• Use query logs for Knowledge Discovery
• Case study: Class attribute Extraction
  – Input
    • Target class: \{Apple, Dell, Oracle\}
    • Small sets of seed attributes: \{headquarter, CEO\}
  – Output
    • Ranked lists of attributes: \{stock price, CEO, CFO\}
  – How
    • Extract contexts in query, calculate distributional similarity and rank the ones similar to the seed attributes higher
  – Result (using 40 sets)
    • Top 50 attribute’s accuracy is just below 80%