

Using Conceptual Graph to Represent Semantic Relation of Thai Facebook Posts in Marketing

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Abstract: Conceptual Graph is a representation commonly used to express semantic relationship of natural language. This work presents a method to translate Thai natural language text to conceptual graphs regarding semantic relations based on semantic roles between predicate and its arguments. Shallowing parsing of Thai text and verb patterns as case frames are utilised in identifying core entities in a context and their semantic roles. Then, the argument with annotated roles are translated into conceptual graphs that are able to logically and visually represent relations of core terms. As a result, conceptual graphs of Thai natural texts from Facebook posts in a marketing group were generated. In the study, found issues regarding Thai specific natural style are encountered and discussed.

Keywords: Semantic Relation, Conceptual Graph, Information Extraction, Semantic Role.