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AUTOMATED INFORMATION ENRICHMENT FOR A BETTER SEARCH

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What is information enrichment?

Adding metadata

Metadata can include: Tags, Description, Keywords, Categories (SKOS, Getty), etc.

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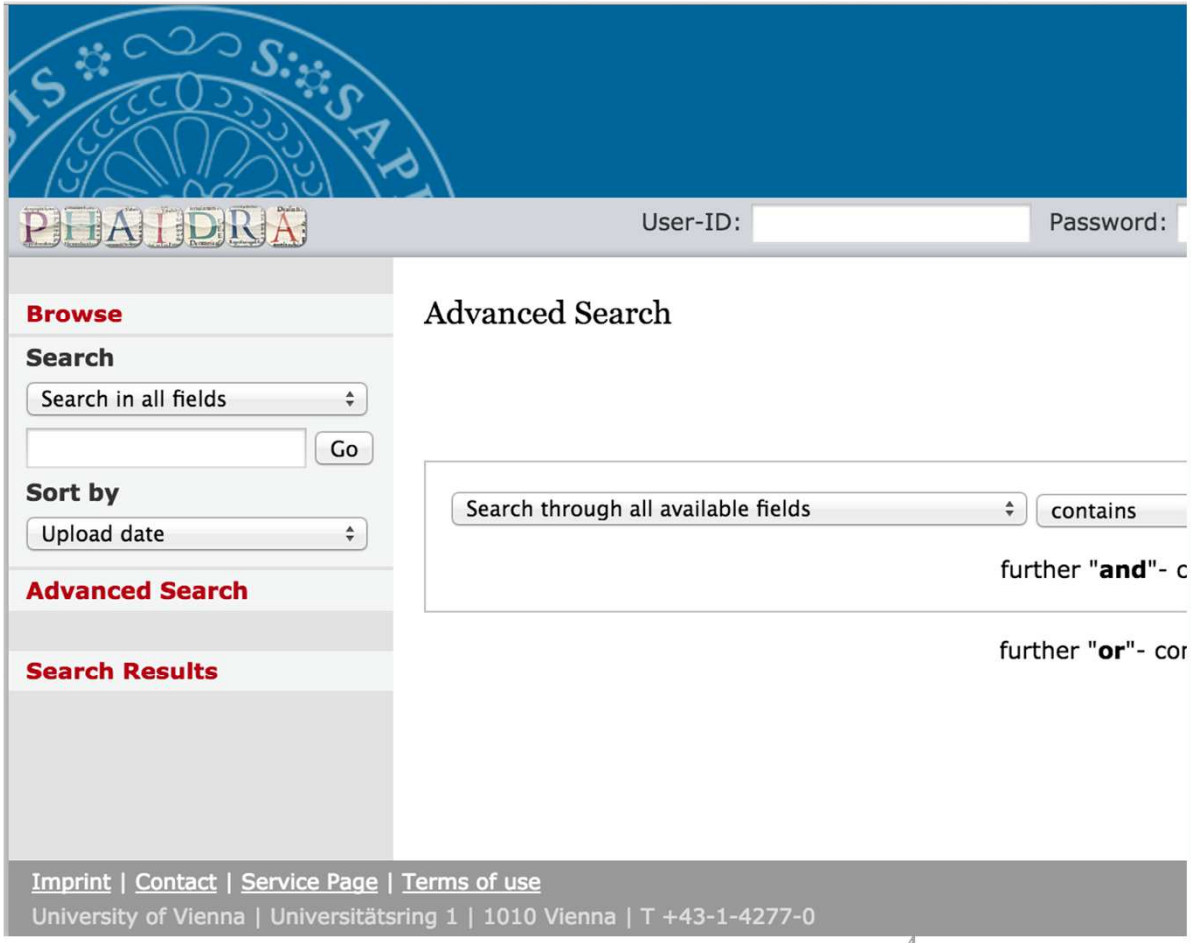
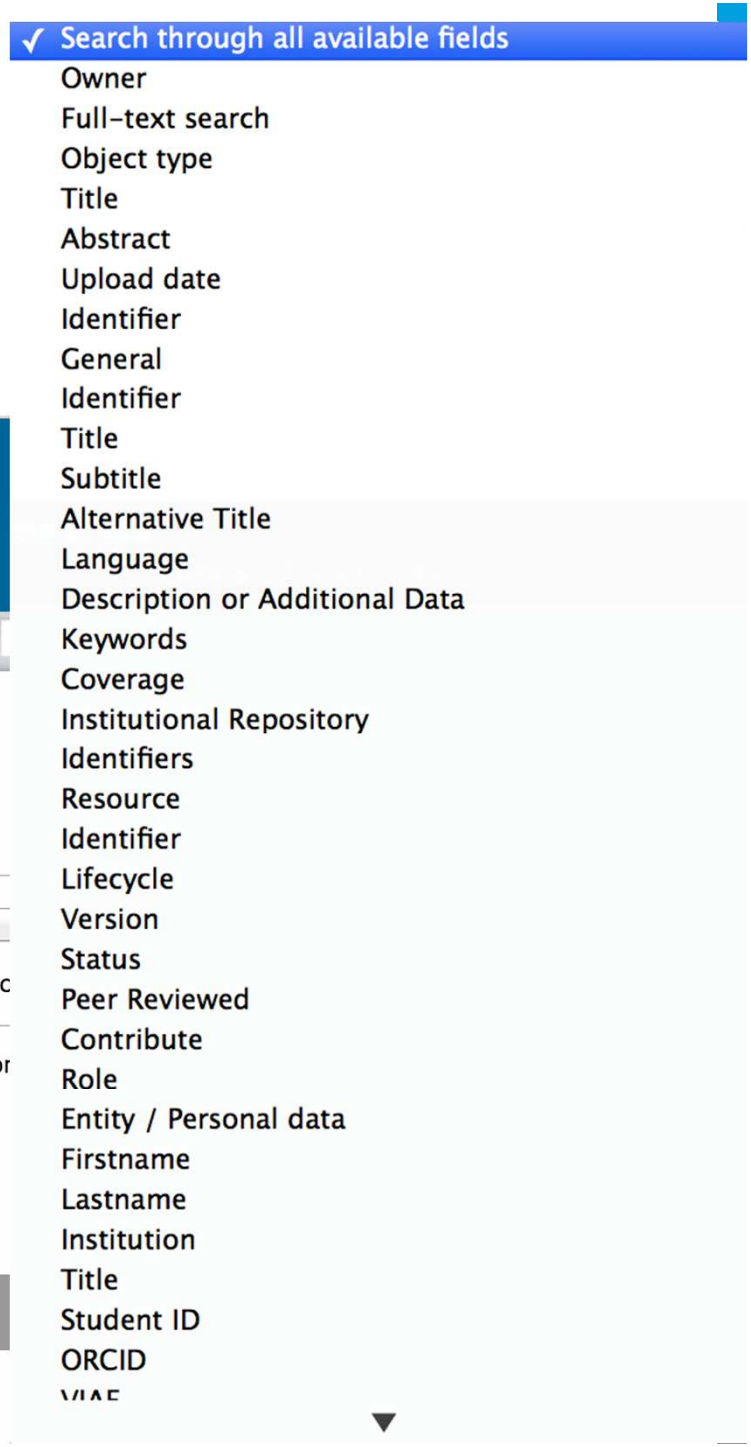
What is metadata good for?

searching

LET US SEARCH





HOW IS METADATA CURRENTLY ADDED?

During the process of storing a digital asset in a Repository, the user has the ability to

manually describe the asset using “Metadata” Fields.

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RISKS OF MANUAL PROCESSES

Incompleteness

Lack of time

Lack of imagination

Typos

Incorrectly classified

AUTOMATING METADATA

TEXT ANALYTICS

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COGNITIVE COMPUTING

Technology platforms for Artificial Intelligence and Signal Processing:

machine learning, reasoning, natural language processing, speech and vision, human-computer interaction, dialog and narrative generation, and more

wikipedia

COGNITIVE COMPUTING SERVICES

IBM Watson

MonkeyLearn

AUTOMATED METADATA:
IBM WATSON TEXT ANALYTICS API

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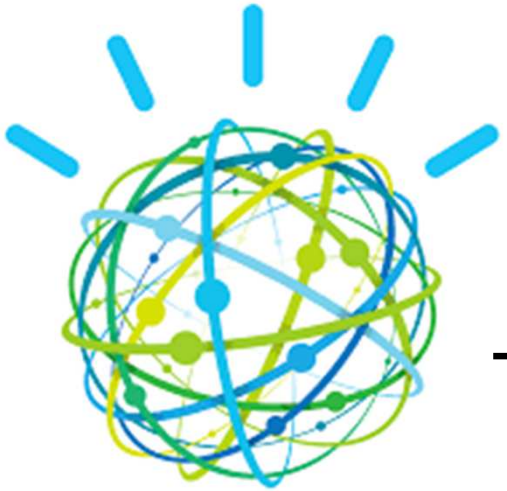
TITLE
ABSTRACT



Watson
Text analytics

- Concepts
- Entities
- Keywords

EXAMPLE: TITLE AND DESCRIPTION OF THE OBJECT (TEXT I SEND TO WATSON)

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Overview of work-life balance discourse and its relevance in current economic scenario

During the second half of the 20th century, with work demands increasingly encroaching on family and personal time at a faster pace, employers acknowledged the need of work-life balance programmes to facilitate employees maintain a healthy balance between the conflicting demands of their work and personal life. Availability of work-life balance facilities to employees witnessed a phenomenal growth between the late eighties of the 20th century and early years of the 21st century. This growth has been abruptly interrupted by the current economic downturn. Increasing numbers of organisations, in the name of cost cutting, have either curtailed work-life balance facilities or are contemplating to do the same. This paper analyses the emergence of work-life balance discourse, from the days of early communal living till the present day theories, and presents a macro level model of work-life balance. Further, a detailed analysis of proven and anticipated benefits of work-life balance is presented to justify the need of work-life balance initiatives at organisational level during the present economic downturn.

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IBM WATSON KEYWORDS

- Entities
- **Keywords**
- Taxonomy
- Concepts
- Document Sentiment
- Targeted Sentiment
- Document Emotions (Beta)
- Relations
- Language
- Title
- Author
- Text
- Feeds
- Microformats

Keyword	Relevance	Sentiment
work-life balance	0.917959	mixed
work-life balance discourse	0.772748	positive
work-life balance facilities	0.730362	mixed
work-life balance programmes	0.623306	positive
work-life balance initiatives	0.582295	positive
healthy balance	0.395272	positive
economic downturn	0.388243	mixed
current economic downturn	0.380741	negative
current economic scenario	0.376483	neutral
20th century	0.370891	positive
present economic downturn	0.370468	positive
early communal living	0.34989	positive
macro level model	0.346475	positive
conflicting demands	0.312725	positive
work demands	0.303198	positive
faster pace	0.297767	positive
late eighties	0.294348	positive

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IBM WATSON CONCEPTS

Entities	Concept	Relevance	Linked Data
Keywords	21st century	0.952892	dbpedia freebase yago
Taxonomy			
Concepts	Recession	0.723387	dbpedia freebase
Document Sentiment			
Targeted Sentiment	20th century	0.718918	dbpedia freebase yago
Document Emotions (Beta)			
Relations	Present	0.709026	dbpedia freebase
Language	Unemployment	0.699621	dbpedia freebase website
Title			
Author	Modern history	0.691225	dbpedia freebase yago
Text			
Feeds	Time	0.654916	dbpedia freebase
Microformats			
	Health	0.626727	dbpedia freebase website

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IBM WATSON ENTITIES

Click here to learn more about **entities**.

Visual | JSON | API

- Entities
- Keywords
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- Concepts
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economic downturn

Entity	Relevance	Sentiment	Type	Subtypes	Linked Data
economic downturn	0.933285	mixed	FieldTerminology		

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