# Lightweight Semantics for Web Information Systems

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# The End

- Lightweight semantics can be powerful
- Metadata on activity can be powerful
- There are more webs

   each needs specific treatment,
   no silver bullet yet



# (Web) Information Explosion



# Web Information Space Evolution



- Increasing size and information complexity
- Novel applications and modes of operation
- User diversity and social interaction complexity



# Implicit becomes explicit



# Why Metadata (Semantics)?

#### • Deliver great results

- Faster access to essential information
- Not missing important information

### • Richer and **more organized** exploring experience

- Better organized results
- Smart recommendations
- Accomplish key tasks more easily
  - Shopping, traveling, health
  - Decision making





# (Web) Information Space as a Large Semiotic System



### **Sources for Metadata**





# How to Acquire Metadata of the Web Content?

# Automatically ...

What is the best expression of metadata (semantics)?



### **Representation of Metadata**







### Lightweight Domain and User Models



# User Activity as a Source for Semantic

- User interests vs. visited information objects
- Explicit vs. implicit feedback





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#### Users and metadata

users create and access resources described by metadata





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# Socially Enhanced Lightweight Domain Model





# Information tag



# Information Tag

- descriptive metadata with a semantic relation to a tagged content
- *defined by a triple of:* 
  - Type: defines a type and a meaning of the information tag
  - Anchoring: identifies a tagged information artifact
  - Body: represents a structured information, a structure of which corresponds to the type of the information tag



# Information Tag Expressivity and Formality



#### Lightweight domain model



# Web-scalable Extendable **Information** tags Representation



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#### Requirements to a repository

- VOLUME, VELOCITY Web-scalable good read and modify performance despite of nontrivial number of stored information tags
- 2. <u>VARIETY Extendable</u> ability to store information tags in a *freeform model* which is easily extendable with new types
- 3. <u>VALUE Querying support</u> effective data access should be supported



# Effective and powerful data access

- Store creation of new information tag for an object (document)
- Update e.g. after modification of a tagged object
- *Obtain* retrieve the information tag by its URI
- Access history obtaining of previous versions of information tag
- Obtain information tags anchored to an object



## Information tag model

Open Annotation Model





# Metadata anchoring and validity

- Changes in objects (documents)
   →Robust anchoring descriptor
- Consistency of information tags
- Validity of information tags



# **RDF-like repository**

- efficient access to **complete objects** 
  - support of basic SPARQL query processing
  - performance at least on the level of classical graphbased RDF stores

#### $\rightarrow$ Document databases

- MongoDB with support of distributed processing via MapReduce
- Distributed SPARQL Query Processing



## Information tags repository

• SPARQL query processing via MapReduce



## Repository performance evaluation

• MongoDB vs. Bigdata RDF triple database





# Automatic Semantics Acquisition

# **SERVER SOLUTION**



## **Adaptive Proxy - PeWeProxy**

- Extracting metadata from available content
- Evaluating the content by users (implicit) feedback





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## **Open Corpus User Monitoring**





# Basic outline of the PeWeProxy operation





# Hello World

public class HelloWorldPlugin
 extends ResponseProcessingPluginAdapter {
 public ResponseProcessingActions
 processResponse(ModifiableHttpResponse response) {
 HtmlInjectorService htmlInjector =
 response.getServicesHandle().
 getService(HtmlInjectorService.class);
 htmlInjector.inject("<h1>Hello world!</h1>",
 HtmlPosition.START\_OF\_BODY);
 return ResponseProcessingActions.PROCEED;
 }



# PeWeProxy Workshop


## Colour your Web!

646 < Share 📑 🔚 🗠 🔒

#### NEWS TECHNOLOGY

Home UK Africa Asia-Pac Europe Latin America Mid-East South Asia US & Canada Business Health Sci/Environment Tech Entertainment Video

11 April 2011 Last updated at 11:47 GMT

#### Laser gun fired from US navy ship

The US Navy has fired a laser gun from one of its ships for the first time.

Researchers used the high-energy laser (HEL) to disable a boat by setting fire to its engines off the coast of California. Similar systems had previously been tested on land, however moist sea air presented an extra challenge as it reduces a beam's power. The navy said that ship-borne lasers could eventually be used to protect vessels from small attack boats. The US military has been experimenting with laser weapons since the 1970s. Early systems used large, chemical-based lasers which tended to produce dangerous waste gasses. More recently, scientists have developed solid state lasers that combine large numbers of compact beam generators, similar to LEDs.

#### HELs fire



Until now, much of the development of HELs has focused on shooting down missiles or hitting land-based targets. The latest round of tests showed its wider possibilities, according to Peter Morrison from the Office of Naval Research. "This test provides an important data point as we move toward putting directed energy on warships. "There is still much work to do to make sure it's done safely and efficiently," he said. While a weaponised system would likely be restricted to military vessels, merchant shipping20: has also expressed an interest in laser 2012 tochnome. A gun which upon visible laser light to



The US Navy system uses a Joint High Power Solid Florence October 18 State Laser mounted on deck

#### Top Stories



Google sold to Facebook, Internet's future uncertain NEW

Powerful earthquake rattles Japan Veiled women detained in France Libya rebels weigh AU truce plan Two activists die in Bahrain jail

#### Features & Analysis



#### Decision time

Hard choices for those living inside Japan's nuclear exclusion zone

#### Sins of the flash

William and Kate's uneasy peace with the paparazzi

#### Day in pictures



#### Most striking images from around





Human limit Could a marathon ever be run in under two hours?

#### Bubbles – the real Social Web



### DeNERDizer

Welcome, Guest

Forum Home > Java APIs > Networking



// Remove the Muserit Rev12, Florence, October 18, i.remove(): 2012

### Web revisitation support

#### TV.SME.SK DENNÍK

**NAJPOPULARNEJŠIE** Regiony Auto Počítače Natankui.sk Veda Primar.sk Deti Mobil Tahai Hrv Domácnosť Žena Sť ažnosti, sk Reality Knihy online Restauracie Pracovné ponuky Zlavy

TÉMY TV Oko Viera Rozhovory

ANKETA

staršie ankety

.....

SLUŽBY



Vyše 300 zdravotníkov na zhromaždení pred ministerstvom opätovne odmietlo transformáciu nemocníc a požiadali o zvýšenie platby za poistencov štátu.

#### Členov bývalého vedenia FNM opäť obvinili

Bývalých nominantov SNS vo Fonde národného majetku vyšetrovateľ Úradu boja proti korupcii opätovne obvinil.

+ Fond národného majetku pripravil štát o milióny

#### Rozsah verzii Valkovej vraždy sa zužuje

Vyšetrovatelia pratoju 20iacefimioverzia@i,tobe ktorých rozsah sa zužuje, povedal riaditeľ Odboru osobitného úrčenia Generálnej

#### Desať naozaj (ne)podarených prvoapírlových žartov

Viete si predstaviť SME len na Twitteri? Guardian to skúsil. Desať prvoaprílových bláznovstiev.

#### AUTO.SME.SK



ZLAVY.SME.SK



#### DOMÁCNOSŤ.SME.SK

Karí - korenisté a pikantné

#### NESEDTE DOMA



STE RODIČ? MÁME WEB PRE VÁS

Deti D mest



6. Povstalci určili podmienky - Kaddatiho sily sa

musia stiahnut 6 233

Zobrazovať články o politike

## PeWeProxy – advantages

- No limitation to a particular application domain
  - Our primary domain is information search
- No change of peoples' surfing habits
  - At least not dramatically
- Natural baseline to compare with
  - Google?



# Automatic Semantics Acquisition

## **CLIENT SOLUTION**



## MePersonality

Decentralized platform for user modeling





## MePersonality

User Modelling And Personalisation Framework

#### Welcome to MePersonality!

MePersonality presents a distributed multi-agent collaborative personalisation platform. Since the main purpose is to enable personalisation of browsed web content to user, MePersonality provides an interface for user interests model access. Via personalisation extensions, user can extend this model even further and based on gathered information about user interests and behaviour, user can modify content of browsed web pages to work more efficiently and comfortably.

#### Setup

To have the best possible experience of using MePersonality, you need to have your browsing history indexed. Note that this can take a few minutes and has rather heavy load on network traffic. You can do it manually whenever you feel comfortable enough to do so.

You are also contributing to better experiment results by having your unique user ID. If you do not feel comfortable with it, you can remove it and be anonymous.

#### Personalisation extensions

Personalisation extensions are basically pieces of JavaScript code which can personalise the web browsing according to user needs. Besides basic functionality of JavaScript language, MePersonality provides wider possibilities within personalisation extensions including:

- Built-in support of jQuery framework
- Use of other external JavaScript files, e.g. another third-party library
- Cross-origin requests
- · Access to user browsing history
- Persistent storage via database API
- Personalisation API
- Communication API

This functionality is contained in a simple and fully asynchronous API which contributes to better user experience and more comfortable development of high-



Home

My model

Extensions

Taggers

Settings





## Case study: Webification of Software Development



**Employing web-based methods** in the software development domain one could improve software quality and development efficiency, e.g., support the creation of better code, improve progress visibility or help developers be more efficient



## Information artifacts and metadata

- Web-like structure of software company information space
  - Source codes
  - Knowledge documents
  - Developer interactions
- Information tags metadata that describe an aspect of an artifact
  - User generated
  - Machine generated



## **Programmer interaction**

- *browsing within the content* (software artifacts) and on the Web
- *content creation* and other highly interactive activities
- other (complex) domain-dependent activities, e.g., testing content, which is unusual in the Web



## Collaborative software development architecture





## Concept of collaborative programming

- detection of virtual communities using multiple connections types
- evaluation of **Source code quality** based on an estimation of the current user state based on his activity (including biometrics)
- evaluation of **Software metrics** based on interaction analysis of developers
- estimation of developer skill and proficiency
- evaluation of source code similarity, identification of patterns, anti-patterns, code smells, bad practices, recommendation of code snippets
- recommendation of good programming practices and snippets used by others
- focused search and automatic recommendation of problem solutions based on the current user task
- mining user behavior in the IDE and in the web browser as acquired by a proxy server
- positive motivation towards code revision, improvement of their own code and self-education



## Developers

- see where in the source code their colleagues work (friends, team, group)
- see which source code is 'interesting', e.g., unstable, due to frequent changes, stable (can be safely used and are likely 'good'), or forgotten
- receive recommendations for code snippet reuse, code revisions (e.g., based on similarity with other 'bad' code or written by someone who often writes 'bad' code)



## Managers

- see aggregated overviews of developer performance, reliability, 'quality'
- see aggregated overviews of software metrics for source code to observe progress
- identify critical source code or developers based on knowledge tags (e.g., bug, bad code, deprecated code)
- observe knowledge and experience transfer between developers (e.g., who uses whose code snippets)
- track capabilities and workload of developers



## **MORE EXAMPLES**





## Gaming as source for semantics



## Game-driven crowdsourcing

- Goal: relevant domain terms (*concept relationship network*)
- Games
  - Motivate people to participate
  - Force people to develop winning strategies
  - Support emergence of the wisdom of the crowd





## Little Search Game

- Discovery of concept relationships
- Game of search query guessing
- Query must follow specific pattern
  - "Jaguar –car –animal –company"
- Game goal: minimize amount of returned results
  - "Jaguar" 56.2 millions of results
  - "Jaguar –car" just 30.5 milions of results



#### Little Google Game (beta)

	Star	•	·	
Play Unplayed Word Play Random Word Pla		cific Word	Play Specific Event Word	View Rankings
ame Statistics				
our current query:	Star -movie -wars -death	Global rar	nking for task:	
legative keywords:	Last attempt score: 327 142 141	1 bencio	an 158 381 110	-
movie		2 dalam	an 167 683 893	
wars	Your score per attempt	3 cabba	238 605 222	
death		4 semiir	254 144 218	
	40000000-	5 misso	264 955 238	
	30000000-	6 miky	275 377 724	
·	20000000-	7 crude	298 194 995	
-	10000000-	8 kUbb	327 142 141	
	10000000	9 kukiki	vo 331 784 312	
	1 2 3 4 5 6	5 .0 jakubł	(0 444 916 368	
		.1 Jozkoł	Mrkvicka 450 602 580	-
	Make attempt Confirm/Leave gan	Rank:	0/12	

Play instantly, login or register. Are you attending a special event (conference)? Learn to play Little Google Game.





- Relationships are hidden in the guessed queries
  - "Easter –bunny –egg –spring"



#### PexAce – metadata authoring





#### PexAce – metadata authoring





## City Lights – metadata validation

 The basic task for the player - to guess, which set of tags was originally assigned to the music track that is currently being played





## Domain dependent approaches



## **Content-based News Recommendation**





## ALEF – Adaptive Learning Framework





### Learning and Collaborating



### ALEF – student's view

#### AleF Prolog [Systém] Maros Uncik (administrátor) | Odhlásiť Filter: 🥃 🗹 💏 🗹 Your Score Odporúčame pozrieť: Základné prvky jazyka prolog Otázka Podobnosť 2 Priklad usporiadajv V tejto kapitole vysvetlíme základné princípy logického programovania na príkladoch v There are 8 with higher score programovacom jazyku prolog (z angl. programming in logic). Jazyk prolog vychádza z then you! Priklad SUCIN predikátového kalkulu 1. rádu. So vznikom tohto jazyka sa spájajú mená Roberta Priklad LAVA-STRANA Kowalského (vtedy na univerzite v Edinburgu) a Alaina Colmerauera (Aix-Marseille univerzita) na začiatku 1970-tych rokov. R. Kowalski položil teoretické základy prologu a Related Questions from Priklad PRAVA-STRANA A. Colmerauer sa zaslúžil o implementáciu prvého interpreta jazyka prolog. Používanie Students jazyka prolog ovplyvnila jeho efektívna implementácia Davidom Warrenom o niekoľko Paradigm classification rokov neskôr<sup>[1]</sup>. Rozšírenie prologu ovplyvnilo aj rozhodnutie Japoncov použiť prolog ako základný jazyk v projekte počítačov piatej generácie. Texty Otázky Cvičenia Náš spôsob výkladu látky sa opiera najmä o príklady. Na základe príkladu potom v ? ďalšej kapitole vysvetlíme princíp logického programovania formálnejšie. Úvod - Paradigmy programovania 2 Výrazy V učebnici používame Arity prolog a LPA WIN-PROLOG Ako prostriedok logického programovania použijeme v učebnici dve implementácie Základné prvky jazyka lisp jazyka prolog: Arity prolog 5.0 a LPA Win-Prolog 3.3. Obidve sú kompatibilné s prologom-10 (tiež známym ako edinburgský prolog), na základe ktorého sa vytvoril Programovacie techniky ISO/IEC štandard pre prolog. Pravidlá dobrého programovania Vieme už, že logické programovanie spolu s funkcionálnym programovaním sa označuje ako aplikatívne programovanie. Obidva prístupy majú viacero spoločných vlastností. V ďalších častiach nájdeme mnoho podobností s kapitolami venovanými funkcionálnemu ? Priklad: vzťahy na pracovisku programovaniu. Základné princípy (napr. rekurziu, použitie typu údajov zoznam) nebudeme podrobne rozoberať. Sústredíme sa na použitie už známych princípov (z ? Rozšírenie príkladu o pravidlá funkcionálneho programovania) v logickom programovaní. 2 Rekurzívna definícia pravidla V logickom programovaní problém špecifikujeme množinou formúl ? Význam predikátov Logické programovanie sa zakladá na postupoch, ktoré sa používajú pri dokazovaní teorém v predikátovej logike prvého rádu. Špecifikáciu problému tvorí množina formúl, Ako prolog odpovedá pa dopyty 2



## Question-Answer Learning Objects



### ALEF – student creates a question



ky sa opiera najmä o príklady. Na základe príkladu potom v ne princíp logického programovania formálnejšie.

#### V učebnici používame Arity prolog a LPA WIN-PROLOG

Ako prostriedok logického programovania použijeme v učebnici dve implementácie jazyka prolog: Arity prolog 5.0 a LPA Win-Prolog 3.3. Obidve sú kompatibilné s prologom-10 (tiež známym ako edinburgský prolog), na základe ktorého sa vytvoril ISO/IEC štandard pre prolog.



## ALEF – student creates a question

	Title of Questions:	X	
	Paradigms of Programming		
	Definition:		
	Which terms of listed below don't represent any paradigm of programming?		
	Possible answers:		
	object-oriented	]	
Alei	functional	]	Maros Uncík (administrátor)   Odha
Odporúčame pozriel Otázka Podobnosť 2	© procedural	]	Your Score
Priklad usporiadajv Priklad SUCTIN	classical	]	71'
Priklad LAVA-STRANA Priklad PR AVA-STRANA		]	There are 8 with higher score then you!
	( Add		Related Questions from Students
Texty Otázky C	Adu		Paradigm classification
Výrazy	dal functional		
Zakladně prvky jazyka lisp Programovacie techniky	Akc  Classical		
Pravidlá dobrého programovania Základné prvky jazyka prolog			
Priklad: vzťahy na pracovisku ?	ozn Vlas		
Rekurzívna definicia pravidla	inkčonalnemu programovaniu. Základné princípy (napr. rekurziu, použitie tvpu údajov zoznam) nebudeme podrobne rozoberať. Sústrodní svetu použitie tvpu		
Význam predikátov ?	V logickom programovaní problém špecifikujeme sa na použitie už Logické programovaní problém špecifikujeme sa v logické programovaní.		
eWe@FIIT	teorém v predikátovej logike prvého rádu. Špecifikáciu problému tvedi		
sonalized web group	prosicina cyon množina		

### ALEF – student answers a question



# Collaborative validation of learning objects


# ALEF – motivational element



# User centric approaches



# We search...

Google	c strings
Search	About 137,000,000 results (0.23 seconds)
Everything Images Maps Videos News Shopping More	<u>CString - No Panty Lines! No Tan Lines!</u> ↔ https://www.cstringdirect.com/ +7 Cstring Logo. No Panty Lines! No Tan Lines! The CString is a completely new and exciting innovation in lingerie. Say goodbye to panty line and uncomfortable Product - Testimonials - Online Retailers - Locate a Store <u>C string - Wikipedia, the free encyclopedia</u> ↔ en.wikipedia.org/wiki/C_string +7 In computer programming, a C string is a character string stored as an array containing the observation and testiminated with a null abservation (10) a plied NIII in
All results Sites with images More search tools	History - Limitations - Improvements - Standard terms and definitions Forget the G-string - can ANYONE wear the new C-string?   Mail www.dailymail.co.uk//Forget-G-stringANYONE-wear-new-C-stri +1 31 May 2007 - This is the stuff of nightmares. A passing van driver leers at me and then beeps his horn. But it's not because of my blonde hair: it's because I Dailymotion - C-String Invisible Underwear - ein Lifestyle Video www.dailymotion.com//xa67c4_c-string-invisible-underwear +1 15 Aug 2009 - 5 min German models Anna and Claudia show off the C-String invisible underwear in the shops, streets and nightclubs of Berlin. More videos for c strings »

Images for c strings - Report images





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### Social Layer over Search





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# Social-context driven query expansion C Strings



- Find keywords co-occuring with the keywords from the query
- Limit the search to user models from the user's communities
- Append the keywords to the original query



c strings

About 5,430,000 results (0.24 seconds)

Results provided by peweproxy: <u>c strings c + +</u>, <u>c strings character</u>

#### cstring (string.h) - C++ Reference

cstring (string.h). header. C Strings. This header file defines several functions to manipulate C strings and arrays. ...

http://www.cplusplus.com/reference/clibrary/cstring/ - Cached

#### C Strings - C Tutorial - Cprogramming.com

In C++ there are two types of strings, C-style strings, and C++-style strings. This lesson will discuss C-style strings. C-style strings are really arrays, ... http://www.cprogramming.com/tutorial/lesson9.html - Cached

#### 7.1.2 Character Strings as Arrays

Aug 17, 1994 ... In C, a string of characters is stored in successive elements of a character array and terminated by the NULL character. ...

http://ee.hawaii.edu/~tep/EE160/Book/chap7/subsection2.1.1.2.html - Cached

#### C Programming - Handling of character string

C Programming Handling of character string In this tutorial you will learn about Initializing Strings Reading Strings from the terminal Writing strings to ...

http://www.exforsys.com/tutorials/c-language/handling-of-character-strings-in-c.html - Cached

Search

Advanced search

# User interest estimation

- Analyzing browsing behavior within a web portal
  - finding patterns in navigation (path, loop, circle, spike)
  - grouping users according to patterns
- Behavior while visiting a particular web page
  - actions: time spent, scrolling, text copying
    - interest indicators (comparing to average)
  - comparing actions of current user with actions of others
  - estimating user's interest in visited page (CF based)



# User interest estimation

- Actions (scrolling, time spent, ...) = interest indicators
- Positive interest indicators above average
- Negative interest indicators below average





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ail phone directory virtual library

#### **iformation Technologies**

s one of the seven (SUT). FIIT SUT covers T) in both research and such mission, SUT /ed several substantial ace of work which versity of Technology till hnologies.

study programms 1/2002).

UK.





content

personalized

for every

user

eWe@FIIT personalized web group

2012

