uk</u>
- Remit: Provision of text mining services to support UK research
- Funded by: the JISC, BBSRC, EPSRC
- Phase I (2005-2008): biology
- Phase II (2008-2011): bio-medicine, social sciences
  - humanities



## Why is there a need in the UK for a national centre for text mining?

- Some researchers knew they wanted TM
- > TM key component of e-Science
- Involve more researchers (from all domains) in doing e-science and eresearch
  - TM seen as **key technology** for researchers
  - And one applicable in every domain (broad interest/support from major funding bodies)



## Embedding Text Mining within e-Science in the UK

e-Science [...] enables new research and increases productivity through shared e-Infrastructure, the development of computational and logical models and new ways to discover and use the growing range of distributed and interoperable resources. It supports multidisciplinary and collaborative working and a culture that adopts the emerging methods.

M. Atkinson (2007) Beyond e-Science



# What the users want to do with their data (minimally)

- Easier access to data
- Sharing data with their peers
- Annotating data with metadata

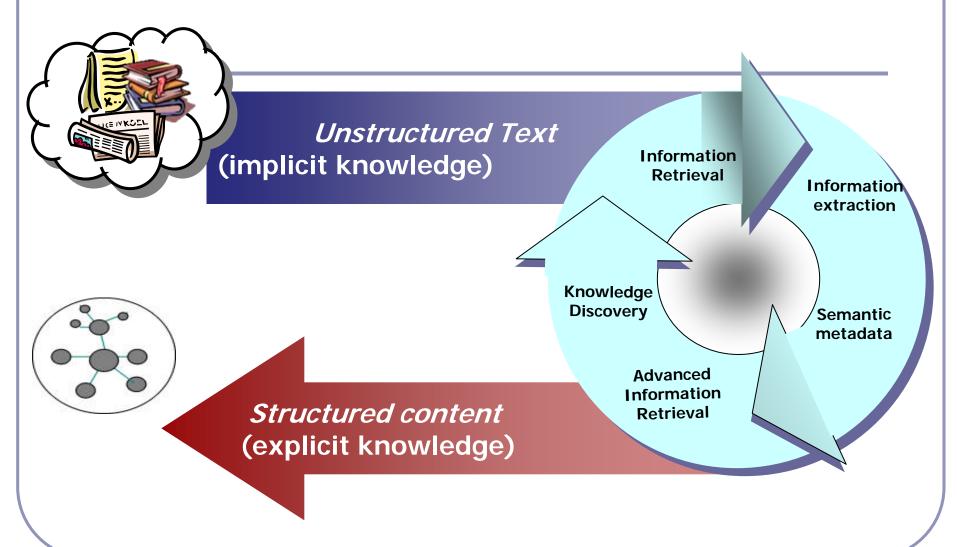
- Managing data across locations
- Integrating data within workflows, Web Services
- Aids for semantic metadata creation; enriching data with related metadata e.g. experimental results

## TEXT MINING RIDES TO THE RESCUE



### From Text to Knowledge:

tackling the data deluge through text mining





## Text Mining Steps (1/3)

- > Information Retrieval (Google)
  - Finding within a large document collection, a subset of documents, relevant to a user's query
    - Query term "blood" or Boolean query "blood pressure"
  - Too many documents are retrieved, prohibitively large for humans to read
  - Many retrieved documents are irrelevant to our query
  - Many relevant documents are missing



## Text Mining Steps (2/3)

- > Information Extraction, nuggets of text
  - Identify information nuggets from text, fill existing templates, create structured information, populate text databases

Slot	Information
Date	7/10/96 (today)
Location	SanSalvador
Victim injured	policeman
Victim attacked	guards
Perpetrator	urban guerrillas

San Salvador, 7/10/96

It has been officially reported that a policeman was wounded today when urban guerrillas attacked the guards at a power substation located downtown San Salvador.



#### Information Extraction

- recognise specific relations and events (typically expressed by verbs – attacked)
- domain restricted (newswire, biology...)
- more complex NLP techniques
  - more than 'bag of words' approach
  - deep parsing
- Output: filled templates of entities and facts
- IE extracts only what we are looking for, i.e. what has been defined by patterns

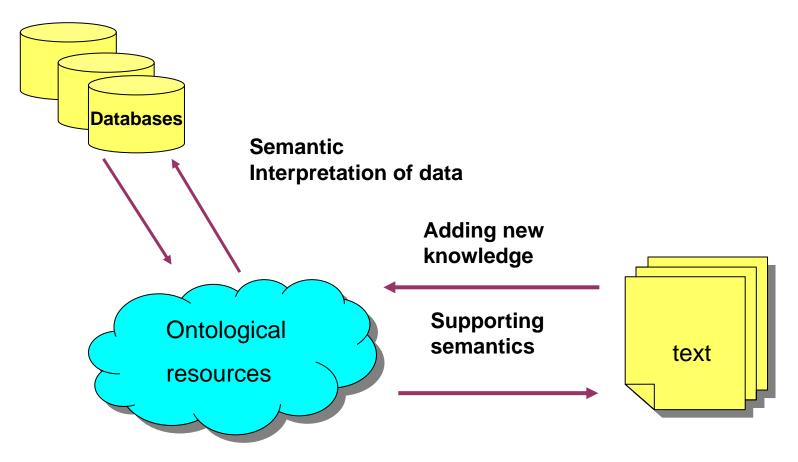


### Text Mining Steps (3/3)

- Data Mining: finds associations among pieces of information extracted from many different texts, implicit links
- Integration with databases, ontologies



### Integrating Text with DBs and Ontologies



### Uses (1/

#### **Business applications**

- Business intelligence (market analysis), competitors, identify risks, make predictions
- Customer views and opinions from blogs (opinion mining, trends analysis)
- Find nuggets of relevant information immediately, systematically
- Remove tedious process of finding information



### Uses (2/3)

#### Media

- > Semantic searching needed for new models of information access, linking and extraction
- Personalisation of searching
  - Document classification and clustering based on personalised queries
  - Social networking + text mining
  - Topic clusters of news
  - Frame analysis of news

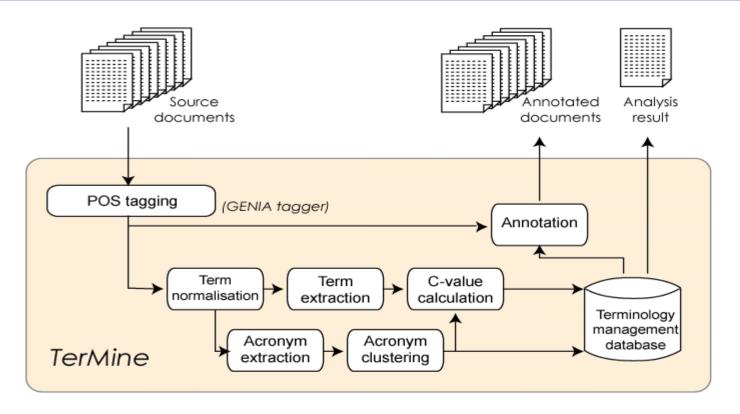


### Uses (3/3)

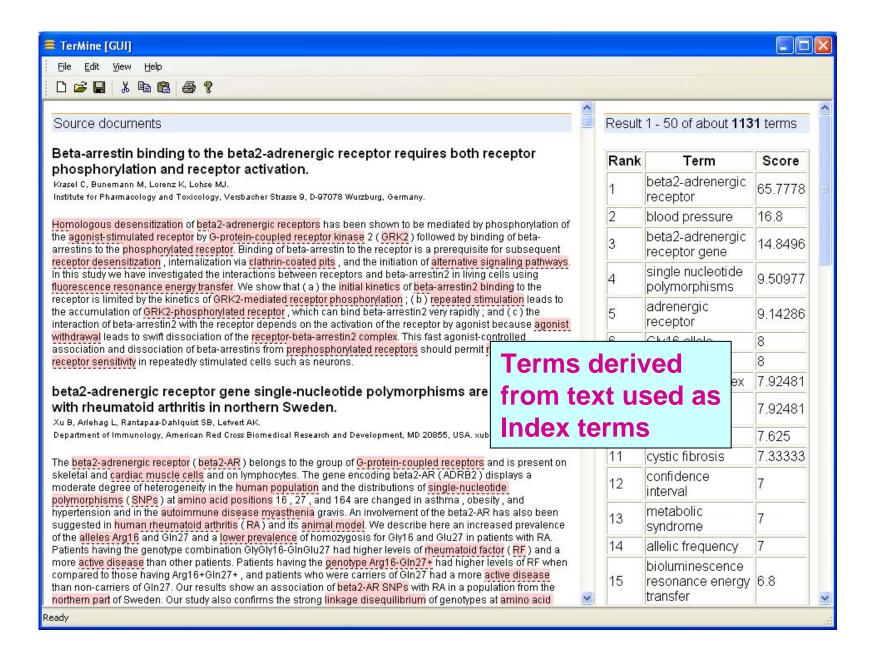
- Text Mining enriches text with semantic annotations
  - For authors tools for semantic annotation
    - > Intelligent information management
  - For publishers enrichment of digital libraries
  - For scientists intelligent searching, linking and integration of text, databases



## Applications - extracting terms







## Problems – term variation & ambiguity

- Acronyms
   ER estrogen receptor
   emergency room
   endoplasmic reticulum
- Spelling
   Tumour tumor
   Oestrogen estrogen
   NF-kB, NF-KB,
   NF-kappa B,
   nuclear factor kappa B

- Gene terms may be also common English words
- BAD human gene encoding BCL-2 family of proteins
- bad news, bad prediction



# Semantic searching based on named-entity annotation

```
The peri-kappa B site mediates human immunodeficiency

DNA

virus

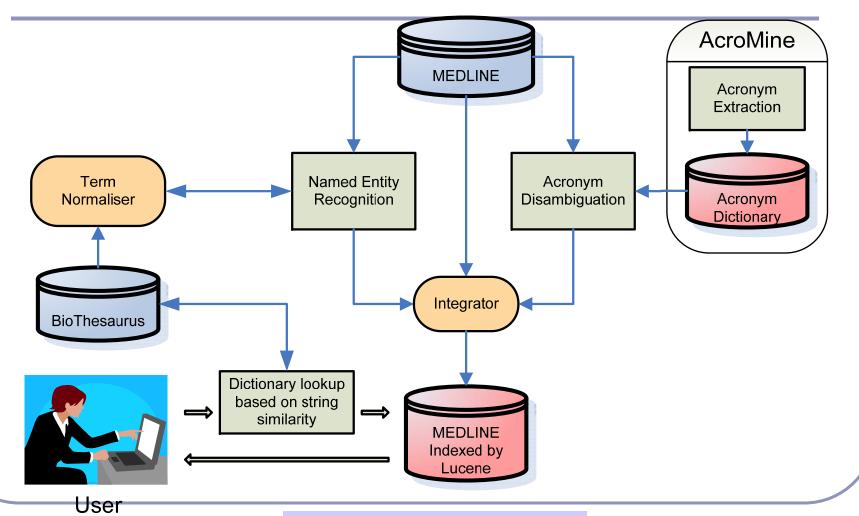
virus type 2 enhancer activation in monocytes ...

cell_type
```

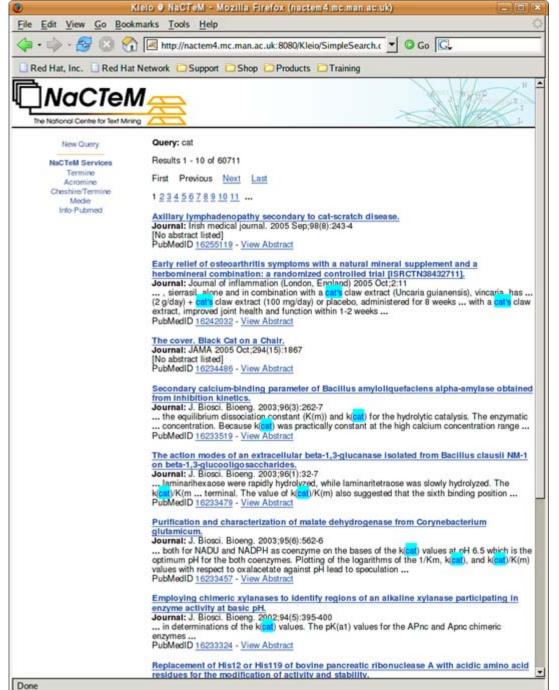
- Entity types (defined by Ontologies)
  - Genes/protein names
  - Enzymes, substances, etc.
  - Names (people, organisations...)

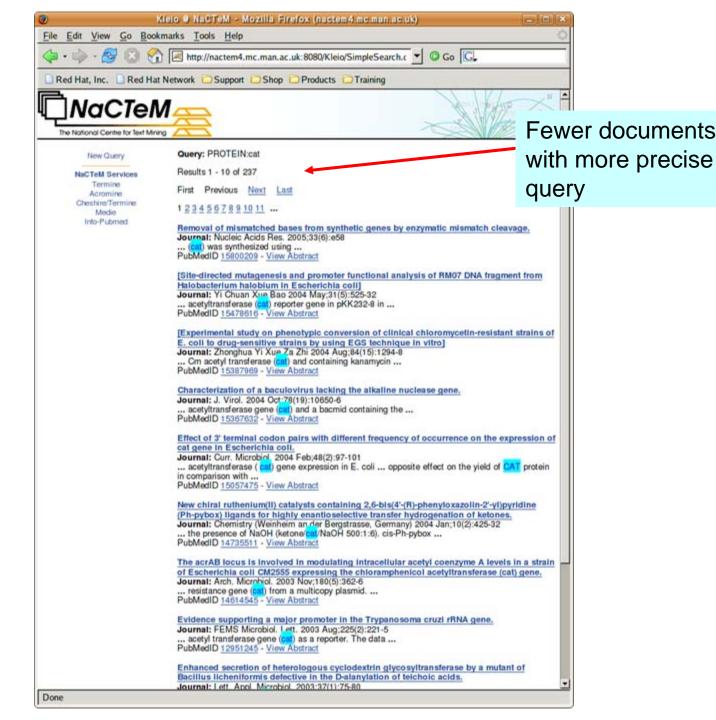


#### **KLEIO** architecture

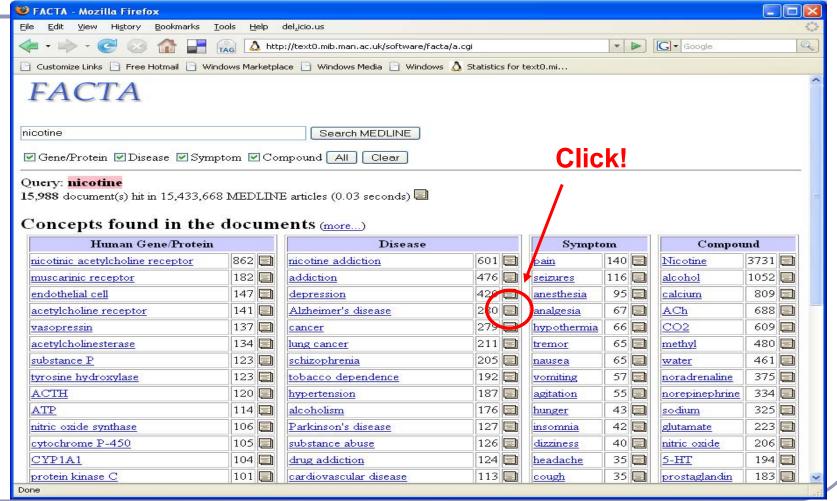




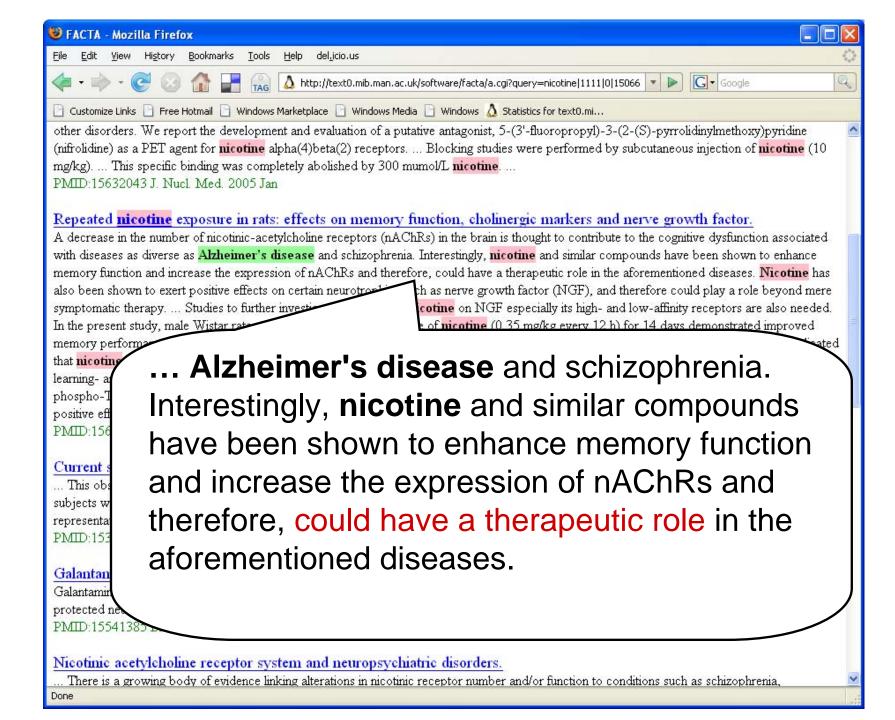




## Extracting associations between entities







### Text mining for social sciences

- ASSERT project (NaCTeM-NCeSS-EPPI)
- Assisting the process of systematic reviewing in social sciences
- Engaging the user community: EPPI
   (Evidence for Policy and Practice Information and Co-ordinating Centre)
  - Document classification
  - Information extraction
  - Summarisation

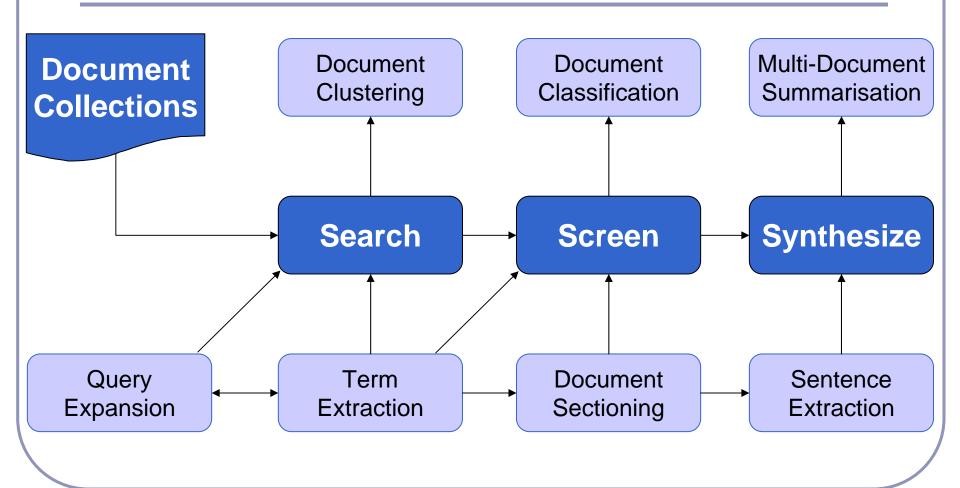


## The process of Systematic Reviewing

- Searching: extensive searches to locate as much relevant research as possible according to a query.
- > Screening: narrows the scope of search to only the relevant documents to a specific review.
  - Highlights key evidence and results that may impact on the policy.
- Synthesizing: correlates evidence from a plethora of resources and summarises the results.
- The process is mainly manual



#### Overview of ASSERT



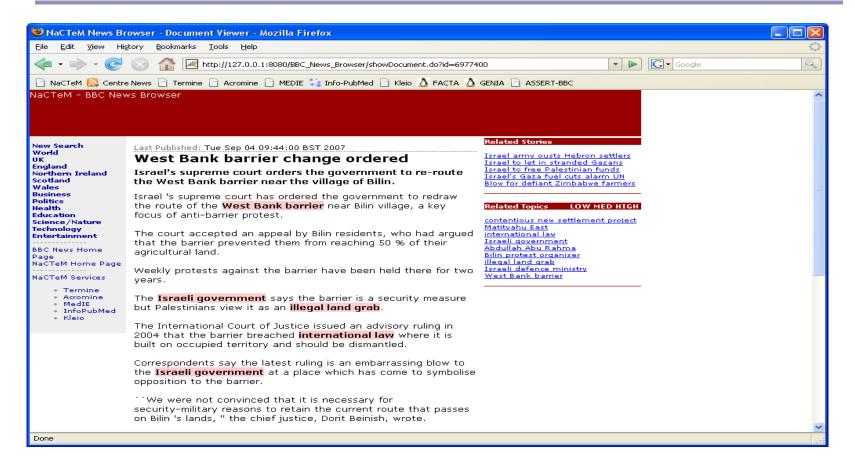


### **BBC** Pilot project

- Analyse, structure and visualise BBC news online, according to a user's query using advanced text mining techniques
- Concept discovery and retrieval
  - Interface allows a user to enter a query across the document collection and automatically calculate a list of concepts specific to the query and ranked by perceived importance.

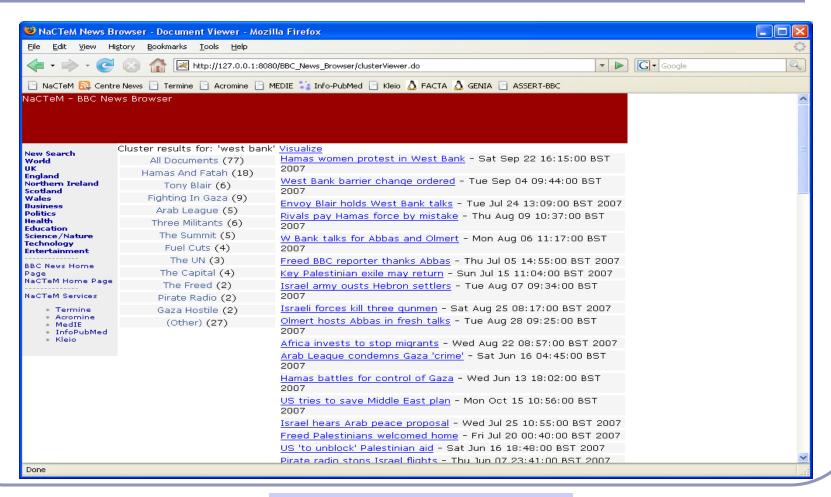


## Finding news using text mining



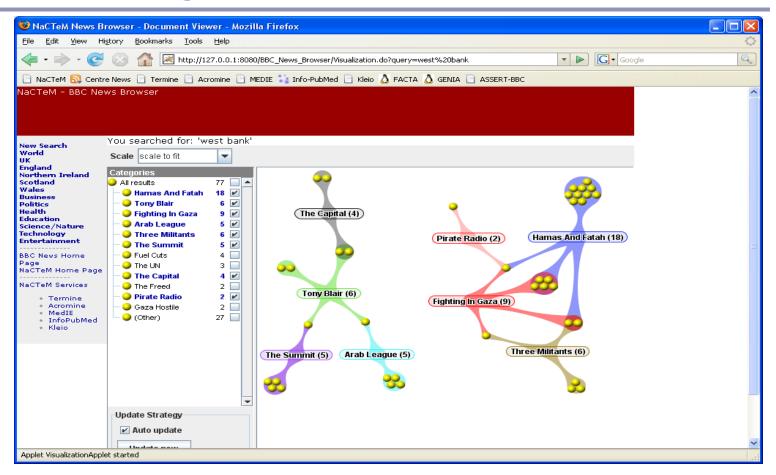


## Clustering the documents





### Visualising the results





#### Benefits to Users

- Provision of a focused search with goal based results
- Allows expansion beyond known keywords for a more complete search
- Visualization of a result set creates an overview of the research in the domain
- Saves time and effort



## What do our users/clients use our services for?

- Creation of controlled vocabularies, extraction of interactions, creation of models and networks, database curation (BOOTStrep)
- Bibliographic searching, automatic classification and semantic extraction in support of subject searching (ASSERT, INTUTE)
- Ontology building
- Media frame analysis (ASSIST)
- Semantic extraction to support indexing and linking across repositories (INTUTE)
- Extracting bio-processes, gene-disease mining (Pfizer)
- Maintaining and constructing pathways (REFINE)
- > Classification of on-line news feeds, document classification
- Topic detection (BBC)



# Text Mining for Knowledge Discovery

- Semantic enrichment relies on NLP based TM technologies
- Applications based on semantically annotated texts enable knowledge discovery
- Linking text with domain knowledge
  - Integrate other knowledge sources, ontologies, terminologies
  - Integration of distributed TM software (workflows)





