

IT Systems Engineering | Universität Potsdam

#### Extreme Web Data Integration

August 14, 2010 Felix Naumann



@IBM Almaden

 Howard Ho, Mauricio Hernandez, Rajasekar Krishnamurthy, Lucian Popa, Roxana Stanoi

@HPI

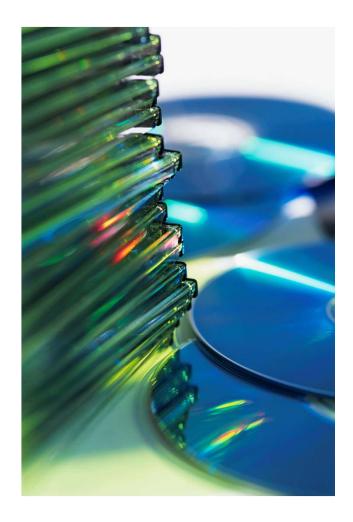
- Christoph Böhm
- Bachelor project student team
- And elsewhere
  - Antonio Sala (University of Modena)
  - Chis Bizer (dbpedia)
  - Open Data community

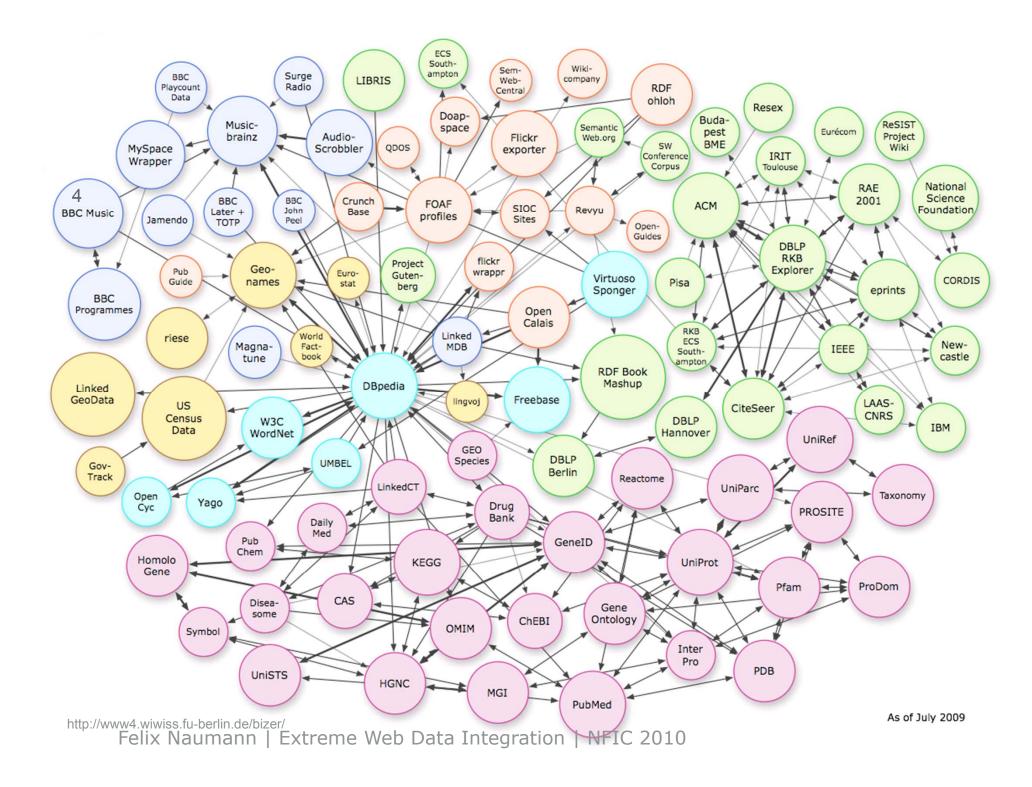


#### Overview

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- Web Data abounds
  - linked, open, and otherwise
- Web Data stinks
  - dirt, grime, and some surprises
- Cleansing and Integration
  - of mops and brooms
- The GovWILD experience
  - politicians, friends, and funds







#### **DBpedia - Extraction**

5

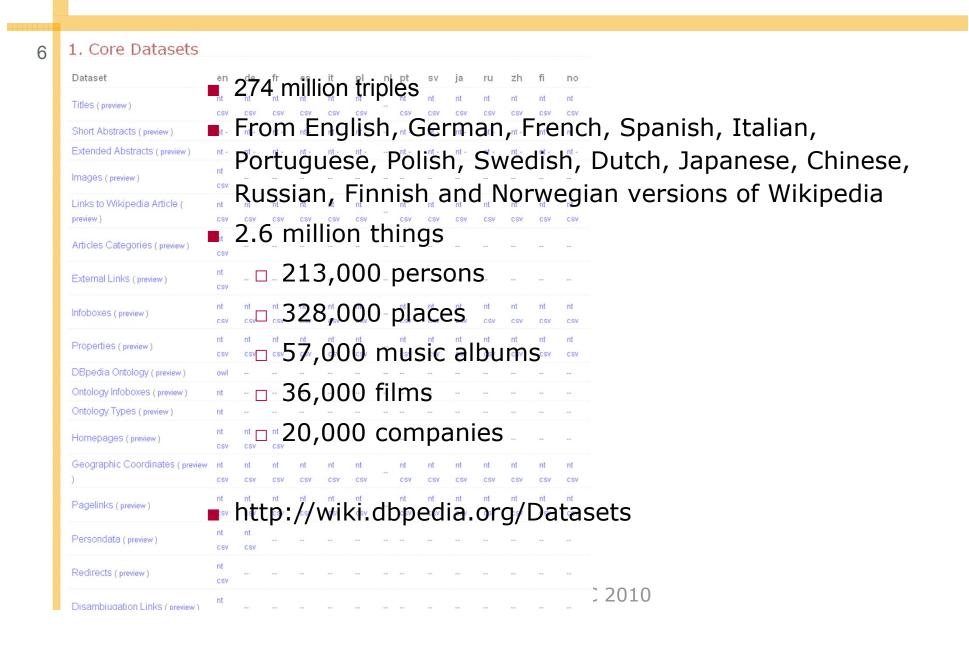
#### {{Infobox Non-profit = IEEE | Non-profit name | Non-profit logo = [[Image:IEEE logo.svg|200px]] | Non-profit type = Professional Organization | founded date = January 1, 1963 = | founder | location = | origins = Merger of the American Institute of Electrical Engineers and | key people = Mr. Pedro A. Ray, Current President | area served = Worldwide | focus = Electrical, Electronics, and Information Technology [http://w /visionmission.html] 1 method = Industry standards, Conferences, Publications | revenue = US\$330 million | endowment = | num volunteers = | num employees = | num members = 395,000+ | owner = | Non-profit slogan = | homepage = [http://www.ieee.org/ www.ieee.org] | tax exempt = | dissolved = | footnotes = >>

EEE Туре Professional Organization Founded January 1, 1963 Origins Merger of the American Institute of Electrical Engineers and the Institute of Radio Engineers Key Mr. Pedro A. Ray, Current President people Worldwide Агеа served Focus Electrical, Electronics, and Information Technology [1] Method Industry standards, Conferences, Publications Revenue US\$330 million Members 395,000+ www.ieee.org 🚱 Website

IEEE

#### HPI Hasso Plattner Institut

#### **DBpedia statistics**



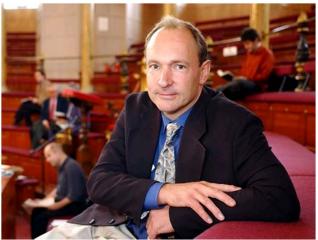


#### And more sources

7

- Government data
  - www.data.gov
  - data.gov.uk
  - ec.europa.eu/eurostat
- Finance / business data
- Scientific databases
  - www.uniprot.org
  - skyserver.sdss.org
- The Web
  - HTML tables and lists
  - □ General sources: DBpedia, freebase, ...
  - Domain-specific sources: IMDB, Gracenote, isbndb, ...

#### "Raw data now!"





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General purpose integration: Create rich knowledge bases

- Semantic Web
- Improved Search
- Link creation
- Cleansing
- Domain specific integration
  - □ Creation of high quality data sets: Complete & accurate
  - Enhancement of organization-internal data
  - Create reference data sets



#### Two Flavors of Integration

- Web Data Integration
  - Structured/semi-structured data
  - Exposed by different data providers
  - Steps: Source selection, data extraction from individual fields/attributes, scrubbing, entity matching, data transformation, data fusion
- Unstructured Entity Integration
  - Unstructured data
  - □ Small set of focused data sources.
  - Steps: Information extraction (from large text/html documents), Entity Resolution and Data Mapping / Fusion.

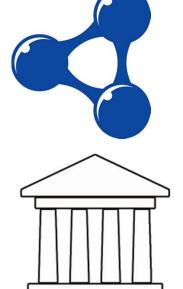




Linked Open Data (Midas,LOD)

- Integrating DBpedia, Freebase, SEC and FDIC at the level company entities
- Government (Midas.Gov)

- Integrating structured data from government data sources like usaspending.gov, senate.gov, etc.
- Persons, legal entities, funding
- Regulatory sources (Midas.Finance)
  - Integrating unstructured/semi-structured data sources containing information about a wide range of entities (e.g., SEC and FDIC)

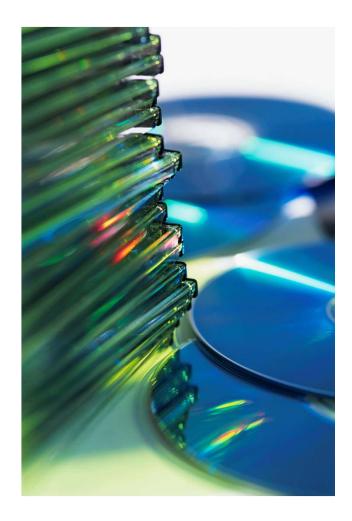






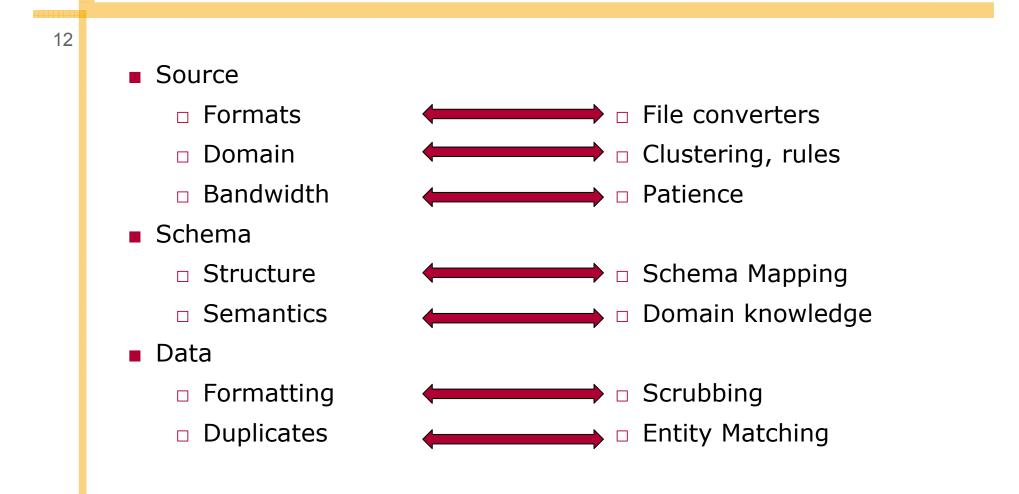
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## Challenges: Heterogeneity at all levels





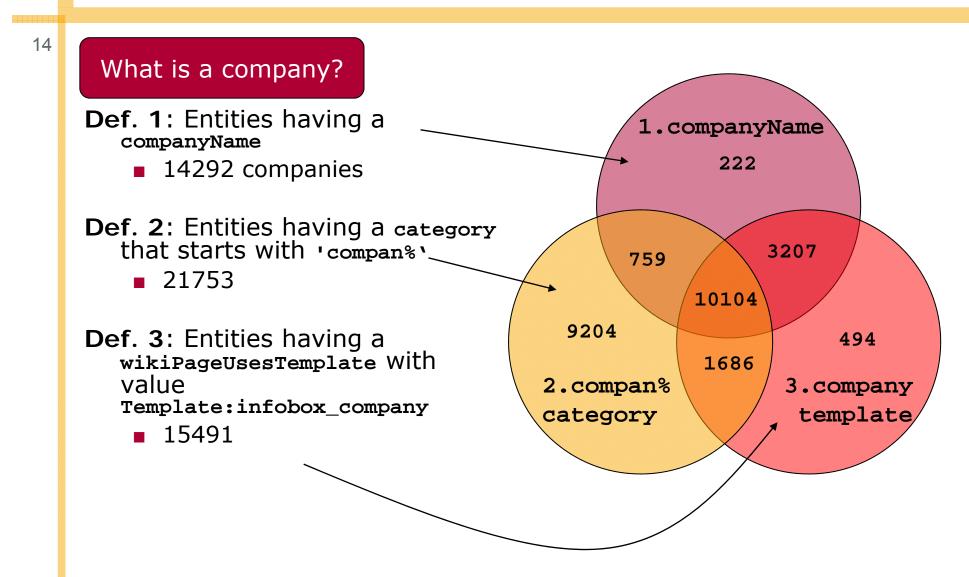
#### The problem – a format mess

#### Commitment position key: SI2.514875.1

	2008	Amount €:	99.965.021,40	
Subject of grant or contract:	2007-EU-50010-P Eas	syWay * - K(2008) 8479		
Responsible Department:	Trans-European Transport Network Executive Agency	Budget line name and number:	Financial support for projects of common interest in the trans-European transport network (06.03.03)	
Programme:	TEN Transport	Co-financing rate:	100,00 %	
Beneficiary				
Name: ANONYMI ETAIREI/ HELLENIC MOTOR		ACHEIRISIS ELLINIKON AFTOKINITOD	ROMON*TEO AE SOCIETE ANONYME OF	
Address: 14342 ATHINA, VIT	NIS STREET 14-18	Countr	y / Territory: Greece	
Name: BUNDESREPUBLI	K DEUTSCHLAND*REP	JBLIQUE FEDERALE D ALLEMAGNE FE	DERAL REPUBLIC OF GERMANY	
Address:		Countr	y / Territory: Germany	
Address:	"nan "coo "cou	ordinator" : false,	"ROBERT BOSCH GMBH*", Germany 70049 STUTTGA	



#### The problem – a domain mess





#### The problem – a schema mess

- Wikipedia/DBpedia: Triples and ill-defined templates invite disaster.
- Schema chaos: Many attribute synonyms
  - Hundreds of different attributes
  - companyName vs. organizationName vs. name vs. company
- Schema misuse: Many attribute homonyms
  - Foundation attribute in DBPedia may contain
    - Person who founded the company
    - Year/Date company was founded
    - Location where the company was found

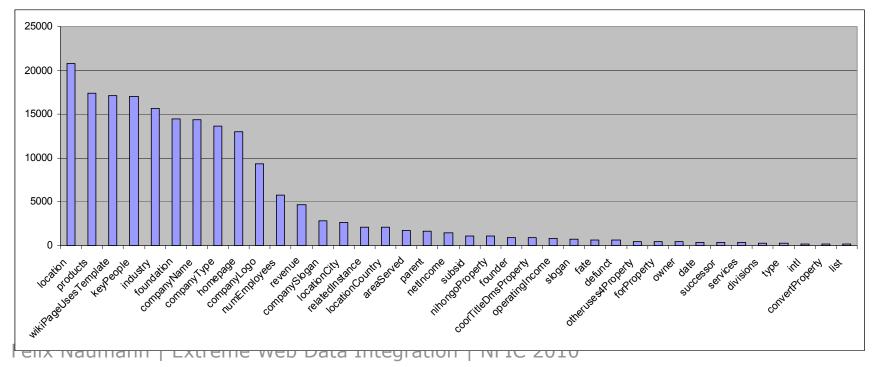


#### **Profiling Companies**

Definition of companies?

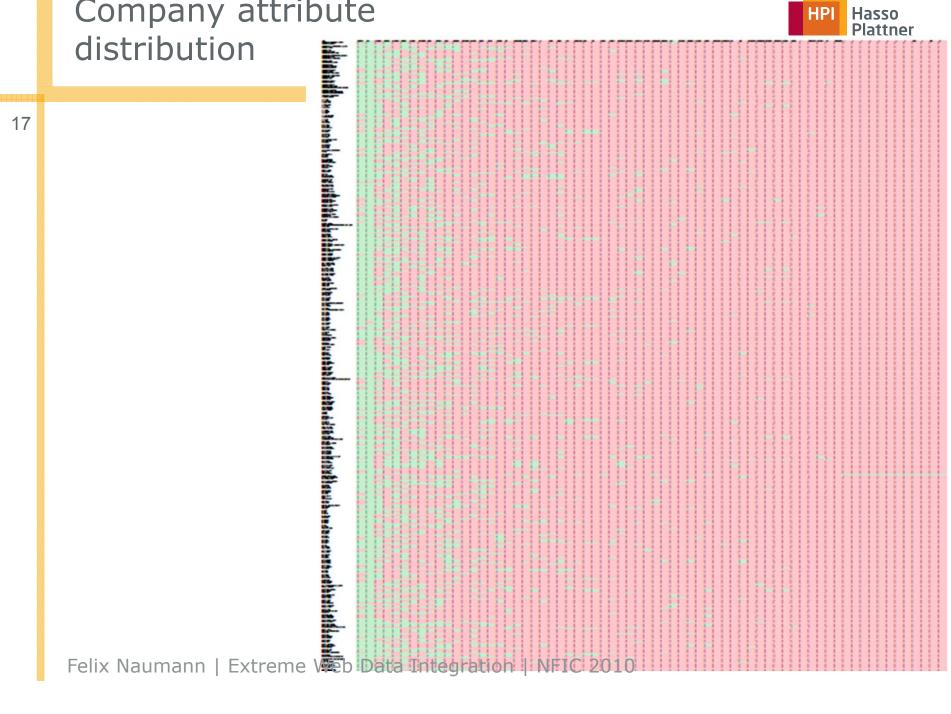
- SELECT DISTINCT TOPIC FROM DBPEDIA.INFOBOXES WHERE ATTRIBUTE = 'companyName'
- Schema?

- SELECT ATTRIBUTE, COUNT(\*) AS SUM
- □ FROM DBPEDIA.INFOBOXES
- □ WHERE TOPIC IN
- Output: Select DISTINCT TOPIC FROM DBPEDIA.INFOBOXES WHERE ATTRIBUTE = 'companyName')
- GROUP BY ATTRIBUTE
- ORDER BY SUM DESC;



#### Company attribute distribution







#### Infoboxes with CompanyTemplate

#### 18

- 1083 different attributes
  - H-index 56
  - □ 499 appear only once
- Of the 1083 attr., 39 distinct ones contain `name' as substring
- 273 companies without any name attribute

location products wikiPageUsesTemplate keyPeople industry foundation homepage companyType companyName companyLogo numEmployees revenue locationCity locationCountry companySlogan areaServed relatedInstance type parent name netIncome founder subsid nihongoProperty slogan coorTitleDmsProperty logo services operatingIncome owner otheruses4Property intl forProperty divisions date locations

20617	companyName	13355
18176	name	2036
18048	surname	25
17836		8
16822	F- <b>/</b>	4
15826	1	4
14476	absNameProperty	3
13433	dnvNameProperty	3
13355	labelName	3
9006	logoFilename	3
6207	dvdEuroCompanyName	3 2 2
5030	filename	2
4098	longName	2
3212	websitename	2
2815	alternativeNames	1
2557	birthname	1
2284		1
2152	bTcgvuvCompanyName	1
2054	companyNameLocal	1
2036	companyNamesBigBum	1
1663	europeanTradeAssociationCompanyName	1
1597	familyCorporationCompanyName	1
1232	formerNames	1
1141	fukCompanyName	1
1087	golfFacilityName	1
960	hangulName	1
925	iceCreamCompanyName	1
904	nativeName	1
896	nickname	1
680	officialName	1
510	oldName	1
503	organisationName	1
467	publicCompanyName	1
429	renamed	1
422	shortName	1
419	wineryName	1



#### Company Template

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Requirements Vartical list

<pre>name = The Corporation Company logo = [[Image:Example.png 160px]] type = [[Public company Public]] ({(nyse TCC1}), {(tyo TCC1)}) genre = Corporate histories predecessor = The Wikitory Company foundation = [[New York City]], [[United States U.S.]] ({(Start date 1900})) founder = Wikiped Wikiad location_city = [[Seattle]], [[Washington]] location_country = [[United States U.S.]] location = location = location = location = location = [[North America]] key_people = Wikiped Wikiad <small>([[Entrepreneur Founder]])</small>   Waldo Wikiad <small>([[Chief executive officer CEO]])</small> industry = [[Publishing]] products = [[Book]]s, [[magazine]]s services = Literary restoration, literary archiving revenue = US\$500,000,000 (2000), {(increase)} 5% from 1999</br></pre>		
<pre>logo = [[Image:Example.png]160px]] type = [[Public company Public]] ({{nyse TCC1}}, {{tyo TCC1}}) genre = Corporate histories predecessor = The Wikitory Company foundation = [[New York City]], [[United States U.S.]] ({{Start date 1900}}) founder = Wikiped Wikiad location_city = [[Seattle]], [[Washington]] location_country = [[United States U.S.]] location = locations = 300 stores (2000) at [[2000-12-31]] area_served = [[North America]] key_people = Wikiped Wikiad <small>([[Entrepreneur Founder]])</small>   Waldo Wikiad <small>([[Chief executive officer CE0]])</small> industry = [[Publishing]] products = [[Book]]s, [[magazine]]s services = Literary restoration, literary archiving revenue = US\$500,000,000 (2000), {{increase}} 5% from 1999</br></pre>		
products = [[Book]]s, [[magazine]]s services = Literary restoration, literary archiving revenue = US\$500,000,000 (2000), {{increase}} 5% from 1999	name logo type genre predecessor foundation founder location_city location_country location locations area_served key_people	<pre>= [[Image:Example.png]160px]] = [[Public company Public]] (((nyse TCC1)), ((tyo TCC1))) = Corporate histories = The Wikitory Company = [[New York City]], [[United States U.S.]] (((Start date 1900))) = Wikiped Wikiad = [[Seattle]], [[Washington]] = [[United States U.S.]] = = 300 stores (2000) at [[2000-12-31]] = [[North America]] = [[North America]] = Wikiped Wikiad <small>([[Entrepreneur Founder]])</small>   Waldo Wikiad <small>([[Chief executive officer CE0]])</small></pre>
<pre>operating_income = US\$350,000,000 (2000) {{steady}} from 1999 net_income = US\$50,000,000 (2000) {{decrease}} 12% from 1999 assets = US\$1,500,000,000 at [[2000-12-31]] {{decrease}} 9% from year earlier equity = US\$950,000,000 at [[2000-12-31]] {{increase}} 6% from year earlier owner = Wikiped Wikiad num_employees = 1,500 (2000) parent = Mega Corporation Inc. divisions = TCC Company Histories, TCC Magazine Services subsid = Restored Book Company, Super Archives, Ltd. homepage = [http://www.thecorporationcompany.com/ TheCorporationCompany.com] footnotes = intl = </pre>	products services revenue operating_income net_income assets equity owner num_employees parent divisions subsid homepage footnotes	<pre>= [[Book]]s, [[magazine]]s = Literary restoration, literary archiving = US\$500,000,000 (2000), {{increase}} 5% from 1999 = US\$50,000,000 (2000) {{steady} from 1999 = US\$1,500,000,000 (2000) {{decrease} 12% from 1999 = US\$1,500,000,000 at [[2000-12-31]] {{decrease} 9% from year earlier = US\$950,000,000 at [[2000-12-31]] {{increase} 6% from year earlier = Wikiped Wikiad = 1,500 (2000) = Mega Corporation Inc. = TCC Company Histories, TCC Magazine Services = Restored Book Company, Super Archives, Ltd.</pre>

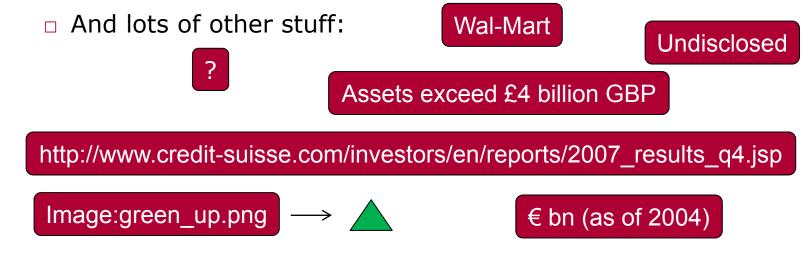
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logo	=	
type	=	REQUIRED
genre	=	
fate	=	
predecessor	=	
successor	=	
foundation	=	REQUIRED
founder	=	
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location city	=	REQUIRED
location country	=	REQUIRED
location	=	
locations	=	
area served	=	
key people	=	
industry	= ;	
products	=	
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revenue	= ;	
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example1		\$220,989,132	\$220,989,132	\$220,989,132	Dept. of Defense		Logistics	SP0600	Defense Logistics Agency	SP0600	Invalid code
example2		\$33,710,000	\$33,710,000	\$33,710,000	Dept. of Defense		NAVY, Department of the	N00024	NAVY, Department of the	N00024	Convenienc and Econon
info		add?			kind of category for subagency		P	hev			
									one contract		
info2		never null	never null	never null	never null, use standardized from modified				might have several funding agencies		
scrubbing						split			use Contracting Agency if left blank	1	
map to LegalEntity											
as recipient map to LegalEntity as Parent recipient	subject = "USSpending",		amount.curr	amount.ult							



#### The problem – a data mess

- 21
- Poor schemata: No types, no constraints
- Sloppy data entry: Data value are neither standardized nor normalized
- Revenue attribute in DBPedia may contain different units, different currencies, and different number-formats.
  - I.64 billion USD vs. \$1640 m vs. 1,6 vs. more than one million Euro in 2006



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	middleName		string			x	x	x		x	X				
5	lastName		string			x	x	x		x	x				
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9	street	"5th Avenue, 1"	string	countries?							×				
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11	city	"New York"	string							х	x				
12	zipCode	"012G4"	string							х	x				L
13	state	"New York"	string								x				<b></b>
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				glish country											
15	country	"United States"	string	names and		US					x				
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18	death: {year: month: day:}	{year: 1950, month: 3, day: 12}	record with int				x								
	gender	"male", "female"	string				~				<u> </u>				<u> </u>
20	placeOfBirth		string				bio				x				
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	nationalities	[France]	[string]								x				
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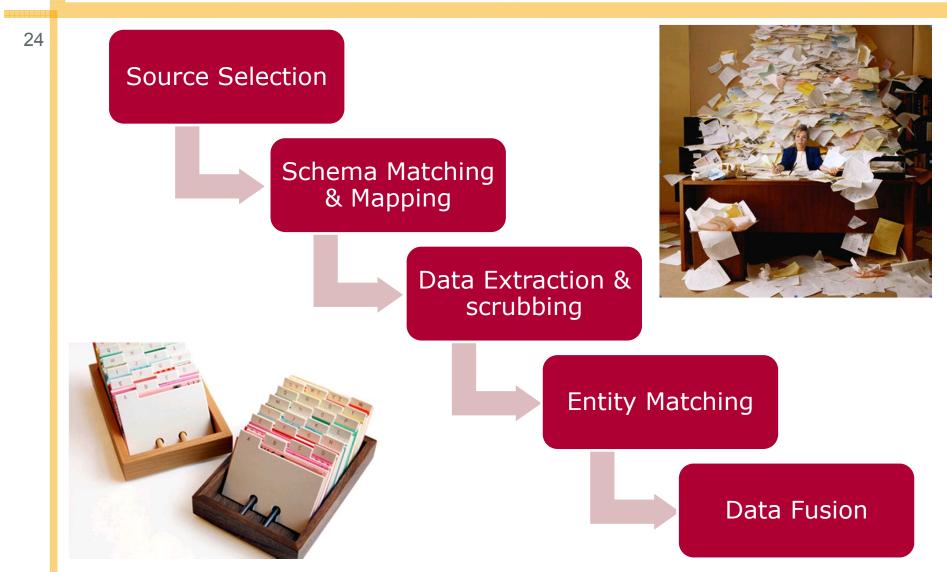
23

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#### Five steps for integration





### Five steps – Source selection

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- Performed by domain experts
- Criteria
  - Availability and downloadability
  - Coverage of domain (completeness)
  - Complementation with other sources
  - Reputation of source
  - Accuracy of data
  - Cost
  - Other data quality criteria...

To	<u>p</u> : Health <i>(57,758)</i>	
	• <u>Animal</u> (5,432)	
/	<ul> <li><u>Alternative</u> (4,700)</li> <li><u>Conditions and Diseases</u> (14,289)</li> <li><u>Healthcare Industry</u>@ (5,652)</li> </ul>	• <u>Medicine</u> (10,070) • <u>Mental Health</u> (4,577) • <u>Regional</u> (0)
	<ul> <li><u>Addictions</u> (2,302)</li> <li><u>Aging</u> (77)</li> <li><u>Beauty</u> (432)</li> <li><u>Child Health</u> (433)</li> <li><u>Conferences</u> (0)</li> <li><u>Dentistry</u> (533)</li> <li><u>Directories</u> (6)</li> </ul>	<ul> <li>Nutrition (550)</li> <li>Occupational Health and Safety (423)</li> <li>Organizations (132)</li> <li>Pharmacy (2,573)</li> <li>Products and Shopping (0)</li> <li>Professions (1,337)</li> <li>Public Health and Safety (3,064)</li> </ul>
	<ul> <li><u>Disabilities</u>@ (881)</li> <li><u>Education</u> (265)</li> <li><u>Employment</u>@ (361)</li> <li><u>Environmental Health</u>@ (279)</li> <li><u>Fitness</u> (305)</li> </ul>	Publications@ (131)     Reproductive Health (1,812)     Resources (106)     Search Engines (11)     Senior Health (647)
	<ul> <li><u>History@</u> (8)</li> <li><u>Home Health</u> (245)</li> <li><u>Insurance@</u> (131)</li> <li><u>Issues@</u> (2,003)</li> <li><u>Medical Tourism@</u> (67)</li> <li><u>Men's Health</u> (178)</li> <li><u>News and Media</u> (202)</li> </ul>	<ul> <li><u>Senses</u> (297)</li> <li><u>Services</u> (37)</li> <li><u>Specific Substances</u> (581)</li> <li><u>Support Groups</u> (280)</li> <li><u>Teen Health</u> (49)</li> <li><u>Travel Health</u> (67)</li> <li><u>Weight Loss</u> (286)</li> </ul>

- Nursing (1,109)
- dmoz.org

• Women's Health (513)

# Five steps – Schema matching and schema mapping



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- Semi-automated matching
  - Label-based and instance-based
- Challenges:
  - Multi-lingual
  - Homonyms and Synonyms
  - □ 1:1, 1:n, n:m
- Complex data transformation

Final Schema	DBPedia	SEC	Freebase
dbpediaURI			/type/object/key
cik	secCik	СІК	, type, object, key
irsnumber			
i shambel	companyName, name,		
companyName	nonProfitName	name	/type/object/name, /common/
			/location/mailing_address/stre
address		BusinessAddress, MailingAddress	
locationCity	locationCity, location	BusinessAddress, MailingAddress	
locationCountry	locationCountry, location, showflag	BusinessAddress, MailingAddress BusinessAddress	
telephone symbol	symbol	Symbol	/business/company/ticker_syn
Symbol	Symbol	Symbol	/business/company/ticker_syn
	hamanaal		
homepage	homepage, url		/business/employer/employee
keyPeople (name,title)	kevPeople	KeyPeople	/business/company/board_me
	,		, , , ,
industry	industry		industry
and usin	producto convices copre		
products	products, services, genre		
<u>companyType</u>	companyType, type, nonProfitType		company_type
numEmployees	numEmployees, employees		
revenue	revenue		
	netIncome, grossProfit, earnings,		
netIncome	operatingIncome		
foundingYear	foundation, ageProperty		/business/company/founded
fate	fate, currentStatus, end, dissolved,	defunct, successor, origins	
companySlogan	companySlogan, motto, slogan		
			//

Felix Naumann | Extreme Web



- Recognize data types
- Regular expressions for multi-valued strings
- Remove spurious values (layout, formatting, ...)
- Standardize formats
- Translate from foreign languages



#### Five steps – Entity matching

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- Duplicate entries
- Linking between entries
- Challenges
  - □ Fuzzy matching: Similarity measures
  - Data volume: Partitioning algorithms
  - Sparse data
    - Michael Jordan visited Indianapolis"

Find People		Find People	e   <u>Find a Busir</u>
First Name	*Last Name	City, State or ZIP	
Michael	Jordan	CA	Find

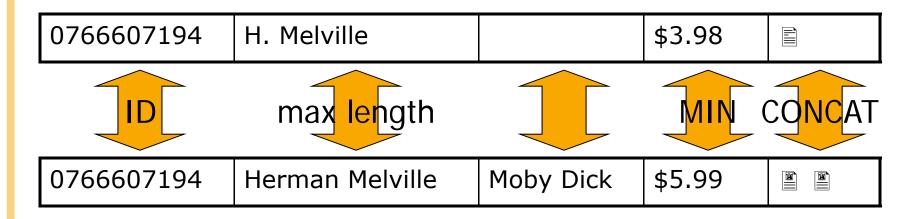
Whoa! Over 100 Results Found

#### Five steps – Data fusion



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- Combine multiple representations of real-world entities
  - □ Survivorship, consolidation, etc.
- Resolve data conflicts
  - Conflict resolution functions
  - Reputation / accuracy / freshness -> "truth discovery"
- Retain data lineage





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## Motivation – Wealth of Open Gov Data





#### Interesting queries



- Find all *classmates* of George W. Bush who, during Bush's term, have worked at a company that has received government funding.
- For each member of congress, find all earmarks awarded to organizations that have *employed a relative* of that member of congress.
- For each member of congress, find all companies that have received funding supported by that member and have *employed him/her after their term in congress*.
- Goal: Demonstrate the power of
  - Sets: Instead of researching individuals, write queries against large sets of persons
  - Joins: Make unknown connections, for instance connecting persons through their universities or connecting persons with companies in multiple ways (employment and funding)
  - Grouping and aggregation: Combine information about parties, companies, and persons and find averages and sums.
  - □ *Sorting*: Order results by funding amount to find top results.

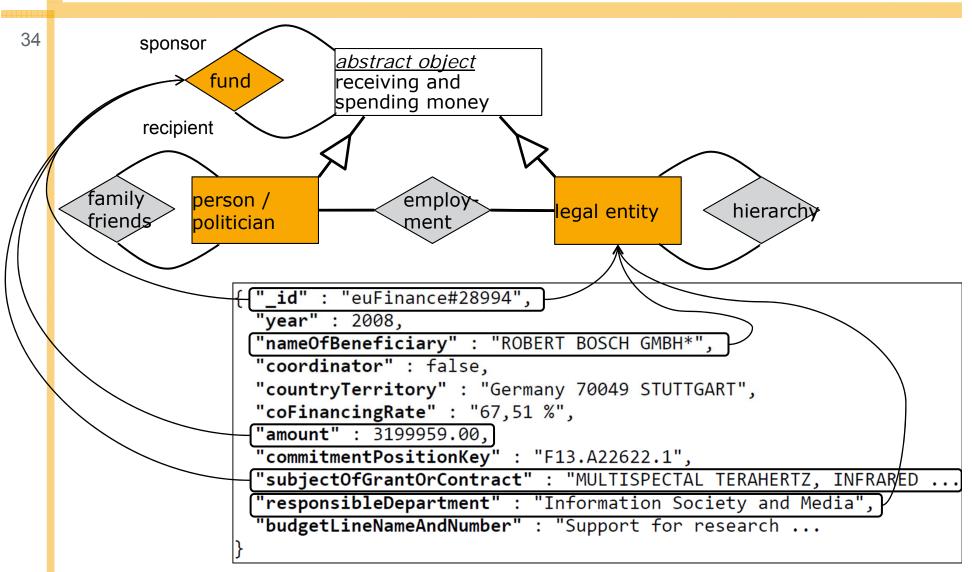


#### Data sources so far

Source	Num. of entities	Num. of attributes	Format	Content
US Spending	1.7m	122	XML	all gov spending
US Earmarks	20,000	37	CSV	anonymous garrantees
US Congress	12,000	8	HTML	members of congress since 1744, incl. bio
DE Party Donations	1,500	4	HTML	Donations > 20,000 €
EU Finance	122,000	11	HTML	EU spending
EU Agric. Subventions	207,000	8	HTML	EU spending
EU Parliam. Data	900	14	HTML	members of parliament
Freebase Person Data	1,8m	32	TSV	person data

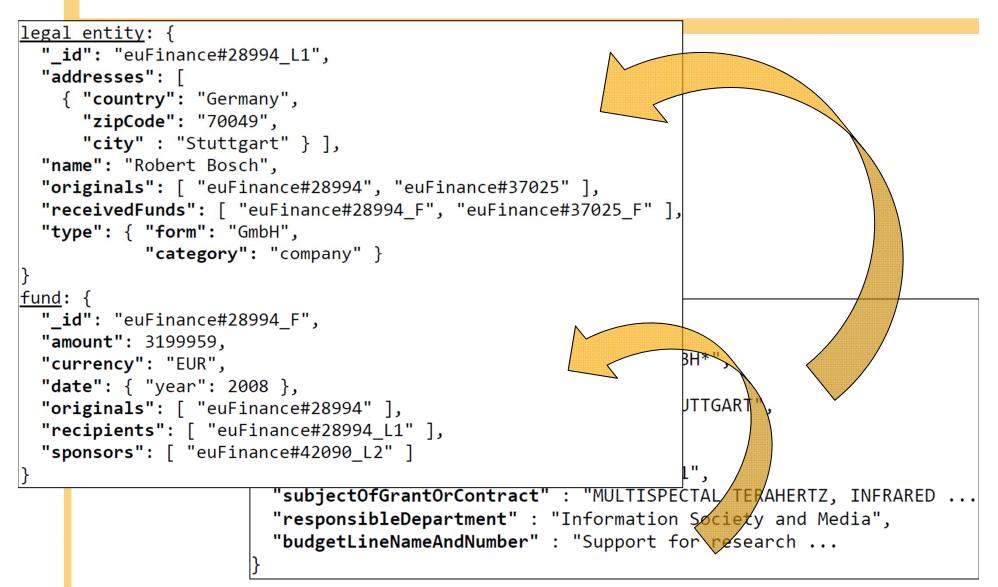


## Data – Mapping and Scrubbing





#### Data - Transformation





## Data – Cleansing

- Deduplication
  - Intra Source Consolidation
  - Intra Source Duplicate Detection
    - Duplicate Detection Toolkit DuDe
    - Hundreds of duplicates within original sources
  - Entity Matching across Sources
    - Augment discovered Person Data with Freebase Info
    - Jaro-Winkler and Monge-Elkan distance
- Entity Fusion
  - Dempster-Shafer-Theory

#### http://govwild.org



Search

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- 200,000 persons
- 248,000 legal entities
- 1,000,000 funds
- Keyword Queries
- Linked Data Interface (dereference URIs)
- Exploration of entities mentioned in New York Times articles
- Data Download (RDF, SQL Dump, JSON files)



#### Summary

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- Web Data abounds
  - linked, open, and otherwise
- Web Data stinks
  - dirt, grime, and some surprises
- Cleansing and Integration
  - of mops and brooms
- The GovWILD experience
  - politicians, friends, and funds

