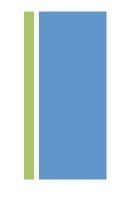


Visualization in Interactive Patent Systems

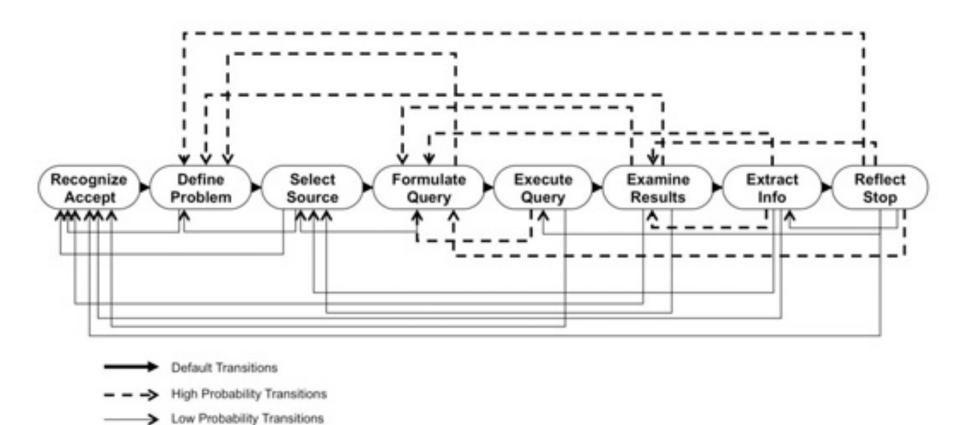


Patent Retrieval - Difficulties



- Data size (> 50 million patents)
- Language (technical/legal/"patentese")
- Temporal (and financial) resources
- Quality of results

+ Model



+

Why Information Visualization?

"...can be **processed much more quickly** than a comparable page of words" (p. 1)

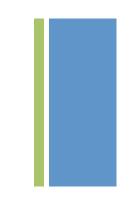
"Humans use sight as one of their **key senses** for information understanding." (p. 3)

"There is a growing need to find mechanisms for communicating information to people in an efficient and effective manner. In virtually any domain, visualization can be, and is becoming, an effective tool to assist in analysis and communication." (p.6)

Ward et al. (2010)

+

Purpose of visualizations



- Presentation
 - communication of insights
 - emphasize features
- Exploration
 - ascertain the content
 - look for patterns or features
 - no hypotheses

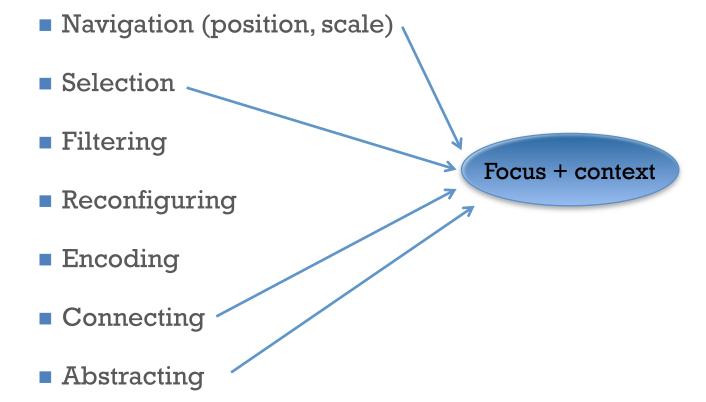


- Confirmation
 - look for facts
 - verification of hypotheses

Ward et al (2010), p. 40/41



Interaction techniques





Requirements of patent searchers

Query formulation

- Combine and organize search queries
- Query history
- Query expansion
- Query translation
- Weighting of terms

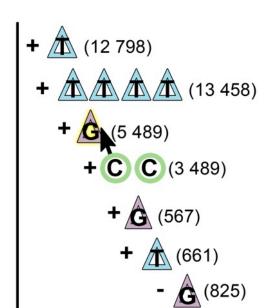
Examine Results

- Filter & manipulate results
- Combine multiple sets
- Sort & categorize results
- Term highlighting
- Navigation in result set
- Metadata access (citations, IPC, patent family,...)

+

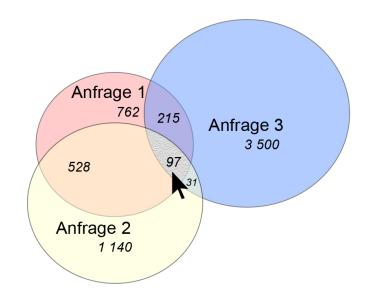
Visualizations

Query History



(radio or RF or infrared or IR or ultrasonic or Bluetooth or satellite) AND (switch or relay or break)

Time





new Term added



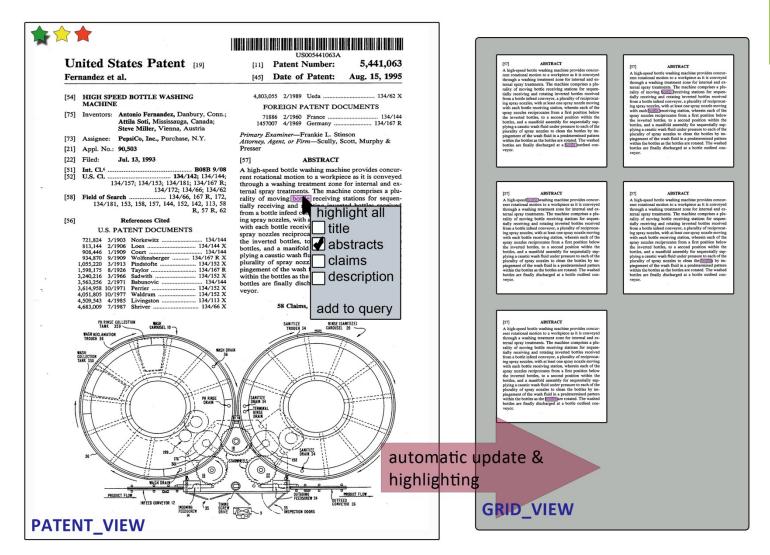
new Keyword Group added



new Classification Code added



Visualizations



+ Future plans

- Implementation of ideas (Image Editing Software/D3)
- Focus group with patent searchers
- Iterative refinement of visualizations
- User tests



References

- Azzopardi,L.; Hideo, J. & Vanderbauwhede, W. (2010): A survey of patent users: an analysis of tasks, behavior, search functionality and system requirements. In: *Proceedings of the third symposium on Information interaction in context*. ACM, 2010.
- ISO (2006): ISO 9241. The Ergonomics of Human-System Interaction—part 110: Dialogue principles. International Organization for Standardization
- Marchionini, G. (1995): Information seeking in electronic environments. Cambridge, UK: Cambridge Univ. Press.
- Ward, M.; Keim, D. & Grinstein, G.G. (2010): Interactive data visualization. India: Taylor & Francis Ltd.

Thank you for your attention!



