Context in Enterprise Search and Delivery

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Ross Wilkinson, Mingfang Wu
CSIRO

Our Message:

- Context is important
- Context can be too expense to capture
- Context is easier to acquire in the enterprise
- Look for low cost context capture for high benefit

Context

- The context of a search is important – see Nordlie (Sigir'99)
- Elements of context we see as important:
  - **Who? – the user**
  - **What? – the task**
  - **From where? – what sources of information**
  - **Where? – the environment – e.g. with PDA access**
  - **Up to? – what point in a discourse – what is known so far, what goals have been agreed, what is uncertain?**
- This all looks a lot harder than a two word query – is it worth it??

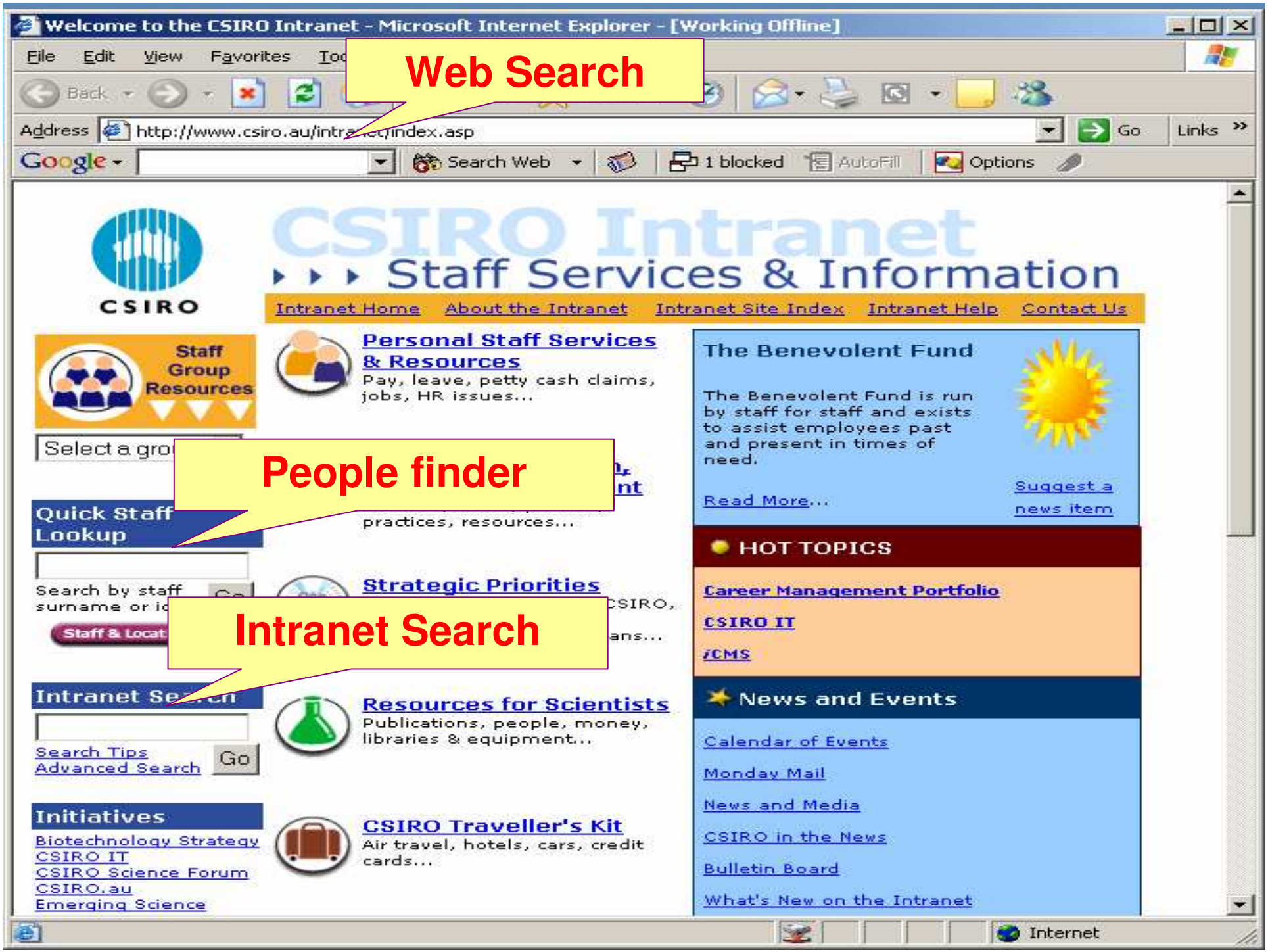
Enterprise Search and Delivery

When searching in an enterprise, we may know more about:

- The users – they are typically employees – and some information is able to be accessed
- The tasks – some tasks are common, and knowable – even though a full task model may be beyond us
- The information sources – this is not generis web search – information might be from intranet, databases, purpose specific file systems

Query Formulation

- It is reasonable to assume employees are not any more likely to issue long queries It may be possible to know why somebody is querying very simply – which search box is used?
- For example, on an enterprise intranet, it is not uncommon to see several search boxes:
  - Find a person
  - Find a document in the intranet or enterprise file server
  - Find an email
- This can make a significant difference, by triggering search of different sources, searching in different ways, and then delivering in the context of the task.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What happens then?

- Each search can trigger a different search type, over different data, using different algorithms, delivering different results
- A single search engine is not the answer!
- (Does it make any sense to average over different query types??)
- P.S. a great new class of search engines: World Wind, Google Earth – note the different query types here.

Matching and Ranking

- Good enterprise ranking:
  - "standard document ranking" – BM25
  - "web ranking" – content + link info
  - "email matching" – a structured document – From, To, Date, subject may all be more important than content matching – see Dumais
- Multiple query/matching/delivery – each with different data/matching algorithms – see Infotrieve LSRC
- ..but what is easy and would work most of the time?
  - Query augmentation using personal profile (Teevan..)
  - Prior modification based on role (Freund..)
  - Generic search fallback

Delivery in context

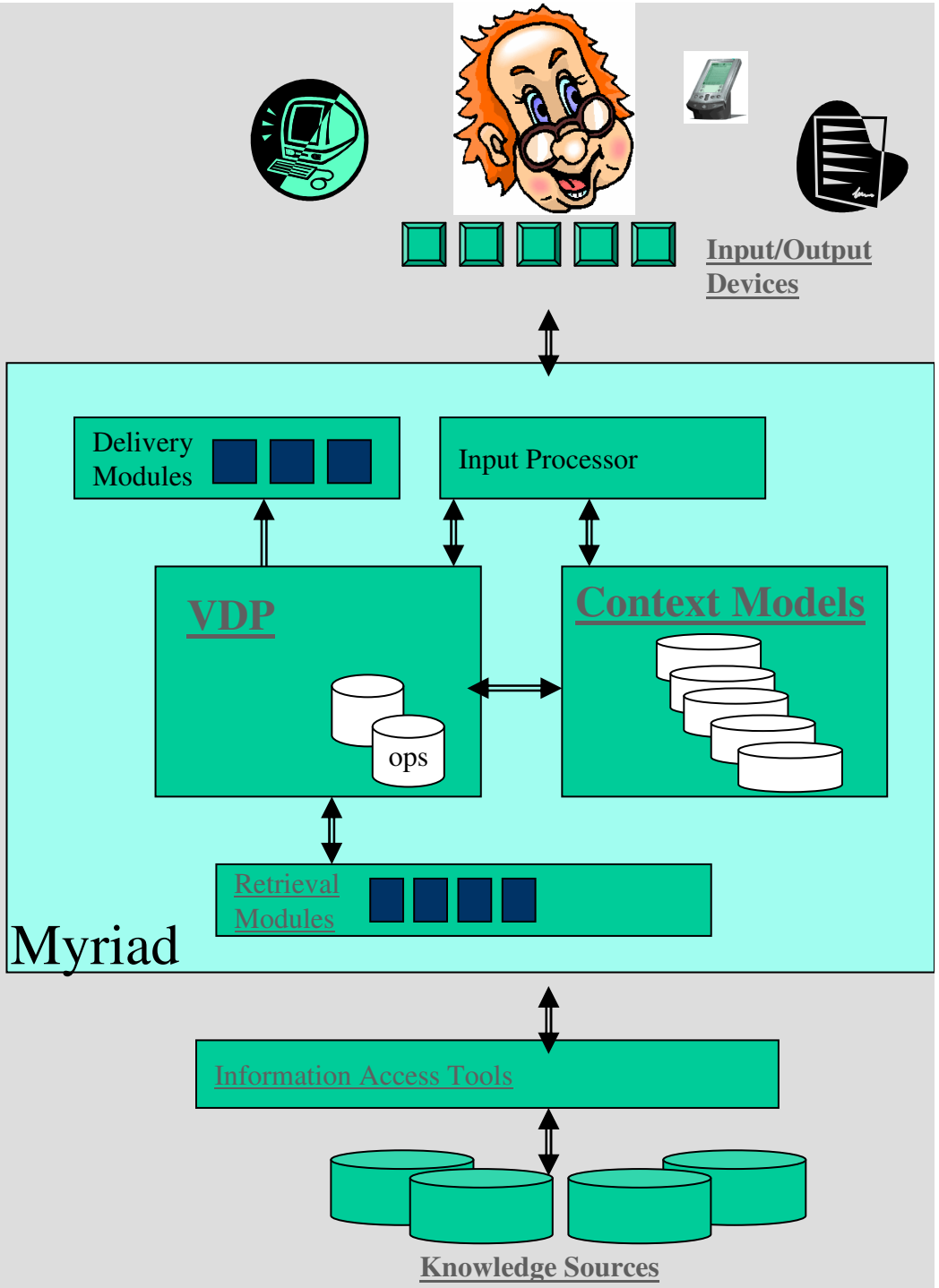
- Context elements:
  - **Who? – the user**
  - **What? – the task**
  - **From where? – what sources of information**
  - **Where? – the environment – e.g. with PDA access**
  - **Up to? – what point in a discourse – what is known so far, what goals have been agreed, what is uncertain?**
- How can this be exploited?
- What gives “bang for buck”?

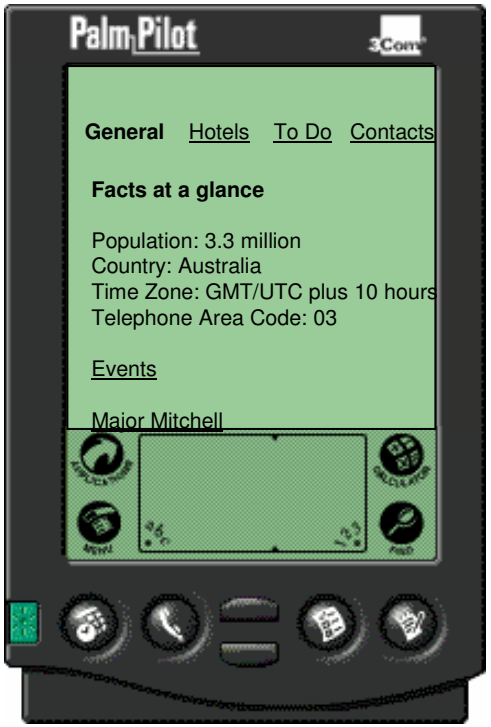
Exploiting context

- Use discourse theory – RST (Mann and Thompson)
- Use delivery to drive querying, matches
- Can be very complex!

An Architecture for Contextualised Information Retrieval and delivery

- An extensible, generalised information retrieval/delivery architecture for supporting knowledge intensive tasks
- General enough to support many applications.
- Currently used in a number of projects.

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Population: 3.3 million
Country: Australia
Time Zone: GMT/UTC plus 10 hours
Telephone Area Code: 03
Events
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MELBOURNE
Facts at a Glance
Population: 3.3 million
Country: Australia
Time Zone: GMT/UTC plus 10 hours
Telephone Area Code: 03
Events
Dividing the year into seasons, summer sees outdoor evening performances of plays, Carols by Candlelight at the Sidney Myer Music Bowl, cricket at the MCG, the Australian Open tennis championship, the Summer Music Festival at the Victorian Arts Centre, horse races at Hanging Rock, the St Kilda Festival, the Victoria St Lunar Festival, Chinese New Year celebrations, the Melbourne Food & Wine Festival, the three-week long gay and lesbian Midsumma Festival, the Australian Grand Prix and the Moomba family festival. Autumn features the Greek Antipodes Festival, Garden Week, football, the international Comedy Festival and Heritage Week.
Winter brings more football and the International Film Festival. Spring sees the football finals (phew), the Melbourne International Festival, the Royal Melbourne Show, the Oktoberfest, the Spring Racing Carnival (including the Melbourne Cup), the Italian Lygon St Festa and the Hispanic Community Festival.
Thomas Livingstone Mitchell
Major Thomas (later Lt. Col. Sir Thomas) Mitchell, surveyor-General of N.S.W. He led four expeditions of exploration and carried out surveys of Eastern Australia. It was on his third expedition that led him down the Lachlan, Murrumbidgee and Murray Rivers that he passed through the present site of Swan Hill.
Major Thomas Mitchell was the first white explorer to pass through the Swan Hill area. Whilst camped on the banks of the Murray (today Riverside Park), he was kept awake by the loud trumpeting of many black swans. Near by was a hill, and in
Document: Done

Brochure – Business

A Personalised CSIRO Guide for Alex

An Introduction to CSIRO:

We are one of the world's largest and most diverse scientific research institutions. Our work touches just about every aspect of Australian life: everything from the molecules of life to the molecules in space - finding ways to improve our quality of life and economic performance.

Our 6500 staff perform research and development over a broad range of areas of economic and social value including: agriculture, minerals and energy, manufacturing, communications construction, health, the environment.

Divisions of CSIRO that might interest you:

At CSIRO Mathematical and [illegible] Sciences, we solve problems across a w[illegible]ge of industries using our skills base and the [illegible] our research in information technology, mathematics and statistics.

CSIRO Telecommunications and Industrial Physics (CTIP) applies its engineering and scientific expertise to developing the technological advancements essential for industry's competitive advantage.

CSIRO and Your Business:

For most companies the cost of establishing and maintaining a major research centre is prohibitive. We offer an alternative by giving industry access to a world competitive research and development facility.

Translating research results into p[illegible] industrial products and processes is a vital [illegible] CSIRO's activities. We serve companies of [illegible]s across a diversity of industries. Our clie[illegible]range from large multi-nationals who utilise our [illegible]ialist skills to fill gaps where they lack expertis[illegible] small and medium sized enterprises who t[illegible] us to help develop their core technological st[illegible]gies and products.

Our c[illegible]bilities in serving commercial clients are well established. We have a depth of business skills including specialist project managers who ensure contracts are professionally executed and completed on time and within budget.

We are alert to the commercial sensitivities of our work. Issues such as confidentiality ownership of technology, conflicts and competitive restrictions are negotiated up front and adhered to on a strict basis.

For more information, visit the "Doing Business with CSIRO" webpage, at:

http://csiro.au/format.asp?id=/industry/index.xml

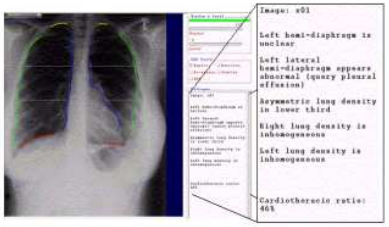
Research about: Image Analysis in the Medical Sector

There are two projects that are relevant to your query terms: *medical* and *image analysis*. CTIP and CMIS are both working on applications in this area.

Knowledge-based "Ex[illegible]t Assistants" for Radiologists (CTIP)

Description:

C[illegible]O Australia (Telecommunications and Ind[illegible]al Physics) is addressing the opportunities [illegible]ated by PACS and increasing use of digital information systems in Radiology through its "Medical Image Understanding" project. This work has created a means of using anatomical knowledge to enable machines to understand medical images in a way completely analogous to human experts. By combining knowledge-based image analysis with medical imaging the group has created powerful generic tools which will bring "intelligence" to medical workstations speeding analysis and reducing tedium and the risk of missed diagnoses.



Key Benefits:

- Automatically identifies major features in a chest X-ray;
- Detects a range of abnormalities mainly associated with lung boundaries and density;
- Carries out a number of measurements (e.g. cardiothoracic ratio);
- Produces a "report" in familiar radiological terms;
- Permits user intervention for manual identification of specific structures with the system re-computing its segmentation based on this manual segmentation;
- Performs image database searches based on system-generated indexing terms;
- Performs image searches based on similarity of radiological signs.

Scientific Collaborators

- St Vincents Hospital Sydney
- Royal Prince Alfred Hospital Sydney
- Department of Radiological Sciences, UCLA School of Medicine
- Department of Computer Science and Engineering, University of NSW

Web page:

http://www.tip.csiro.au/cscripts/relationships/render.asp?page_id=249&hist=.172&left=1443

Contact Details:

Contact Laurie Wilson at laurie.wilson@tip.csiro.au for more details.

Melanoma Identification (CMIS)

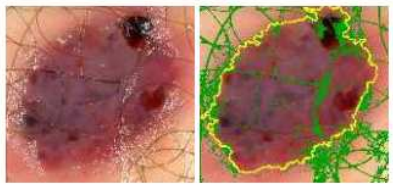
Description:

Melanoma is the most dangerous form of skin cancer. It can spread through the whole body and is usually fatal if it does. Over 1000 Australians die each year as a result of melanoma.

Skin cancer can be caused by excessive exposure to the sun. Australia has the highest incidence of skin cancer in the world, due to its geographical location and the fact that most of its inhabitants have fair skins and enjoy an outdoor lifestyle.

Skin cancers, in particular melanomas, can be easily cured if detected early. At present, the diagnostic accuracy of all clinicians (including specialists) is not high. Since most GPs rarely encounter melanomas, it is unrealistic to expect them to diagnose correctly in all cases.

This project aims to create a machine which could be used in a GP's surgery as an 'artificial specialist' with expertise in the diagnosis of melanoma. The tool used in this project is image analysis.



Web page:

http://www.cmis.csiro.au/iap/RecentProjects/melanoma.htm

Contact Details:

Leanne Bischof
Image Analyst & Statistician,
CMIS, Sydney

Organisation: CSIRO Mathematical and Information Sciences

Location: Building E6B, Macquarie University Campus, North Ryde, NSW
Mail: Locked Bag 17, North Ryde NSW 2113, Australia
E-mail: Leanne.Bischof@cmis.csiro.au
Telephone: +61 2 9325 3206
Fax: +61 2 9325 3200

Press Releases:

http://www.csiro.au/page.asp?type=mediaRelease&id=cancerprobe

Other Relevant Projects:

- Medical diagnostic imaging.
  - Contacts: Dr Rob Gill
- Bioeffects of ultrasound (and em radiation).
  - Contact: Dr Stan Barnett
- Ultrasonic characterisation of blood.
  - Contact: Dr Tony Collings
- SAW biosensors and applications.
  - Contact: Dr Tony Collings
- Bioinformatics
  - Contact: Dr. Mervyn Thomas
- Hapto-Visual Based Medical Training
  - Contact: Dr. Duncan Stevenson
  - http://www.cmis.csiro.au/imvs/

Further Contact Details:

CSIRO Telecommunications and Industrial Physics	CSIRO Mathematical and Information Sciences
Denis Redfern General Manager Business Development Bradfield Road, West Lindfield PO Box 218 Lindfield NSW 2070 Tel: +61-2-9372 4219 Fax: +61-2-9372 4585 Email: denis.redfern@tip.csiro.au	Kevin Cryan CSIRO Mathematical and Information Sciences Locked Bag 17 North Ryde NSW 1670 Tel: 02 9325 3242 Email: Kevin.Cryan@cmis.csiro.au

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Brochure – Student

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Knowledge-based "Expert Assistants" for Radiologists (CTIP)

The Research Group:

The Image & Signal Processing Discipline has as its main focus the identification and description of semantic content in images and its use in image analysis and interpretation. To achieve this goal two distinct approaches are being pursued and for each a range of theoretical and computational tools are being developed.

Content-based imaging where higher-level constructs within an image are inferred from the image itself or from a class of similar images. This approach makes use of computer learning and pattern recognition methods and may be thought of as exemplar-based computer learning. Current applications of content-based methods include: human face recognition; the location tracking and identification of people in video streams; and image and video database searches on the basis of content.

Knowledge-based imaging where external knowledge typically from human experts is used to identify and classify semantic image content and to perform tasks such as image segmentation and interpretation. This method is analogous to rule-based learning in humans.

Knowledge-based methods have been applied to problems of medical image understanding for example the use of anatomical knowledge in the interpretation of chest x-rays and the analysis of aortic aneurysms using 3D CT imagery.

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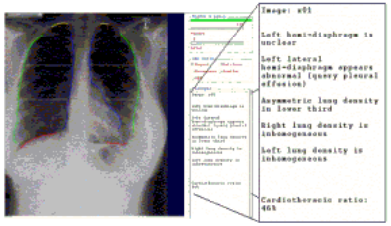


Web page:

http://www.tip.csiro.au/cscripts/relationships/render.asp?page_id=249&hist=.172&left=1443

Publications:

Unfortunately, no publications by this group could be found.

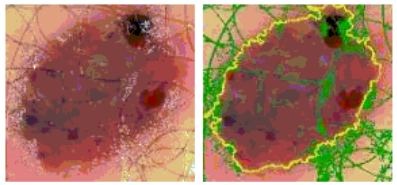
Contact Details:

Contact Laurie Wilson at laurie.wilson@tip.csiro.au for more details.

Melanoma Identification (CMIS)

The Research Group:

The Image Analysis Group at CSIRO Mathematical and Information Science (CMIS) has expertise in the automated extraction and analysis of quantitative information from digital images. This includes the following activities: * automated object segmentation and feature extraction * statistical analysis of extracted features * stereo vision * image motion and tracking * spectroscopy and hyperspectral imaging * development of fast, sophisticated algorithms and software for image analysis * development and delivery of prototype image analysis software The techniques that we have developed have been applied in a number of industrial, biomedical, metallurgical and mining applications.



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Web page:

http://www.cmis.csiro.au/iap/RecentProjects/melanoma.htm

Publications:

Unfortunately, publications associated with this project could not be found. Here are the three most recent publications by this research group.

- M. Berman. Invited discussion on ``a penalized likelihood approach to image warping". *Journal of the Royal Statistical Society: Series B*, 63(3), 2001. To appear.
- P. Soille and H. Talbot. Directional morphological filtering. *PAMI*, 2001. To appear.
- C. Sun. De-interlacing of video images using a shortest path technique. *IEEE Transactions on Consumer Electronics*, 47(2):225-230, May 2001.

Contact Details:

Leanne Bischof
E-mail: Leanne.Bischof@cmis.csiro.au
Telephone: +61 2 9325 3206

Press Releases for this Project:

http://www.csiro.au/page.asp?type=mediaRelease&id=cancerprobe

This research group was recently in the news spotlight:

Powerline Eyes Help Prevent Bushfires

New technology developed by CSIRO and Powercor Australia is set to help protect communities from bushfires by dramatically reducing the cost of keeping trees clear of powerlines. The technology will make it possible for power companies to measure the distance of tree branches from powerlines from the air, which will save money presently spent on manual inspection, particularly in country areas.

Studying with CSIRO:

For more information about studying with CSIRO please visit our website:

http://www.csiro.au/format.asp?id=/educatn/index.xml

Educational Resources:

Organised by the Intelligent Interactive Technologies (IIT) research group, the HAIL seminar series at CSIRO Mathematical and Information Sciences (in Sydney) provides a forum for researchers and members of the industrial community to present and discuss work related to Human Computer Interaction, Artificial Intelligence and Natural Language. Topics include (but are not limited to) task analysis and modelling, usability engineering, knowledge based systems, knowledge discovery, software engineering, language technology, dialogue systems and multi-media systems. The seminar series includes both academic and industrial presentations

When: 11am on (alternate) Tuesdays
Where: CMIS conference room, Building E6B, Macquarie University

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Delivery “bang for buck”

- The “buck” can be high
- The “bang” is not easy to determine:
- Value:
- Utility, accuracy (in use of human attention), cognitive load, preference
- Possible approach – use discourse to inform, but create custom solutions only for high value tasks

Putting it together:

- When you know task, you initiate task specific search
- Apply task specific matching, based on task specific data
- Deliver appropriate to need and circumstances

Enterprise Search

- ≠ Web search!
- Different sources
- Different crawling approach
- Different link structure
- Different algorithms
- True for both intranet and extranet search
- …there is not a single enterprise search

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Current Highlights

- Postgraduate Programs 2005
- CSIRO Diet and Nutrition Information
- Horizons in Livestock Sciences Conference
- Gene Technology in Australia

Features

- Doing Business with CSIRO
- Careers in CSIRO
- Education
- Global Development

Spotlight

New fumigant to replace gas that damages ozone layer

CSIRO and the global industrial gas company the BOC Group have signed a deal to deliver to the international market a new environmentally-safe fumigant for treating soil, insect pests, weeds and diseases.

Breaking News

Media Room

- New Chief for CSIRO Minerals
- Advances in 'gene silencing' on conference agenda
- Keep up the effort on bridal creeper
- Threatened green sawfish tracked in Gulf of Carpentaria
- CSIRO semiconductor science in successful spin-off

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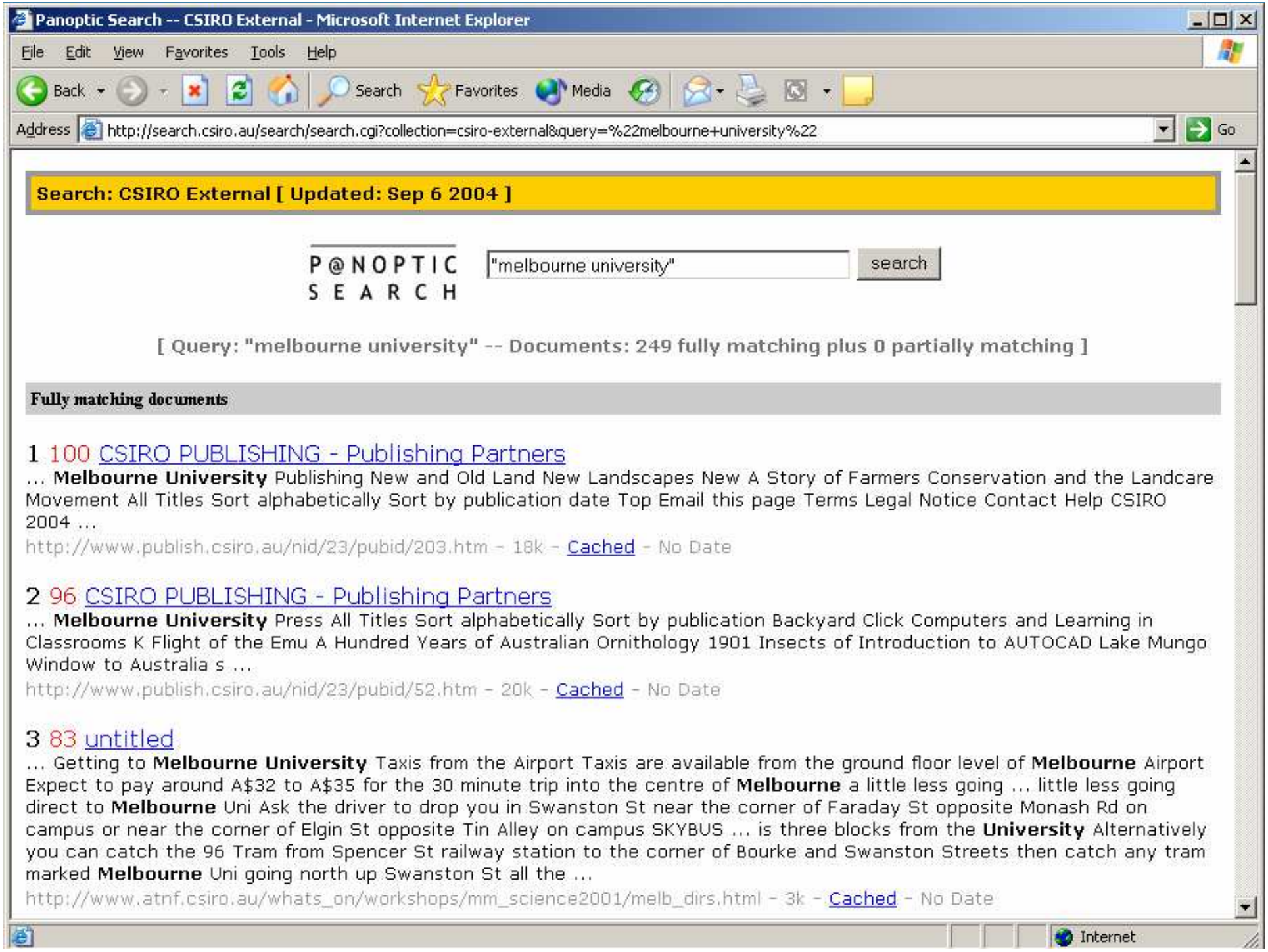
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... Getting to Melbourne University Taxis from the Airport Taxis are available from the ground floor level of Melbourne Airport Expect to pay around A$32 to A$35 for the 30 minute trip into the centre of Melbourne a little less going ... little less going direct to Melbourne Uni Ask the driver to drop you in Swanston St near the corner of Faraday St opposite Monash Rd on campus or near the corner of Elgin St opposite Tin Alley on campus SKYBUS ... is three blocks from the University Alternatively you can catch the 96 Tram from Spencer St railway station to the corner of Bourke and Swanston Streets then catch any tram marked Melbourne Uni going north up Swanston St all the ...
http://www.atnf.csiro.au/whats_on/workshops/mm_science2001/melb_dirs.html - 3k - Cached - No Date
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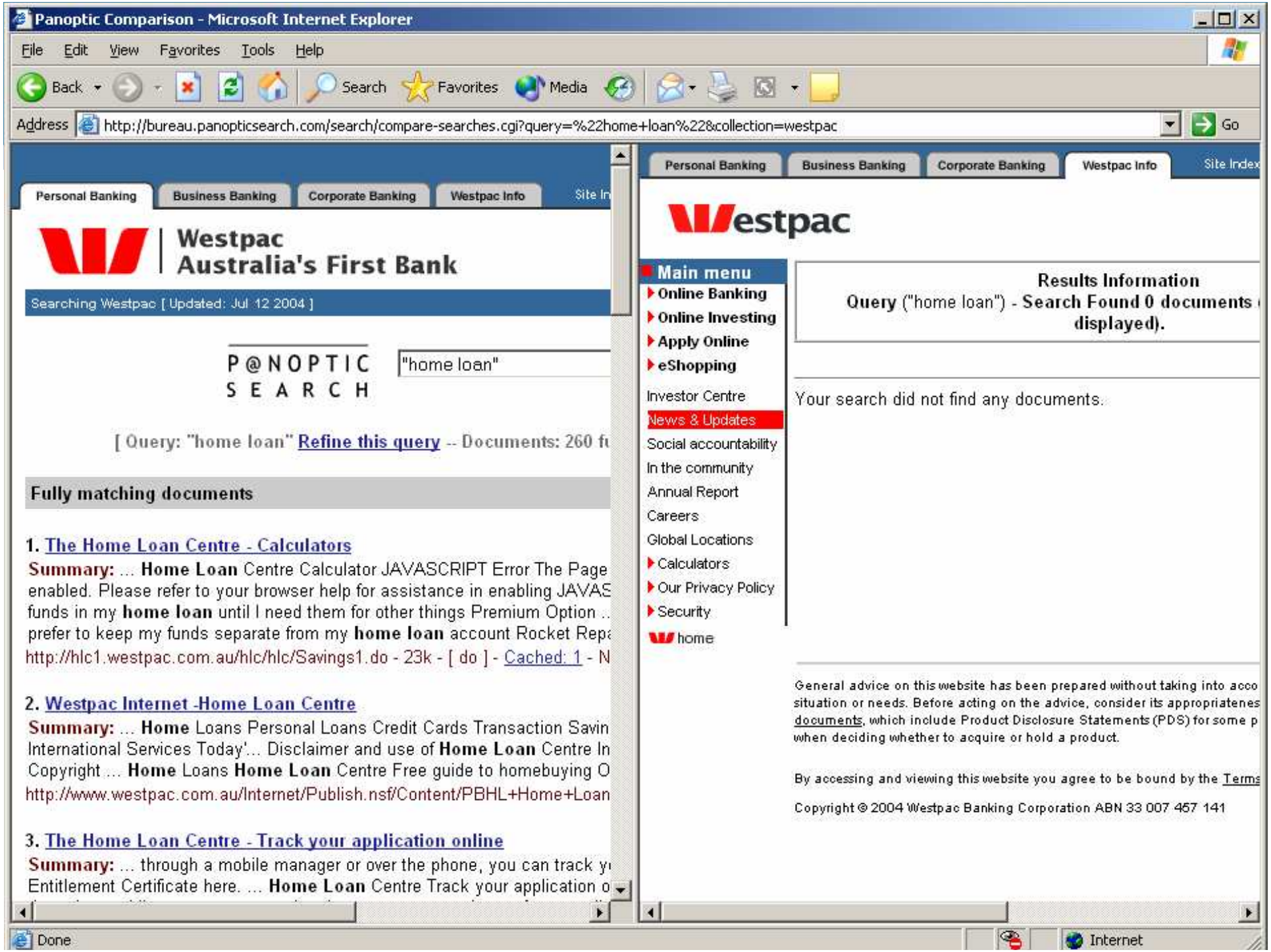
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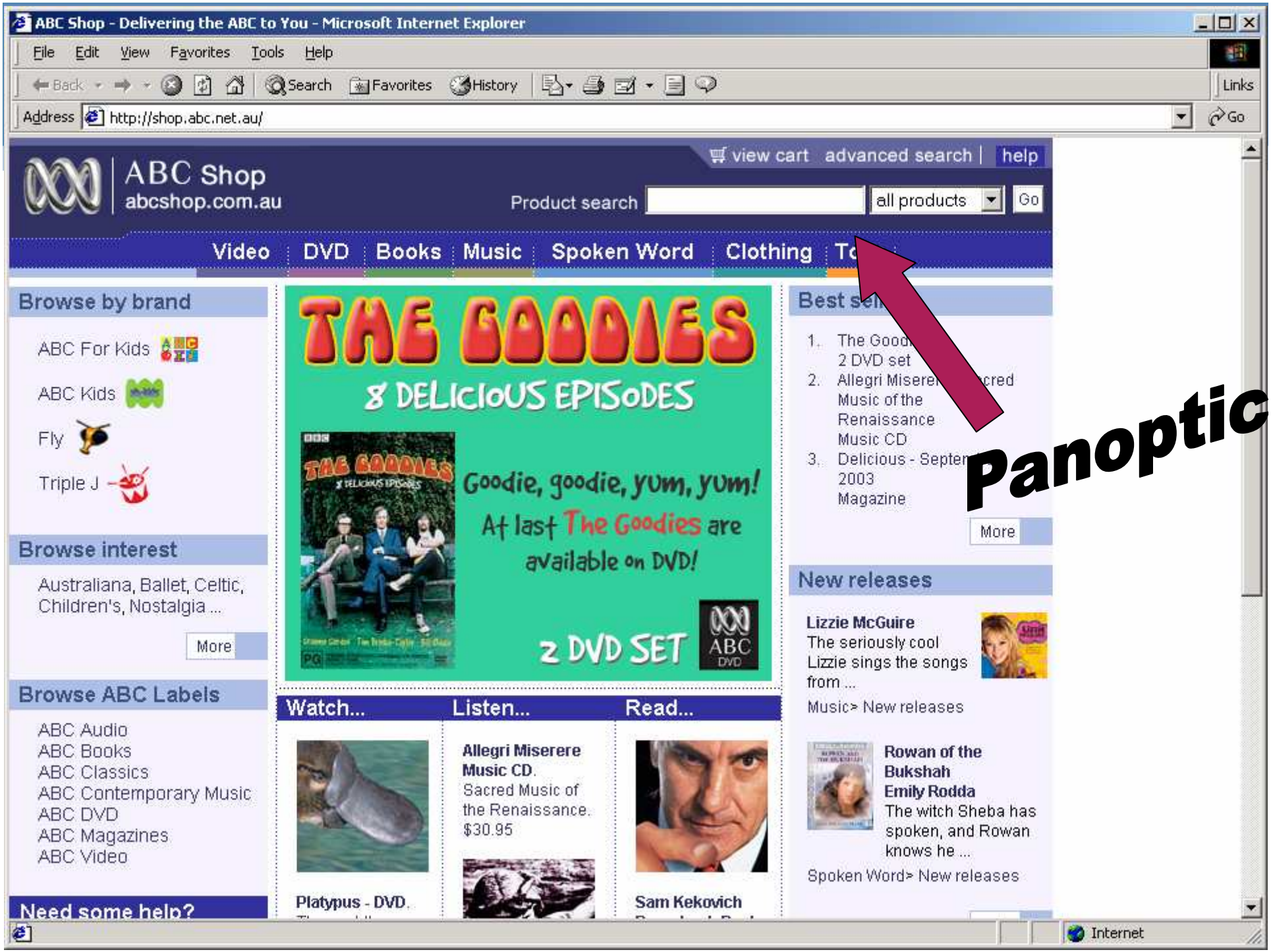
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Need some help?
THE GOODIES
8 DELICIOUS EPISODES
Goodie, goodie, yum, yum!
At last The Goodies are available on DVD!
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ABC DVD
Watch...
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Allegri Miserere Music CD.
Sacred Music of the Renaissance.
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1. The Good
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Magazine
More
New releases
Lizzie McGuire
The seriously cool Lizzie sings the songs from ...
Music> New releases
Rowan of the Bukshah
Emily Rodda
The witch Sheba has spoken, and Rowan knows he ...
Spoken Word> New releases
Panoptic
Internet

Impact:

CSIRO Search:

- Ease of implementation
- Coverage
- Quality of search

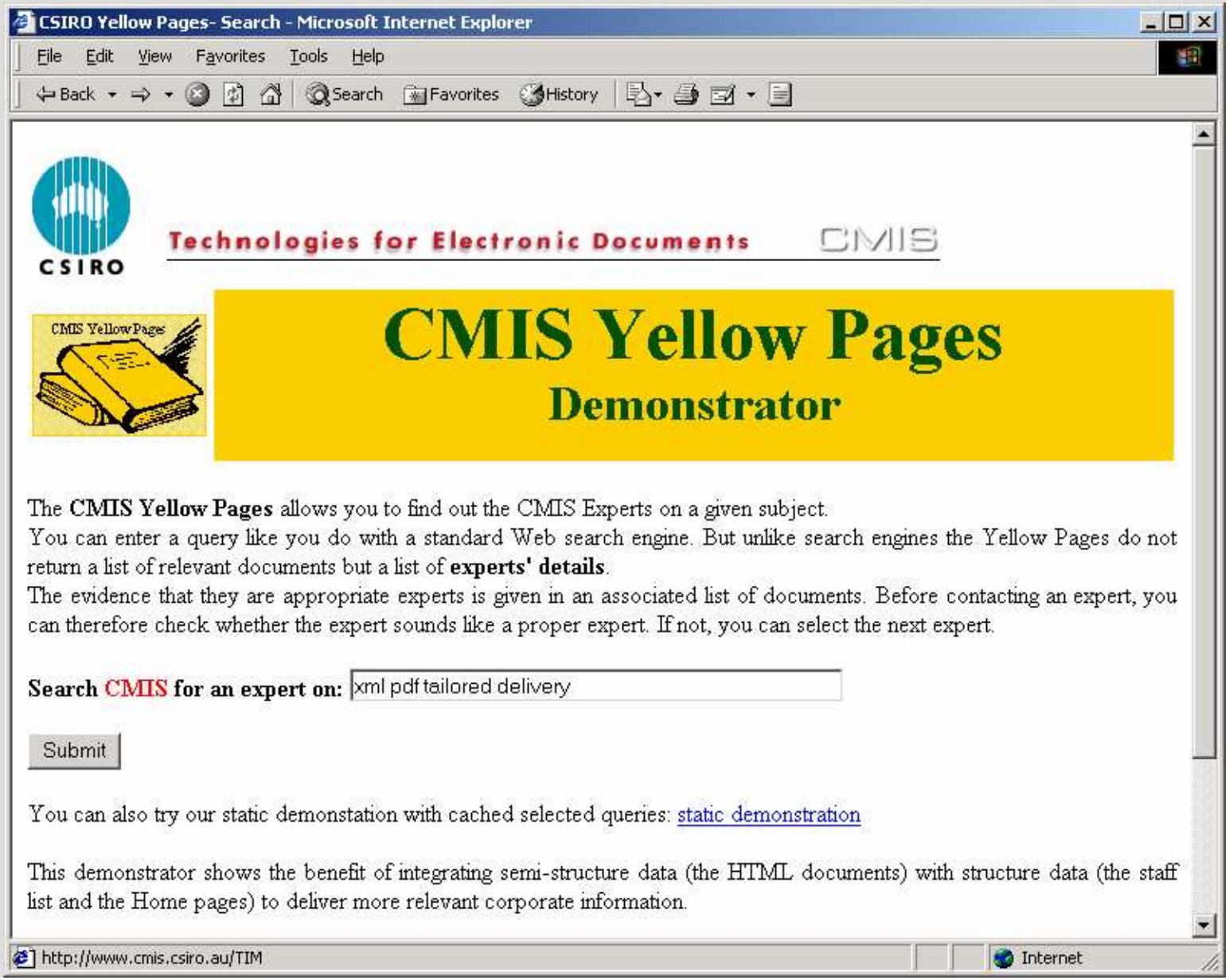
Bank Search:

- Coverage
- Quality of Search
- Embarrassment

ABC Search:

- Sales – increased by 24%!!
- Coverage

People Search:



CSIRO Yellow Pages - Microsoft Internet Explorer

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CSIRO Yellow Pages are brought to you by the the TED group

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Other Names associated with xml pdf tailored delivery

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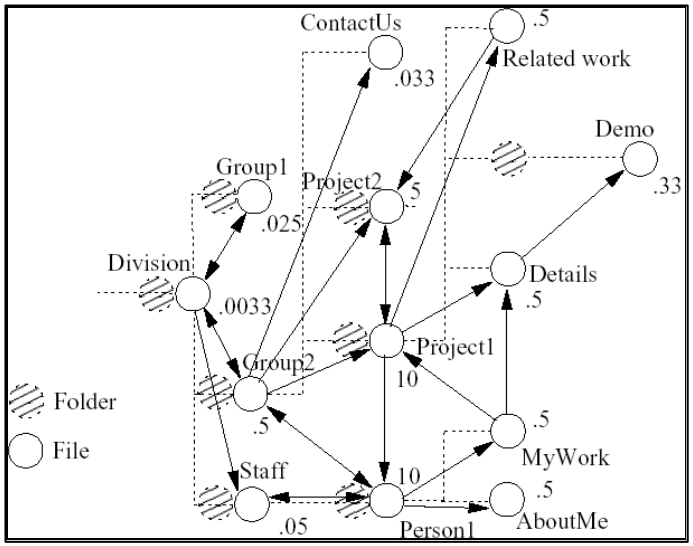
Stephen Wan	(02) 9325 3142		Stephen.Wan@cmis.csiro.au	more details and evidence

Documents Related to Ross Wilkinson

People Search

- Algorithm for automatically building expertise evidence for finding experts
- Combines structured corporate information with different content.
- Evaluation of the algorithm that shows that using organizational structure leads to a significant improvement in the precision of finding an expert.
- Evaluation of the impact of using different data sources on the quality of the results shows that people search is not a “one engine fits all” solution.



The Value of Good Enterprise Search

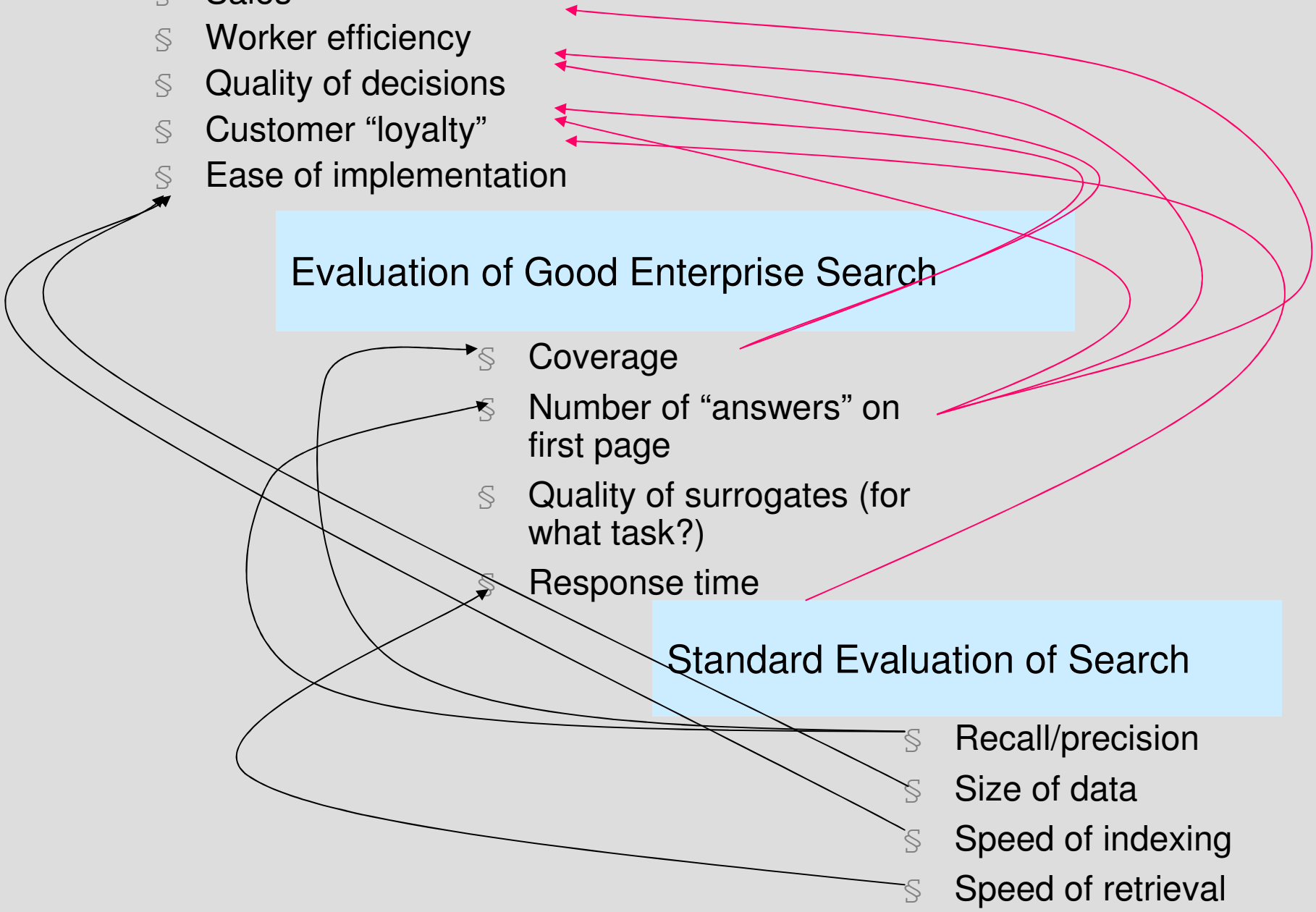
- Sales
- Worker efficiency
- Quality of decisions
- Customer “loyalty”
- Ease of implementation

Evaluation of Good Enterprise Search

- Coverage
- Number of “answers” on first page
- Quality of surrogates (for what task?)
- Response time

Standard Evaluation of Search

- Recall/precision
- Size of data
- Speed of indexing
- Speed of retrieval



Conclusions:

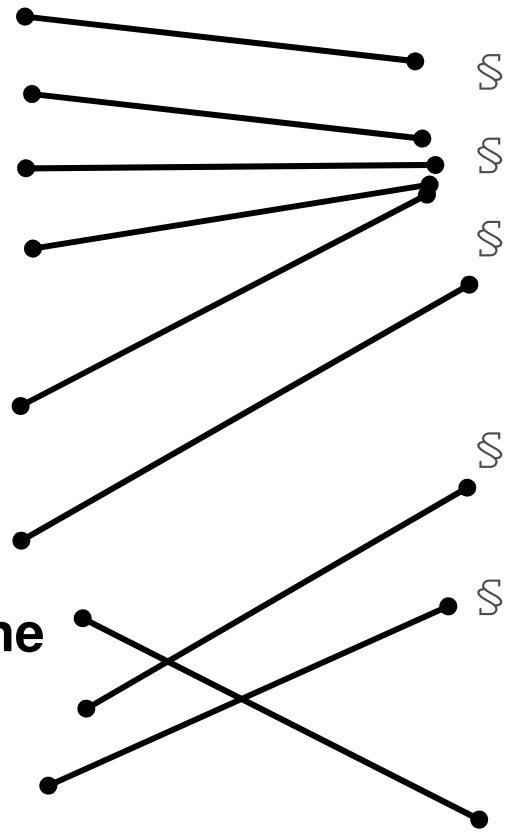
- Context is very complex
  - It should be considered
  - Partial context can deliver high pay-off
  - …with low user effort
  - …and variable system effort
- Current bets:
  - Some knowledge of task
  - Task/source modelling (Fruend..)
  - Some knowledge of delivery context
- Less clear: personal info, discourse history,

Discussion

- Evaluation:
  - Clearly more than accuracy
  - Principally about task efficacy? (BfB)
- How many search systems? What form of average effort – c.f. web track of TREC
- What context model?
  - Person, task, source mapping, delivery environment, history
- Who do we talk to?
  - UM2001 Workshop on User Modelling for Context-Aware Applications, IUI, CHI, AH2006

Mapping Context

- Actor
- Work task
- Search task
- Perceived w. task
- Perceived s. task
- Sources
- Search engine
- Interface
- Interaction



- Who? – the user
- What? – the task
- From where? – what sources of information
- Where? – the environment
- Discourse history?

Experimental Contextual IR

- 3 forms of experimental approach:
- Batch: capture “full” context descriptions
- Interactive light: users perform comparisons only
- Interactive: elicit user context

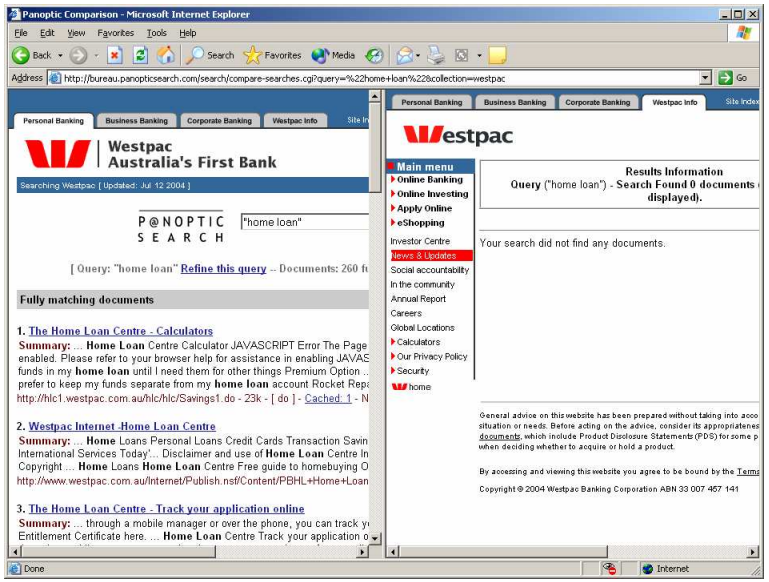
Batch Context

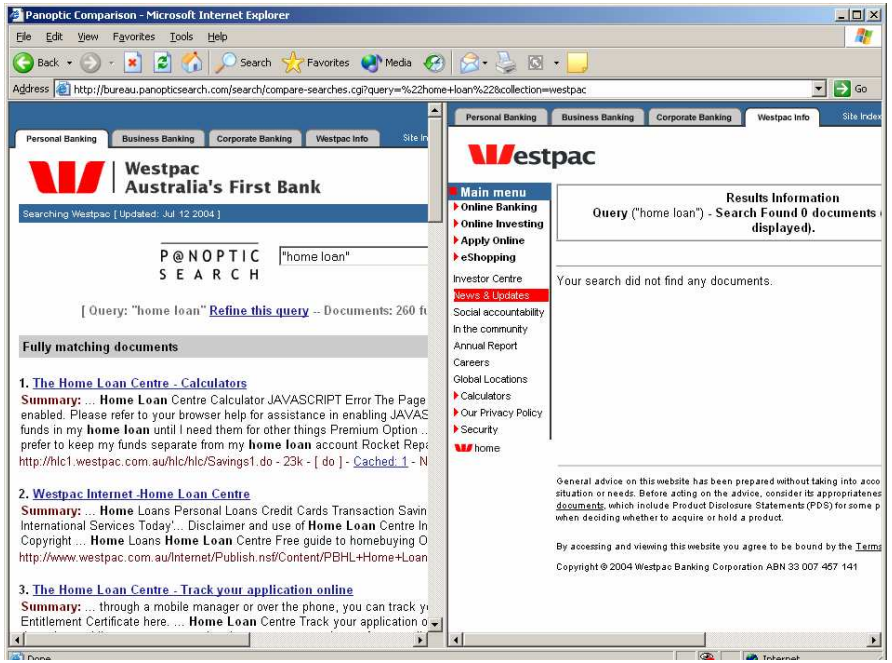
- Get a full context description
- Conduct standard IR, but control a set of context parameters
- The “RAT” – reusable automatic testing framework

Interactive Light

- Use context description to elicit users
- Users issue queries/statements
- Users select system A or system B using side by side comparison
- Could be embedding in operational environments

- Adv: realism
- Dis: could not work for all forms of context

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Interactive

- Elicit user context
- Elicit user information need
- Interact with system
- Elicit user response to interaction

Context sweet spots

- Run an experiment that measures benefit
- Ask customers, find a sweet spot, prove it
- Look for solutions in enterprise/personal search, rather than web search

- Look at current context successes and build
- Look at current failures and resolve

Another set of possibilities

- Run a user study in very constrained environment
- Hypothesize approach
- Optimise system, and run against canned model
- Run interactive light

- Start with a canned model, find out what people do with it.

- Look at search failures where context was the key (be it location, ambiguity, doc. type etc.)

What sort of context will we explore?

- Delivery form?
- Context captured as text that can modify a query
- Context captured as metadata that can modify structured queries

- Can a librarian be used for capturing context from users as part of the process?