

# Extracting Knowledge from Evaluative Text

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## **Motivation and Focus**

- Large amounts of info expressed in text form is constantly produced
  - -News, Reports, Reviews, Blogs, Emails....
- Pressing need to extract and summarize key/strategic info
- Considerable work but limited <u>factual info</u>

Our Focus: evaluative text about single entity (good vs. bad, right vs. wrong)

- Customer reviews
- Travel logs
- Job candidate evaluations..... etc.

## KCAP from evaluative text (single entity)

- Extract relevant knowledge
- A. What features of the entity are evaluated in the reviews? [Hu, Liu AAAI '04] [Popescu Etzioni HLT '05]
  - B. For each feature:
    - 1. what is the **polarity** of the evaluation? (good vs. bad) [Hu, Liu KDD '04]
    - 2. what is the **strength** of the evaluation? (rather good vs. extremely good) [Wilson et al. AAAI '04]
  - Summarize and present extracted knowledge to user ......

# Outline

- Feature Extraction: limitations of previous work and our solution
- Evaluation of our approach
- Benefits in term of KCAP
- Conclusion and Demo of Future work ☺

### Feature Extraction: sample form corpus [Hu&Liu 2004]

..... the canon computer software used to download , sort , . . . is very nice and very easy to use. the only two minor issues i have with the camera are the lens cap ( it is not very snug and can come off too easily ). . . .

the menus are easy to navigate and the buttons are easy to use. it is a fantastic camera and well worth the price .

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- the menus are easy to navigate and the buttons are easy to use. it is a fantastic camera and well worth the price .

# Limitations of previous approach

Key problems with extracted features (for KCAP):

- May be too many and redundant (often > 100)
- Flat, unstructured list (lack hierarchical organization)
- May be expressed in an unfamiliar terminology (for target user)

spot metering
metering option
remote control
battery
night mode
light automatic correction

battery life
remote
battery charging system
low light focus *Battery*

### Example Ideal Mapping UDFs CFs

- 1. Canon G3 PS Digital Camera [canon,canon PS g3, digital camera, camera,...]
  - 1.1 User Interface [button, menus, lever]
  - 1.2 Convenience []
  - Battery [battery life, battery charging system, battery]
  - Self Timer [ ]
  - Burst Mode [speed, mode]
  - Rapid Fire Shot [speed]
  - Delay Between Shots [unresponsiveness, delay, speed, lag time, lag]
- 2. Not Placed [manual, function, quality, strap, service, shoot, learning curve,...]

# **Our Solution**

- Map extracted features (Crude Features (CF)) in a hierarchy of product features at different levels of abstraction. Two alternatives:
  - Learn the hierarchy
  - Have the user provide a hierarchy of User Defined Features (UDF)
  - Such a mapping will:
    - Eliminate redundancy (CFs with same referent mapped in the same UDF)
    - Provide conceptual structure
    - Increase user familiarity with CFs

![](_page_10_Figure_0.jpeg)

# Our Mapping Method

- Map each CF in the "most similar" UDFs
- CFs and UDFs are terms (i.e., sequences of 1 or more words)

So need a measure of term similarity

- Our approach to term similarity: combine similarity between constituent words
- So need a measure of word similarity and a function to combine similarities

# Word Similarity Metrics wm

- String Matching: baseline
- WordNet Synset Matching:

1 if the two words appear in the same synset....
e.g., (photograph, photo, exposure, picture)

 Wordnet Distance Matching: a set of measures that compute the semantic distance between the synsets of the two words

[Patwardan, Pedersen 2003] Cpan module

Term similarity: Combine word scores  $cf = \{v_1, ..., v_n\}; udf = \{w_1, ..., w_m\}$ 

 MAX: terms' score is the maximum score of comparing all possible word pairs

 $\max_{i,j} \{wm(v_i, w_j)\}$ 

 AVG: terms' score is the average of the max of all *i* with *j*, and vice versa (to avoid a high score of one word dominate the whole term's score)

![](_page_13_Figure_4.jpeg)

# Mapping Algorithm

### Algorithm

- Each CF is mapped to the UDF with which it receives the greatest similarity score
- In case of tie scores CF is mapped more than once
- But mapping occurs only if score greater than a given threshold

### Threshold

- For string and synset matching the threshold was set to 0.
- For Wordnet distance similarity measures was set by varying a parameter  $\theta$

# Outline

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#### **Results DigCam for AVG** Mapping quality measures Word p\_dist redun Similarity .23 str\_match .38metrics .39.27syn\_score Wordnet distance .29

![](_page_16_Picture_1.jpeg)

(lin)

 $\downarrow$  $\bigcirc$ 

`(U)

### Results DVD for AVG Mapping quality measures

![](_page_17_Figure_1.jpeg)

↓☺ ↑©

# Outline

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# Benefits in term of KCAP

### Key questions for manufactures and potential customers

- what product features are more frequently mentioned?
- how do customers evaluate those features?
- do they agree?

### **CFs only**

Table 3: CF Frequency Statistics						
Crude Feature	Total	Pos	Neg			
camera	57	55	2			
picture	15	13	2			
viewfinder	12	1	11			
led	3	3	0			
image quality	1	1	0			
image	1	1	0			
display	1	1	0			
shot	1	1	0			

## Benefits in term of KCAP

### ... answer the same questions

- different levels of abstraction
- less redundancy

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- more familiar terms

### **CF UDF mapping**

Table 5: Informative Mapping Results					
	UDF	Total	Pos	Neg	
	Editing/Viewing	17	6	11	
	LCD Display	4	4	0	
	Viewfinder	12	1	11	

![](_page_20_Figure_7.jpeg)

### Conclusions

- Novel approach to feature extraction step in KCAP from evaluative text
- Mixed-initiative mapping of flat list of extracted CF into a UDF hierarchy
- Term similarity metrics
- Evaluation of these metrics on two corpora of customer reviews : reasonable accuracy, substantial reduction in redundancy
- Beneficial in term of captured knowledge

## Future Work

- Improve mapping method
  - Try other term similarity measures (corpus based)
  - Inject more sophisticated NLP (e.g., weight scoring considering headword of a term)
- Develop interface to support user revision of the mapping and of the UDF hierarchy
- Summarize and present extracted knowledge to user ...... Combine text and graphics....
   Adapt techniques for generating evaluative text

### Questions 2015-2

- Is WordNet the best online lexical database?!? ☺
- Who is the user?
- UDFs / CFs / Gold Standard
- Unplaced CFs
- CF extraction and polarity (how many methods?)
- Constructing large UDF
- Different Languages
- Threshold
- Future
  - Microsof Research took this over in 2007-8
  - Interactive Multimedia Summarization (Visualization)
  - Lexical Similarity vs. corpus-based <--</p>

 Automatically create UDFs: Extract Hierarchy from the reviews/ from existing ontologies - Speech input... Sarcasm <sup>11/9/2015</sup>

![](_page_24_Picture_0.jpeg)

#### Aspect-based sentiment summarization US 8799773 B2

#### ABSTRACT

IMAGES (9)

Phrases in the reviews that express sentiment about a particular aspect are identified. Reviewable aspects of the entity are also identified. The reviewable aspects include static aspects that are specific to particular types of entities and dynamic aspects that are extracted from the reviews of a specific entity instance. The sentiment phrases are associated with the reviewable aspects to which the phrases pertain. The sentiment expressed by the phrases associated with each aspect is summarized, thereby producing a summary of sentiment and associated phrases can be stored and displayed to a user as a summary description of the entity.

Publication number Publication type Application number Publication date Filing date Priority date ⑦	US8799773 B2 Grant US 12/051,798 Aug 5, 2014 Mar 19, 2008 Jan 25, 2008				
Also published as	CA2711665A1, 5 More »				
Inventors	George Reis, Sasha Blair-Goldensohn, Ryan T. McDonald				
Original Assignee	Google Inc.				
Export Citation	BiBTeX, EndNote, RefMan				
Patent Citations (44), Non-Patent Citations (57), Referenced by (4), Classifications (13), Legal Events (1)					
External Links: USPTO, USPTO Assignment, Espacenet					

![](_page_24_Picture_5.jpeg)

#### 11/9/2015

### Data and Gold Standard

Two products: Digital Camera and DVD

- **CFs** from Hu&Liu annotated corpora: 101 CFs for digital camera, 116 for DVD
- **UDFs** developed by domain experts: 86 UDFs for digital camera, 38 for DVD

### Gold Standard Development:

- We manually developed initial mappings
- User study: we asked 7 subjects to fix our mappings with some random errors
- Based on their input a final version was created

![](_page_26_Figure_0.jpeg)

• (Fraction of redundant CF's)  $redun reduc = \frac{|placedCF| - |nonEmptyUDF|}{|CF|}$ 

Can be maximized by placing all CFs in one UDF but...

*redun\_reduc* in Gold Stand. DCam = .45 ; DVD=.43

$$\begin{aligned} & \operatorname{sim}_{\operatorname{path}}(c_1, c_2) = -\log \operatorname{pathlen}(c_1, c_2) \\ & \operatorname{sim}_{\operatorname{Resnik}}(c_1, c_2) = -\log P(\operatorname{LCS}(c_1, c_2)) \\ & \operatorname{sim}_{\operatorname{Lin}}(c_1, c_2) = \frac{2 \times \log P(\operatorname{LCS}(c_1, c_2))}{\log P(c_1) + \log P(c_2)} \\ & \operatorname{sim}_{\operatorname{jc}}(c_1, c_2) = \frac{1}{2 \times \log P(\operatorname{LCS}(c_1, c_2)) - (\log P(c_1) + \log P(c_2))} \\ & \operatorname{sim}_{\operatorname{eLesk}}(c_1, c_2) = \sum_{r,q \in \operatorname{RELS}} \operatorname{overlap}(\operatorname{gloss}(r(c_1)), \operatorname{gloss}(q(c_2))) \end{aligned}$$

![](_page_28_Figure_0.jpeg)

- G. Carenini , J. Cheung , A. Pauls. <u>Multi-Document Summarization of</u> <u>Evaluative text</u>, **Computational Intelligence**, **2012**
- Carenini G. and Rizoli L., A Multimedia Interface for Facilitating Comparisons of Opinions. In: *Proceedings of the 13th International Conference on Intelligent User Interfaces*, (IUI 2009), Sanibel Island, Sydney, Florida, USA, 2009 [pdf]
- Carenini G, Cheung J., Extractive vs. NLG-based Abstractive Summarization of Evaluative Text: The Effect of Corpus Controversiality. *International Conference on Natural Language Generation.* (INLG 2008), Salt Fork, Ohio, USA, June 12-14, 2008 [pdf]

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### Multimedia Interactive Approach

![](_page_30_Figure_1.jpeg)

## Extracted evaluative info after mapping

- Merged Features hierarchy annotated with all the evaluations each feature received in the corpus
  - Canon G3 PS Digital Camera [-1,-1,+1,+2,+2,+3,+3]
    - 1. User Interface [+2]
    - Button **[ +1]**
    - Menus [+2,+2,+2,+3+3]
    - Lever []

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- 2. Convenience []
- Battery []
  - Battery life [-1,-1,-2]
  - Battery charging system []

 $PS_i$  is the set of polarity/strength evaluations for feature  $f_i$ 

### Conveying extracted info with graphics

Visualization should convey:

- Hierarchical organization of the features
- For each feature
  - # of evaluations
  - polarity/strength of the evaluations (average?)
- **Treemaps**: space-filling technique for visualizing hierarchical information structures
- Each node in the hierarchy is represented as a rectangle
- Descendants of a node are represented as nested rectangles
- Rectangle size and colour can express information about the node

### Treemap: stock market

![](_page_33_Figure_1.jpeg)

# One possibleTreemap

- Each product feature is represented as a rectangle
- The hierarchy is represented by nesting
- Rectangle size expresses # of evaluations
- Rectangle colour expresses avg polarity/strength of evaluations (black for neutral, the more positive/negative the more green/red)

![](_page_35_Figure_0.jpeg)
#### Another possible Treemap

- Each evaluation is represented as a rectangle
- The hierarchy is represented by nesting
- Rectangle colour expresses polarity/strength of the evaluation (black for neutral, the more positive/negative the more green/red)

• Note: More effective in conveying controversiality



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#### Multimedia Interactive Approach



#### **Textual Summary**

#### **Graphical Summary**

Apex AD2600 Progressive-scan DVD player Summary of General Information Apex AD2600 Progressive Scan DVD Player customer reviews General Information Apex AD2600 Progressive Scan DVD Player self Disc Formats Extra Features CD DVD Audio Extra Feature for: Apex AD2600 **Progressive-scan** DVD player Uriversal Re Most customers disliked the DVD Disc Formats self Apex AD2600 <sup>1</sup>. Although many customers found the user interface<sup>2</sup> to be good, many users thought the available video outputs<sup>3</sup> VCD JPEG was poor. However, many users liked the range of Surround Sound User Interface Video Output compatible disc formats <sup>4</sup>, Surround So Prog Video Output self even though many customers found the compability with DVD audio  $\frac{5}{2}$  discs to be very poor.

For the price, it 's a very nice dvd player. The front door is miss aligned on my unit and you have to manually life it up just so slightly for the door to close, a very annoying thing after ahwile. It does play a wide range of formats as advertised which is very nice. And so far have not had any problems with dvds not being able to play. Recommended to anyone looking to purchase a low priced dvd player and not expecting any bells or whistles from a brand name one like sony.

#### Original Review(s)

USER1-20	USER10-1	USER(1-4)	USER11-15	USER2-3	USER2-3
USER27-11	USER.28-3	USER29-3	USER37-10	USER37-10	USER 37-4
USER4-3	USER.44-11	USER45-5	USER47-3	USER 50-2	USER54-9
USER55-3	USER65-1	USER78-1	USER 94 9	USER 84-5	USER.47-3
USER87-4	USER89-8		USER94-4	USER97-4	

Multimedia Interactive Summary: Formative Evaluation

- **Procedure** (similar to study-1 and study-2)
- Interested in testing effectiveness of text graphics combination (redundancy / support)
- Very positive feedback (Details in IUI-06 paper)
- Recent Extension to comparison of two entities (see paper in IUI-09)



## Questions 2015

- UDFs / CFs / Gold Standard
- Unplaced CFs
- Clarification Placement distance
- CF extraction and polarity
- Constructing large UDF
- Different Languages
- Trade-off Placement and Redundancy
- Future
  - MSR
  - Interactive Multimedia Summarization
  - Extract Hierarchy from the reviews (automatically create UDFs)..... Speech input ... Sarcasm

#### **Placement Distance**

 The accuracy of a CF term in the research is assessed by considering the hierarchical path distance between where it is placed by the mapping algorithm and where it is placed by the gold standard (control mapping). Does the research assume that path lengths all encode the same semantic distance? (e.g. that pixels (parent) ->resolution (child) has a semantic subset distance equal to image (parent) -> image type (child))

- G. Carenini , J. Cheung , A. Pauls. <u>Multi-Document Summarization of</u> <u>Evaluative text</u>, **Computational Intelligence**, **2012**
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#### Results for DVD

Table 2: Placement distance and redundancy reduction scores for DVD player with term metric

avg

	1st Run		No Repetition		
	p_dist	redun	p_dist	redun	
$str_match$	.31	.19	.27	.21	
syn_score	.30	.23	.28	.25	
$\theta$	sim_score (res)				
-0.2	.39	.30	.39	.32	
-0.4	.49	.44	.49	.46	
-0.6	.59	.53	.58	.54	
$\theta$	sim_score (lin)				
-0.2	.42	.36	.40	.38	
-0.4	.49	.43	.47	.45	
-0.6	.57	.50	.55	.52	

## Results DigCam for AVG

Table 1: Placement distance and redundancy reduction scores for DigCam with term metric *avg* 

	First Run		No Repeat	After Revision
	p_dist	redun		
str_match	.43	.19		
syn_score	.45	.21		
θ				
-0.2	.42	.16		
-0.4	.42	.23		
-0.6	.46	.31		
θ				
-0.2	.44	.23		
-0.4	.43	.31		
-0.6	.43	.36		

# Support Analysis of Evaluative Arguments (about single entity)



#### **Results: Summary**

• In both products Wordnet distance with  $\theta = -.2$ 

# From Mapping To Evaluation

- Given unsupervised CF extraction and unsupervised UDF<->CF mapping, need to evaluate UDF features
- Assume we can calculate strength and polarity of customer evaluations for each CF using existing methods (Hu & Liu 2004; Wilson *et al. 2004*),
  - then we can generate an evaluation for each UDF based on its CF's

#### Back to High-level process

- Information Extraction
- Summary generation

# Plan for Summary Generation

- Adapt GEA (Generator of Evaluative Arguments) (Carenini & Moore 2001) for
  - Content selection and organization
  - Microplanning (partially)
  - Realization
- Adapt existing MEAD (Radev et. al. 2001) software as baseline "domain/task independent" summarizer
- Evaluation: Compare system against
  haseline with humap judges

# Generator of Evaluative Arguments (GEA)

- Generates evaluations of entities based on:
   properties of entity
  - user preferences about that entity
- Entity is represented as a set of attributes and values (e.g. (Zoom range . 12x))
- User Preferences are modelled using an AMVF (Additive Multiattribue Value Function)
  - This is a hierarchical set of preferences about entity, with attributes as leafs

#### **GEA example: AMVF**



#### **GEA example: Attributes**



#### **GEA example: Opposing/Supporting Evidence**



#### Measure of Importance [Klein 94]

For each attribute *a* : Importance  $(a) = w_a \max[v_a, [1 - v_a])$ 



## **Argumentative Strategy**

#### **Based on guidelines from argumentation theory**

[Miller 96, Mayberry 96]

<u>Selection:</u> include only "important" evidence (i.e., above threshold on measure of importance) <u>Organization</u>:

(1) Main Claim (e.g., "This house is interesting")

- (2) **Opposing evidence**
- (3) Most important supporting evidence
- (4) Further supporting evidence -- ordered by importance with strongest last

Strategy applied recursively on supporting evidence

# Adapting GEA

#### <u>GEA</u>

- AMVF hierarchy ->
- AMVF weights ->
- Component ->
  Value Function

#### Customer Reviews

- UDF hierarchy
- Relative frequency of UDFs in corpus
- Aggregation of polarity/strength of UDF features

# Adapting GEA (cont'd)

- Differences
  - Customers may evaluate non-leaf elements (e.g. "Location") directly
  - in GEA domain, entities had only one evaluation for each attribute
    - For customer reviews, must give some indication of distribution of customer opinions on each attribute

#### Example: Some (fake) Reviews

- "I really liked the Canon G3[+2]. The 12x zoom is really useful[+1]! The only thing I didn't like was its poor [-1] <u>focussing</u> in low light."
- "The Canon G3 is a great deal. The <u>lens</u> features were the best I've seen for a camera of its price[+2]. The <u>menu system</u> is very intuitive[+1], but I wish the camera could take <u>RAW</u> images[-1]."
- "I really didn't like this camera[-2]. It <u>focussed</u> very poorly [-2] indoors (when I use it most) and I found myself wishing there were more modes on the <u>dial</u> [-1] rather than in the <u>menu system</u>. I returned mine already."

#### Adapted GEA



## Output of GEA

- What GEA gives us:
  - High-level text plan (i.e. content selection and ordering)
  - Cue phrases for argumentation strategy ("In fact", "Although", etc.)
- What GEA does not give us:
  - Appropriate micro-planning (lexicalization).
    - Need to give indication of distribution of customer opinions

#### Hypothetical GEA Output

The <u>Canon G3</u> is a <u>good</u> camera. However, the <u>interface</u> feature is <u>poor</u>. Although the <u>menu</u> <u>system</u> is <u>good</u>, the dial <u>system</u> is <u>terrible</u>.

#### **Target Summary**

<u>Most</u> users thought <u>Canon G3</u> was a <u>good</u> camera. However, <u>several</u> users did not like <u>interface</u>. Although <u>most users</u> liked the <u>menu</u> <u>system</u>, <u>many</u> thought the <u>dial</u> was <u>terrible</u>.

#### Evaluation

- Current idea: task-based (extrinsic)
  evaluation
  - Give human test subject summary
  - Then, allow user some fixed time (e.g. 5 minutes) to scan a corpus of reviews (20-30?)
  - User should then answer e.g.
    - if summary provides "all" (?) important information
    - *if summary left out information*
    - if missing information was important
    - *if summary is representative of corpus*
- 11/9/2015 Also evaluate fluency with known methods

#### **Future Directions**

- Current method of adapting GEA is just a first pass.
  - Could change e.g. Measure of Importance.
- We may leverage GEA's ability to create usertailored evaluative arguments for generating user-tailored summaries (long term)

# IE Key Sub-tasks

- **A.** What features of the objects are evaluated in the reviews?
- **B.** For each feature:
  - i. what is the **polarity** of the evaluation? (good vs. bad)
  - ii. what is the **strength** of the evaluation? (rather good vs. extremely good)

## (User-Specific) Summarization of Multiple Customer Reviews

#### The Goal:

An automatic solution to the problem of summarizing a potentially large set of documents that contain evaluative language about a given entity (e.g., a product, a location, a job candidate, etc.)

**User Specific**: the summary is tailored to user's conceptualization of the entity (now) model of the user's preferences (long term)

#### Example: Some (fake) Reviews

- "I really liked the Canon G3. The 12x <u>zoom</u> is really useful! The only thing I didn't like was its poor <u>focussing</u> in low light."
- "The Canon G3 is a great deal. The <u>lens</u> features were the best I've seen for a camera of its price. The <u>menu system</u> is very intuitive, but I wish the camera could take <u>RAW</u> images."
- "I really didn't like this camera. It <u>focussed</u> very poorly indoors (when I use it most) and I found myself wishing there were more modes on the <u>dial</u> rather than in the <u>menu system</u>. I returned mine already."
### Example: Target Summary

<u>Most</u> users liked the <u>Canon G3</u>. <u>Many</u> found the <u>zoom</u> feature to be <u>good</u>. Although <u>many</u> users did not like the <u>auto focus</u>, <u>a few</u> users liked the <u>menu system</u>. <u>Only 1</u> user did not like the camera.

# **Example Target Summary**

- Features
  - Selection of content (flash range not mentioned)
  - Discourse cues (cue phrases, order of evidence)
  - Contrasting and supporting evidence for summary of camera
  - Lexicalization of numerical tallies (2/3 => "most")

## High-level process

- Information Extraction
- Summary generation

# Example of Learned Features for a Digital Camera

- noise
- function
- button
- camera
- four megapixel
- remote control
- software
- manual

- remote
- lever
- price
- Canon G3
- strap
- low light focus
- tiff format
- use

## Ideal Extraction: sample form corpus [Hu&Liu 2004]

- ..... the canon computer software [+2] used to download , sort , . . . is very nice and very easy to use. the only two minor issues i have with the camera are the lens cap [-1] ( it is not very snug and can come off too easily ). . . .
- the menus [+1] are easy to navigate and the buttons [+1] are easy to use. it is a fantastic camera [+3] and well worth the price .

### Where we are now...

- Increase in accuracy scores from measure to measure, and from MAX to AVG, but it's small.
- We need to understand better how the similarity measures are working to better take advantage of them.