

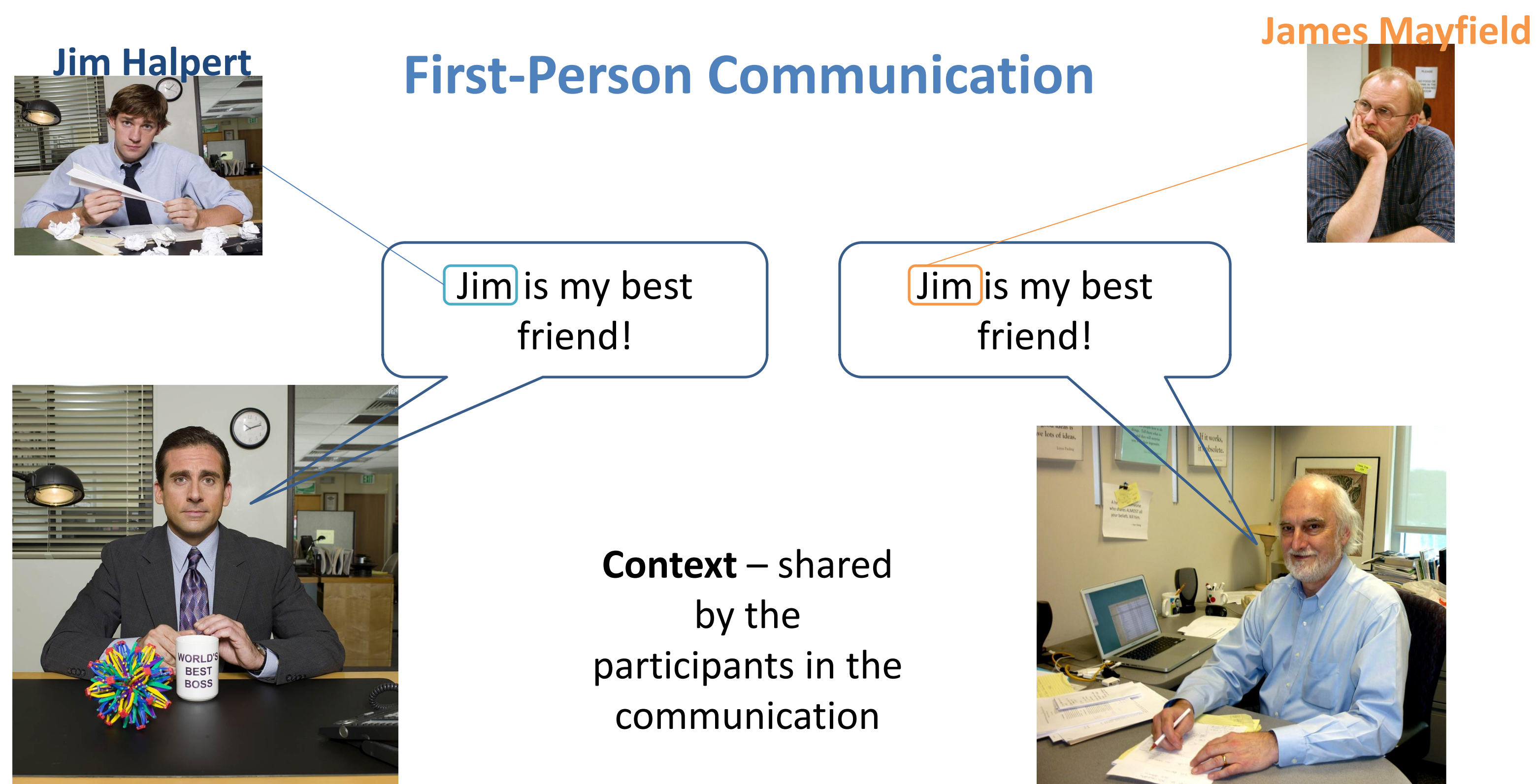
A Context-Aware Approach to Entity Linking

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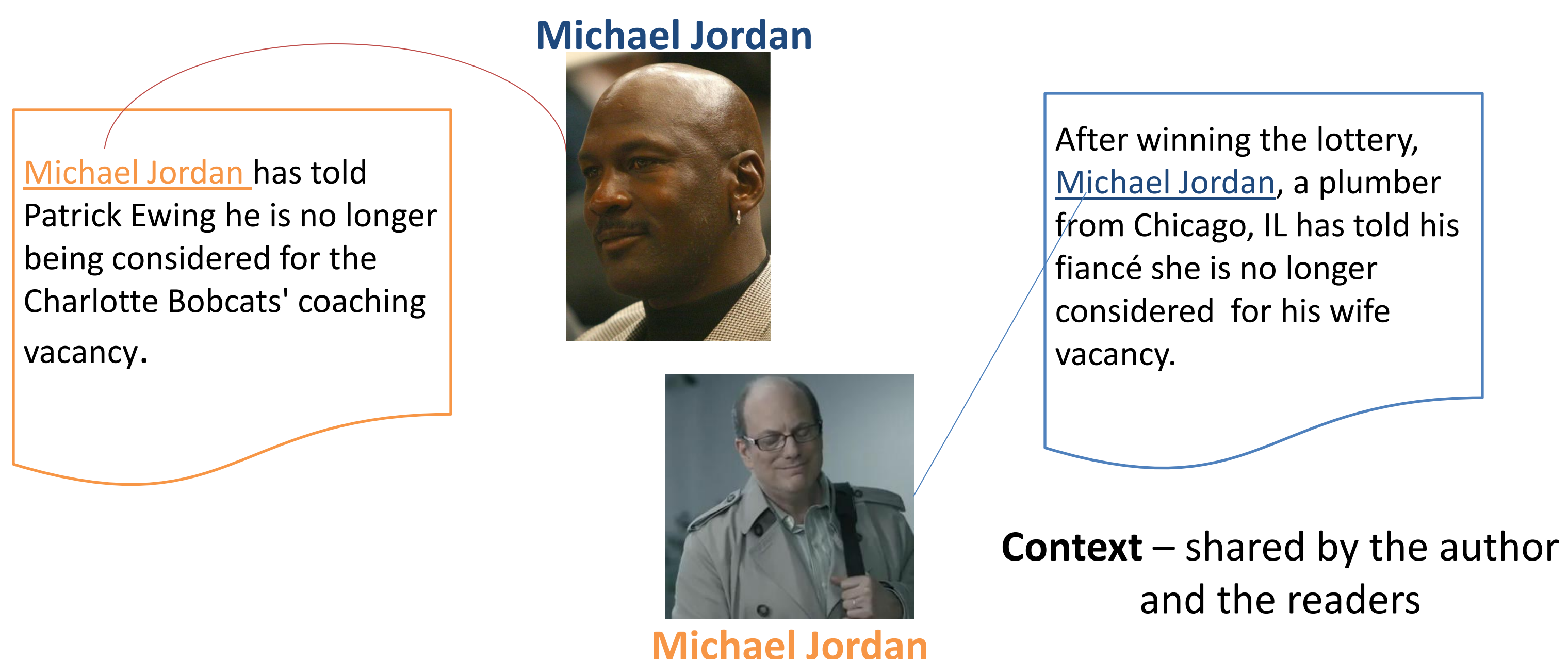
The Importance of Context

Grice's principle for collaborative communication:

- Maxim of Quantity: a contribution should be as informative as is required, but no more.
- Maxim of Manner: one should avoid ambiguity.

Thus, communications are only possible when the author and the audience **share a discourse context**, and entity mentions should be unambiguous in this shared context.

Newsire/Blog Communications



Context-Aware Linker of Entities (CALE)

We propose a new system architecture that explicitly models the notion of context.

Design principles:

1. **Shared context** should be modeled explicitly.
2. Most entity linking should be **trivial** in the shared context.
3. Discourse context implies **joint inference**.

The shared context depends on factors such as the type of communication, the author, and the intended audience.

What is a Context?

For practical purposes, we model a context as a weighted set of entities.

- The time and place of the communication
- The topic of the communication

Our system deals with three types of context:

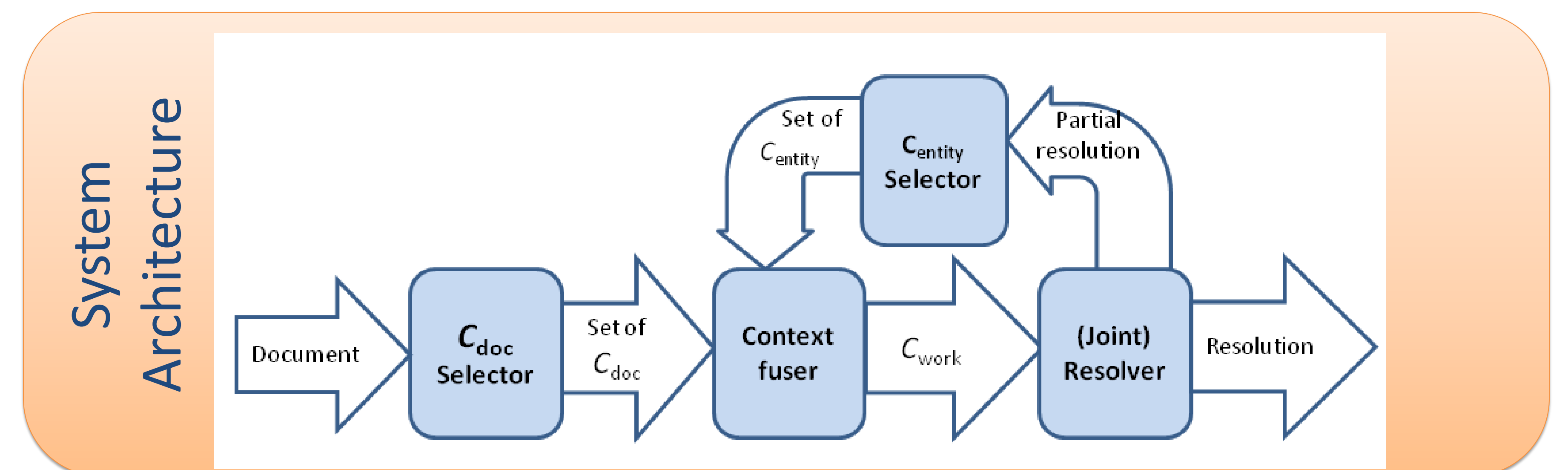
- 1) C_{work} (working context) – the context with which the system is currently resolving mentions.
- 2) C_{doc} (document context) – context triggered by a specific document.
- 3) C_{entity} (entity context) – context associated with a given KB entity.

We utilize *context triggers*: functions that produce a C_{doc} or C_{entity} a given a document or an entity, respectively. For example:

- A NYT trigger that invokes a context of the most popular entities in the New York Times
- A topic trigger that invokes a context of the most popular entities given a topic (e.g., statistics)
- An entity trigger that returns a context of the entities associated with, for example, Jim Halpert.

A context can depend on:

- The intended audience for a communication



Evaluation

We have implemented a prototype system and evaluated it on two tasks with promising results:

- (1) Linking entity mentions in the 2010 TAC knowledge Base Population collection.
- (2) Linking e-mail entity mentions in the Enron collection.