

# Application of Semantic Search in Idea Management Systems

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# Outline

- ❖ Background Gi2mo Project.
- ❖ The Problem
  - ✓ Users can not find specific information
  - ✓ Non-Contextualized queries
- ❖ Our Solution
  - ✓ Semantic Approach – *Semantic Search*
  - ✓ Semantic Module
- ❖ Evaluation
  - ✓ Ubuntu brainstorm - 5k ideas
- ❖ Conclusions



- Gi2mo Project

- ✓ Is a project which goal is to setup Semantic Web technologies in the environment of Idea Management Systems.
- ✓ GI2MO aims to improve current Idea Management Systems by providing data integration capabilities and additional data analysis tools though rich metadata descriptions. *Semantic annotations.*



## Gi2mo Project – Background II

- Gi2mo Project – Technical Point of View



- ✓ Is an open-source Idea Management System based on the component architecture of a Content Management System called Drupal.
- ✓ GI2MO offers a ***test bed platform*** for experimentation of projects related to ideas management concept.





- What is Idea Management System?
  - ✓ Is the process and associated discipline of facilitating ideation from organizational and management perspective.
  - ✓ Idea Management is a promising industry sector which produces software for collecting and organizing input from people regarding proposals for innovation of products and services

# Ideas Management System - Definition

- What is Idea Management System?

The screenshot displays the IdeaStorm website interface. At the top, the browser address bar shows [www.ideastorm.com](http://www.ideastorm.com). The main header features the IdeaStorm logo with the tagline "Where Your Ideas Reign". A notification box on the right states: "There are currently no Storm Sessions active. Stay tuned!". Below the header, a navigation bar includes "IdeaStorm" and "Storm Sessions". The main content area is divided into four sections: "View" (All posted ideas by the community), "Post" (Your idea for Dell products or services), "Vote" (Promote or demote ideas), and "See" (Your ideas in action). Below these, a "Sort Ideas By:" dropdown menu is set to "All". The "Comments" section lists two ideas:

- 118030** [Pre-Installed OpenOffice | alternative to MS Works & MS Office](#)  
By [dhan](#), Feb 17, 2007  
Provide [OpenOffice.org](#) for free pre-installation alongside Microsoft Works and Microsoft Office. [OpenOffice.org](#) is more capable than Microsoft Works, and a serious competitor to Microsoft Office, at a fraction of the cost (it's free!)  
[OpenOffice.org](#) can open, create, edit and save Microsoft Word, Excel and PowerPoint files.
- 108450** [Pre-Installed Linux | Ubuntu | Fedora | OpenSUSE | Multi-Boot](#)  
By [dhan](#), Feb 16, 2007  
Offer the 3 top free Linux versions for free pre-installation on all Dell PCs.

On the right side, there is a "Login to IdeaStorm" form with fields for "Username:" and "Password:", a "Login" button, and a "Forgot Password?" link. Below the login form, a section titled "Your Ideas in Action" features a "dhan" profile picture and a post titled "IdeaStorm Recap - 1/22/2010" with the text: "Happy 2010 everyone! I know I'm a little late with the holiday greetings, but there is a lot to share on..."



- Gi2mo Project

- ✓ Define Gi2MO ontology for formalizing and interlinking idea management systems (IMS).
- ✓ Connect ideas with Enterprise systems following the Linked Data model. (Rdfme Module)
- ✓ Idea Classification, filtering and analysis of idea similarities independent of idea topic.
- ✓ Integrating Opinion Mining techniques with IMS.



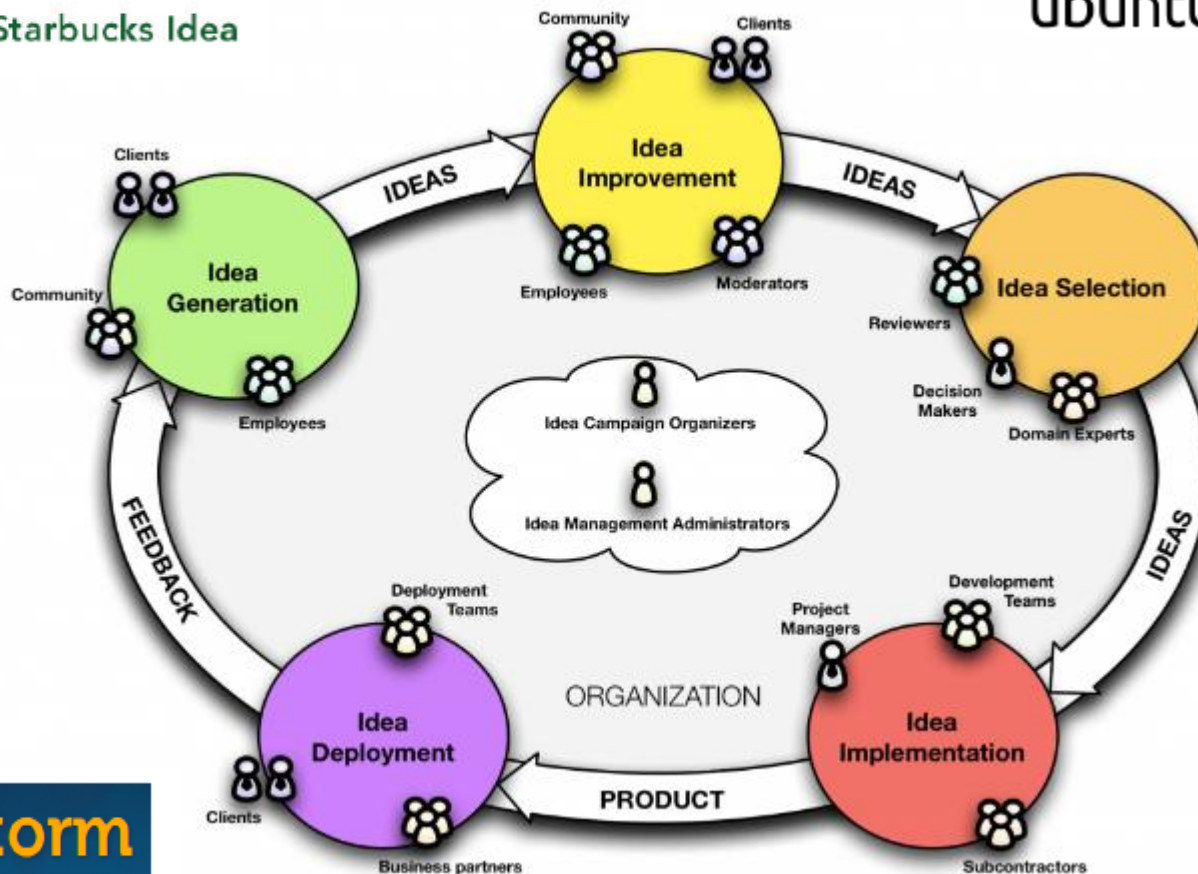
# Ideas Management Life Cycle

- Innovation through Idea Management Systems



My Starbucks Idea

ubuntu brainstorm 



IdeaStorm

dit  
UPM



- Research Motivation

G I 2 S E

On traditional search model, users get unnecessary information.



- ✓ Currently search models – keyboard approach
- ✓ Data analysis requires external tools
- ✓ Data interoperability – Close Data

✓ there is a centralized model

## Gi2mo Project – Our research Goal

- Gi2mo Project (Semantic Search)

POWERED BY  
**GI2MO**



Improve semantic search model on Ideas Management System. **(This Talk!). Auto- Assisted Search**

## Our Purpose – A typical use case

### Semantic Search

on its way!



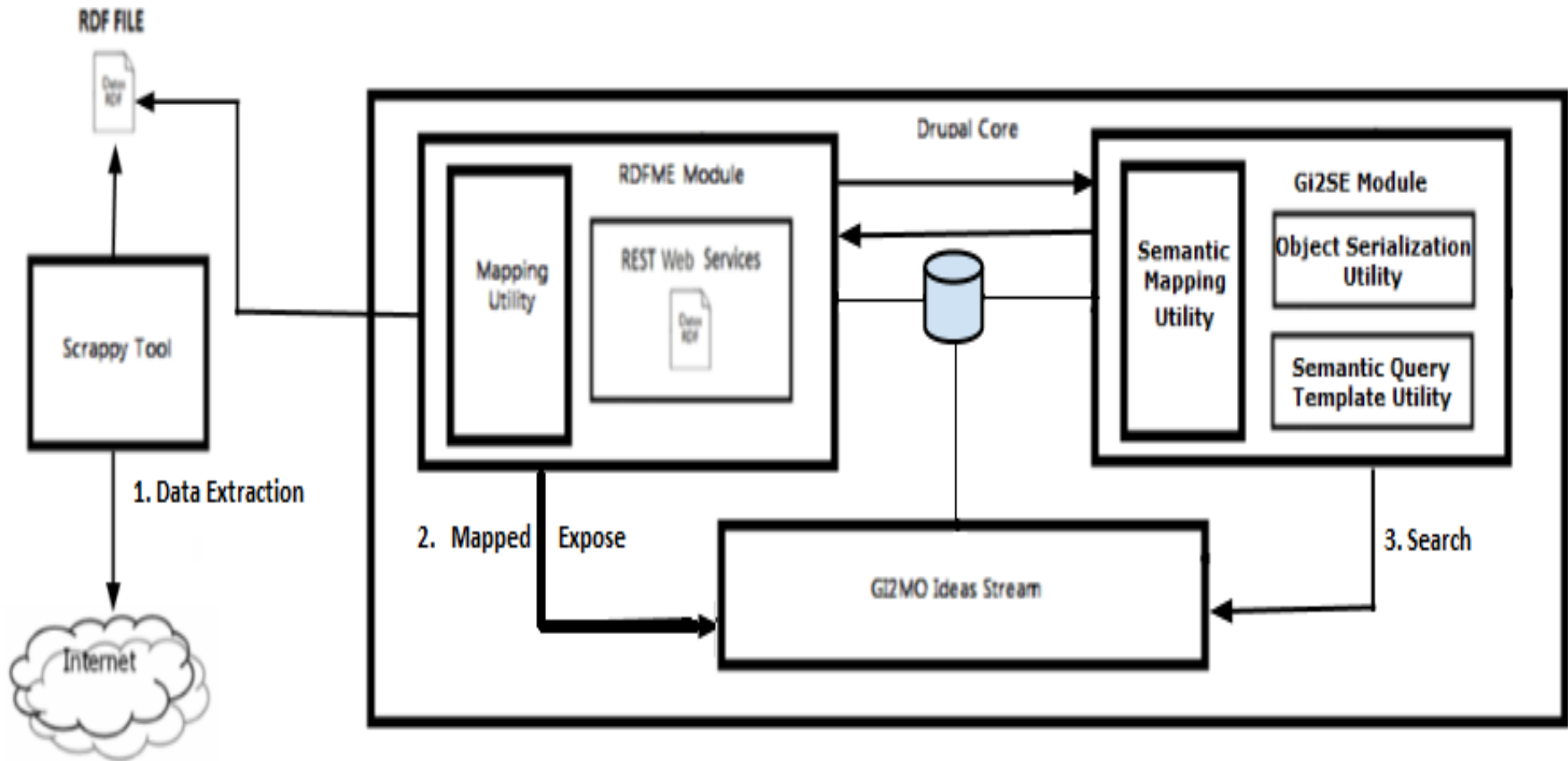
- Semantic Search approach

*Ideas that have "great" word and whose author has a number of post greater than 10 and whose solutions have a number of reviews greater than 15 and contains some of these words: use |change |add |remove and whose comments were made by user with a rating greater than 10.*

### Demands for Smarter Search

- ✓ Find information faster.
- ✓ Find more specific information.
  - ✓ Find Linked information.
  - ✓ Enrich the search index.

## Gi2se – Architecture - Picture



## Gis2e Features

- Gi2se

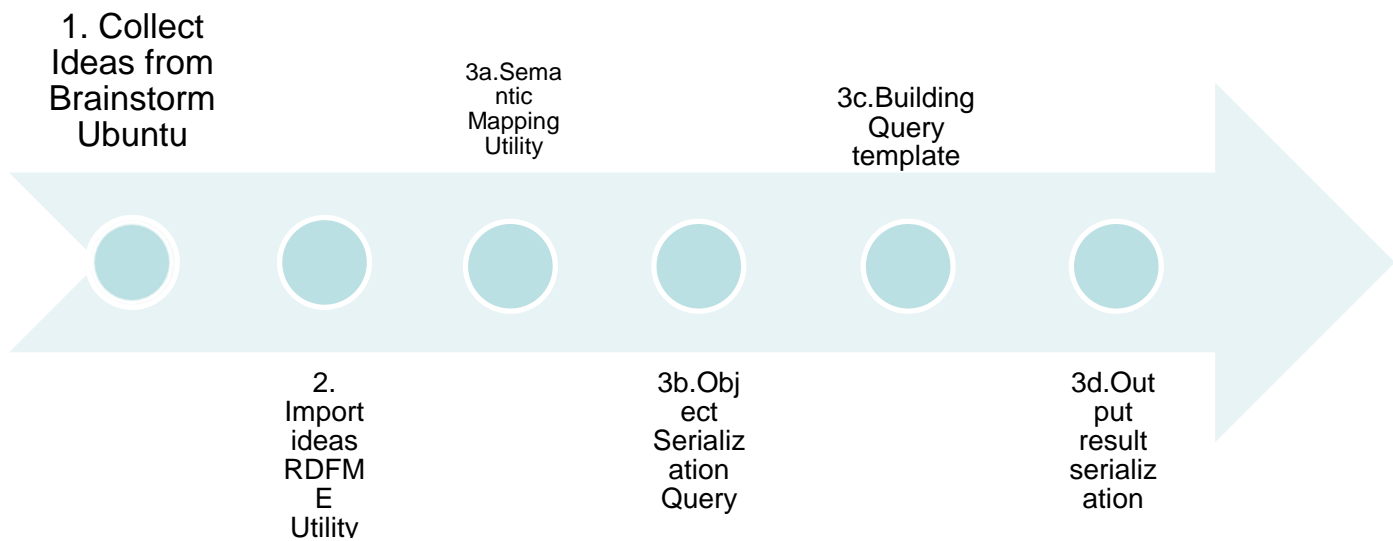
- ❖ Features.



Is a software component based on ARC2, RDF and SPARQL libraries in which users can do :

- ✓ . Dynamic source updates.
- ✓ . Users can execute multiple queries using multiples sources.
- ✓ . Configure remote SPARQL endpoints.
- ✓ . Users can configure RDF files and graph names.

# Evaluation Methodology



Number of Ideas	Number of Triples	Crawler time (s)	Mapping time (s)
100	1795	614,67	892,16
200	13760	5582,12	4578,36
500	7843	4189,40	4093,61



Semantic scrapper, available at  
<http://www.gsi.dit.upm.es/index.php/en/software/details/1/2/software-scrappy.html>

## First Step

- Extraction -- > Semantic Scraper

- ❖ Generalities.

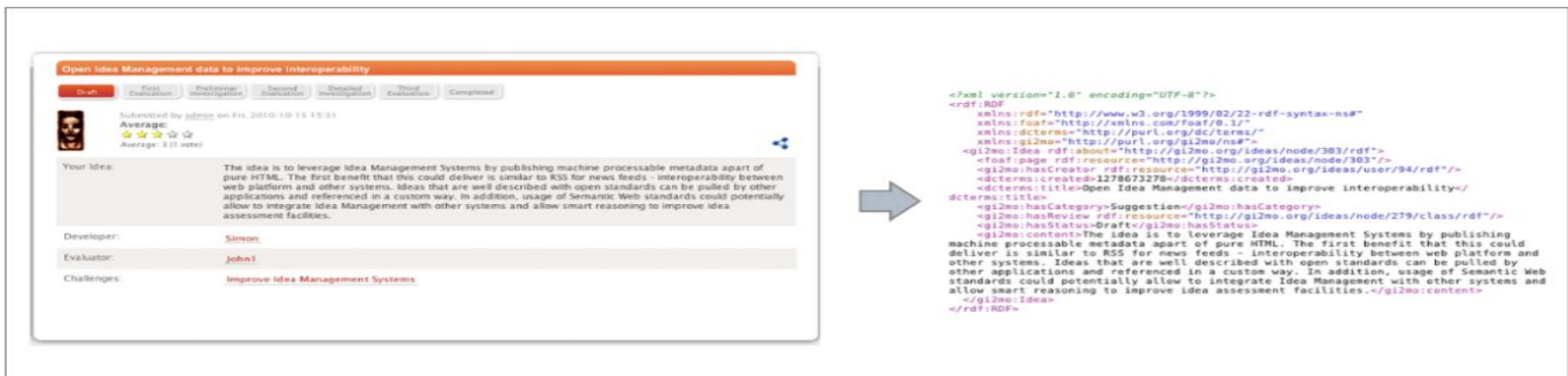


- ✓ Scrappers semantic based extractors using RDF to select fragments Web documents and data and build RDF graphs from unstructured information.
- ✓ . Assuming that the content of a similar type are present on the web with similar visual features (CSS Style).

## Second Step

- Mapping, export and Ideas expose
  - ❖ Generalities.

(RDFme)



The screenshot displays the 'Open Idea Management data to improve interoperability' interface. On the left, a card for an idea titled 'Your Idea:' is shown, submitted by 'admon' on Feb 10, 2010. The idea's content is: 'The idea is to leverage Idea Management Systems by publishing machine processable metadata apart of pure HTML. The first benefit that this could deliver is similar to RSS for news feeds - interoperability between web platforms and other systems. Ideas that are well described with open standards can be pulled by other applications and referenced in a custom way. In addition, usage of Semantic Web standards could potentially allow to integrate Idea Management with other systems and allow smart reasoning to improve idea assessment facilities.' The card also lists a developer 'Simon', an evaluator 'John1', and a challenge 'Improve Idea Management Systems'. On the right, the corresponding RDF/XML code is displayed, starting with the XML declaration and namespaces, followed by the idea's metadata and content in RDF format.

Example of metadata annotations export for a single idea.

close or Esc Key

- ✓ The data that has been exported in RDF following the defined mappings can be also imported back into the system (this means that a number of distributed Idea Management Instances can be connected together). This functionality is enabled both via UI and as a REST service.



## Second Step

- Mapping, export and Ideas expose
  - ❖ Generalities.

(RDFme)

Idea - (idea)

Class: gi2mo:Idea		
Properties Blacklist: language, changed, body, name, comment, last_comment_timestamp, teaser, promote, moderate		
ID	RDF property: foaf:page nid	Pattern: http://pgi2.atosorigin.es/node/i @@@value@@@ will be changed for the value of this field
Creator ID	RDF property: gi2mo:hasCreator uid	Pattern: http://pgi2.atosorigin.es/user/@ @@@value@@@ will be changed for the value of this field
Created	RDF property: dcterms:created created	Pattern: @@@value@@@ will be changed for the value of this field
Comment	RDF property: gi2mo:hasComment map_comment	Pattern: http://pgi2.atosorigin.es/node/i @@@value@@@ will be changed for the value of this field
Title	RDF property: dcterms:title title	Pattern: @@@value@@@ will be changed for the value of this field

- ✓ The data that has been mapped on Gi2MO platform is exposed via REST service, thus users can get all ideas in a single RDF resource accessible via a HTTP URL.

## Third Step - A

- Semantic mapping utility

- ❖ Features.



An algorithm map the information into DB (Triple store in conjunction relational data base):

- ✓ . Relational database are mature and widely used.
- ✓ . Triple store provides more flexibility.
- ✓ . Triple store produces better performance.

***triple store enables smart integration with relational database***

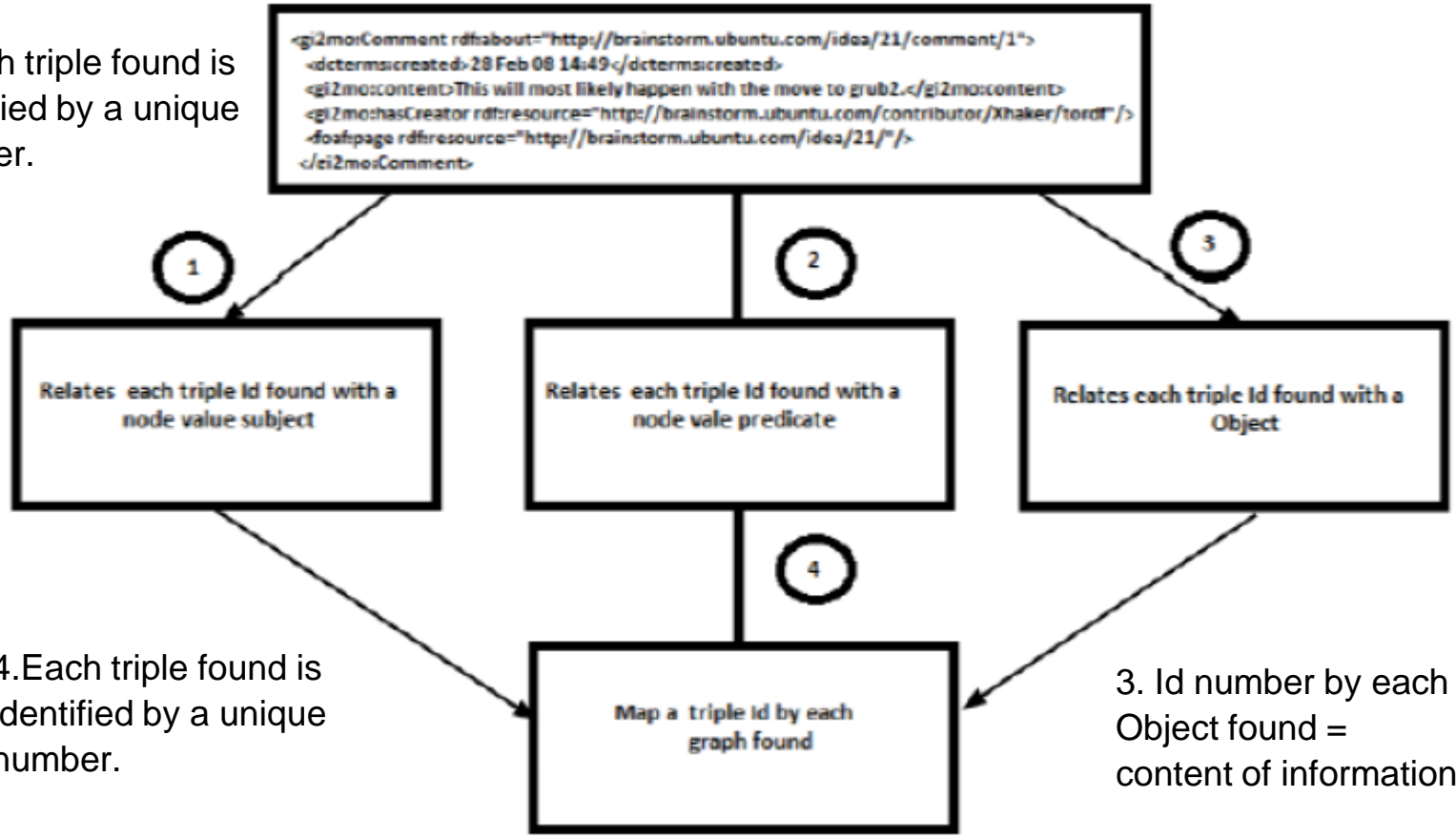
## Third Step - A

- Semantic mapping utility

  - ❖ Features.

1. Each triple found is identified by a unique number.

2. Id by each group of properties found in name spaces (title, content, creator, etc)



4. Each triple found is identified by a unique number.

3. Id number by each Object found = content of information

## Third Step - B

- Object Serialization Query

- ❖ How do you involve both : SQL and RDF?

G I 2 S E

Using scripts based on method chaining (integrate data in a single operation)

- ✓ . PHP sentences use SPARQL parameters to instantiate SQL operations.
- ✓ . We extended ARC2 functionalities.
- ✓ . That is, we have defined intermediate entities between SPARQL sentences and SQL operations.

## Third Step – C - I

- Semantic Search query template

- ❖ Features.

G I 2 S E

Refers to the way in which queries are built

- ✓ . An algorithm check the classes, attributes and attributes values to build automatic SPARQL sentences.
- ✓ . Search entities following structure: class-> property -> value of property.
- ✓ . Forces the users to create triples of information as input information.

## Third Step – C - II

- Semantic Search query template



- ❖ Features.

- ✓ . We have involved prologue and form section.
- ✓ . Prologue section instantiates name spaces to be used as prefix. (according properties chosen by users).
- ✓ . In form section a method checks RDF properties selected by users and transform them as SPARQL select parameters.
- ✓ . Automatic generation of UNION operators by each created triple.

WHERE {Graph Pattern (1) U Graph Pattern (2) U .... Graph Pattern (n) }.

## Third Step – C - III

- Semantic Search query template

GI2SE

- ❖ Example.

```
PREFIX dc: <http://purl.org/dc/elements/1.1/>
PREFIX foaf: <http://xmlns.com/foaf/0.1/>
PREFIX gi2mo: <http://purl.org/gi2mo/ns>
SELECT ?name ?symbol ?weight ?number
FROM <http://gi2mo.org/ideastream/rdfme/ws/1/ubuntuBrainstorm2012-12-12_01.rdf>
WHERE
{
    ?gi2mo gi2mo:comment "good".
    ?gi2mo dcterms:description ?ideaDescription.
    FILTER ?post > ? postValue
}
```

- Experiment I

GI2SE

Goal: Determine if crawler and mapping process are useful for semantic search model.

We use a crawler process to get ideas and additional data which contains comments, reviews, idea statuses and other related metadata.





- Results Experiment I

GI2SE

Crawl 5122 Ideas in 2 hours Import: 14890 triples (1500 ideas) in Gi2mo Platform in 1 hour and 45 minutes.

The time spent depends of number of connections associated by each property. In our case number of comments and solutions.



- Experiment II

GI2SE

### Goal:

Determine time spent when we try to find the following search:  
“Ideas that has WIFI word and whose proposed solutions contain some of these words: use |change |add |remove and whose comments were made by user with a rating greater than 10 ”

Using GI2se module!!.



- Results Experiment II

G I 2 S E

On 1500 triples, our algorithm spent 356 (s) to find the aforementioned string. (2000 triples -> 472 s)

Time spent during the query does not depend on quantity of information that algorithm needs to process. It depends on the graph model querying implemented in the algorithm (node search).



# Gis2e Features – Screenshot I

- Gi2se
  - ❖ Features.



## Gi2se settings

- No existia registro
- The configuration options have been saved.

### Gitonk endpoint settings

#### Configuration RDF Url and Graph Name

You can configure the options related RDF file source, Url Endpoint and Graph Name. The SPARQL Endpoint by default is !sparql, but you can find more at !list. Some SPARQL Endpoints use local data, in order to import a custom ontology you must perform a query at the endpoint to store the data in cache.

**RDF File URL:**

**Graph Name:**

#### Url Rdfs and Name Graphs Configured

Comments for 1.

Url End Point	Graph Name	Actions - Delete	Actions - Update
http://localhost/rdf/brainstormV2.rdf	http://gi2mo.org	Delete	Update



## Gis2e Features – Screenshot II

### Semantic Search

Add new class

#### Output Option:

- ☐ Exhibit
- ☒ Drupal Native

Choose the option for the Output

Search

#### Class:

#### Choose the Property:

#### Value for the property:

Add new property



## Gis2e Features – Screenshot III

Class:

gi2mo:#Use

**gi2mo:#User** An instance of this class models a user account

User types can be defined by creating UserGroups.

**gi2mo:#UserGroup** An instance of this class allows to group

Add new property

# Gis2e Features – Screenshot IV

Resultados Generados de la Búsqueda.

## Result1- Update manager tries to update even without internet connection

10 Feb 11 at 19:04

When you have no Internet connection, update manager or synaptic will still try and connect, giving you a list of warnings for each package. This can be confusing for many users. In fact, this could happen if you use your laptop at work and forget to switch off the proxy settings. So there could be several causes. A bunch of errors telling you that something could not be downloaded is unhelpful and unfriendly.

## Result2- Ubuntu Software Centre add more COMMERCIAL games at paid apps

19 Feb 11 at 15:31

Installing software on Ubuntu from the repository's works great, far better, easier, and more user friendly then Windows. But for commercial Linux games... There are commercial games (ok.. not the newest or many, but still..) that you can install on Linux, but not really user friendly way. Even installing these in Windows is much easier all trough the technology (if it would be used) under Ubuntu's Software Centre, make it more easy then installing/updating Windows programs. Let's say, Ubuntu asks some game company's (see further idea to begin) so that Ubuntu can create a commercial game PPA to sell games. Users click their desired game, pay for it, get get the cd-key per e-mail and enter the key within the installation in the software centre. Off course, it will not be a big market in the beginning, but we have to start somewhere!

## Result3- Ubuntu Software Centre add more COMMERCIAL games at paid apps

19 Feb 11 at 15:31

Installing software on Ubuntu from the repository's works great, far better, easier, and more user friendly then Windows. But for commercial Linux games... There are commercial games (ok.. not the newest or many, but still..) that you can install on Linux, but not really user friendly way. Even installing these in Windows is much easier all trough the technology (if it would be used) under Ubuntu's Software Centre, make it more easy then installing/updating Windows programs. Let

# Gi2mo Software

- Gi2mo.org

Software released as open source, everything available at <http://www.gi2mo.org>

**GI2MO**  
SEMANTICALLY EMPOWERED IDEA MANAGEMENT

HOME ONTOLOGY TAXONOMY MODEL APPS USE CASES DOCS BLOG ABOUT

**HIGHLIGHTS**

**IDEA BROWSER**  
VISUALIZE DISTRIBUTED IDEA METADATA ON DIAGRAMS

**IDEA BROWSER**  
INNOVATION METRICS  
OPEN-SOURCE IMS PLATFORM

**GI2MO in Motion**

IDEA MANAGEMENT SYSTEMS  
SEMANTIC WEB & LINKED DATA  
GI2MO CONCEPT IN WORK

**What is Idea Management ?**  
The term of Idea Management relates to systems dedicated to organisation and assessment of large amounts of input from various parties in form of ideas - most often textual content describing innovation related to certain products. For more details see **IMS architecture**.

**What GI2MO delivers ?**  
The primary goal of the project is to construct an **ontology** that will model Idea Management Systems. However, we also devote to study in detail the **application** of the data schema onto existing systems and **exploiting it** to achieve real, measurable benefits.

**How can GI2MO help ?**  
GI2MO aims to improve current Idea Management Systems by providing robust data integration capabilities and additional data analysis tools through rich metadata descriptions. Both of those features are derived from the use of Semantic Web technologies to interconnect data inside the Idea Management Systems with assets published by other systems and across the World Wide Web. For details on how it is possible to exploit the benefits of Semantic Web in Idea Management see **use cases**.





- Conclusions

- ✓ we presented only an approximation to real semantic business intelligence scenario, because the data contained in an IMS needs to be interpreted in a best way before executing the semantic search processes
- ✓ we envision to implement a module in which the obtained information during the search process, can be represented using clustering techniques



# Questions?

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Thanks!!

London 2012

