Keywords, phrases, clauses and sentences

Topicality, indicativeness and informativeness at scales

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Slides available at: dwz.cn/kan-kp



SOURCES FOR KEYPHRASE EVIDENCE



Motic has launched its new upright microscope, the BA410, a newly designed, modular stand especially for routine-clinical, lab, and teaching applications suitable for a wide range of transmitted light applications for the life science markets.

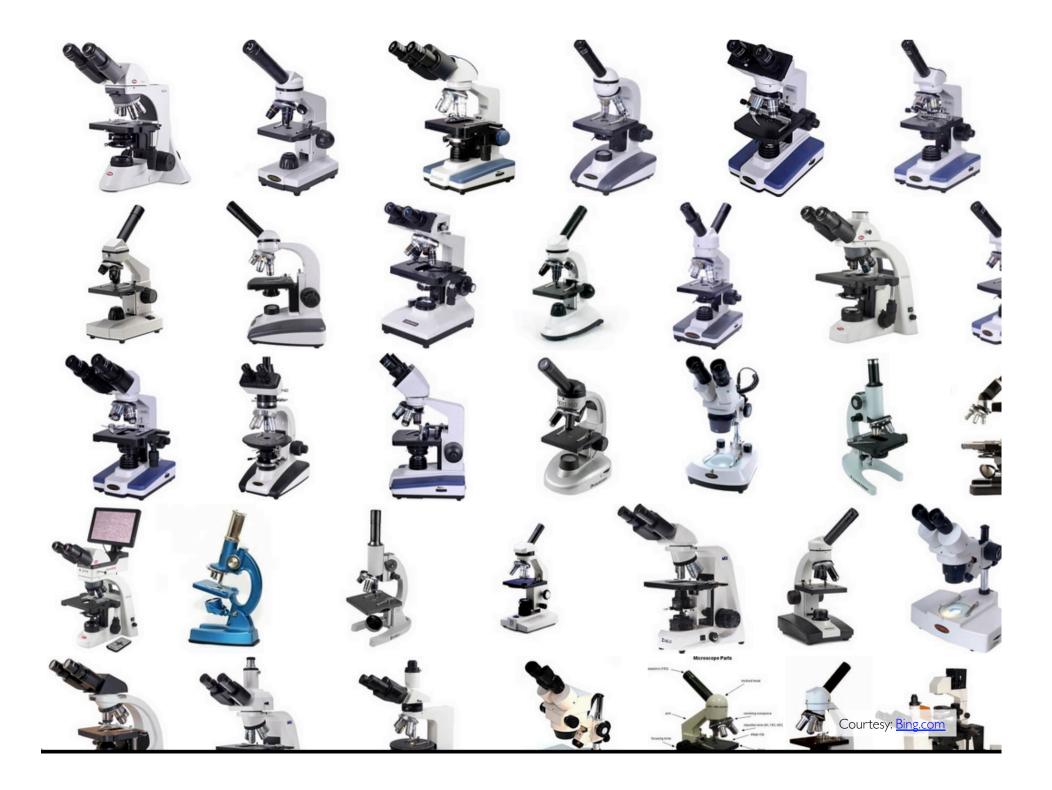
A completely redesigned optical system ensures that the BA410 will provide the best image quality in the demanding cytology, pathology, and histology fields from both demanding amateur to professional levels. A variety of new viewing heads are also available, including a Trinocular head with three light splits (100:0/20:80/0:100) and two Ergonomic heads with tilting and (optional) telescopic functions.

The improved CCIS Optical system includes a variety of contrast techniques like Fluorescence, dark field, polarization as well as an improved phase contrast: one condenser covers both positive as well as negative phase contrast lenses. While a solid-state quintuple nosepiece is standard, an optional sextuple nosepiece is now also available.

Imaging has also been improved through new CCD adapters, optimizing the use of all Motic Digital cameras with CMOS and CCD sensor targets.

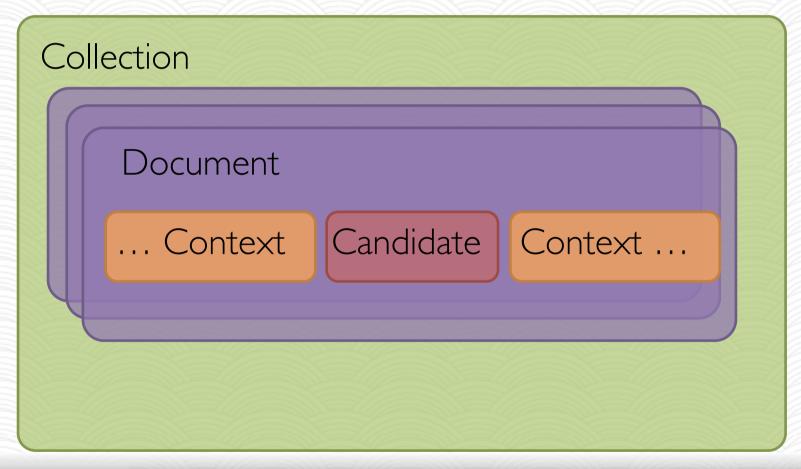
The completely lead-free manufacturing of the microscope and its optics follow the RoHS regulations of environment and user protection.

- 30° inclined Binocular head with 360° Swiveling eyepiece tubes for comfortable viewing while seated.
- Optionally binocular ergo head, tilting $4^{\circ}\sim30^{\circ}$ or binocular ergo plus head, tilting $4^{\circ}\sim30^{\circ}$ and telescoping 35mm
- Interpupillary distance adjustment between 48-75mm
- Widefield eyepieces N-WF10X/22mm with diopter adjustment on both eyepieces
- Reversed sextuple nosepiece with click stops for precise magnification changes
- CCIS EC-H Plan Achromatic objectives 4X/0.10, 10X/0.25, 40X/0.65 Spring, 100X/1.25
 Spring/Oil
- Coaxial coarse and fine focusing system with I micron minimum increment with tension adjustment
- Vertical travel range 27mm
- Large 175mm X 145mm mechanical stage with low-position coaxial controls. Travel range 80 X 53mm. Sample holder can hold up to 2 slides
- Focusable and centrable Achromat swing-out condenser N.A. 0.90 with iris diaphragm
- Collector lens assembly with screw-on filter holder
- Koehler illumination quartz Halogen 6V/30W with external lamphouse and intensity control



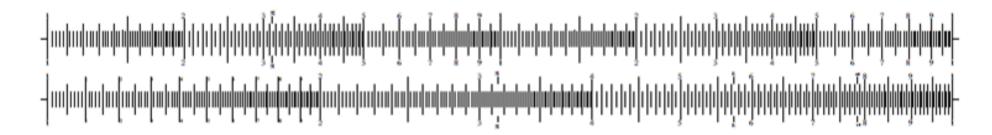
Evidence has its scales

External





Sources for Keyphrase Evidence



SUMMARIZATION SCALES

Error Analysis

Directions Forward

Anthology as Platform



Scaling

NLP tackles "summarization" at different scales:

- KeywordsKeyphrases
- Headlines
- Abstracts and summaries



Keywords / Phrases

- Position
 - Spread
 - Section
- Structure
 - Part of Speech
 - N-gram Models

Supervision: Keyphraseness

(Nguyen and Kan, 2007)

(Witten et al., 1999) (Griveva, 2009) (Hulth, 2004) (Nakov, 2015)

(Liu et al., 2009) (Nguyen and Phan, 2009) (Wu et al., 2005)



Clauses – Headlines

HEADY (Alfonseca, 2013)

One-shot, single output

- Abstractive
- Pulling from multiple sites

- Density Coverage
- Complexity Penalty
 - Text simplification



Sentences - Summaries

- Predicate Structure
- Dependency Tuples
- Semantic Roles

- Redundancy
- Length penalty
- Cohesion



Summarization Facets

- Single vs. Multi
- Generic vs. Query-biased
- Stationary vs. Update
- Indicative vs. Informative

Internal only vs.
 Leveraging External Resources



Table 1. Participant summarization method features. tf: term frequency; loc: location; disc:discourse; coref: coreference; co-occ: co-occurrence; syn: synonyms.

Participant	tf	loc	disc	coref	co-occ	syn
BT	+	+	-	+	+	-
CGI/CMU	+	+	-		+	-
CIR	+	+		-	-	+
Cornell/SabIR	+	-	-	-	+	-
GE	+	+	+	+	+	-
IA	+	-	-	. -	+	-
IBM	+	+	-	-	-	-
ISI	+	+	-	-	-	+
LN	+	-	-	-	+	-
NMSU	+	-	+	+	-	-
NTU	+	-	+	+	-	-
Penn	-	+	-	+	-	-
SRA	+	+	-	+	-	+
Surrey	+	-	+	-	+	+
TextWise	+	-	-	+	+	+ ,
UMass	+	-	-	-	+	-

Noise Reduction / Signal Enhancement

cf (Erbs et al., 2015)

Mani et al. (2002) SUMMAC: a text summarization evaluation. Natural Language Engineering 8(1). p 43-68.

Generic Summarization and Keyphrase Extraction Using Mutual Reinforcement Principle and Sentence Clustering

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ABSTRACT

A novel method for simultaneous keyphrase extraction and generic text summarization is proposed by modeling text documents as weighted undirected and weighted bipartite graphs. Spectral graph clustering algorithms are used for partitioning sentences of the documents into topical groups with sentence link priors being exploited to enhance clustering quality. Within each topical group, saliency scores for keyphrases and sentences are generated based on a mutual reinforcement principle. The keyphrases and sentences are then ranked according to their saliency scores and selected for inclusion in the top keyphrase list and summaries of the document. The idea of building a hierarchy of summaries for documents capturing different levels of granularity is also briefly discussed. Our method is illustrated using several examples from news articles, news broadcast transcripts and web documents.

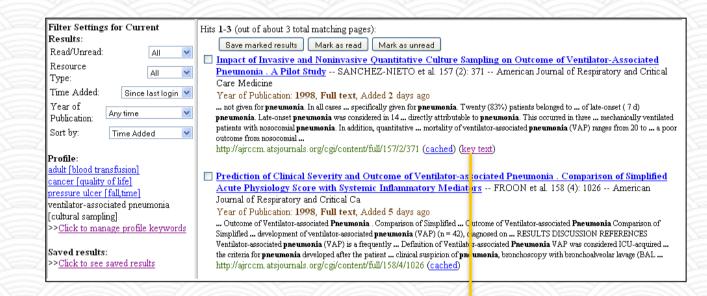
Categories and Subject Descriptors

1. INTRODUCTION

Text summarization is an increasingly pressing practical problem due to the explosion of the amount of textual information available. For example, web search engines have exploited the use of text summarization from the very beginning: starting with the extraction of certain number of bytes from the beginning of each document to the more sophisticated query-focused summaries typified by Google's snippets (see also the recent work in [1]). Query-focused summaries provide the users with the useful information for initial relevance judgement so that they can quickly zero in on documents deserving further inspection. In contrast, a generic summary in general distills the most important overall information from a document (or a set of documents), it can be especially useful when the documents are relatively long and contain a variety of topics. With many search engines starting to index documents in postscript and pdf formats, we will see increased availability of long and multi-part documents and the pressing needs for efficiently generating effactive generic summaries for those documents. In addition

Joint multi-resolution problem

- Math
- Nursing
- Software Engineering
- LiteraryPlays
- Extracting Key Metadata



Intervention, Patient, Research Goal, Study Design We performed an **open**, **prospective**, **randomized clinical trial** in 51 patients receiving mechanical ventilation for more than 72 h, in order to evaluate the impact of using **noninvasive** (**quantitative endotracheal aspirates** [**QEA**]) diagnostic method on the morbidity and mortality of **ventilator-associated pneumonia** (**VAP**).





Jin Zhao, Min-Yen Kan, Paula M. Procter, Siti Zubaidah, Wai Kin Yip and Goh Mien Li (2010)

<u>eEvidence: Information Seeking Support for Evidence-based Practice: An Implementation Case Study.</u> In the Proceedings of the AMIA 2010 Annual Symposium. Washington, DC, USA.

Observations

Variations:

- Subjective, certainly no one annotator can capture all keywords, but perhaps would agree on the statehood
- However, we want good coverage: keyword set should covers all aspects of the item
- In some cases, the keyphrases are not part of formal metadata



Indicativeness

Def: "serving as a sign, indication or suggestion of something"

- Useful signpost of a category
- Discriminatory power (IDF)
- Represents the item to distinguish it from the corpus



Informativeness

Def: "Providing information"

• Importance within the document (TF)



Topicality

TF.IDF

Word in Context

- IDA
- Matrix Factorization
- Distributional approaches



Sources for Keyphrase Evidence Summarization Scales



ERROR ANALYSIS

Directions Forward

Anthology as Platform



Hasan and Ng's (2014) error analysis

Canadian **Ben Johnson** left the **Olympics** today "in a complete state of shock," accused of cheating with drugs in the world's fastest 100meter dash and stripped of his gold medal. The prize went to American Carl Lewis. Many athletes accepted the accusation that Johnson used a muscle-building but dangerous and illegal anabolic steroid called **stanozolol** as confirmation of what they said they know has been going on in track and field. Two tests of Johnson's urine sample proved positive and his denials of **drug use** were rejected today. "This is a blow for the Olympic Games and the Olympic movement," said International Olympic Committee President Juan Antonio Samaranch.

- Overgeneration Same keyword within different keyphrases
- Infrequency Important but infrequently occurring
- Redundancy Semantically equivalent output
- Evaluation Evaluation metric problematic

My take on Hasan and Ng (2014)

- Overgeneration Same keyword within different keyphrases
- <u>Redundancy</u> Semantically equivalent output
- Infrequency Important but infrequently occurring
- Evaluation Evaluation metric problematic

Cohort Effect – consider candidates jointly

Latent Category — a priori knowledge informs keyphrase status



The Takeaways

Cohort Effect – consider candidates jointly

Latent Category — a priori knowledge informs keyphrase status

Abstractive Generalization – prefer a representative concept over concrete instances





Parts of a compound microscope

Taken from: moltic.com

Shop by category A



FREE SHIPPING on orde

MICROSCOPE PACKAGES

Compound Microscopes

Stereo Microscopes

Digital Microscopes

Specialty Microscopes

Student Microscopes

Microscope Accessories

Magnifying Lamps

Microscope Cameras

Microscope Slides & Stains

Stereo Microscopes

Low power dissecting scopes

Clinical & Lab

Standard Lab/Clinical Stereo

CMO High Resolution

Home & Hobby

Kids

Hobbyist

Advanced

Industrial Inspection

Boom Stand Microscopes

Pedestal Microscopes

Platform Stands

Schools & Students

Elementary

Middle - High School

University

1117

Mici

ERA

ICE:

Taken from: microscope.com

Reuters RCVI Categories

2.2 The Categories

To aid retrieval from database products such as Reuters Business Briefing (RBB), category codes from three sets (Topics, Industries, and Regions) were assigned to stories. The code sets were originally designed to meet customer requirements for access to corporate/business information, with the main focus on company coding and associated topics. With the introduction of the RBB product the focus broadened to the end user in large corporations, banks, financial services, consultancy, marketing, advertising and PR firms.

2.2.1 TOPIC CODES

Topic codes were assigned to capture the major subjects of a story. They were organized in four hierarchical groups: CCAT (Corporate/Industrial), ECAT (Economics), GCAT (Government/Social), and MCAT (Markets). This code set provides a good example of how controlled vocabulary schemes represent a particular perspective on a data set. The RCV1 articles span a broad range of content, but the code set only emphasizes distinctions relevant to Reuters' customers. For instance, there are three different Topic codes for corporate ownership changes, but all of science and technology is a single category (GSCI).

2.2.2 INDUSTRY CODES

Industry codes were assigned based on types of businesses discussed in the story. They were grouped in 10 subhierarchies, such as I2 (METALS AND MINERALS) and I5 (CONSTRUCTION). The Industry codes make up the largest of the three code sets, supporting many fine distinctions.

^{1.} Further formatting details are available at http://about.reuters.com/researchandstandards/corpus/.

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  <LINK name="HTML" url="1/1.html"></LINK>
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12 </LINKS>
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                                                                   63 <ITEM>termination</ITEM>
                                                                   64 <ITEM>resiliencv</ITEM>
                                                                   65 </KEYWORD SET>
```

WINGNUS Keyphrase Corpus.

http://wing.comp.nus.edu.sg/downloads/keyphraseCorpus/corpus.xml

Sources for Keyphrase Evidence Summarization Scales Error Analysis





DIRECTIONS FORWARD

Anthology as Platform



Addressing the Takeaways

Cohort Effect – consider candidates jointly

- Redundancy / Entropy statistics
- Compound semantics

(Turney, 2003) (Milhacea and Tarau, 2004) (Boudin, 2015)

Latent Category – a priori knowledge

- Domain Named Entities
- Understanding the problem domain

Abstractive Generalization – extraction fails

- Exploit domain vocabularies
- Latent space (embeddings and exemplars)



Sparse data: an underlying problem

- Search space is very large
- Labeled observations are just alternatives

So make things more dense

- Project into a smaller space
- Select exemplars from their
- Consider their interactions

(Liu et al., 2015) (Liu et al., 2009)



External Resources

- Scientific Documents
 - Citation Networks
 - Web Documents
 - Datastores (Freebase)
 - Wikipedia
 - Query Log
 - Social Media
 - External Knowledgebase

(Caragea et al., 2014) (Gollapalli and Caragea, 2014)

(Ferrara and Tasso, 2013)

(Marujo et al. 2013)

(Shi et al., 2008)

(Liang et al., 2009)

(Tuarob, 2015)

(Wu et al., 2005)



What's the purpose, anyways?

- For human vs. for machine process
- Inline highlight vs. Standalone
- Weighted (e.g., word cloud) vs. Presence
- Single vs. Multi (e.g., trend analysis)
- Generic vs. Query-biased (e.g., facets)

... and also language density.

But as for applications, we should be asking

What's the killer app for keyphrases?



WHAT IS DATA?

VOLUME

Large amounts of data.

Needs to be analyzed quickly.

Different types of structured and unstructured data.

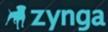
Key questions entarnricae ara ac

WHAT ARE THE VOLU THAT WE ARE SEEIN



30 billion pieces of co added to Facebook this p by 600 million plus users

Trend Analytics for Social Media



Zynga processes 1 petabyte of content for players every day; a volume of data that is unmatched in the social game industry.



More than 2 billion videos were watched on YouTube... yesterday.



The average teenager sends 4,762 text messages per month.



32 billion searches were performed last month... on Twitter.

Everyday business and consumer life creates 2.5 quintillion bytes of data per day.



Multimedia

and social By 2

network evidence

> In the scholarly domain too

will be online, pushing the data created and shared to nearly 8 zettabytes.

HOW IS THE MARKET FOR BIG DATA SOLUTIONS EVOLVING?

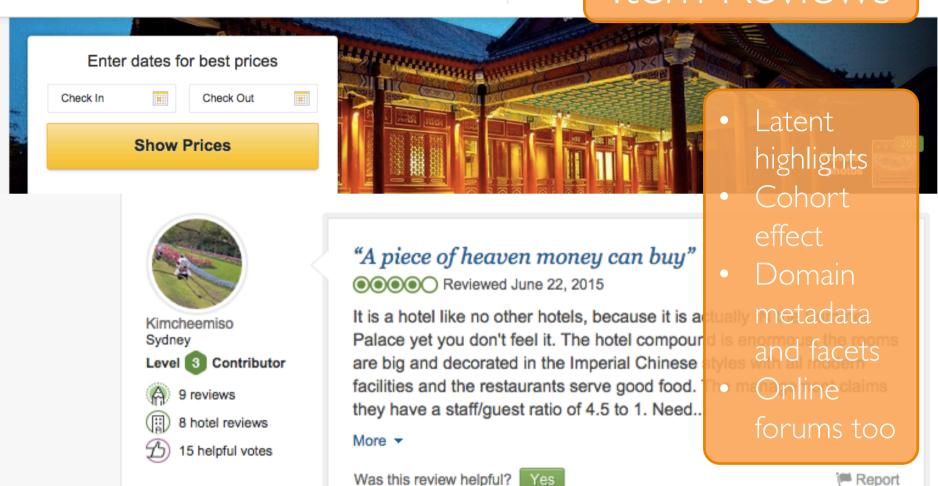
A new IDC study says the market for big technology

Aman at Summer Palace Beijing

No.1 Gongmengian Street, Yiheyuan, Haidian District | Summer Palace, Beijing 100091, China

Name/add

Item Reviews





"A nice experience, but I prefer Hangzhou more...."

Reviewed June 22, 2015

Courtesy: searchengineland.com





hold opposing views.

SEO And AdWords

Computational Advertising

Rocco Baldassarre

f 74

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407 SHARES 14904 READS

SEO is a method that focuses on making your website content relevant to search engines. SEO or Search Engine Optimisation lend a hand for you to rank higher in the organic or natural search results. SEO optim terms of keywords and articles at hand in your web pages. By these gears, search engines distinguish your site and put you spots on the search results. SEO stands for Search Engine C SEO is the process of getting more traffic to your website by listed and ranked highly for queries relating to your product, r business in the natural or organic search results.

Adwords, a different internet marketing alternative, is advertis

possible for you to position your advertisement on the top or the search results pages on Google and other affiliate websit Expansion target internet user's search queries and display your offers e look for it and you have budget left. The visitor then clicks on advertisement and it takes them straightforwardly to your site. The advertiser will on the other hand pay each time somebody clicks on the advertisement, because AdWords runs on the pay per click system. With Adwords, your business listing can be displayed alongside the natural search results when people search for specific keyword phrases in Google. Search results

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Keyphrases

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displayed by Google Adwords are also called Pay Per Click (PPC) re Courtesy: searchengineland.com

Sources for Keyphrase Evidence

Summarization Scales

Error Analysis

Directions Forward



ANTHOLOGY AS PLATFORM



July 2015: This version of the ACL Anthology will become the default starting sometime this year. Click here to return to the previous version of the ACL Anthology. Both sites will be maintained in synchrony until the end of 2015.

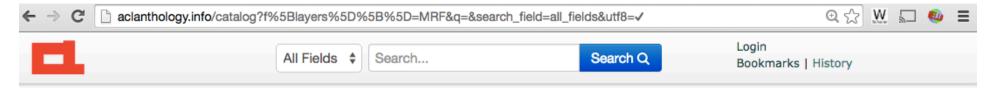
The Proceedings of the 53rd Annual Meeting of the Association for Computational Linguistics and the 7th International Joint Conference on Natural Language Processing and its 15 associated workshops and events are now available in the Anthology. Also, the Proceedings of the Nineteeth Conference on Computational Natural Language Learning and its shared task, Proceedings of the 14th Meeting on the Mathematics of Language (MoL 2015), Proceedings of the 14th International Conference on Parsing Technologies (IWPT) and the Proceedings of the Third International Conference on Dependency Linguistics (Depling 2015) are available on the ACL Anthology.

Welcome to the ACL Anthology

The ACL Anthology currently hosts 35531 papers on the study of computational linguistics and natural language processing. Subscribe to the mailing list to receive announcements and updates to the Anthology.

ACL Events	F	Pres	sent	t - 2	2010	0		2009 - 2000 1999 - 1990												1989 -												
CL	15	14	13	12	11	10	09	08	07	06	05	04	03	02	01	00	99	98	97	96	95	94	93	92	91	90	89	88	87	86	85	84
TACL	15	14	13																													
ACL	15	14	13	12	11	10	09	08	07	06	05	04	03	02	01	00	99	98	97	96	95	94	93	92	91	90	89	88	87	86	85	84
EACL		14		12			09			06			03				99		97		95		93		91		89		87		85	
NAACL	15		13	12		10	09		07	06		04	03		01	00																
*SEMEVAL	15	14	13	12		10			07			04			01			98														
ANLP																00			97			94		92				88				
EMNLP		14	13	12	11	10	09	08	07	06	05	04	03	02	01	00	99	98	97	96												
CONLL	15	14	13	12	11	10	09	08	07	06	05	04	03	02	01	00	99	98	97													
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Non-ACL Events	Present - 2010							20	09	- 20	00						1989 -						
COLING		14	12	10		08		06		04		02	0	0	98	96	94		92		90		88
HLT	15	13	12	10	09	08	07	06	05	04	03		01				94	93	92	91	90	89	
IJCNLP	15	13		11	09	08			05														









Anthology: P14-1007

Volume: Proceedings of the 52nd Annual Meeting of the Association for Computational

Linguistics (Volume 1: Long Papers)

Authors: Woodley Packard | Emily M. Bender | Jonathon Read | Stephan Oepen |

Rebecca Dridan

Month: June Year: 2014 Venue: ACL

Address: Baltimore, Maryland

SIG:

Publisher: Association for Computational Linguistics

Pages: 69-78

URL: http://aclweb.org/anthology/P14-1007

DOI: 10.3115/v1/P14-1007

MRF: LaTeXML
Bibtype: Improceedings

Bibkey: packard-EtAl:2014:P14-1

Bib Export formats: BibTeX RIS Endnote MODS XML MS Word '07

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            Informatics ♦ Potsdam University, Department of Linguistics
          </affiliation>
       ▼<email confidence="0.984932">
            ebender@uw.edu, sweaglesw@sweaglesw.org, j.read@tees.ac.uk, { oe | rdridan }@ifi.uio.no
         </email>
         results on this task to date.
      </bodyText>
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         Recently, there has been increased community in- terest in the theoretical and practical analysis of
          (2012) call modality and negation, i.e. linguistic expressions that mod- ulate the certainty or fac
         But amounted analyzing of guah concerts of manning is important for natural language nyogogging tacks wh
          </bodyText>
          <sectionHeader confidence="0.998991" genericHeader="introduction">1 Introduction/sectionHeader>
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            Recently, there has been increased community in- terest in the theoretical and practical analysis of what Morante and Sporleder
            (2012) call modality and negation, i.e. linguistic expressions that mod- ulate the certainty or factuality of propositions.
            Automated analysis of such aspects of meaning is important for natural language processing tasks which need to consider the truth
            value of state- ments, such as for example text mining (Vincze et al., 2008) or sentiment analysis (Tannoni et al., 2012) Oring to
            its immediate utility in the cura- tion of scholarly results, the analysis
                                                                                                                                         negation and so-called hedges in bio-medical restarch
            liter- ature has been the focus of several workshops, as well as the Shared
            liter- ature has been the focus of several workshops, as well as the snared Learning (CoNLL). Task 1 at the First Joint Conference on Lex- ical and Compart Conference on Lex- ical and Conference
            2012) provided a fresh, prin- cipled annotation of negation and called for
                                                                                                                                                 Retrieves body text and
            words, or phrases that express negation), resolv- ing their scopes (which parts
            identifying the negated event or property. The task organizers designed and doc
            2012) and applied it to a little more than 100,000 tokens of running text by the
            2012) and applied it to a little more than 100,000 tokens of running text by the nov-clist Sir Arthur (pnan Dayle, While the task and annotations were framed from a semantic perspective, only one participating scales of IZES Office text compositional
            semantics (Basile et al., 2012), with results ranking in the middle or the 12 participating systems. Conversely, the performing systems approached the task through machine learning or heuristic process Resolves headers to instically
            relatively coarse-grained representations; see § 2 below. Example (1), where 0 ma
            illustrates the annotations, including how negation inside a noun phrase can scope
                                                                                                                                                 generic header category
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▼<citation valid="true">
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     k annotations. 3.1 MRS Crawling Fig. 1 shows the ERG semantic analysis for our running example. The heart of the MRS is a
     multiset of elementary predications (EPs). Each ele4Read et al. (2012) predicted cues using a closed vocabulary assumption with a
     supervised classifier to disambiguate instances of cues. 5In other words, a possible semantic interpretation of the (string-
     hased) Shared Task appotation guidelines and data is in terms of a quantifier free approach to meaning representation, or in
        ▼<citation valid="true">
                                                                                      others, Alshawi, 1992). From this
                                                                                     compass interactions of negation
          ▼<authors>
                                                                                     ndle', prefixed to predicates with a
              <author>H Alshawi</author>
                                                                                      Eventualities (ei) in MRS denote
            </authors>
                                                                                     r abstract) entities. All EPs have the
            <title>The Core Language Engine.</title>
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            <publisher>MIT Press.
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            ▼<context position="12000" citStr="Alshawi, 1992" startWo
                k annotations. 3.1 MRS Crawling Fig. 1 shows the ERG s
                multiset of elementary predications (EPs). Each ele4Re
                supervised classifier to disambiguate instances of cue
                based) Shared Task annotation guidelines and data is i
                terms of one where quantifier scope need not be made e
                interpretation it follows that the notion of scope as
  </title>
  <date>2012</date>
 ▼<booktitle>
    In Proceedings of the 1st Joint Conference on Lexical and Computational Semi
                                                                        ParsCit Citation Parsing
  </booktitle>
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                                                                             CRF based reference string
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     of negation and called for systems to analyze negation-detecting cues (af
     resolving their scopes (which parts of a sentence are actually negated),
     organizers designed and documented an annotation scheme (Morante and Dael mans
     100,000 tokens of running text by the novelist Sir Arthur Conan Doyle, Wh
                                                                             context (citance) framed
     perspective, only one participating system actually employed explicit com
     ranking in the middle of the 12 participating systems. Conversely, the best participating systems approached the t
     learning or heuristic processing over syntactic and linguistically relatively coarse-grained representations; see § 2 below.
     Example (1), where 0 marks the cue and () the in-scope elements, illustrates the appointance, including how negation inside a
```



Anthology: P14-1007

> Proceedings of the 52nd Annual Meeting of the Association for Computational Volume:

> > Linguistics (Volume 1: Long Papers)

Woodley Packard | Emily M. Bender | Jonathon Read | Stephan Oepen | Authors:

Rebecca Dridan

Month: June Year: 2014 ACL Venue:

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SIG:

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Pages: 69-78

> http://aclweb.org/anthology/P14-1007 URL:

10.3115/v1/P14-1007 DOI:

MRF: LaTeXML

> **Omni-OCR ParsCit-Text**

XX-Keyphrase YY- Summary

Bibtype: inproceedings

Bibkey: packard-EtAl:2014:P14-1

Bib Export formats:

RIS BibTeX

Endnote

MODS XML

MS Word '07

Featuring your work in the future?

Long term: Needs an APIbased method for accepting new text for processing

2016: Shared task on the Anthology?

Previous:

CL Pilot Summarization Task at TAC 2014:
 (Jaidka et al., 14) https://github.com/WINGNUS/scisumm-corpus

Now planning:

- Which tasks are of interest to the community?
 - Keyphrase
 - Summarization
- What venue is the best opportunity?
 - An ACL workshop?
- What role could you commit to participate as?



Slides available at: dwz.cn/kan-kp

Conclusion

- Larger summarization scales can inform our task
- Errors stemming from a cohort effect, latent categories and abstractive generalizations
- Characteristics of the keyphrase application may also inform
- Call for Participation: —— For scholarly text, let's start with our own text

Thank you!

