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The Conversational Web

Larry Heck

Contributors:

Dilek Hakkani-Tür, Gokhan Tur, Andreas Stolcke, Ashley Fidler, Lisa Stifelman, Liz Shriberg, Madhu Chinthakunta, Malcolm Slaney, Patrick Pantel, Benoit Dumoulin

Outline

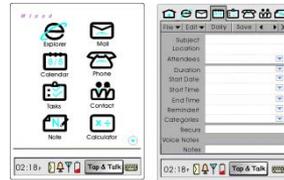
- Background
 - Evolution of the conversational systems
 - Parallel evolution of the web, information retrieval/search
 - Converging trends
- The Emergence of the Conversational Web
 - Motivations and Benefits
 - Major Research Challenges
 - Progress to Date
- Summary and Conclusions

Conversational Systems

Brief History

Multi-modal systems

e.g., Microsoft MiPad, Pocket PC



TV Voice Search

e.g., Bing on Xbox



Task-specific argument extraction

(e.g., Nuance, SpeechWorks)

User: "I want to fly from Boston to New York next week."

Early 2000s

Intent Determination

(e.g. Nuance's Emily™, AT&T HMIHY)

User: "Uh...we want to move...we want to change our phone line from this house to another house"



2012

Early 1990s

Keyword Spotting

(e.g., AT&T)

System: "Please say collect, calling card, person, third number, or operator"

Virtual Personal Assistants:

e.g., Siri, Google now



DARPA
CALO Project



Web Search: A Parallel Evolution

Brief History²



- 1940's: The potential of information retrieval (IR) through computers was realized
- 1950's: The idea of using words as indexing units for documents and measuring word overlap as a criterion for retrieval was established
- 1960's: Systematic methods of evaluating efficacy of IR systems evolved
- 1990's: Advent of the internet and inception of the Text Retrieval Conference in 1992 made available large collections of text for validating/enhancing various IR techniques
- 2000's: Web search became the most ubiquitous application of IR scaling to information stored in unstructured form over billions of documents

[2] Modern Information Retrieval: A Brief Overview, Amit Singhal, Google

The Application of the Web

Another Parallel Evolution



1991

World Wide Web Goes Online

With help of Robert Cailliau, Tim Berners-Lee writes the first world wide web server. It goes online world-wide via the Internet network in the summer of 1991.

Directory

www.yahoo.com
www.google.com
www.aol.com
www.pets.com
www.kozmo.com
www.ngm.com
www.etoys.com
www.booo.com
www.flooz.com
www.xyz.com
www.Go.com
www.classy.com

1994

Web Directories

In the early days of the Web, companies like Yahoo! and Galaxy created online directories to help users find what they needed. Between 1994-1996, the Web grows from 60K documents to millions of documents.

Google™

2000

Searching the Web

Since 1997, Larry Page and Sergey Brin go on to revolutionize web search by counting site links and ranking accordingly.

1991

1994

2000

2007

2010

2012



2007

Appification of the Web Begins

Apple launches the iPhone and announces that it would support third-party applications, which users would access via the Internet. The first app, "OneTrip", keeps track of a user's shopping list.



2007-2012

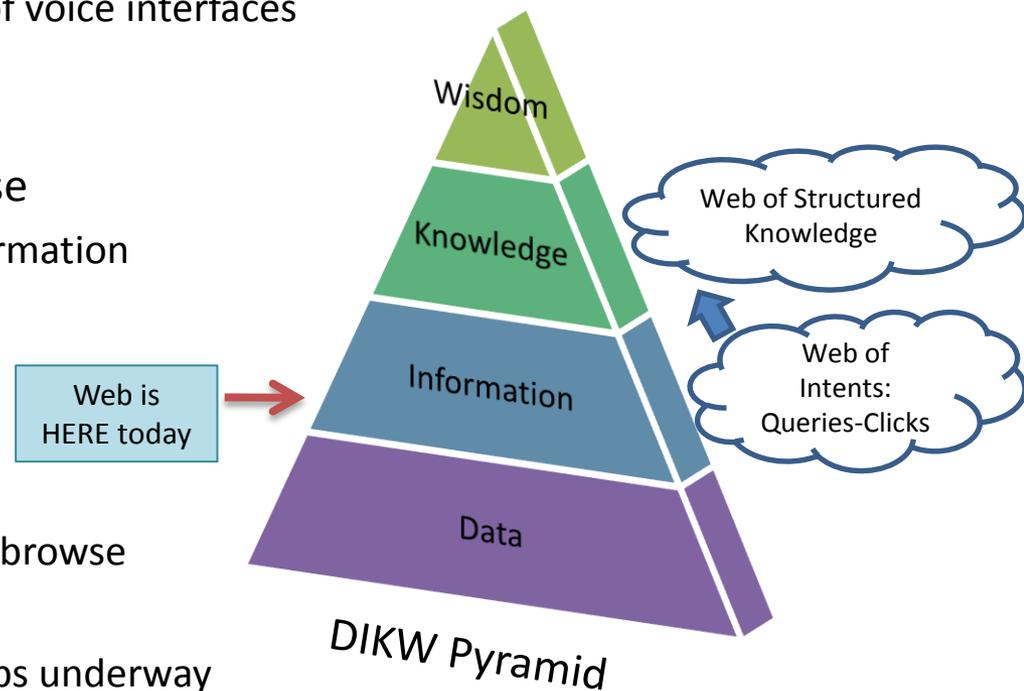
Apps Directories

Marketplaces by Apple, Google and Microsoft offer directories to help users find apps. Between 2007-2012, the marketplaces grow from 0 to 600K+400K+70K apps, a \$12B industry.

The Opportunity: Convergence

Implications for Spoken Language Technology

- The Limitations of Past Conversational Systems
 - Lack of Scale: adding domains is too manual
 - Lack of Ubiquity: spotty coverage of voice interfaces
 - Non-standard User Interfaces (UI)
- The Success of Web Search & Browse
 - Breadth: access to the world's information
 - Ubiquity: anywhere, anytime
 - Well understood, simple UI
- The Application of the Web
 - Adds Depth to Breadth of search & browse
 - Web of apps *and* documents
 - Convergence of web search and apps underway
- Where is the natural convergence of speech and the web?

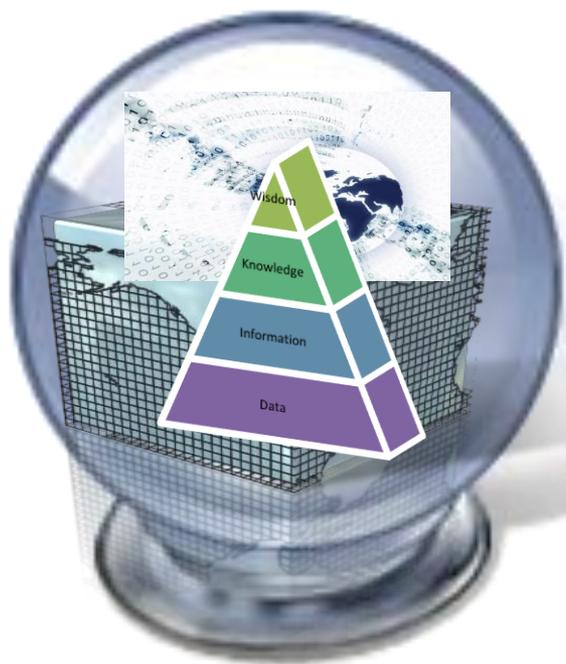


The Opportunity: Convergence

Implications for Spoken Language Technology

The Opportunity for SLT

*Using the web should be as simple
as having a conversation*



- Web Technologies to Leverage
 - Web of Intents
 - Web of Structured Knowledge

“North Star”, Major Research Themes, Progress-to-Date

THE CONVERSATIONAL WEB

Conversational Web

Seamless Conversational Experiences Across Your Life

PC



PHONE



TV

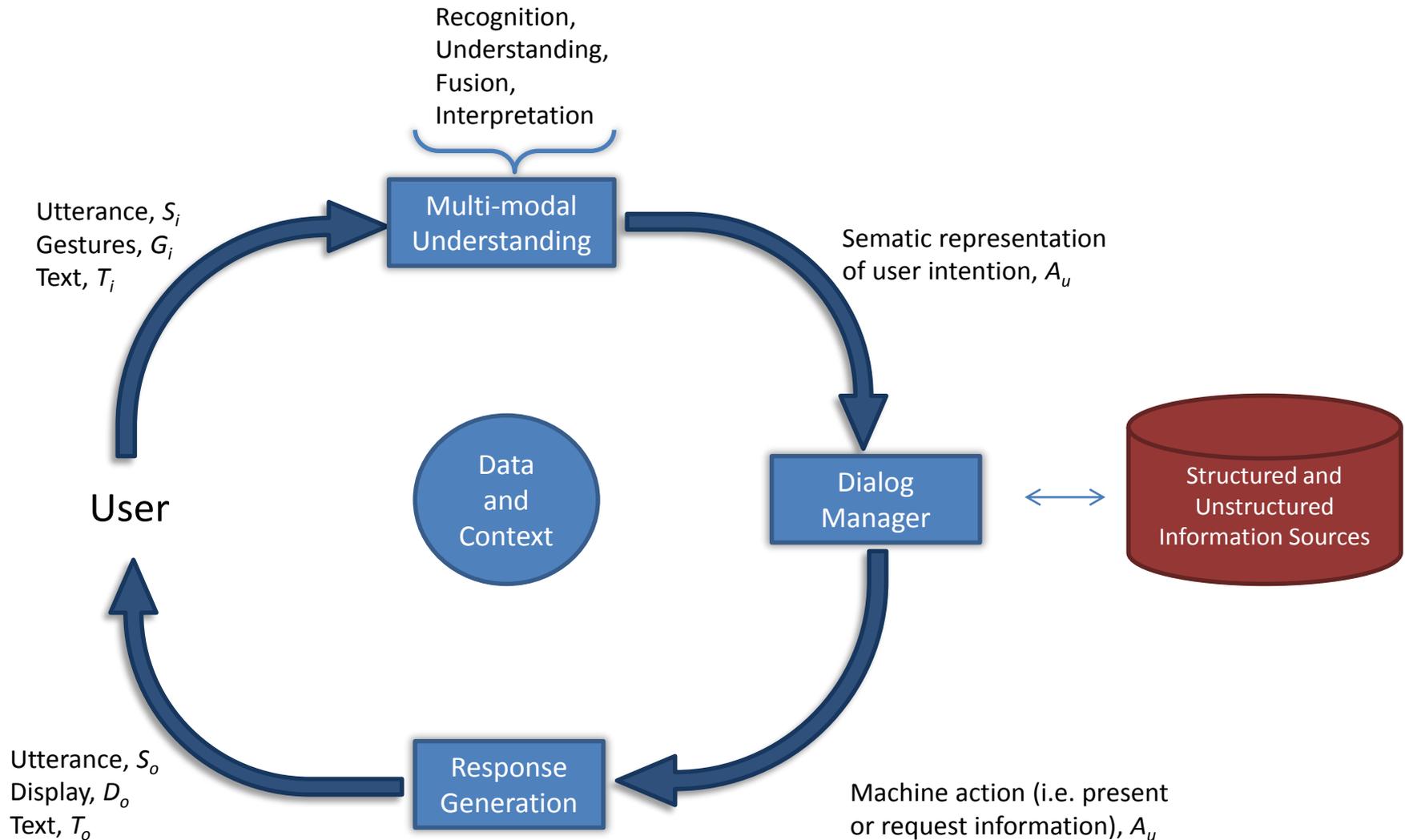


NATURAL USER INTERFACE



Conversational Systems

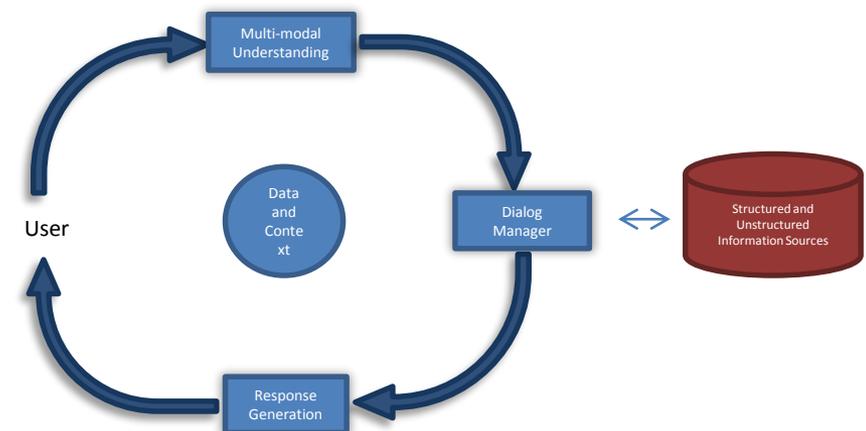
Component View



Conversational Web

Major Research Themes: Scaling to Breadth & Depth

- Theme 1: Adapting to **Context** (visual content, personal, dialog)
- Theme 2: Leveraging the **Taxonomy of the Conversational Web**
- Theme 3: Learning/Training with Big Data - the **Web of Intents**
- Theme 4: Exploiting the **Web of Structured Knowledge**



Conversational Web

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Conversational Web

Theme 1: Adapting to Context (visual content, personal, dialog)

Goals

- Conversational Search & Browsing
 - Web of **Documents** and **Apps**
 - UX Approach: guide user through the open web (**not walled-garden UX**)
- As Natural as a Conversation
 - Natural Combination of **Conversational Speech** and **Gesture**
 - Say Anything, Anywhere, Anytime
 - Open Microphone, Open Grammars (~0.5M words)
- NUI That Scales to the Web
 - Scales: **breadth** of the web & **depth** of key domains
 - Dynamically adapts on-the-fly to the screen and user: grammars, concepts, entities/actions

Conversational Web

Theme 1: Adapting to Context (visual content, personal, dialog)

Natural Dialog

Cross-Screen

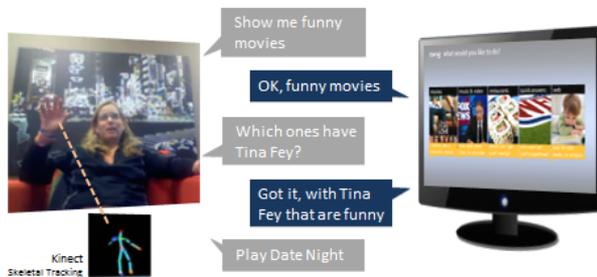
Depth & Breadth

Scalable to New Domains

Cloud-Based

Demo: Conversational Browser for Home TV

Conversation domains: movies, restaurants, weather, hotels & flights, music, videos & web, shopping



Demo: Personal Assistant for WP7

Send e-mail to Larry about the demo



Wake me up tomorrow at 6

Other Screens:



Look for Portlandia clips on hulu



How about places with outdoor dining?

System Structure and Research Areas

Multimodal feature extraction

- Speech recognition
- Speech prosody
- Gesture, gaze, touch

Speaker diarization / ID

Joint feature modeling

- e.g., joint speech + gesture

Addressee detection

Dialog state tracking

Policy implementation

Reasoning

Personalization

Response generation

- Text and other visual feedback
- Spoken feedback

Semantic parsing

- Knowledge discovery & mining
- Domain detection
- Intent determination
- Named entity extraction
- Slot filling
- Question detection

Contextual understanding

- Session modeling
- Click intent detection

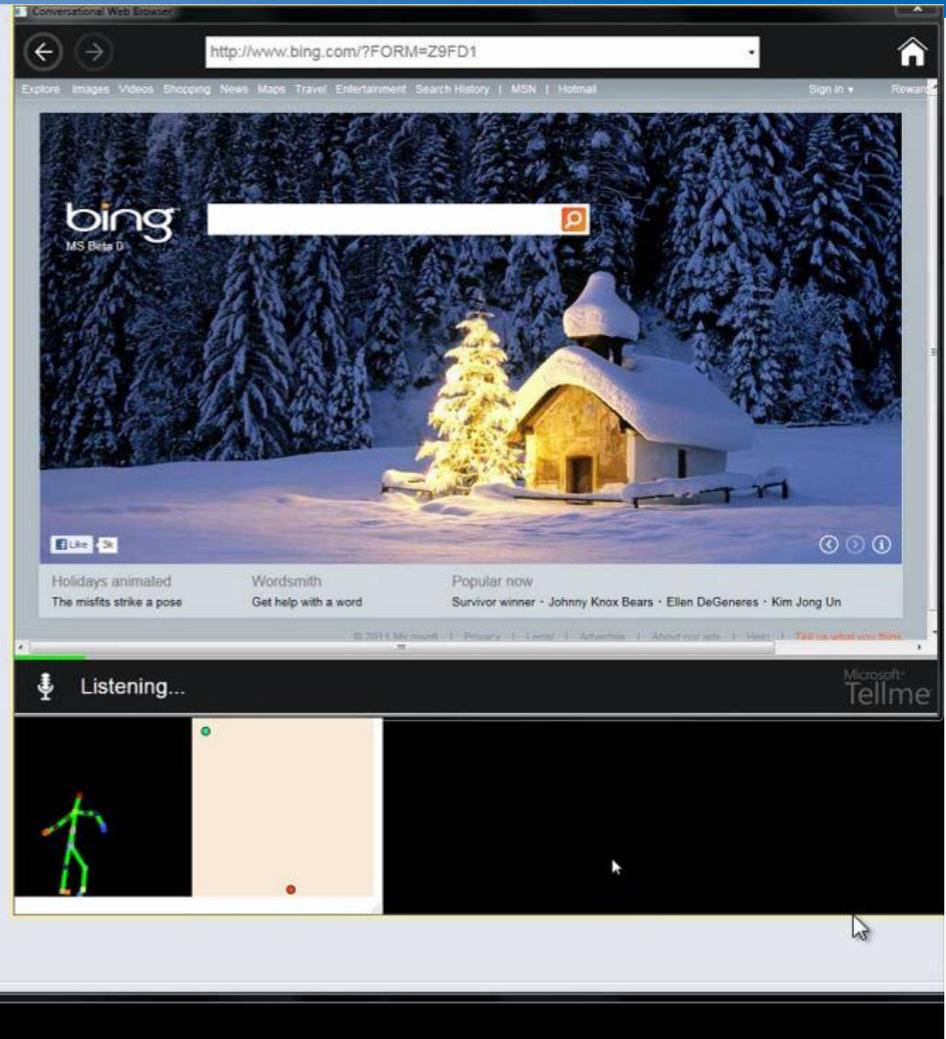
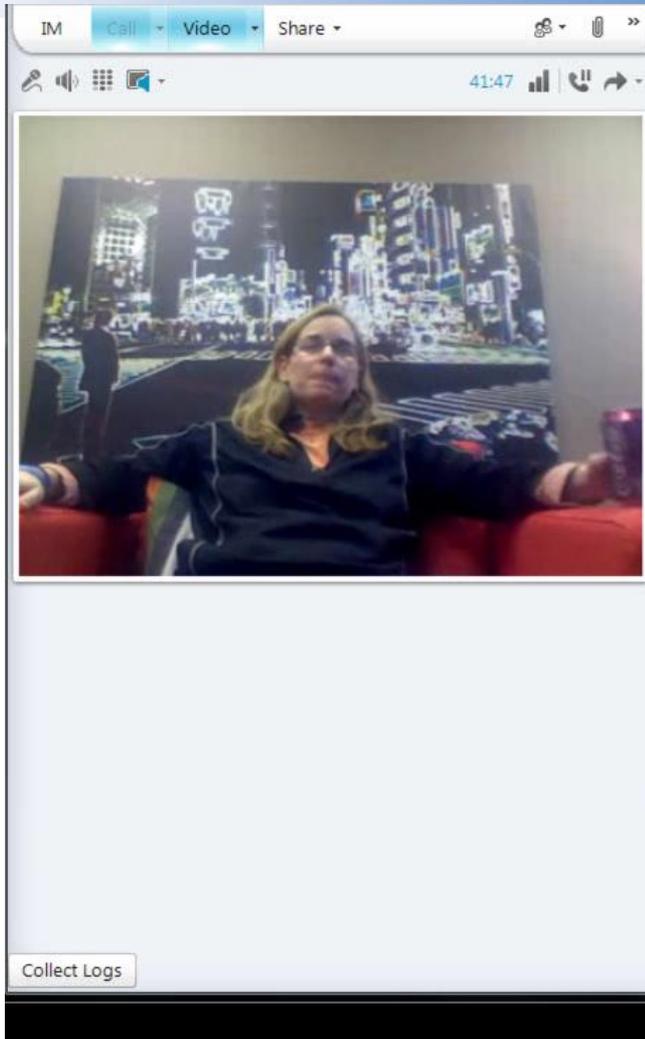
Semantic interpretation

Deep linking

- Bing, Office
- 3rd party apps

Conversational Web

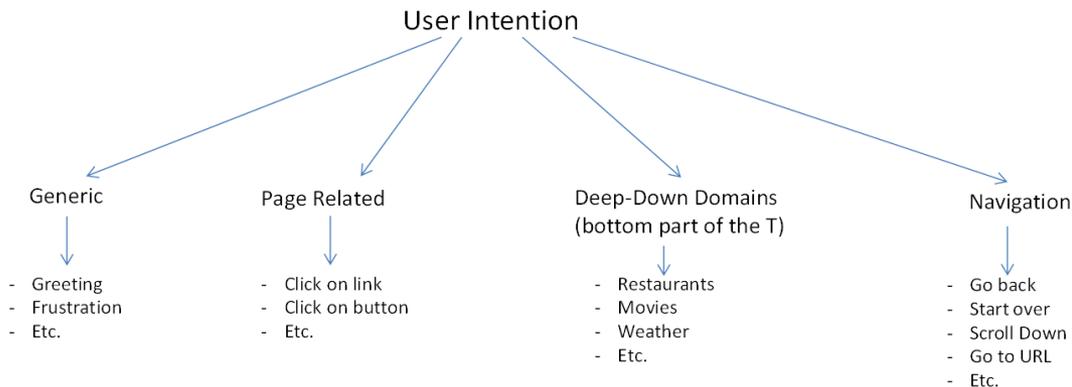
An Early Prototype



Theme 1: Adapting to Context

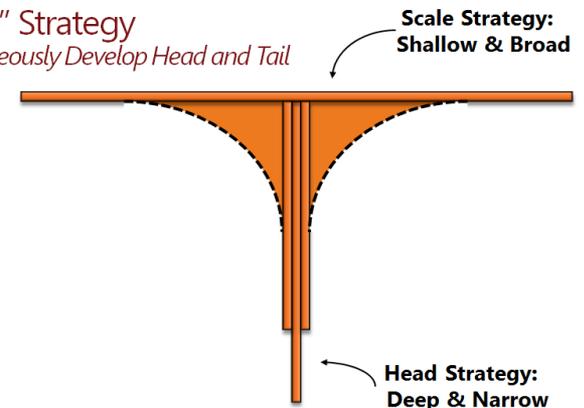
Conversational Browsing of Web Pages AND Apps

- Dynamic Page/App content affects the SLU
 - Browsing to a new page or App adds 100s of **click intent** actions to **static SLU**
 - Entities automatically extracted
 - Relevant actions/intents can be retrieved (e.g., Semantic Web)
 - Multi-tiered logic determines final intent



The "T" Strategy

Simultaneously Develop Head and Tail



Theme 1: Adapting to Context

Deep and Narrow SLU

Spoken Language Understanding (SLU): convert automatic speech recognizer (ASR) output into pre-determined semantic output format

DOMAIN = movies

“when was james cameron’s avatar released”

```
INTENT: Find_release_date  
MOVIE NAME: avatar  
DIRECTOR NAME: james cameron
```

| Intents | Slots |
|---------------|-------------------|
| Find movie | Movie genre |
| Find showtime | Movie award |
| Find theater | Theater location |
| Buy tickets | Number of tickets |
| ... | ... |

DOMAIN = company

“show me media companies in california”

```
INTENT: Find_company  
LOCATION: california  
INDUSTRY: media
```

| Intents | Slots |
|--------------|------------------|
| Find company | Company name |
| Find revenue | Company address |
| Find founder | Company revenue |
| Find contact | Company industry |
| ... | ... |

Conversational Web

Major Research Themes: Scaling to Breadth & Depth

- Theme 1: *Adapting to **Context** (visual content, personal, dialog)*
- Theme 2: *Leveraging the **Taxonomy of the Conversational Web***
- Theme 3: *Learning/Training with Big Data - the **Web of Intent**s*
- Theme 4: *Exploiting the **Web of Structured Knowledge***

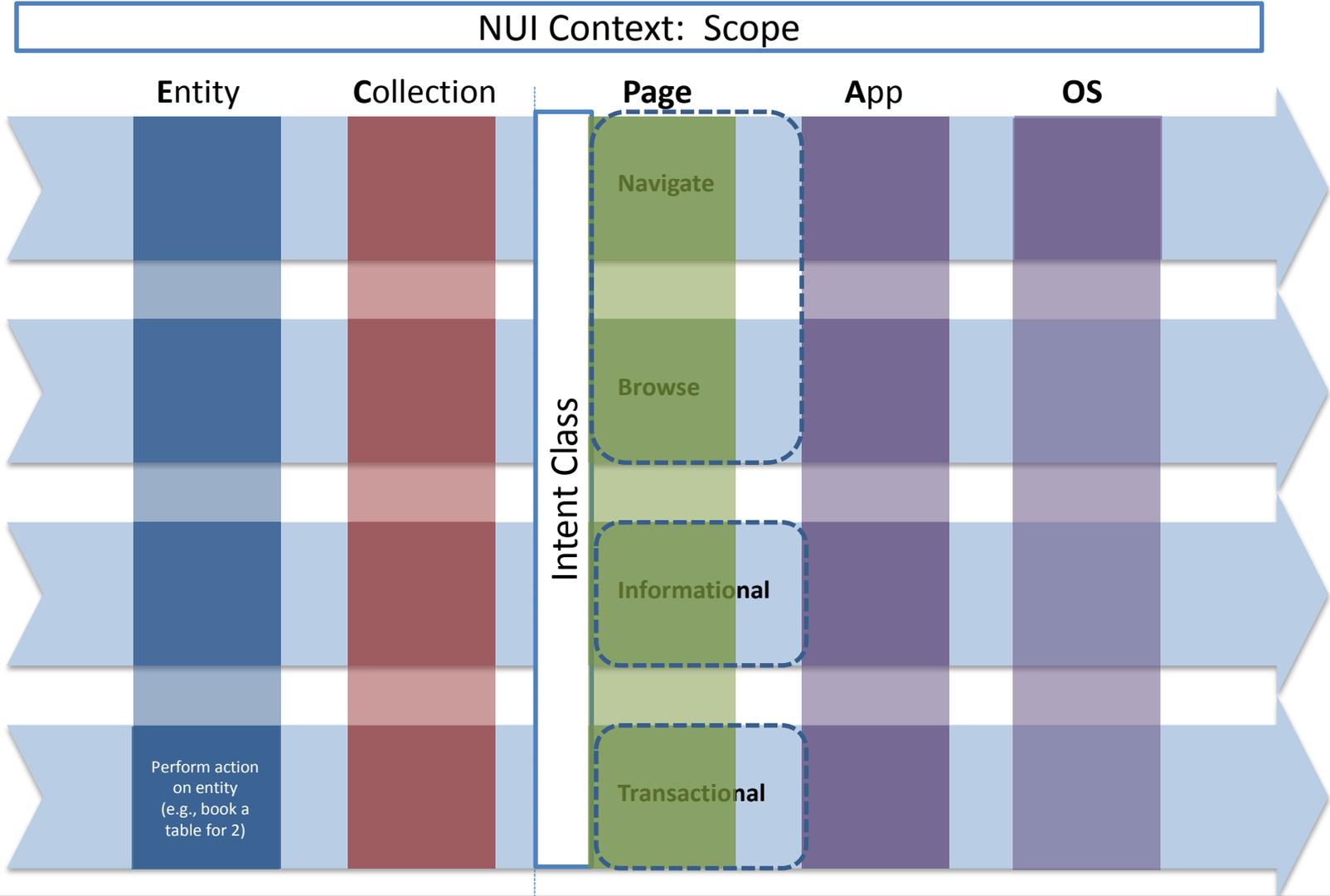
Conversational Web

Theme 2: Leveraging the Taxonomy of the Conversational Web

Windows 8 Metro Voice Demo

Conversational Web

Theme 2: Leveraging the Taxonomy of the Conversational Web



Conversational Web

Theme 2: Leveraging the Taxonomy of the Conversational Web

NUI Context: Scope

Intent Class

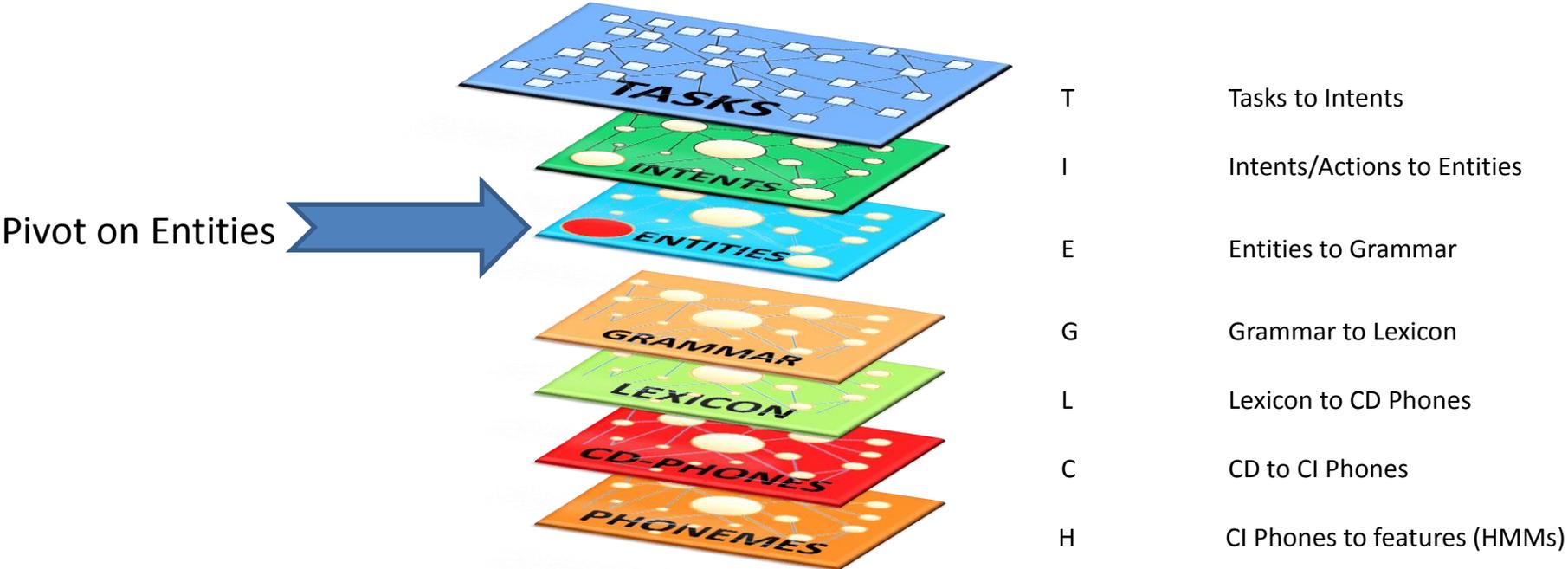
| | Entity | Collection | Page | App | OS |
|---------------|---|---|--|---|-----|
| Navigate | Navigate to entity homepage | --- | Navigate hyperlinks | Navigate menu/options | --- |
| Browse | Recommend related entities/contet (more like this) | Filter/Expand collection | Recommend content (more like this) | Recommend apps (more like this) | --- |
| Informational | Factoid and List questions | Comparative questions (e.g., best, top-k) | Page domain questions. (e.g., "Will it rain today?") | App domain questions. (e.g., "Will it rain today?") | --- |
| Transactional | Perform action on entity (e.g., book a table for 2) | Perform action on collection (e.g., share, compare) | Generic actions such as "share page", or explicit page actions | Deep links to app functionalities | --- |

Conversational Web

Theme 2: Leveraging the Taxonomy of the Conversational Web

Graph Representation

- **Graphs:** common and natural representation for major components of conversational system
- Algorithms for building, transforming, classifying, and optimizing **graphs** exist
- Weights provide capability to represent uncertainty and relational probabilities in a unified framework

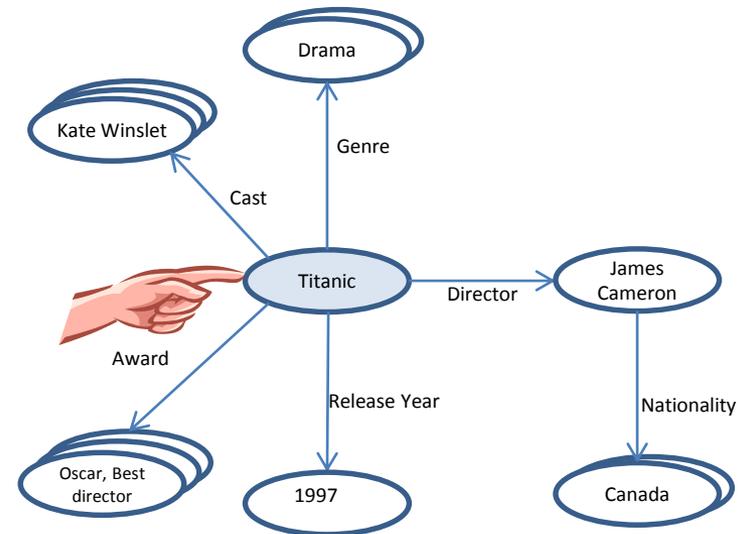


Conversational Web

Theme 2: Leveraging the Taxonomy of the Conversational Web

The User says “Add this to my play list for tonight”

- Touches a picture of the movie Titanic, specifying the **scope context** of the knowledge graph
 - Entity: **Titanic the movie** (extracted from picture of movie box cover)
 - Relations: **Genre (Drama), Director (James Cameron), Release Year (1997), Award (Oscar, Best Director), Cast (Kate Winslet)**
- in the **general context** of
 - Dialog state: **Previous turn “What are the Oscar winning movies from the 90s?”**
 - Personal
 - ontologies of humans in the conversation (all entities-relations): $\text{Pr}(\text{like drama} \mid \text{User}) = 0.8$
 - histories of interactions: **List is sorted based on user’s history (drama, James Cameron movies)**
 - Geospatial
 - Proximity to people, places, things, events
 - Environment
 - Business meeting
 - Social event
 - In-car
 - In-office
 - **At-home**
 - Natural/available modalities: **voice + touch**
 - Time-of-day: **understands that “tonight” means @8pm (patterns)**
 - Season
- with a **specific intent**
 - Information
 - **Transaction: “add this...”**
 - Navigation/Browse



Conversational Web

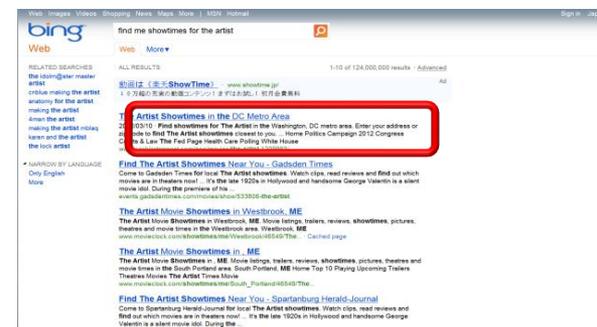
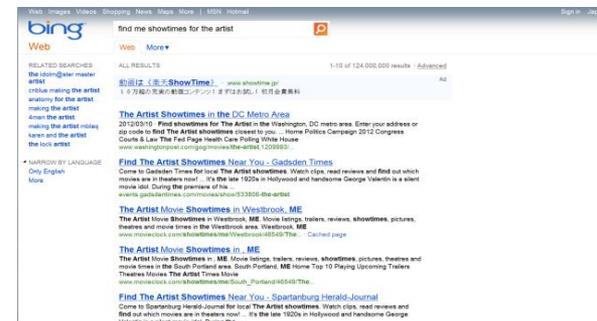
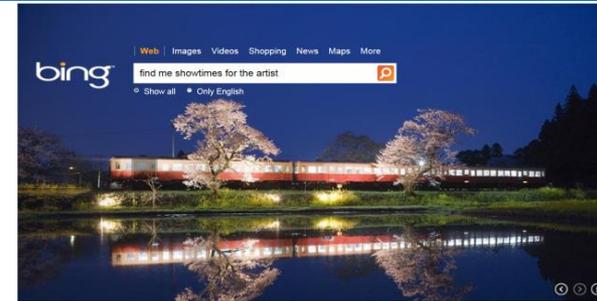
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Conversational Web

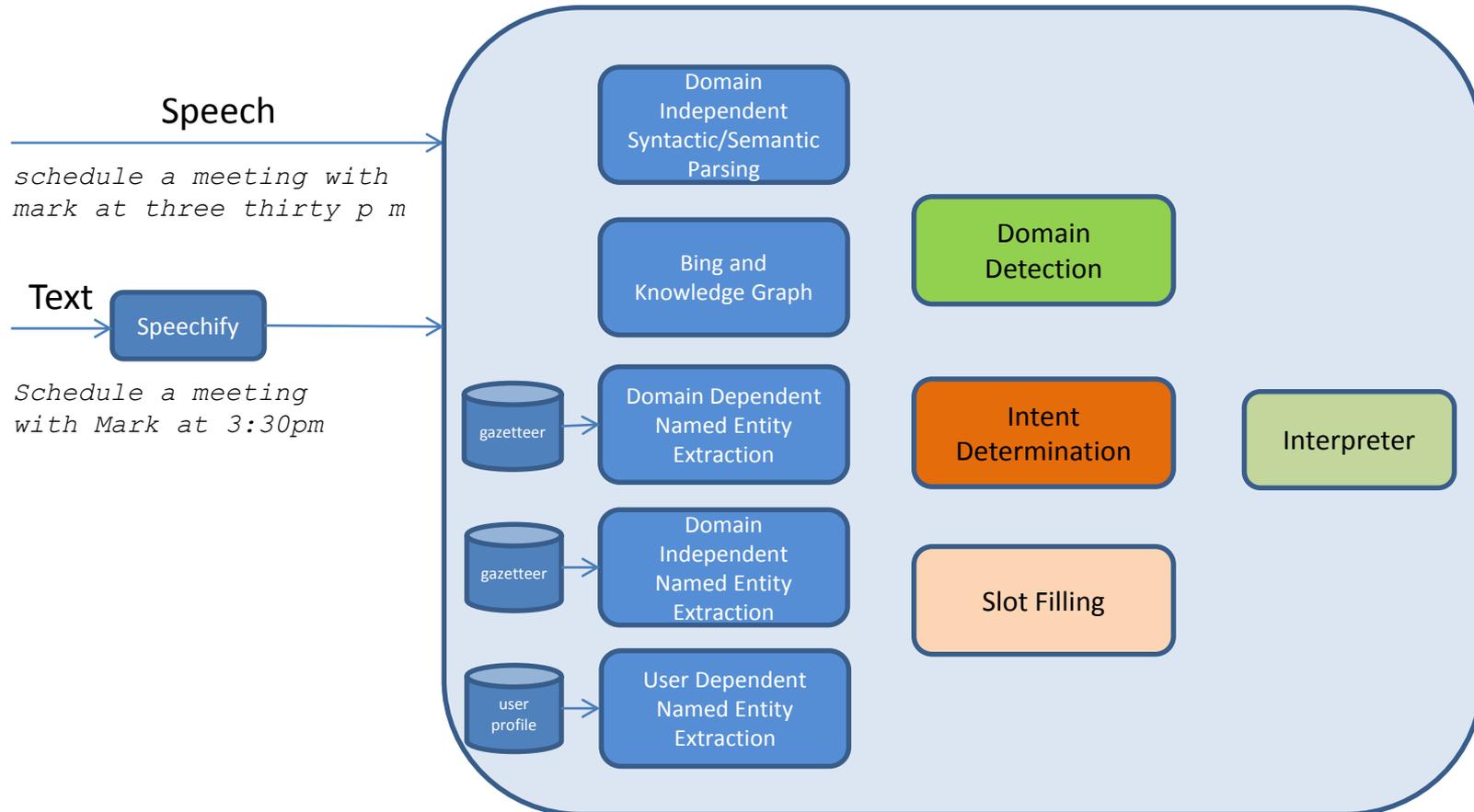
Theme 3: Learning/Training with Big Data - the Web of Intents

- “Web of Intents” – massive (100M queries-clicks/day) data with implicit semantics related to surface forms
- Highly leveraged for machine learning-based web search relevance
 - Queries
 - URLs returned by the search engines and clicked by the users
 - Page Navigation
 - Dwell Times
- Possible to extract information from
 - Multiple users’ behavior: high-quality query-click pairs
 - Search sessions
 - Users’ reformulation of their queries.
 - Modeling interactions, sequencing of intents.



Theme 3: Learning/Training with Big Data - the Web of Intents

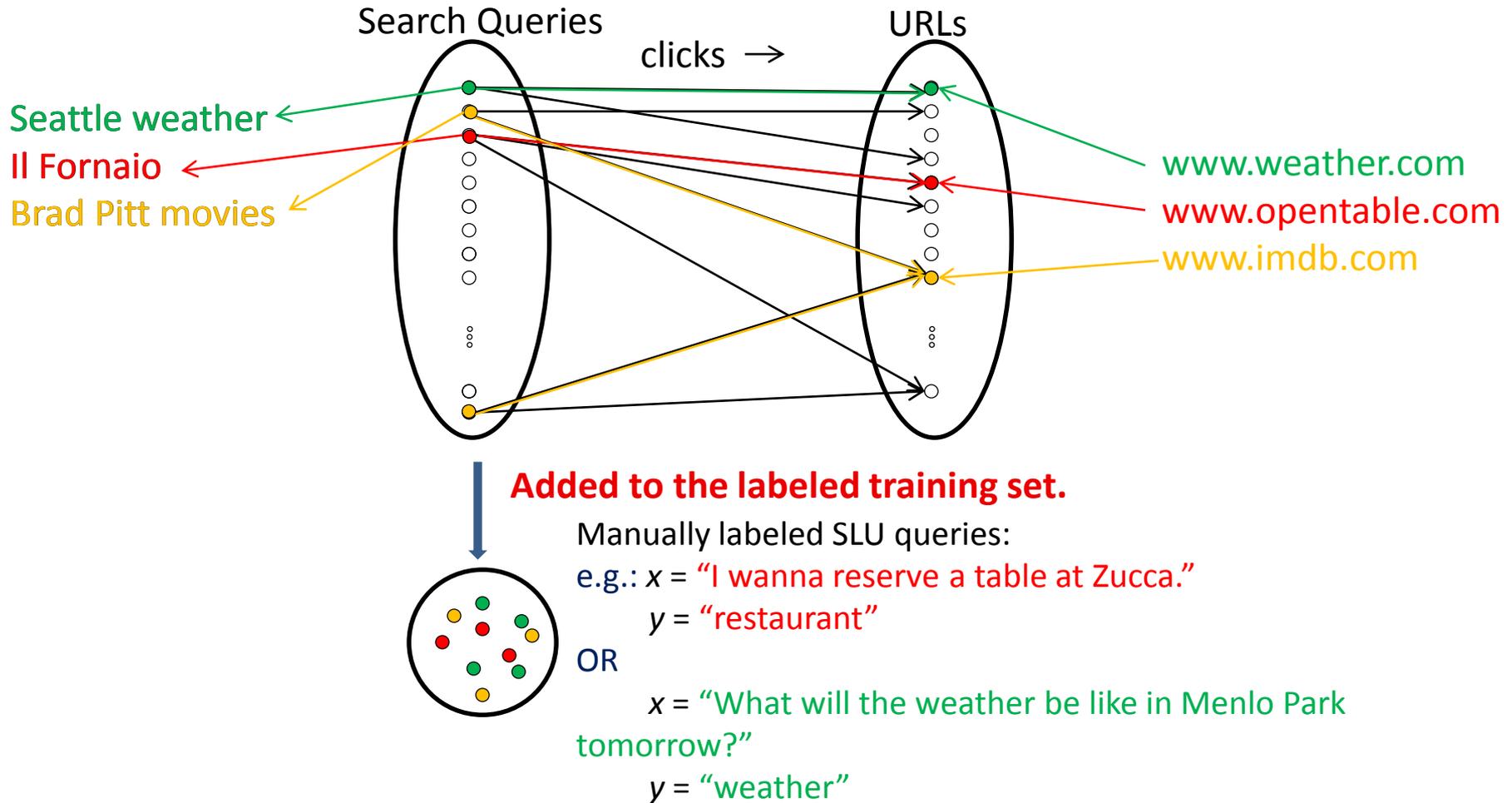
SLU Components to Train



```
<calendar parse="schedule a meeting with mark at three thirty p m">  
  <intent parse="add to calendar" />  
  <cal_start_time parse="three thirty p m" norm=3:30pm/>  
  <cal_attendees parse="mark" norm="mark smith"/> </calendar>
```

Theme 3: Learning/Training with Big Data - the Web of Intents

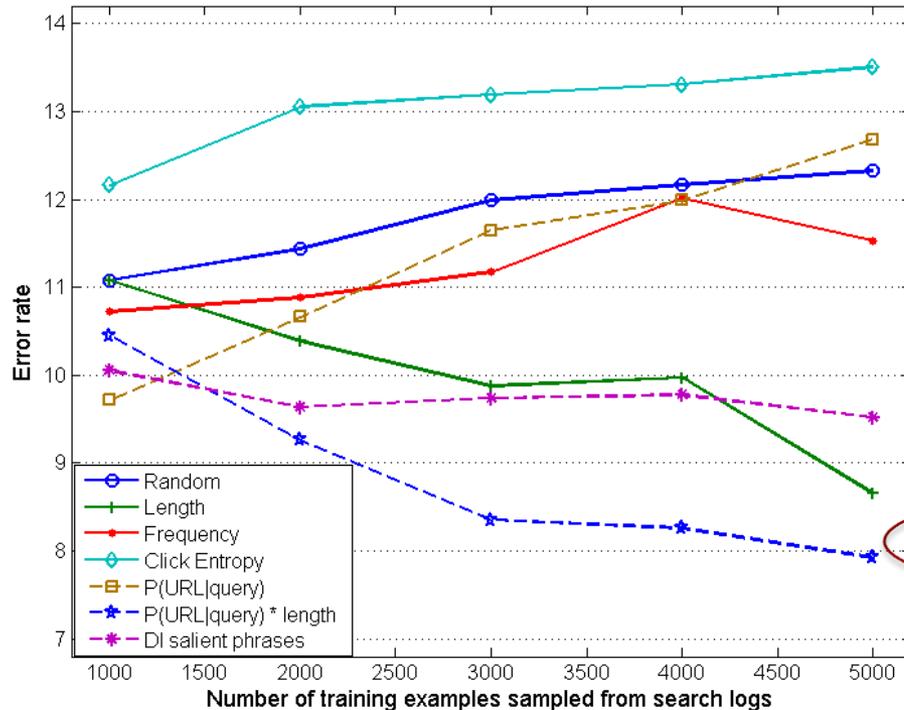
Domain/Intent Classification: Collaborative Filtering



Theme 3: Learning/Training with Big Data - the Web of Intents

Domain/Intent Classification: Collaborative Filtering

Approach: Web search logs (clicks/queries) for unsupervised learning of new domain

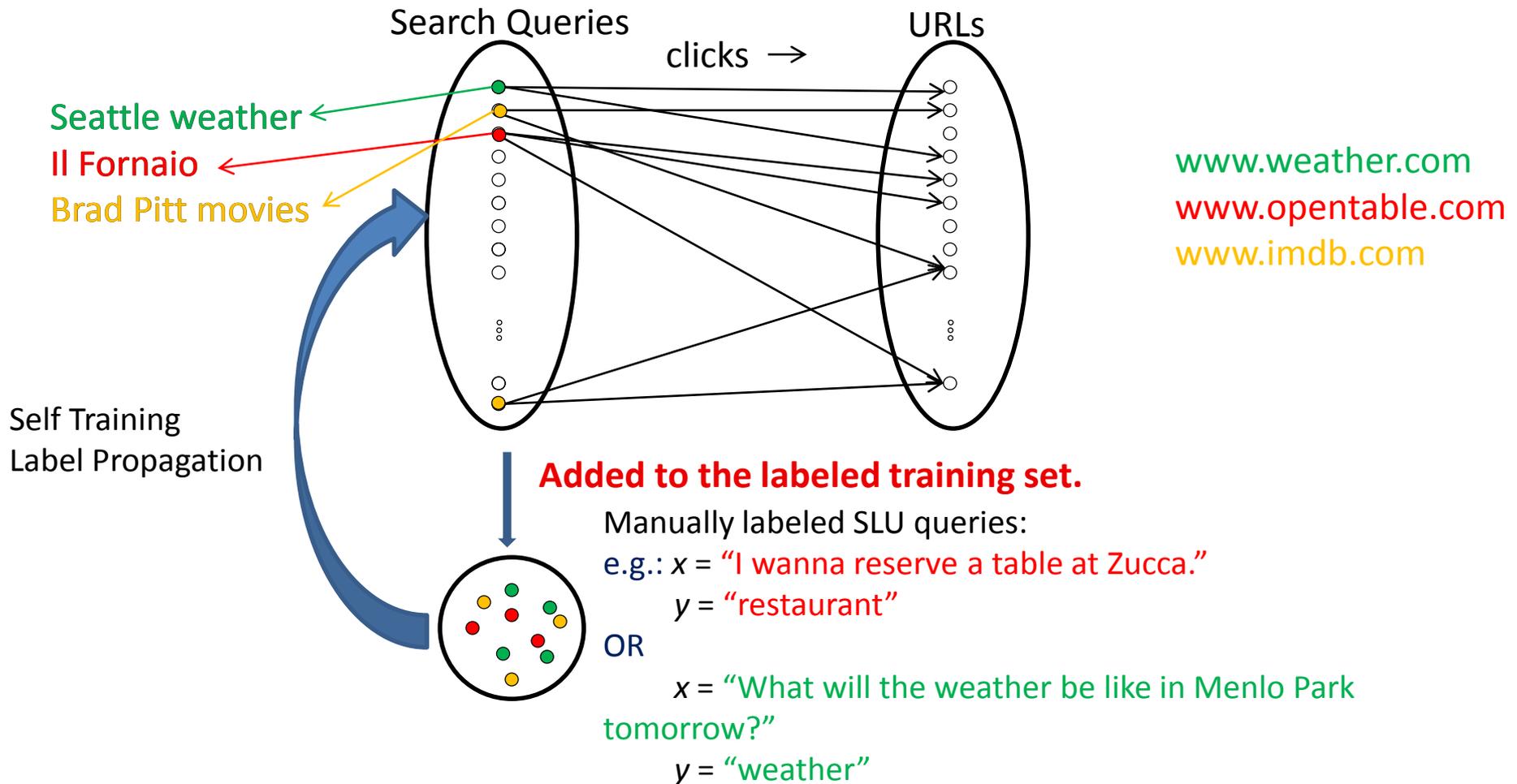


| Experiment | Error Rate |
|---|-------------|
| Baseline: No domain data | 27.5% |
| All web queries | 18.9% |
| Supervised | 6.2% |
| Unsupervised Method Web search log-based features | 8.0% |

Dilek Hakkani-Tur, Gokhan Tur, Larry Heck, and Elizabeth Shriberg, [Bootstrapping Domain Detection Using Query Click Logs for New Domains](#), August 2011

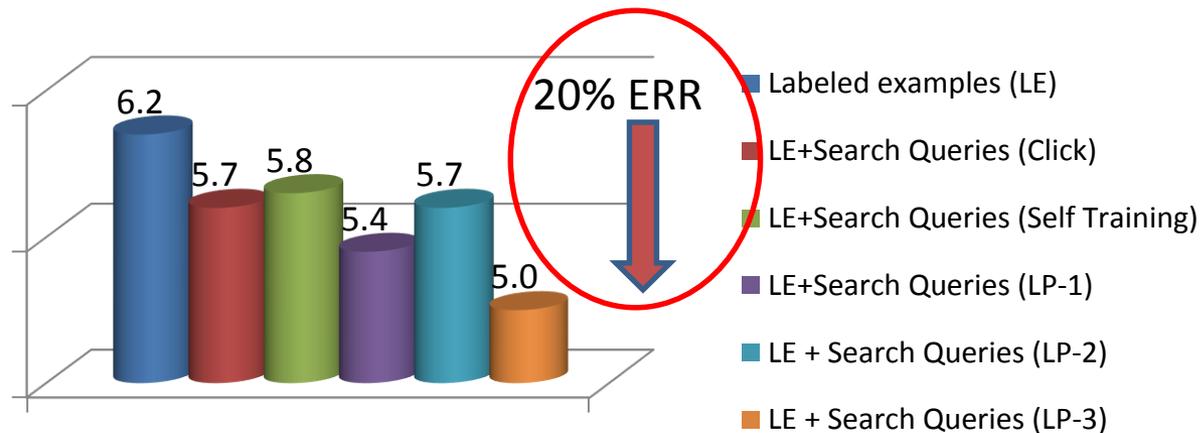
Theme 3: Learning/Training with Big Data - the Web of Intents

Domain/Intent Classification: Label Propagation Approach



Theme 3: Learning/Training with Big Data - the Web of Intents

Domain/Intent Classification: Label Propagation Approach



- Inferred domain from clicked URL (Click), Self Training, and Label Propagation (LP)
- Adding Web Search Queries improved error rates for all methods
- Label propagation with noisy supervision had lowest error rate (20% reduction)

Dilek Hakkani-Tur, Larry Heck, and Gokhan Tur, [Exploiting Query Click Logs for Utterance Domain Detection in Spoken Language Understanding](#), in *Proceedings of the ICASSP*, Prague, Czech Republic, May 2011

Theme 3: Learning/Training with Big Data - the Web of Intents

Creating "Keyword" from NL Training Queries

Clusters:

show me a resume sample
 show me a resume
 show me a sample resume
 ...
 resume samples

when is passover celebrated
 when is pass over
 when is passover 2011
 when is passover this year
 when is passover
 when is passover 2010
 when is the passover
 ...
 passover dates

what are my bonds worth
 what are my savings bonds worth
 what are savings bonds worth
 what are bonds worth
 what are my series ee bonds worth
 what are us savings bonds worth
 what are ee bonds worth
 what are my us savings bonds worth
 what are my ee bonds worth
 what are series ee bonds worth
 what are savings bonds
 what's my savings bond worth
 ...
 savings bond calculator

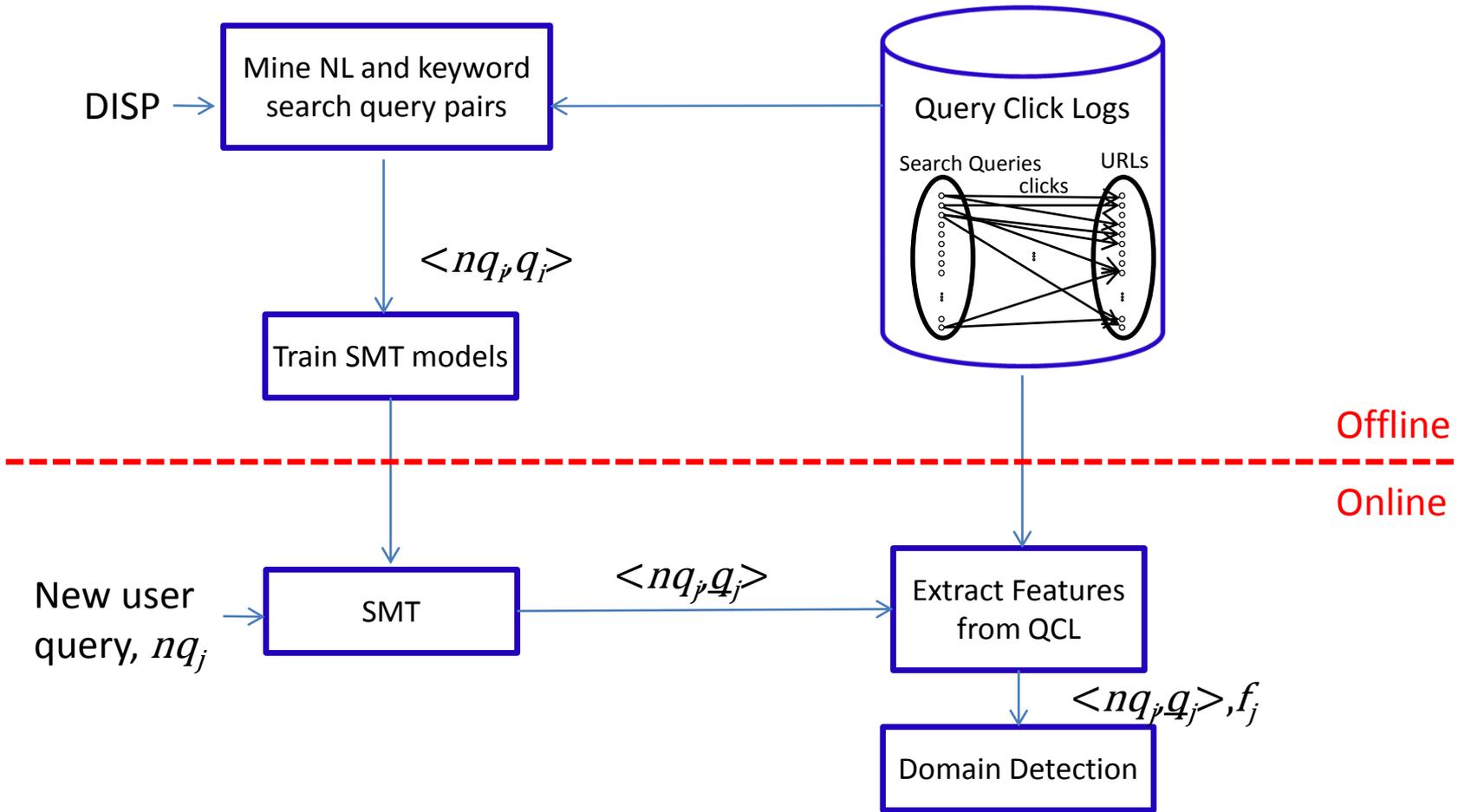
what are the symptoms of flu
 what are symptoms of the flu
 what are the flu symptoms
 what are flu symptoms
 what are the symptoms of the flu
 what are flu like symptoms
 what are symptoms of flu
 what are the symptoms of the flu
 what are the symptoms of flu
 what are the flu symptoms
 ...
 flu symptoms

| NL Search Query (<i>DISP are in italics</i>) | Keyword Query |
|--|------------------------|
| <i>what are the signs of throat cancer</i> | throat cancer symptoms |
| <i>how many calories do I need in a day</i> | calories per day |
| <i>what are the biggest us companies</i> | fortune 500 companies |
| <i>are there any diet pills that actually work</i> | diet pills that work |
| <i>how do I know if I am anemic</i> | anemic |

Similarity between NL search query and the keyword query allows for sorting and filtering pairs.

Theme 3: Learning/Training with Big Data - the Web of Intents

Creating "Keyword" from NL Training Queries



Theme 3: Learning/Training with Big Data - the Web of Intents

Creating “Keyword” from NL Training Queries

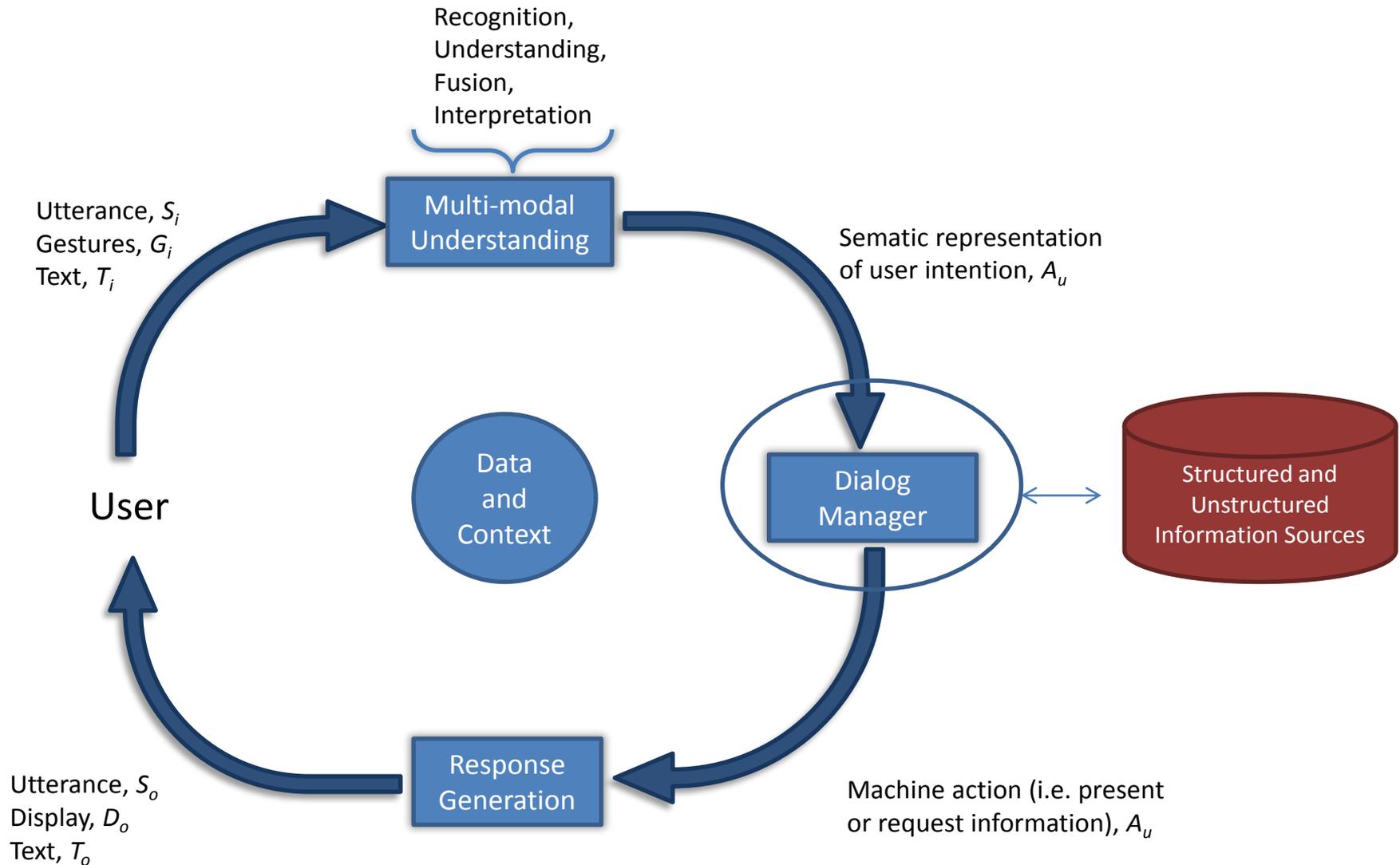
| Approach | Overall ER | ER on NL subset | ER on query-like subset | ER on subset with DISP | ER on subset without DISP |
|--------------------------------------|-------------|-----------------|-------------------------|------------------------|---------------------------|
| 1: Word 1,2,3-grams (n-grams) | 10.6% | 11.3% | 9.3% | 9.9% | 10.8% |
| 2: n-grams + syntax + SMT-1 | 9.4% | 10.7% | 6.8% | 10.1% | 9.1% |
| 3: n-grams + SMT-2 | 9.3% | 10.9% | 6.2% | 10.3% | 8.9% |
| 4: n-grams + SMT-1+2 | 8.5% | 9.9% | 5.8% | 9.2% | 8.2% |

- Statistical Machine Translation (SMT) of NL to “keyword” queries is promising!
- Primary source of gain: leverage the learning “flywheel” of web searching/browsing

Dilek Hakkani-Tur, Gokhan Tur, Rukmini Iyer, and Larry Heck, [Translating Natural Language Utterances to Search Queries for SLU Domain Detection Using Query Click Logs](#), IEEE ICASSP) March 2012

Conversational Systems

Component View



Theme 3: Learning/Training with Big Data - the Web of Intents

Statistical Dialog Managers

- Statistical methods for dialog managers is active research topic^{1,2} (e.g., POMDP)
- Key Technical Challenge: significant amount of annotated dialogs required for training²
- Conversational Web Approach → Leverage Web of Intents for training data
 - Users complete tasks through search & browse
 - Advantages:
 - massive volume of interactions > 100M queries/day, Billions of users
 - Complexity of user interactions and breadth in variety of user goals
 - Clicks/Queries can potentially be used to infer:
 - Session success/failure
 - Domains, intents, slots
 - Belief states, User actions

[1] J. Williams, S. Young, B. Thomson, Statistical approaches to dialogue systems, *Interspeech Tutorial*, 2009

[2] P. Crook, "Statistical Dialogue Management for Conversational Spoken Interfaces: How, Why and Scaling-up, *SLT Tutorial*, 2012

Theme 3: Learning/Training with Big Data - the Web of Intents

Statistical Dialog Managers

| QUERY and TIMESTAMP | GOAL # | MISSION # | DESCRIPTION |
|--|--------|-----------|---|
| hiking; san francisco Tue Apr 17 23:49:17 2007 (4m 17s) | 1 | 1 | MISSION 1: Find info on hiking opportunities in and around San Francisco |
| hiking; san francisco bay area Tue Apr 17 23:47:34 2007 (4m 59s) | 1 | 1 | GOAL 1: Find info on hiking trails in San Francisco and the Bay Area |
| ano nuevo state reserve Tue Apr 17 23:52:33 2007 (7m 54s) | 2 | 1 | GOAL 2: Navigate to Ano Nuevo State Reserve and find out about distances |
| ano nuevo state reserve; miles Wed Apr 18 00:00:27 2007 (3m 34s) | 2 | 1 | |
| nature trails; san francisco Wed Apr 18 00:04:01 2007 (16m 15s) | 1 | 1 | |
| lobos creek trail Wed Apr 18 00:20:16 2007 (0m 3s) | 3 | 1 | GOAL 3: Navigate to Lobos Creek Trail |
| china camp state park; san rafael Wed Apr 18 00:20:19 2007 (2m 35s) | 4 | 1 | GOAL 4: Navigate to China Camp, San Rafael and find out about distances |
| china camp; miles Wed Apr 18 00:22:54 2007 (20m 2s) | 4 | 1 | |
| hike; san francisco Wed Apr 18 00:42:56 2007 (3m 19s) | 1 | 1 | |
| fort funston Wed Apr 18 00:46:15 2007 (1h 51m 26s) | 5 | 1 | GOAL 5: Navigate to Fort Funston |

How to learn spoken dialogs from text/click search and browser sessions is not clear

- Goals/tasks/sequencing similar via search/browse and conversational systems
- Mismatch between the “language” of conversational speech and keywords/clicks

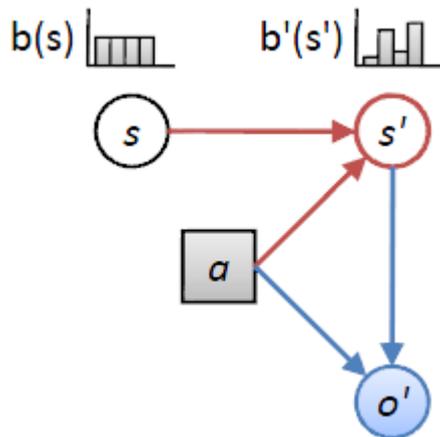
R. Jones and K.L. Klinkner. Beyond the session timeout: Automatic hierarchical segmentation of search topics in query logs. In *Proceedings of CIKM 2008*.
 Ahmed Hassan, Rosie Jones, and Kristina Klinkner. 2010. *Beyond DCG: User Behavior as a Predictor of a Successful Search*. WSDM 2010.

Theme 3: Learning/Training with Big Data - the Web of Intents

Statistical Dialog Managers

Idea: Separate dialog modeling into two parts

1. Learn underlying process of goal/task/sequencing from web

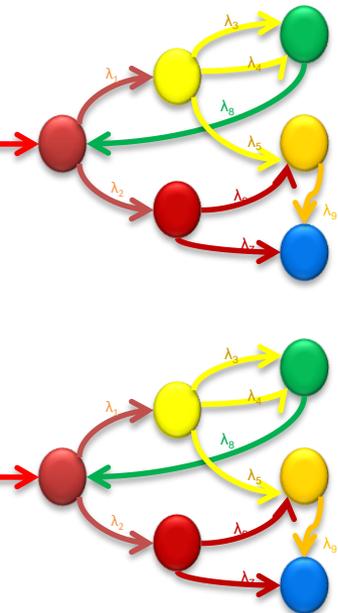


Successful Dialogs

Goal 1: Q 4s RL 1s SR 53s SR 118s END
Goal 2: Q 3s Q 5s SR 10s AD 44s END
Goal 3: Q 4s RL 1s SR 53s SR 118s END
Goal 4: Q 3s Q 5s SR 10s AD 44s END
.....
Goal n: Q 4s RL 1s SR 53s SR 118s END
Goal n-1: Q 3s Q 5s SR 10s AD 44s END

Unsuccessful Dialogs

Goal 1: Q 4s RL 1s SR 53s SR 118s END
Goal 2: Q 3s Q 5s SR 10s AD 44s END
Goal 3: Q 4s RL 1s SR 53s SR 118s END
Goal 4: Q 3s Q 5s SR 10s AD 44s END
.....
Goal n: Q 4s RL 1s SR 53s SR 118s END
Goal n-1: Q 3s Q 5s SR 10s AD 44s END



2. Learn **translation** of web queries/clicks into natural spoken conversations
→ apply SMT methods developed for SLU training

Conversational Web

Major Research Themes in MSR

- Theme 1: *Dynamically adapt to **NUI Context** (visual content, personal, dialog)*
- Theme 2: *Scalable **Compositional** Models for Conversational Systems*
- Theme 3: *Exploiting Big Data to tap the **Web of Intents***
- Theme 4: *Exploiting **Web of Structured Knowledge***

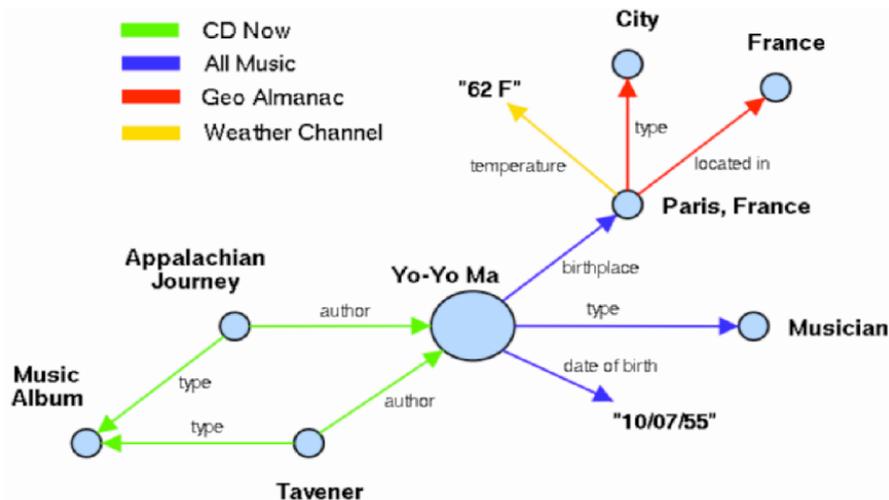
Conversational Web

Theme 4: Exploiting Web of Structured Knowledge

- Large community working on semantic graphs and semantic search
 - Explosion of structured/semi-structured knowledge on the web
 - Examples: Freebase , DBpedia, YAGO, etc.
 - Google, Bing are making rapid progress to leverage this structure
- Already defined semantic ontologies (www.schema.org June 2011)
- Why reinvent the wheel?

<http://schema.org/Movie>

<http://schema.org/MusicAlbum>



The screenshot shows the allmusic.com profile for Yo-Yo Ma. The page includes a search bar, navigation tabs (OVERVIEW, COMPOSITIONS, CREDITS, AWARDS, RELATED), a biography section, and a discography table.

allmusic by Rovi search for artists, albums and songs explore new releases

Yo-Yo Ma JUMP TO DISCOGRAPHY

OVERVIEW COMPOSITIONS CREDITS AWARDS RELATED

photo credit: Frank Stewart

Appalachia Waltz EPK Attaboy (Live) Helping Hand

biography (+)

Yo-Yo Ma is among the finest cellists of his generation, and a musician of unusual great success is no doubt due to an easygoing, friendly stage personality in addition to adventurous musicianship.

Indeed, Ma appears to have music in his blood: his mother was a singer in Hong Kong, a conductor, composer, and teacher. Although he had his first cello lessons at age five, he had initially studied the violin, then the viola. In 1965, the family moved to New York so that Ma could study with Janos Scholz. At the age of 16, he was accepted into the Juilliard School.

GENRES Classical Pop/Rock

STYLES Classical Crossover Chamber Music Concerto

ACTIVE 1970s - 2010s

MUSICAL PERIOD Classical

BORN October 7, 1955 in Paris, France

ALIASES Ma Youyou Yo Yo Ma

+ Artist Metadata IDs

Submit corrections

discography list condensed MAIN ALBUMS

| Year | Title | Label |
|------|---|----------------|
| 1980 | Lalo, Saint-Saens: Cello Concertos | Sony Classical |
| 1982 | Beethoven: Sonatas for Cello & Piano Nos. 1 & 2 | CBS Records |

S. A. McIlraith, T. C. Sun, and H. Zeng, "Semantic web services," IEEE Intelligent Systems, pp. 46–53, 2001.

Conversational Web

Major Research Themes in MSR

- Theme 1: *Dynamically adapt to **NUI Context** (visual content, personal, dialog)*
- Theme 2: *Scalable **Compositional** Models for Conversational Systems*
- Theme 3: *Exploiting Big Data to tap the **Web of Intent**s*
- Theme 4: *Exploiting **Web of Structured Knowledge***

Unsupervised Learning of Spoken Language Understanding

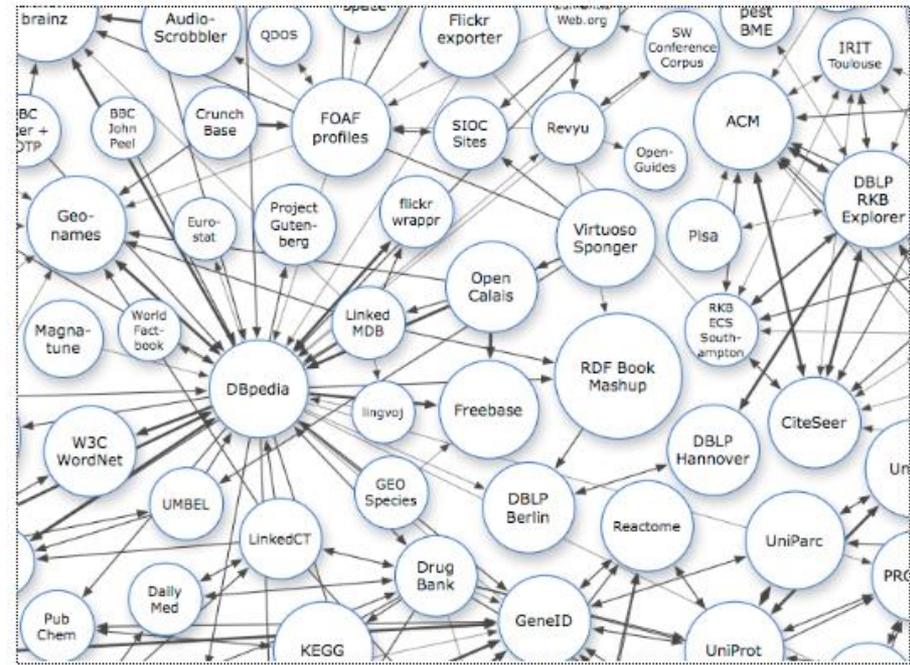
- *Approach #1: Enriching Knowledge-Bases with Patterns*
- *Approach #2: Combining KBs with Search Query Logs*

Theme 4: Exploiting Web of Structured Knowledge

Approach #1: Enriching Knowledge-Bases with Patterns

- Knowledge-bases (KBs) Freebase, YAGO, DBpedia include entities and relations:
 - Entities: e.g., movies, organizations, people
 - Relations: e.g., director, founder, release date
- KBs can be enriched with realizations of relations in natural language:

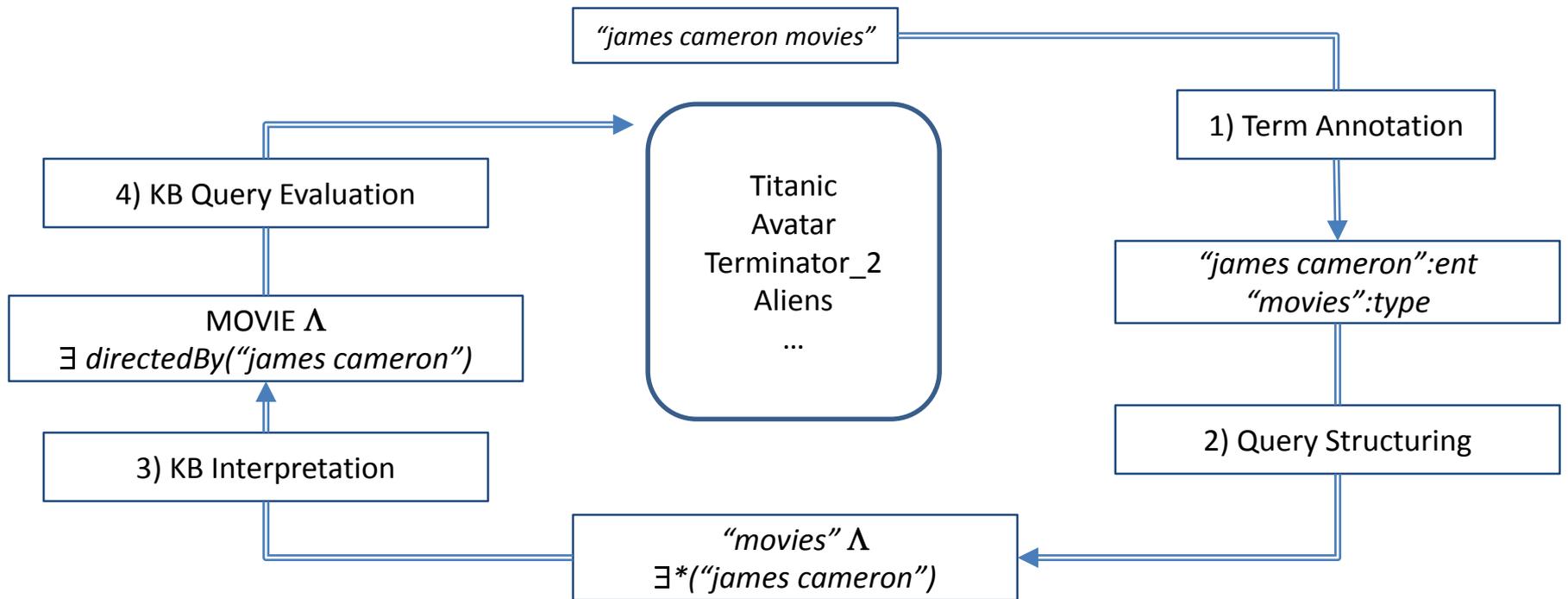
COMPANY is founded by PERSON
PERSON, founder of COMPANY



From www.linkeddata.org

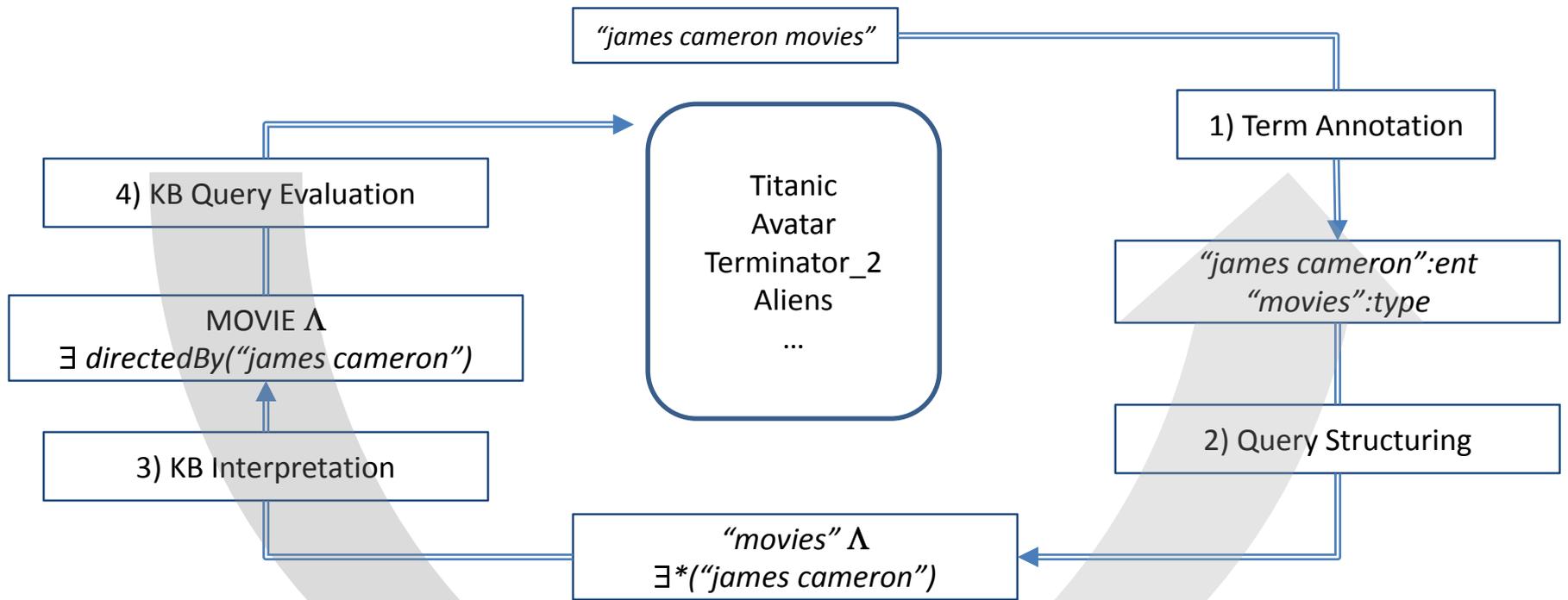
Theme 4: Exploiting Web of Structured Knowledge

Approach #1: Enriching Knowledge-Bases with Patterns



Theme 4: Exploiting Web of Structured Knowledge

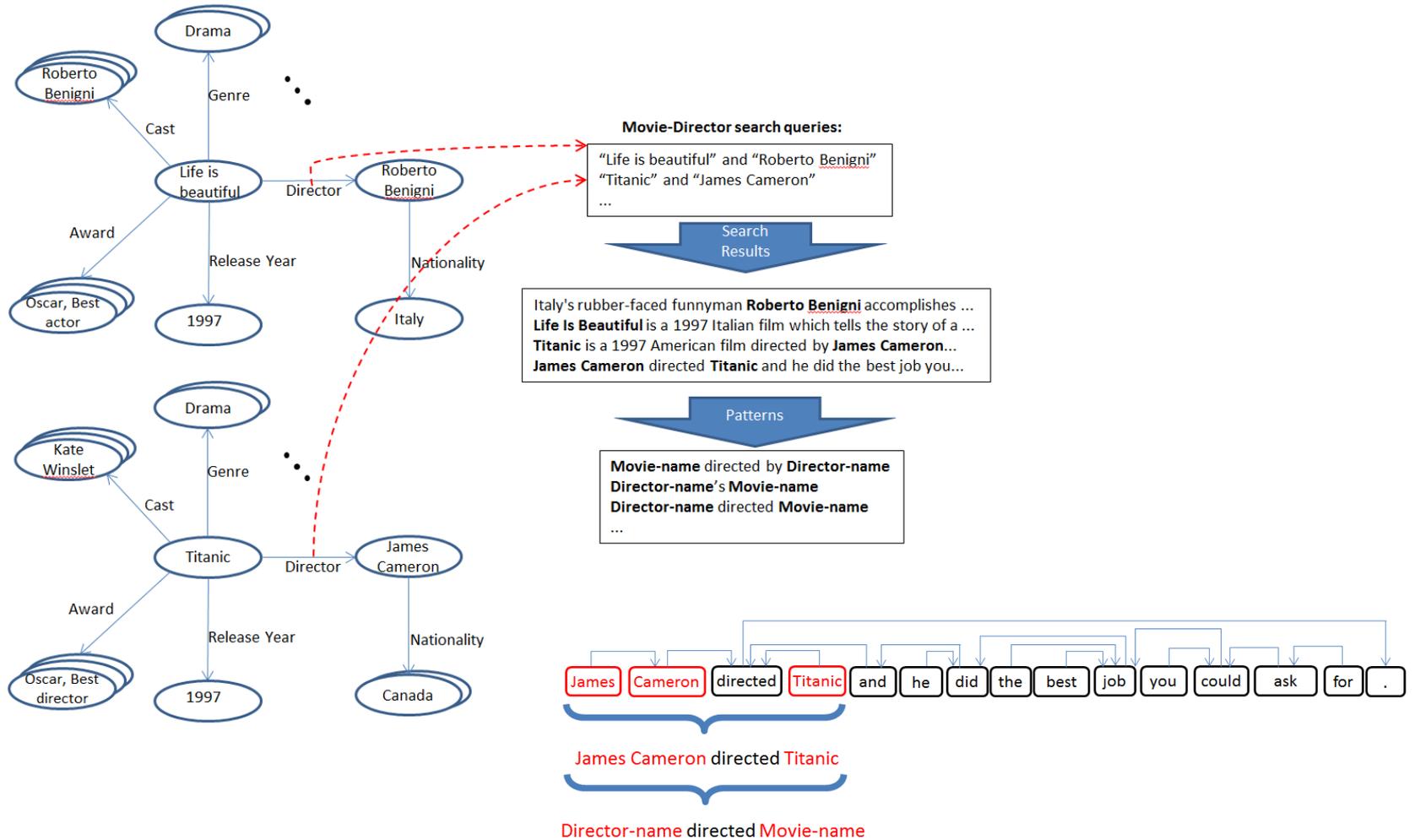
Approach #1: Enriching Knowledge-Bases with Patterns



Unsupervised Training

Theme 4: Exploiting Web of Structured Knowledge

Approach #1: Enriching Knowledge-Bases with Patterns



Theme 4: Exploiting Web of Structured Knowledge

Approach #1: Enriching Knowledge-Bases with Patterns

| Query | Intent |
|---|------------------------|
| <i>"create a list of the top ten banks by employees"</i> | Find Company (General) |
| <i>"what is the price of your common preferred and adjustable stock"</i> | Find Stock Information |
| <i>"show how much money was spent by Microsoft on advertising"</i> | Find Finances |
| <i>"what are analysts saying about investing in the Coca Cola company stock"</i> | Find News |
| <i>"can you tell me about the sales revenue from the last quarter"</i> | Find Revenue |
| <i>"which cell phone model had the largest number of complaints in 2011"</i> | Find Products |
| <i>"show the highest paid tech CEO and his salary versus company revenue"</i> | Find Leadership |
| <i>"chart Apple's sales for last year"</i> | Find Annual Sales |
| <i>"show me any history and info on the treasurer of Dell"</i> | Find People |
| <i>"find me all the overseas offices for Apple and rank them by highest market cap then by liabilities"</i> | Find Location |

| | EER | $P_{miss} @ Pfa=10\%$ |
|------------------------------------|--------------|-----------------------|
| Baseline IDU (no BGM) | 36.5% | 73.4% |
| (no BGM, Named Entity Recognition) | 35.1% | 72.2% |
| IDU (w/ Supervised BGM) | 26.4% | 54.3% |
| IDU (w/ Unsupervised BGM) | 27.0% | 53.5% |

Larry Heck and Dilek Hakkani-Tur, [Exploiting the Semantic Web for Unsupervised Spoken Language Understanding](#), IEEE Workshop on Spoken Language Technologies (SLT), December 2012.

Thomas Lin, Patrick Pantel, Michael Gamon, Anitha Kannan, Ariel Fuxman. 2012. Active Objects: Actions for Entity-Centric Search. In Proceedings of World Wide Web Conference (WWW-12). pp. 589-598. Lyon, France. [\[pdf\]](#)

Conversational Web

Major Research Themes in MSR

- Theme 1: *Dynamically adapt to **NUI Context** (visual content, personal, dialog)*
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Unsupervised Learning of Spoken Language Understanding

- *Approach #1: Enriching Knowledge-Bases with Patterns*
- ***Approach #2: Combining KBs with Search Query Logs***

Theme 4: Exploiting Web of Structured Knowledge

Approach #2: Combining KBs with Search Query Logs

Semantic Parsing of Structured Web Pages



structured document

| Id | Name | City | State |
|----------|-------------|---------|------------|
| r_1_3671 | wild ginger | seattle | washington |

query log

wild ginger restaurant in seattle wa

AutoLabel



automatically annotated query

```
<restaurant parse="wild ginger restaurant in  
seattle wa">  
  <name start="0" end="2">wild ginger</name>  
  <city start="4" end="5">seattle</city>  
  <state start="5" end="6">wa</state>  
</restaurant>
```

Theme 4: Exploiting Web of Structured Knowledge

Approach #2: Combining KBs with Search Query Logs

Semantic Parsing of Structured Web Pages



structured document

| Id | Movie Name | Director | Genre |
|---------|------------------|-----------|---------------------------------|
| 1392170 | the hunger games | gary ross | action; drama; sci-fi; thriller |



+

query log

full cast of hunger games with jennifer lawrence 

AutoLabel

automatically annotated query

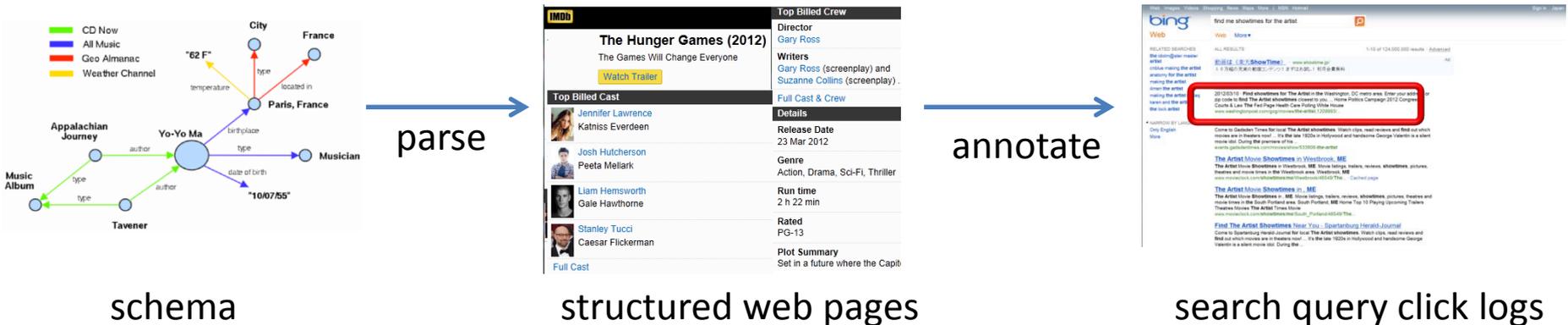
```
<movies parse="full cast of hunger games with jennifer lawrence">
  <name>hunger games</name>
  <actor>jennifer lawrence</actor>
</movies>
```

The screenshot shows the IMDb page for 'The Hunger Games (2012)'. It includes the title, a 'Watch Trailer' button, and sections for 'Top Billed Crew' (Director: Gary Ross, Writers: Gary Ross and Suzanne Collins), 'Top Billed Cast' (Jennifer Lawrence, Josh Hutcherson, Liam Hemsworth, Stanley Tucci), 'Details' (Release Date: 23 Mar 2012, Genre: Action, Drama, Sci-Fi, Thriller, Run time: 2 h 22 min, Rated: PG-13), and a 'Plot Summary'.

Theme 4: Exploiting Web of Structured Knowledge

Approach #2: Combining KBs with Search Query Logs

- How to define a semantic template the target domain
 - Just use ontologies used by semantic web (like schema.org)
- How to mine relevant data
 - Use NL-like queries hitting to target webpages
- How to annotate that data for modeling
 - Automatically annotate the NL-like queries using the semantic web parses



Theme 4: Exploiting Web of Structured Knowledge

Approach #2: Combining KBs with Search Query Logs

Unsupervised Slot Filling Results with Unlabeled NL Sentences

| | Movie Name | Actor Name | All Slots |
|--------------------------|------------|------------|---------------------------|
| Supervised (Upper Bound) | 55.22% | 81.25% | 64.26% |
| NL-Like | 47.94% | 84.26% | 57.73% |
| NL-Like + Unlabeled Set | 50.21% | 85.47% | 60.03%¹ |

**NO ANNOTATED
DATA
NECESSARY!**

[1] Gokhan Tur, Minwoo Jeong, Ye-Yi Wang, Dilek Hakkani-Tur, Larry Heck, [Exploiting the Semantic Web for Unsupervised Natural Language Semantic Parsing](#), Interspeech 2012.

Conversational Web

Summary and Conclusions

- Convergence of Conversational Systems, Web Search, and Web Application
- Theme 1: *Adapting to **Context** (visual content, personal, dialog)*
 - Provides not only better user experience, but much better accuracy/scalability
- Theme 2: *Leveraging the **Taxonomy of the Conversational Web***
 - Multi-modal NUI adds new dimensions to the “taxonomy of the web”
 - Touch/Gesture combined with speech are powerful constraints
- Theme 3: *Learning/Training with Big Data - the **Web of Intents***
 - Massive source of unsupervised/semi-supervised learning from the web
 - Described SLU methods to add training data /generate features : very promising results!
 - Proposed new idea to leverage Web of Intents for training statistical dialog managers
- Theme 4: *Exploiting the **Web of Structured Knowledge***
 - Bridging the research communities of semantic knowledge graphs and NLU
 - Unsupervised Training: using no manual annotations nearly matching accuracy of supervised
 - Consistent with the semantic web representation of the target domain, no interpretation issues

Conversational Web: SLT can benefit greatly from leveraging the web

2012 IEEE Workshop on Spoken Language Technology



December 2-5, 2012 • Miami Beach Resort & Spa • Miami, Florida, USA



Thank You!

Larry Heck

Contributors:

Dilek Hakkani-Tür, Gokhan Tur, Andreas Stolcke, Ashley Fidler, Lisa Stifelman, Liz Shriberg, Madhu Chinthakunta, Malcolm Slaney, Patrick Pantel, Benoit Dumoulin