

Efficient Data Mining Based on **Formal Concept Analysis** 

Ergänzung zu Kap. 4 der KDD-Vorlesung SS 2005

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1. Motivation: Structuring the Frequent Itemset Space

2. Formal Concept Analysis

3. Conceptual Clustering with Iceberg Concept Lattices

4. FCA-Based Mining of Association Rules

5. Other Application(s) of FCA

### **Association Rules in a Nutshell**

Association Rules are a popular data mining technique, e.g. for warehouse basket analysis: "Which items are frequently bought together?"

**Toy Example:** Which activities can be frequently performed together in National Parks in California?

$\{Swimming\} \rightarrow$	{Hiking}
conf = 100 %,	supp = 10/19

#(swimming+hiking parks) /
#(swimming parks)

National Parks in California	NPS Guided Tours	Hiking	Horseback Riding	Swimming	Boating	Fishing	Bicycle Trail	Cross Country Trail
Cabrillo Natl. Mon. Channel Islands Natl. Park			$\square$			×	×	
		×		×		×		
Death Valley Natl. Mon.	×	×	×	×			×	
Devils Postpile Natl. Mon.	×	×	×	×		×		$\left  - \right $
Fort Point Natl. Historic Site	×		$\square$			×		
Golden Gate Natl. Recreation Area	×	×	$\times$	×		×	×	
John Muir Natl. Historic Site	×							
Joshua Tree Natl. Mon.	×	×	$\times$					
Kings Canyon Natl. Park	×	$\times$	$\times$			×		×
Lassen Volcanic Natl. Park	×	$\times$	$\times$	$\times$	×	×		$\times$
Lava Beds Natl. Mon.	×	×	Ц					
Muir Woods Natl. Mon.		$\times$						
Pinnacles Natl. Mon.		$\times$						
Point Reyes Natl. Seashore	$\times$	$\times$	$\times$	×		×	×	
Redwood Natl. Park	×	$\times$	$\times$	$\times$		×		
Santa Monica Mts. Natl. Recr. Area	×	×	$\times$	$\times$	×	×		
Sequoia Natl. Park	×	$\times$	$\times$			×		×
Whiskeytown-Shasta-Trinity Natl. Recr. Area	×	×	$\times$	×	×	×		
Yosemite Natl. Park	×	×	×	×	×	×	×	×

#(swimming+hiking parks) /
#(all parks)



#### **Observation:**

The rules

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{ Boating }  $\rightarrow$  { Hiking, NPS Guided Tours, Fishing } { Boating, Swimming }  $\rightarrow$  { Hiking, NPS Guided Tours, Fishing }

have the same support and the same confidence,

because the two sets

{ Boating } and { Boating, Swimming }

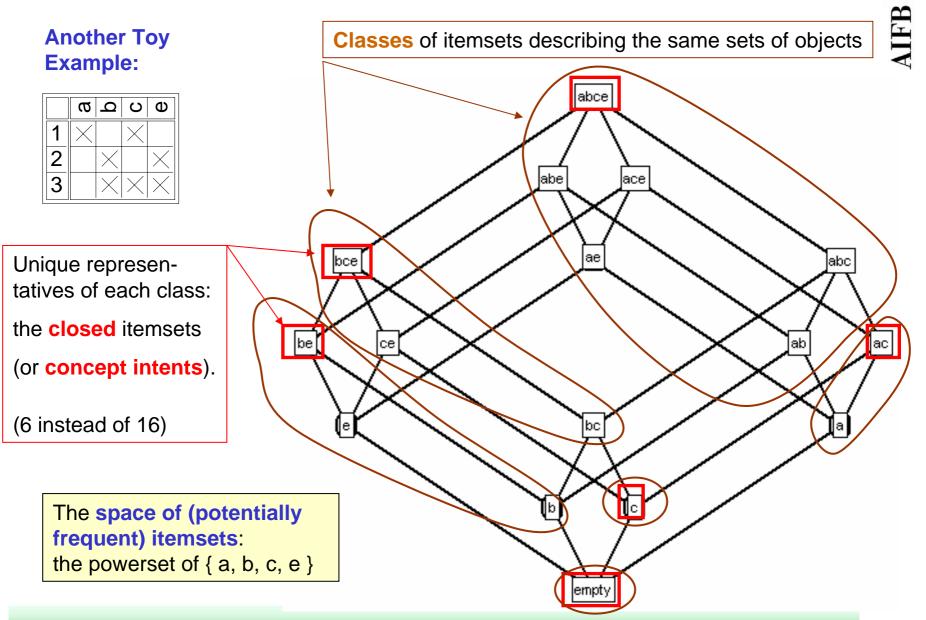
describe exactly the same set of parks.

#### **Conclusion:**

It is sufficient to look at one of those sets!

- $\rightarrow$  faster computation
- $\rightarrow$  no redundant rules

	NPS Guided Tours	Hiking	Horseback Riding	Swimming	Boating	Fishing	Bicycle Trail	Cross Country Trail
Cabrillo Natl. Mon.						×	×	
Channel Islands Natl. Park		$\times$		$\times$		$\times$		
Death Valley Natl. Mon.	$\times$	×	×	$\times$			×	
Devils Postpile Natl. Mon.	×	×	×	$\times$		$\times$		
Fort Point Natl. Historic Site	×					$\times$		
Golden Gate Natl. Recreation Area	×	×	×	$\times$		$\times$	×	
John Muir Natl. Historic Site	×							
Joshua Tree Natl. Mon.	×	×	×					
Kings Canyon Natl. Park	×	X	X			×		×
Lassen Volcanic Natl. Park	×	Х	×	×	×	×		×
Lava Beds Natl. Mon.	×	×						
Muir Woods Natl. Mon.		×						
Pinnacles Natl. Mon.		Х						
Point Reyes Natl. Seashore	×	Х	×	×		×	×	
Redwood Natl. Park	×	×	×	×		×		
Santa Monica Mts. Natl. Recr. Area	×	×	×	×	×	×		
Sequoia Natl. Park	×	×	×			×		×
Whiskeytown-Shasta-Trinity Natl. Recr. Area	×	Х	×	×	×	×		
Yosemite Natl. Park	Х	Х	X	×	Х	×	×	×



#### **Classical Data Mining Task:**

Find, for given minsupp, minconf  $\in$  [0,1], all rules with support and confidence above these thresholds.

#### **Two-Step Approach:**

- 1. Compute all frequent itemsets (e.g., Apriori).
- 2. For each frequent itemset X and all its subsets Y: check  $X \rightarrow Y$ .

Our task:

Find a **basis** of rules, i.e., a minimal set of rules out of which all other rules can be derived.

#### **Two-Step Approach:**

- 1. Compute all frequent **closed** itemsets.
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### **Association Rules and Formal Concept Analysis**

# Based on Formal Concept Analysis (FCA).

This relationship was discovered independently in 1998/9 at

- Clermont-Ferrand (Lakhal)
- Darmstadt (Stumme)
- New York (Zaki)

with Clermont being the fastest group developing algorithms (Close).

**Our task:** Find a **basis** of rules, i.e., a minimal set of rules out of which all other rules can be derived.

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# Structure of the Talk:

- Introduction to FCA-
- Conceptual Clustering with FCA
- Mining Association Rules with FCA—
- Other Applications of FCA

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This is joint work with L. Lakhal, Y. Bastide, N. Pasquier, R. Taouil.



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# **Formal Concept Analysis**

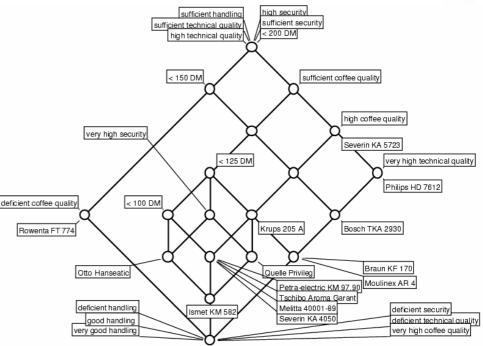
arose around 1980 in Darmstadt as a mathematical theory, which formalizes the concept of ,concept'.

Since then, FCA has found many uses in Informatics, e.g. for

- Data Analysis,
- Information Retrieval,
- Knowledge Discovery,
- Software Engineering.

Based on datasets, FCA derives concept hierarchies.

FCA allows to generate and visualize concept hierarchies.



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Severin KA 4050	80,-	50,-/ 🗅	+	+	+	0	gut	
Tchibo Aroma Garant ArtNr 48469	80,-	27,50 / 19,50	+	+	+	0	gut	
Ismet KM 582 starlight	84,-	47,-/14,-	+	+	++	0	gut	

FCA models concepts as units of thought, consisting of two parts:

- The extension consists of all objects belonging to the concept.
- The intension consists of all attributes common to all those objects.

#### Some typical applications:

- database marketing
- email management system
- developing qualitative theories in music estethics
- analysis of flight movements at Frankfurt airport



# Formal Concept Analysis

# **Def.:** A **formal context** is a triple (*G*,*M*,*I*), where

- G is a set of objects,
- *M* is a set of attributes
- and *I* is a relation between *G* and *M*.
- (*g*,*m*)∈*I* is read as "object *g* has attribute *m*".

National Parks in California	NPS Guided Tours	Hiking	Horseback Riding	Swimming	Boating	Fishing	Bicycle Trail	Cross Country Trail
Cabrillo Natl. Mon.						×	×	
Channel Islands Natl. Park		×		×		×		
Death Valley Natl. Mon.	$\times$	$\times$	$\times$	$\times$			×	
Devils Postpile Natl. Mon.	$\times$	$\times$	×	$\times$		$\times$		
Fort Point Natl. Historic Site	×					×		
Golden Gate Natl. Recreation Area	$\times$	×	×	$\times$		×	$\times$	
John Muir Natl. Historic Site	$\times$							
Joshua Tree Natl. Mon.	×	×	×					
Kings Canyon Natl. Park	×	×	×			×		×
Lassen Volcanic Natl. Park	×	×	×	×	×	×		×
Lava Beds Natl. Mon.	×	×						
Muir Woods Natl. Mon.		×						
Pinnacles Natl. Mon.		×						
Point Reyes Natl. Seashore	×	×	Х	×		×	×	
Redwood Natl. Park	×	×	×	×		×		
Santa Monica Mts. Natl. Recr. Area	×	×	×	×	×	×		
Sequoia Natl. Park	×	×	×			×		×
Whiskeytown-Shasta-Trinity Natl. Recr. Area	×	×	×	×	×	×		
Yosemite Natl. Park	$\times$	×	×	×	×	×	×	×

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					4′		_		
For $A \subseteq G$ , we define $A' := \{ m \in M \mid \forall g \in A : (g,m) \in I \}.$	National Parks in California	NPS Guided Tours	Hiking	Horseback Riding	Swimming	Boating	Fishing	Bicycle Trail	Cross Country Trail
(	Cabrillo Natl. Mon.						×	×	
	Channel Islands Natl. Park		×		×		×		
	Death Valley Natl. Mon.	×	Х	×	×			×	
	Devils Postpile Natl. Mon.	×	×	×	×		Х		
	Fort Point Natl. Historic Site	×					Х		
For $B \subseteq M$ , we define dually	Golden Gate Natl. Recreation Area	$\times$	Х	×	×		$\times$	Х	
$D'_{1}$ $(\alpha = 0,   \forall m = D; (\alpha, m) = l)$	John Muir Natl. Historic Site	$\times$							
$B':= \{ g \in G \mid \forall m \in B: (g,m) \in I \}.$	Joshua Tree Natl. Mon.	×	×	×					
	Kings Canyon Natl. Park	$\times$	×	×			$\times$		$\times$
	Lassen Volcanic Natl. Park	$\times$	$\times$	$\times$	$\times$	$\times$	$\times$		$\times$
	Lava Beds Natl. Mon.	$\times$	Х						
	Muir Woods Natl. Mon.		$\times$						
	Pinnacles Natl. Mon.		×						
	Point Reyes Natl. Seashore	$\times$	×	$\times$	×		$\times$	$\times$	
	Redwood Natl. Park	$\times$	×	×	×		$\times$		
ſ	Santa Monica Mts. Natl. Recr. Area	×	Х	×	×	×	Х		
Λ -	Sequoia Natl. Park	×	×	×			$\times$		×
A	Whiskeytown-Shasta-Trinity Natl. Recr. Area	×	×	×	×	×	$\times$		
C	Yosemite Natl. Park	×	×	×	×	×	×	×	$\times$

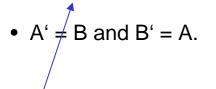
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			Ir	nte	nt	В			
,	National Parks in California	NPS Guided Tours	Hiking	Horseback Riding	Swimming	Boating	Fishing	Bicycle Trail	Cross Country Trail
	Cabrillo Natl. Mon.						×	×	
	Channel Islands Natl. Park		×		×		×		
_	Death Valley Natl. Mon.	×	×	×	×			×	
	Devils Postpile Natl. Mon.	×	×	×	×		$\times$		
	Fort Point Natl. Historic Site	×					×		
	Golden Gate Natl. Recreation Area	×	×	×	×		$\times$	×	
	John Muir Natl. Historic Site	×							
	Joshua Tree Natl. Mon.	×	×	×					
	Kings Canyon Natl. Park	×	×	×			$\times$		×
	Lassen Volcanic Natl. Park	×	$\times$	×	×	$\times$	$\times$		×
	Lava Beds Natl. Mon.	×	×						
	Muir Woods Natl. Mon.		$\times$						
	Pinnacles Natl. Mon.		×						
	Point Reyes Natl. Seashore	$\times$	$\times$	$\times$	×		$\times$	$\times$	
$\langle  $	Redwood Natl. Park	×	×	×	×		$\times$		
	Santa Monica Mts. Natl. Recr. Area	×	×	×	×	×	$\times$		
	Sequoia Natl. Park	×	×	×			$\times$		$\times$
	Whiskeytown-Shasta-Trinity Natl. Recr. Area	×	×	×	×	×	$\times$		
	Yosemite Natl. Park	$\times$	$\times$	$\times$	$\times$	$\times$	$\times$	×	×

#### **Def.:** A formal concept

is a pair (A,B) where

- *A* is a set of objects (the **extent** of the concept),
- *B* is a set of attributes (the **intent** of the concept),



= closed itemset



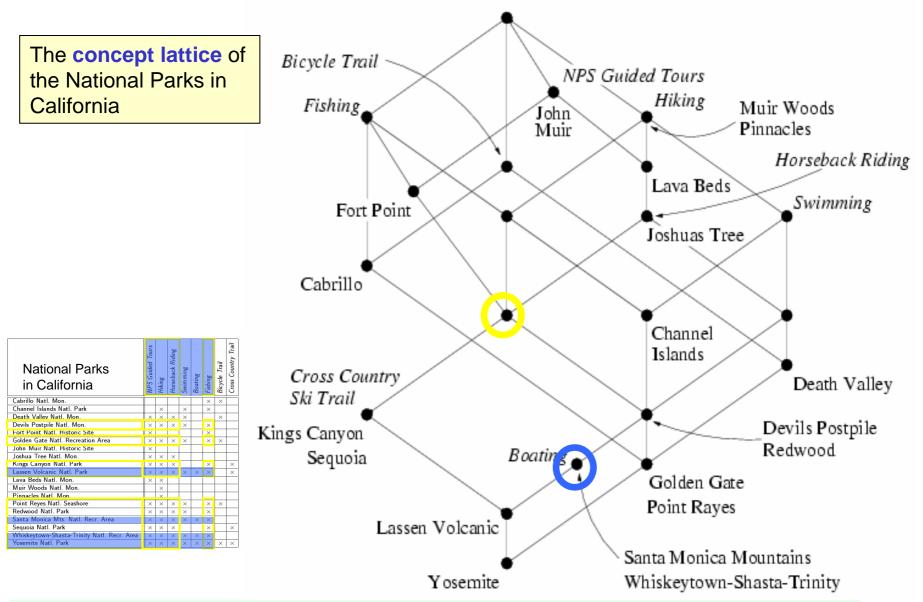
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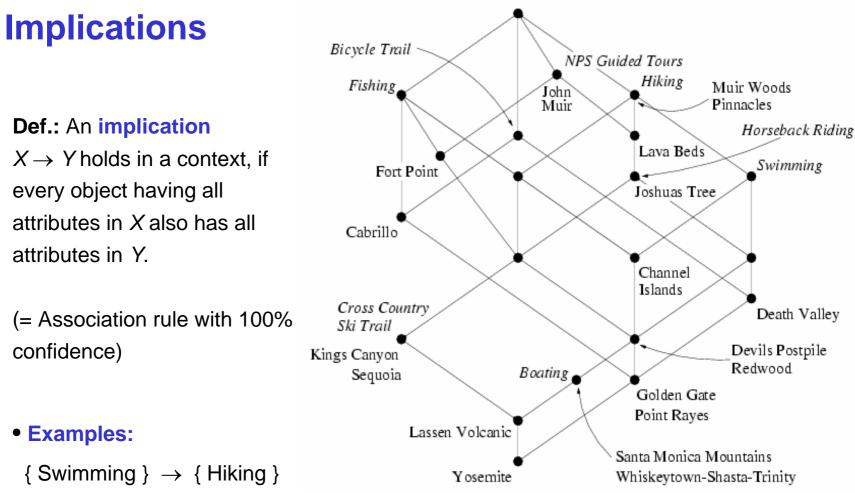
The blue concept is a **subconcept** of the yellow one, since its extent is contained in the yellow one.

( ⇔ the yellow intentis contained in theblue one.)

National Parks in California	NPS Guided Tours	Hiking	Horseback Riding	Swimming	Boating	Fishing	Bicycle Trail	Cross Country Trail
Cabrillo Natl. Mon.						×	×	
Channel Islands Natl. Park		×		×		×		
Death Valley Natl. Mon.	×	×	×	×			×	
Devils Postpile Natl. Mon.	$\times$	$\times$	$\times$	×		$\times$		
Fort Point Natl. Historic Site	×					×		
Golden Gate Natl. Recreation Area	$\times$	$\times$	×	×		$\times$	$\times$	
John Muir Natl. Historic Site	$\times$							
Joshua Tree Natl. Mon.	$\times$	×	×					
Kings Canyon Natl. Park	$\times$	×	×			$\times$		$\times$
Lassen Volcanic Natl. Park	$\times$	$\times$	$\times$	$\times$	×	$\times$		$\times$
Lava Beds Natl. Mon.	×	$\times$						
Muir Woods Natl. Mon.		×						
Pinnacles Natl. Mon.		×						
Point Reyes Natl. Seashore	×	×	×	×		×	×	
Redwood Natl. Park	×	×	×	×		×		
Santa Monica Mts. Natl. Recr. Area	×	X	×	×	×	×		
Sequoia Natl. Park	×	×	×			×		×
Whiskeytown-Shasta-Trinity Natl. Recr. Area	X	X	X	X	×	×		
Yosemite Natl. Park	$\times$	$\times$	$\times$	×	$\times$	$\times$	×	×

O





{ Boating }  $\rightarrow$  { Swimming, Hiking, NPS Guided Tours, Fishing }

{ Bicycle Trail, NPS Guided Tours }  $\rightarrow$  { Swimming, Hiking }

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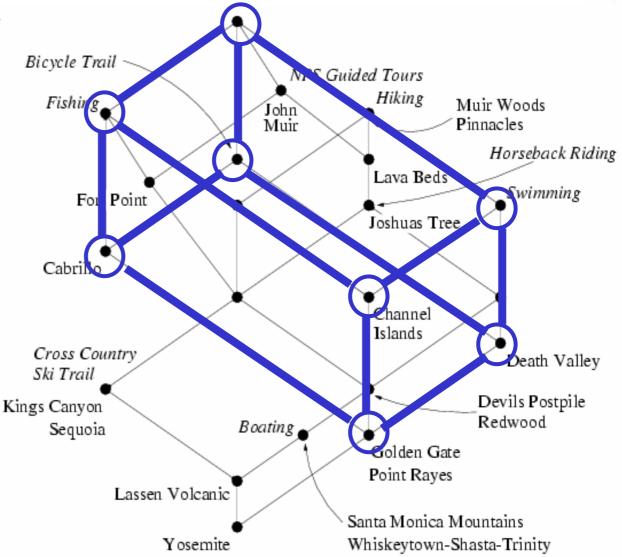
# Independency

Attributes are independent if they span a hyper-cube (i.e., if all 2<sup>n</sup> combinations occur).

#### Example:

- Fishing
- Bicycle Trail
- Swimming

are independent attributes.





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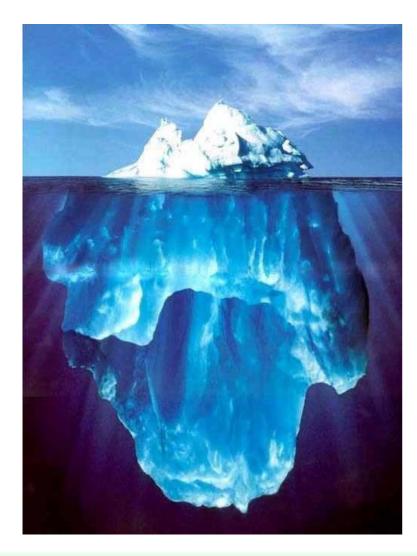
3. Conceptual Clustering with Iceberg Concept Lattices

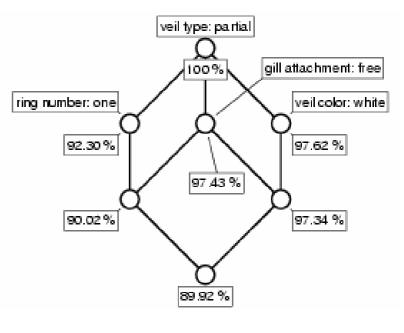
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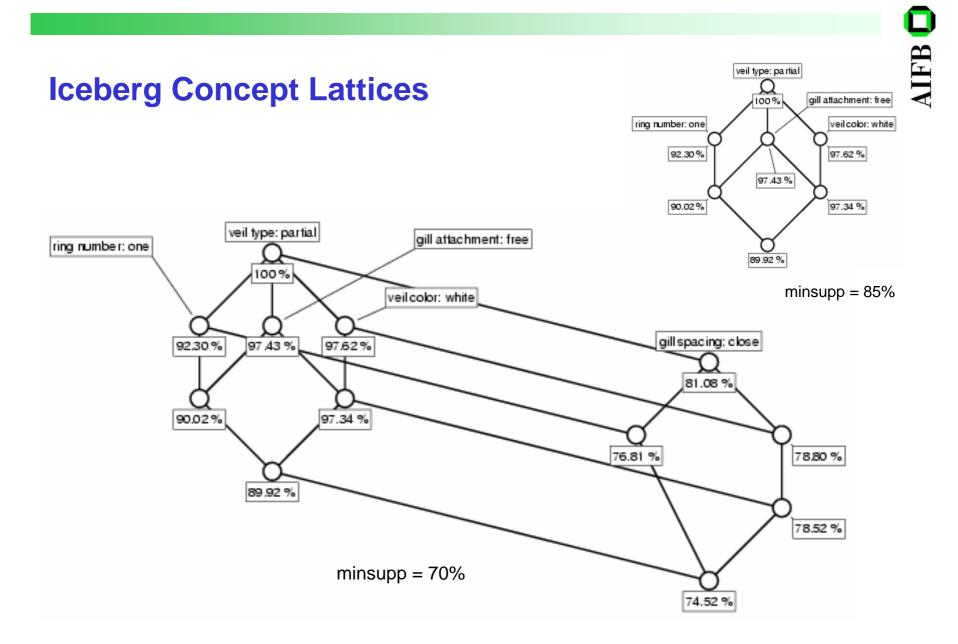
# **Iceberg Concept Lattices**

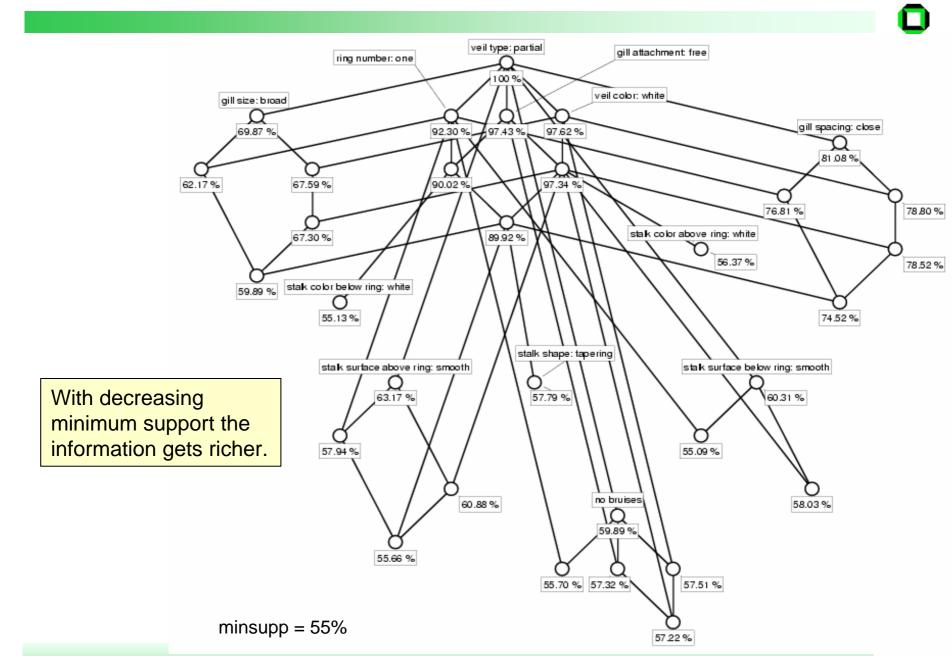






For minsupp = 85% the seven most general of the 32.086 concepts of the Mushrooms database http://kdd.ics.uci.edu are shown.





### **Iceberg Concept Lattices and Frequent Itemsets**

Iceberg concept lattices are a condensed representation of frequent itemsets:

supp(X) = supp(X'')

$\operatorname{minsupp}$	# frequent closed itemsets	# frequent itemsets
85%	7	16
70%	12	32
55%	32	116
0 %	32.086	$2^{80}$

Difference between frequent concepts and frequent itemsets in the mushrooms database.

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computes the iceberg concept lattice using the support:

Lemma 4. Let  $X, Y \subseteq M$ . 1.  $X \subseteq Y \Longrightarrow \operatorname{supp}(X) \ge \operatorname{supp}(Y)$ 2.  $X'' = Y'' \Longrightarrow \operatorname{supp}(X) = \operatorname{supp}(Y)$ 3.  $X \subseteq Y \land \operatorname{supp}(X) = \operatorname{supp}(Y) \Longrightarrow X'' = Y''$ 

tries to optimize the following three questions:

1. How can the closure of an itemset be determined based on supports only?

2. How can the closure system be computed with determining as few closures as possible?

3. How can as many supports as possible be derived from already known supports?

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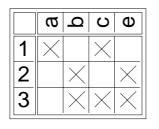
#### 1. How can the closure of an itemset be determined based on supports only?

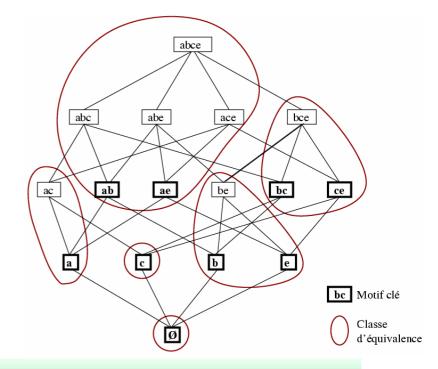
 $X^{\prime\prime} = X \cup \{ x \in M \setminus X \mid supp(X) = supp(X \cup x) \}$ 

Example: { b,c }" = { b, c, e }, since

supp( { b, c } ) = 1/3

and

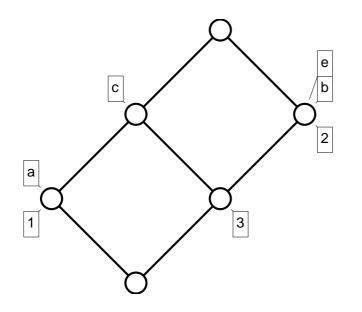


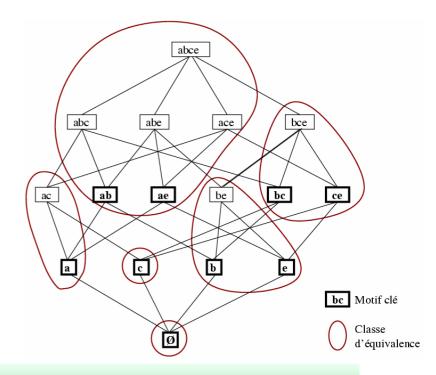


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#### 1. How can the closure of an itemset be determined based on supports only?

 $X^{"} = X \cup \{ x \in M \setminus X \mid supp(X) = supp(X \cup x) \}$ 





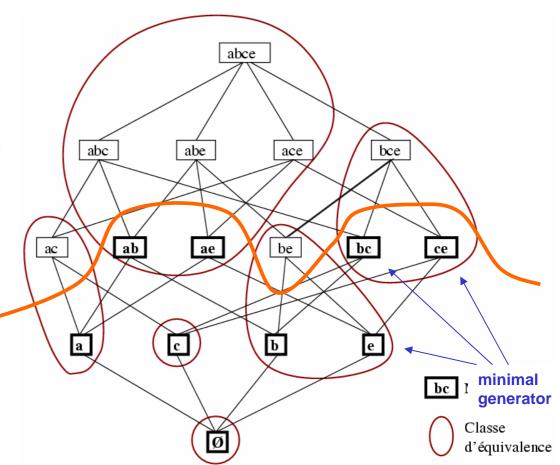
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2. How can the closure system be computed with determining as few closures as possible?

We determine only the closures of the **minimal generators**.

• If a set is not minimal generator, then none of its supersets is either.

→ Apriori like approach



In the example, TITANIC needs two runs (and Apriori four).

1. How can the closure of an itemset be determined based on supports only?

 $X^{"} = X \cup x \in M \setminus X \mid supp(X) = supp(X \cup x)$ 

2. How can the closure system be computed with determining as few closures as possible?

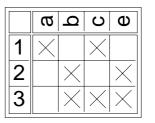
Approach à la Apriori

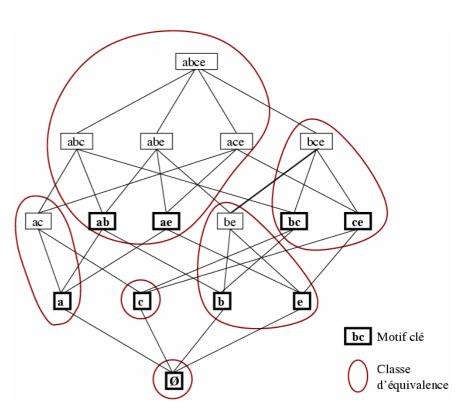
# 3. How can as many supports as possible be derived from already known supports?

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**Theorem:** If *X* is no minimal generator, then

 $supp(X) = min \{ supp(K) | K \text{ is minimal} generator, K \subseteq X \}.$ 





**Example:** supp( { a, b, c } )

= min { supp({a, b }), supp({ b, c }), supp(a), supp(b), supp(c) }

 $= \min \{ 0/3, 1/3, 1/3, 2/3, 2/3 \} = 0,$ 

**NIFB** 

#### 1. How can the closure of an itemset be determined based on supports only?

$$X^{"} = X \cup \{ x \in M \setminus X \mid supp(X) = supp(X \cup x) \}$$

# 2. How can the closure system be computed with determining as few closures as possible?

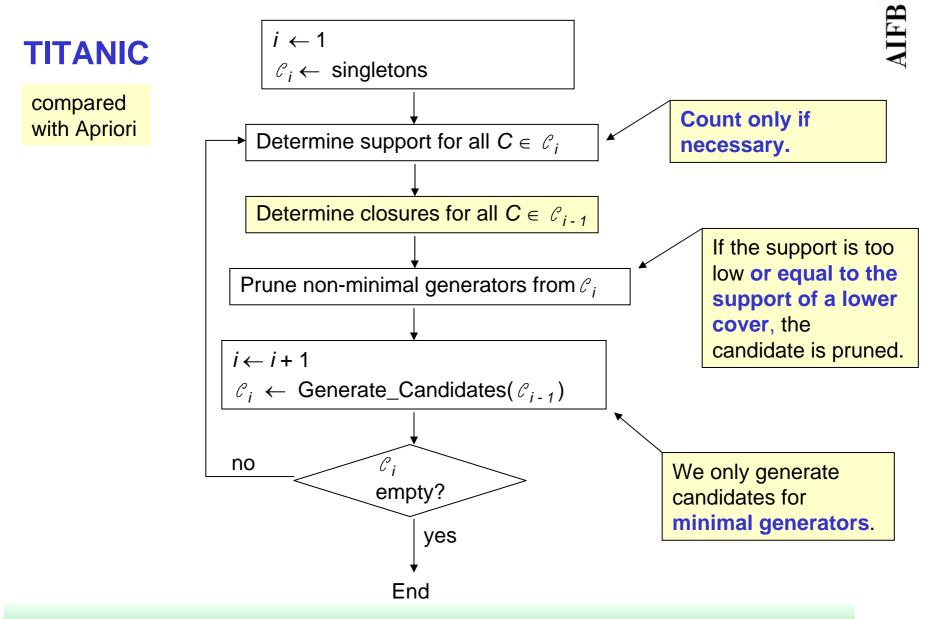
Approach à la Apriori

3. How can as many supports as possible be derived from already known supports?

If X is no minimal generator, then

 $supp(X) = min \{ supp(K) \mid K \text{ is minimal generator}, K \subseteq X \}.$ 

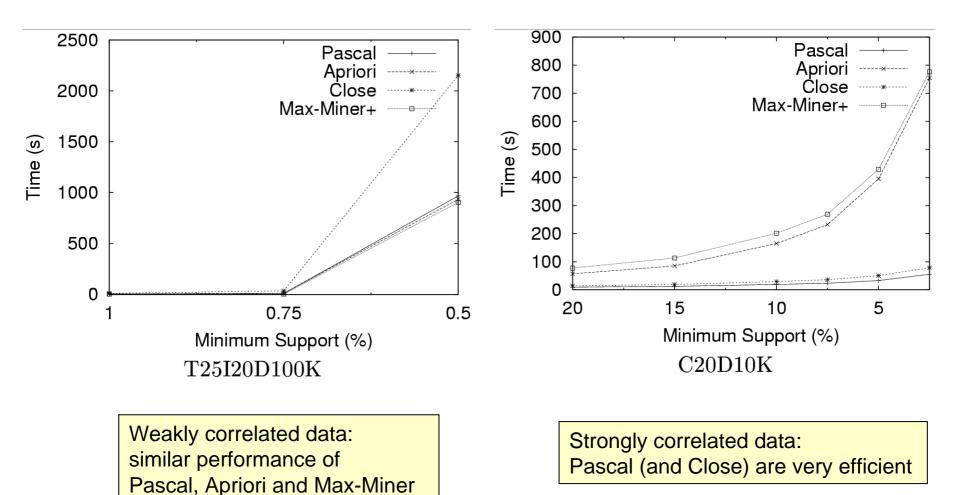
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### **Pascal/Titanic**

#### compared with Apriori





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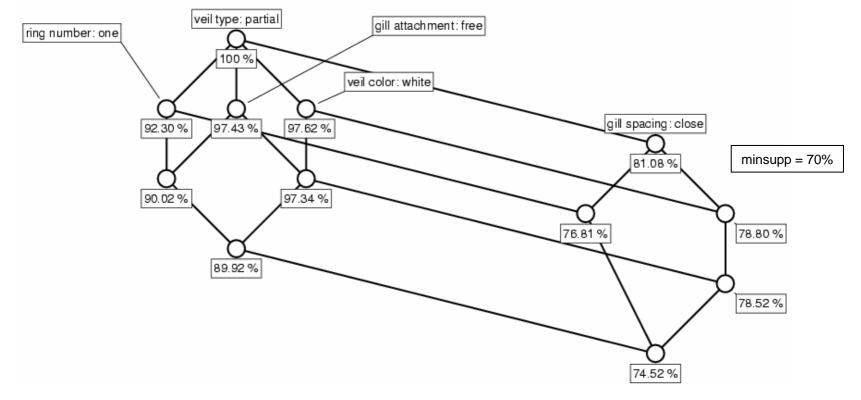
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# Advantage of the use of iceberg concept lattices (compared to frequent itemsets)



32 frequent itemsets are represented by 12 frequent concept intents

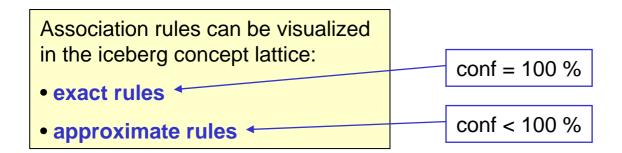
- $\rightarrow$  more efficient computation (e.g. TITANIC)
- $\rightarrow$  fewer rules (without information loss!)



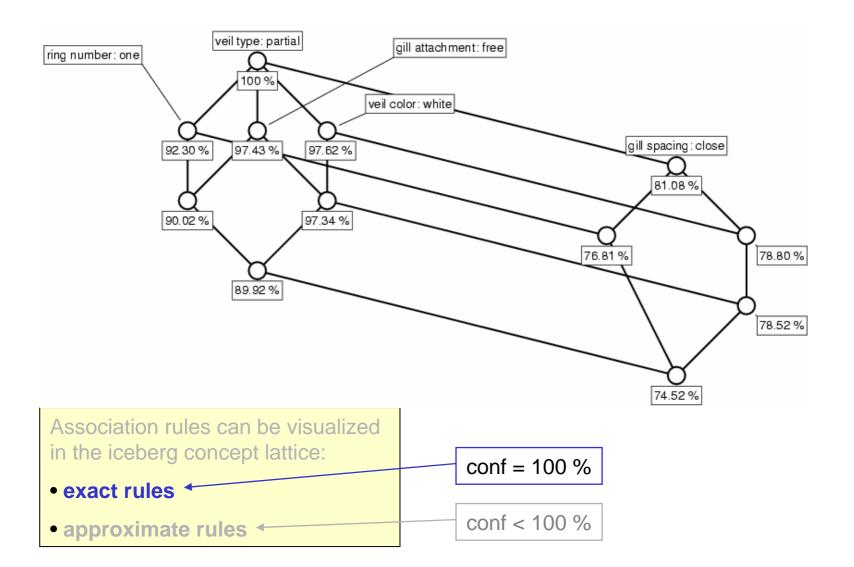
• From  $supp(B) = supp(B^{\prime\prime})$  follows:

**Theorem:**  $X \to Y$  and  $X \xrightarrow{\sim} Y \xrightarrow{\sim}$  have the same support and the same confidence.

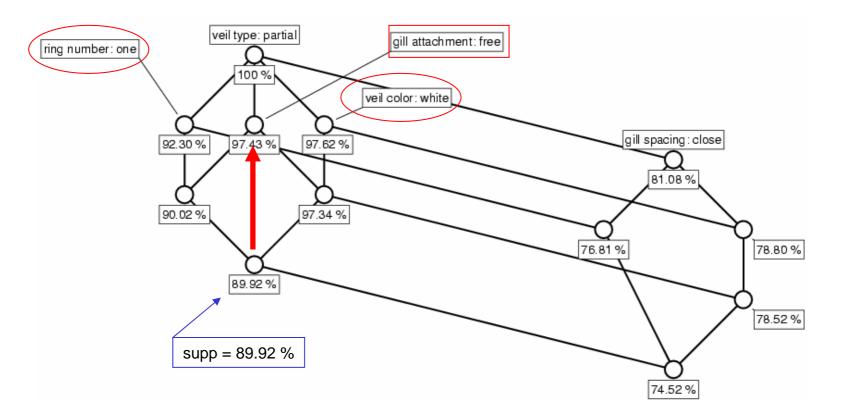
Hence for computing association rules, it is sufficient to compute the supports of all frequent sets with B = B'' (i.e., the intents of the iceberg concept lattice).



### **Exact association rules**

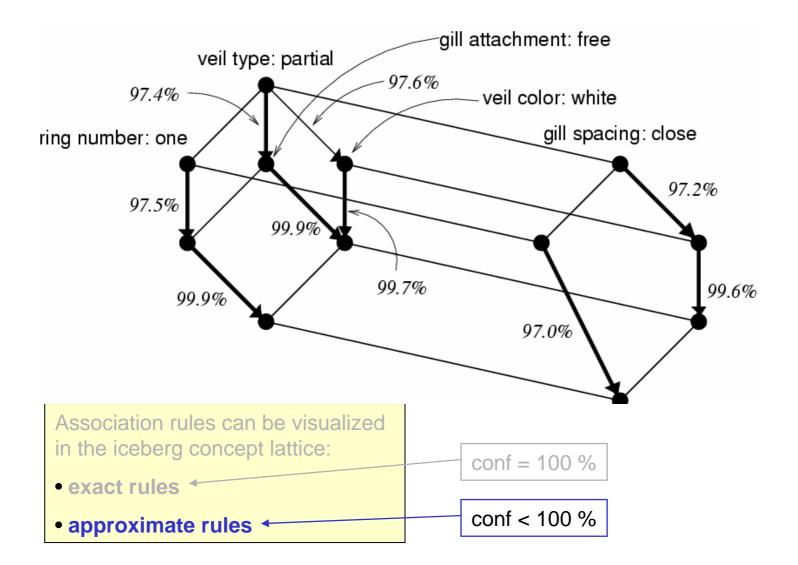


### **Exact association rules**

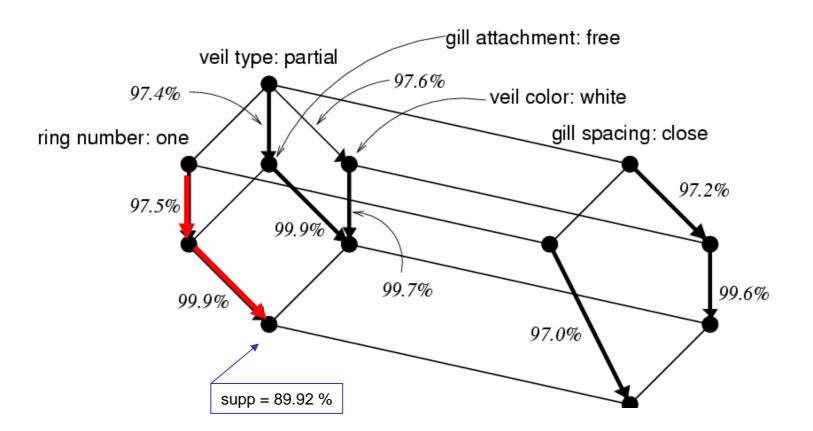


{ring number: one, veil color: white}  $\rightarrow$  {gill attachment: free} supp = 89.92 % conf = 100 %. AIFB (

## Luxenburger Basis for approximate association rules



### Luxenburger Basis for approximate association rules



{ring number: one}  $\rightarrow$  {veil color: white} supp = 89.92 % conf = 97.5 % × 99.9 %  $\approx$  97.4 %. AIFB C

Name Number	r of objects Average size of objects	Number of items	
T10I4D100K 100	0,000 10	1,000	U
Mushrooms	8,416 23	127	~
C20D10K 10	0,000 20	386	-
C73D10K 10	0,000 73	2,177	<u> </u>

### Some experimental results

Dataset	Exact	DG.		Approximate	Luxenburger
(Minsupp)	rules	basis	Minconf	rules	basis
			90%	16,269	3,511
T10I4D100K	0	0	70%	20,419	4,004
(0.5%)			50%	$21,\!686$	4,191
			30%	22,952	4,519
			90%	12,911	563
Mushrooms	7,476	69	70%	37,671	968
(30%)			50%	56,703	1,169
			30%	71,412	1,260
			90%	36,012	1,379
C20D10K	2,277	11	70%	89,601	1,948
(50%)			50%	116,791	1,948
			30%	116,791	1,948
			95%	1,606,726	4,052
C73D10K	52,035	15	90%	2,053,896	4,089
(90%)			85%	2,053,936	4,089
			80%	2,053,936	4,089



1. Motivation: Structuring the Frequent Itemset Space

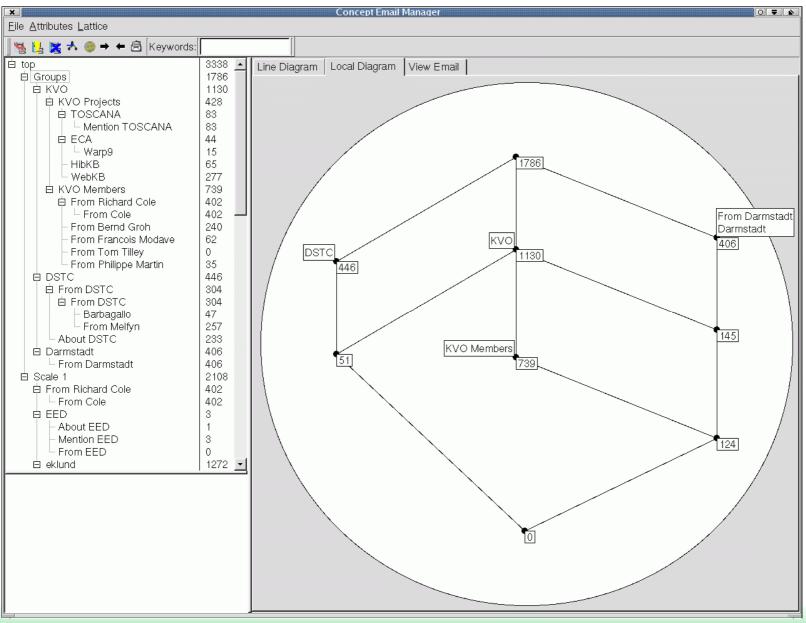
2. Formal Concept Analysis

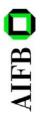
- 3. Conceptual Clustering with Iceberg Concept Lattices
- 4. FCA-Based Mining of Association Rules

5. Other Application(s) of FCA

IFB

### **Conceptual Email Manager**







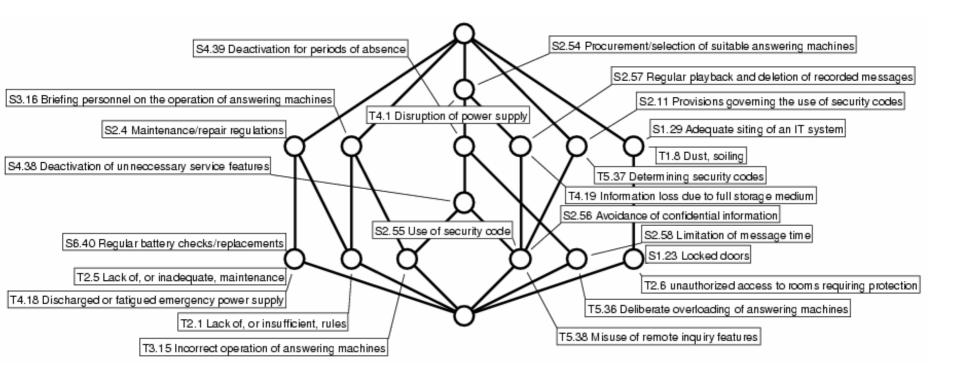
- 1. Motivation: Structuring the Frequent Itemset Space
- 2. Formal Concept Analysis

- 3. Conceptual Clustering with Iceberg Concept Lattices
- 4. FCA-Based Mining of Association Rules

5. Other Application(s) of FCA

### **IT-Security Management**

- Supports the analysis of security risks in IT units
- status quo test for establishing guidelines and checklists

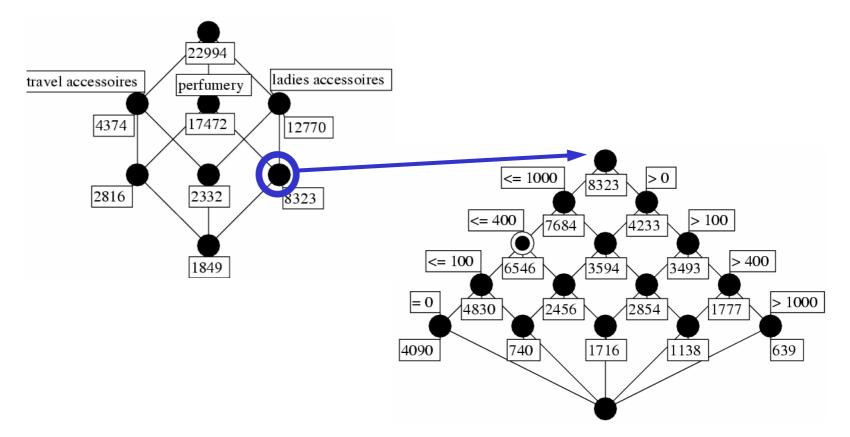


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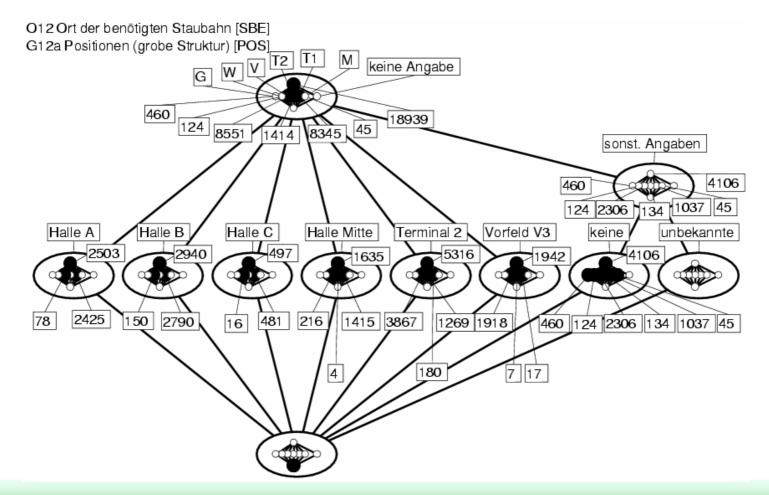
### Database Marketing at Jelmoli AG, Zürich

- Analysis of the user behavior of customers using the Shopping Bonus Card
- Supporting of Cross-Selling via Direct Mailing



### Analysis of flight movements at Frankfurt Airport

- Allowing for ad-hoc queries in the database
- Visualization of dependencies



**MFB** 

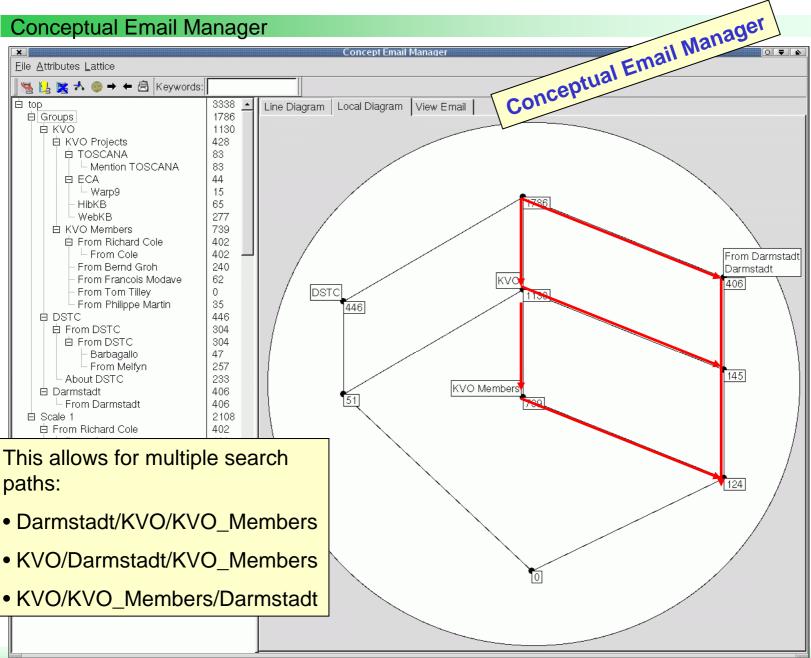
Conceptual Email Manager

### Concept Email Manager

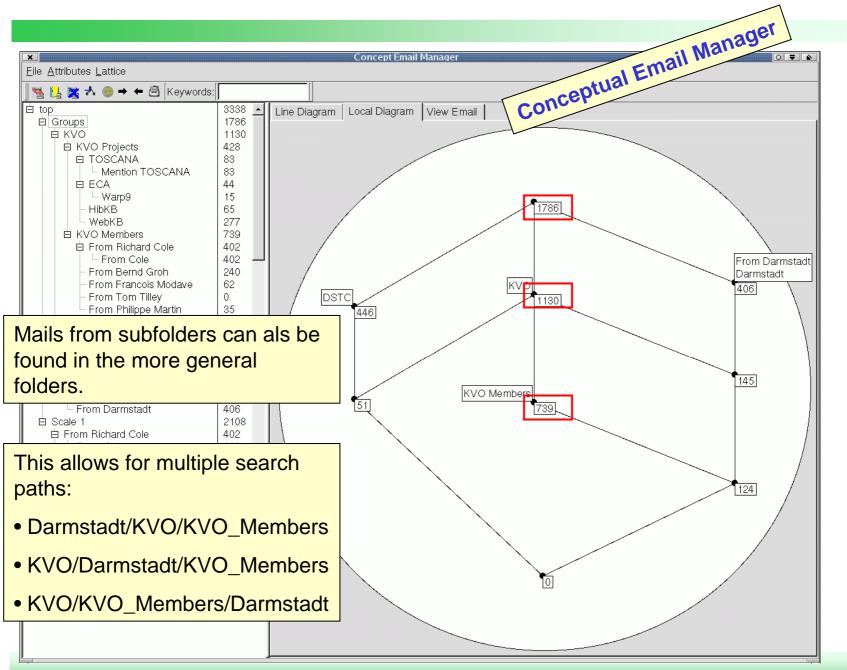
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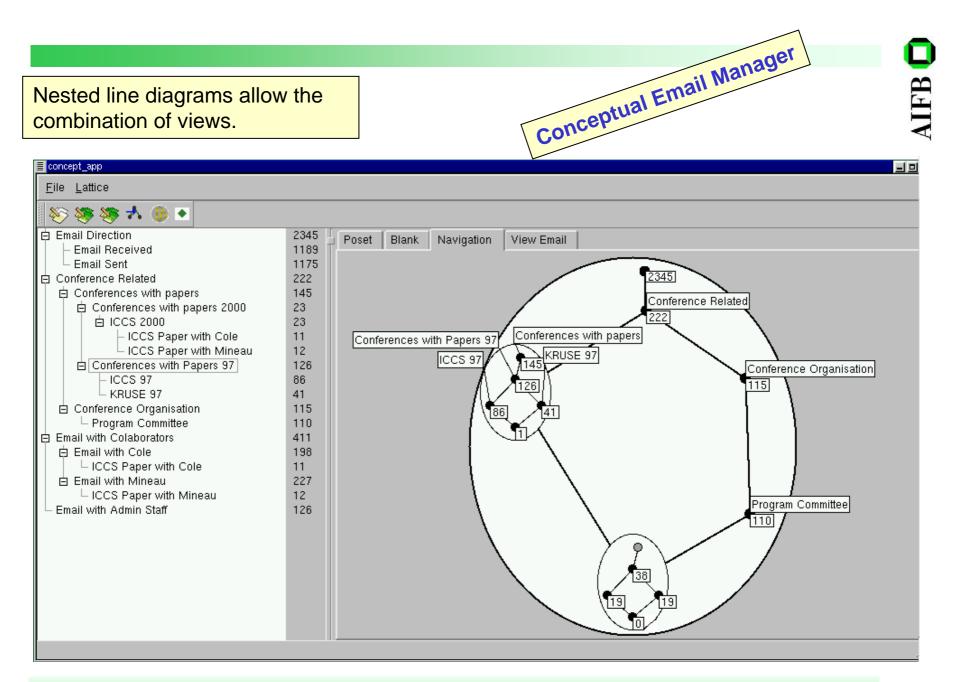


**JFB** 



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# AIFB O



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