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Annual collaboration report and adapted collaboration plan

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Abstract

The objective of this deliverable is to provide an annual collaboration report of the INSEMTIVES project, to describe the initiated collaboration activities and to provide an adapted plan of intended cooperation activities with the projects that have similar research objectives as the INSEMTIVES project. The current deliverable builds up on the deliverable D8.4.1 “Initial collaboration plan”. The goal of the collaboration is to achieve synergies between the projects by means of contribution to working groups, joint dissemination activities, development of common dissemination materials, joint events, and similar. As a result, the outcomes of the projects should be both more visible to external parties as well as more aligned among the existing projects and other research trends.

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Executive summary

The objective of this deliverable is to provide an annual collaboration report of the INSEMTIVES project, to describe the initiated collaboration activities and to provide an adapted plan of intended cooperation activities with the projects and other partners (research centres, professors, industries, etc.) that have similar objectives as the INSEMTIVES project. The current deliverable builds up on the deliverable D8.4.1 “Initial collaboration plan”. The goal of the collaboration is to achieve synergies between the projects by contribution to working groups, joint dissemination activities, development of common dissemination materials, joint events, and similar. As a result, outcomes of the projects should be both more visible to external parties as well as more aligned among the existing projects.

In this document we report on the conducted collaboration activities with selected European projects and associations. Hereby, we describe in detail the collaborations which are more relevant for the INSEMTIVES projects: KiWi, Sun Microsystems and Active. Moreover, we report on intended collaboration activities and provide descriptions of the projects with whom collaborating could be of great significance for the INSEMTIVES. Additionally to various related EU projects, we also mention the Casual Game Association, which is relevant for activities that are related to games during the INSEMTIVES project. We also report on established User Advisory Board, that aims at creating a framework for early adopters, potential users and other interested parties to get familiar with the results of the project, providing advice and feedback on the latest tools and outcomes of the project with respect to future directions of research and development, and contributing to the achievement of the project. Also, we describe the inspiring sessions with the invited key speakers of Semantic Web area.

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1 Introduction

INSEMTIVES aims at the tight collaboration and cooperation with ongoing nationally and EU funded research projects, with industrial players who are interested in INSEMTIVES technology and the research community in general. This task includes community building and keeping a vivid, interactive climate of collaboration with key players in the area.

The current deliverable builds up on the deliverable D8.4.1 “Initial collaboration report”, which describes the strategy the INSEMTIVES project adopt in order to achieve the aforementioned goal throughout the whole duration of the project. Therefore, in this document we preserve the content of the initial collaboration report for completeness and provide the adapted version of this plan. In the current version of the report we give an overview of successful collaborations with the KiWi project, Sun Microsystems and the ACTIVE project. We highlight technical results and outcomes established by the collaboration with these projects and describe the projects with which we intend to cooperate, i.e. CASAM and MATURE, focusing on which benefit the INSEMTIVES project can obtain. Also, we established the User Advisory Board to get feedback from the research community concerning the progress of the INSEMTIVES project. We carry out brainstorming sessions with the experts of the area to get new ideas for the project, to exchange the project results and to be on the agenda in this research area.

1.1 Collaboration objectives

The task aims at the following objectives of collaboration:

- exploitation of synergies / technical concentration, workshops participation;
- contribution to some of the working groups;
- joint activities aiming at exchange, dissemination and training;
- production of dissemination material that can be used for communication of ideas to the general public;
- coordination of standardisation efforts;
- contribution to repositories of reference implementations;

Such collaboration ensures coherence of FP7 projects and alignment of the achieved results, increases effectiveness of collaboration between EU projects and therefore boosts their impact and optimises use of resources by performing shared activities.

1.2 The European semantic technology research landscape

INSEMTIVES is a project with a European scope. The project goals cannot be achieved on a purely national or bi-lateral level. The technologies investigated in INSEMTIVES build on expertise that is particularly concentrated in Europe. INSEMTIVES contributes thus to maintaining and extending this European leadership. Nowadays, Semantic Web research is, due also to EU funding, mostly a European field of expertise. World-leading European research institutes have a huge impact on the way the next generation of the Web will look and operate. INSEMTIVES can build on the top of this well-established environment to foster the even wider uptake of semantic technologies in the future.

The very active landscape of research that is conducted in European projects can be beneficial for INSEMTIVES and allows using synergy effects creating win-win situations for all parties involved. The goal of this task is to embed INSEMTIVES’ work in this landscape and align activities with other projects.

1.3 Overview

This document is structured as follows. First, it presents the areas of collaboration of the INSEMTIVES project. It describes related projects and envisioned collaboration. The subsequent section provides an overview of collaboration activities that are performed or to be performed within the project. Then the description of the User Advisory Board is provided and the sessions with the industrial experts described.

The document concludes with remarks on the future work and a detailed plan of collaboration activities to be performed.

2 Relevant initiatives

INSEMTIVES is well positioned in a landscape of national and international projects. The project aims at active collaboration with a number of current and future national and European projects. In the following, we briefly describe which projects have influenced INSEMTIVES, and which projects complement our objectives, thus being potential partners for collaboration.

INSEMTIVES is influenced by and further develops the outcomes of several national and international projects in which the INSEMTIVES partners are or were involved.

In this section, we identify projects that are relevant for INSEMTIVES at this point in time. It might be the case that during the project runtime, additional interesting projects appear.

2.1 Foundations of semantic technologies

Results from SEKT¹ (IST-2003-506826) [8] and DIP² (IST-2002-2.3.1.7) [9] are used for the foundations of textual knowledge extraction, annotation and usage.

Results from Knowledge Web³ (FP6-507482) [10] on industrial application needs and promotion of ontology technologies are used as foundation for user participation processes, and for recommendations on how to develop and deploy ontologies focusing on intrinsic and extrinsic incentives. The linkage to SEKT and Knowledge Web is ensured by the participation in INSEMTIVES of partners like UIBK and UNITN.

INSEMTIVES makes use of the methods and tools of these projects in order to apply incentives. The NeOn project⁴ (IST-2005-027595) [11] is building an infrastructure to support the lifecycle of dynamic and distributed ontologies. We will consider re-using the infrastructure to support the lifecycle of dynamic and distributed ontologies. Possibly, we can plug-in tools or functionality. Other factors that are approached in NeOn are the human-computer interaction and the collaborative aspects; and these results can be re-used in INSEMTIVES.

The main objective of OKKAM⁵ (IST-2007-215032) [12] is to provide a world-wide service for the storage and reuse of global IDs for entities on the (Semantic) Web. As the use of globally unique IDs is a very powerful means for enabling the automatic and smooth integration of any independently annotated content, INSEMTIVES explores if and how the widespread availability of these IDs can provide a part of the incentives for semantic annotation. Also, the incentive models developed in the INSEMTIVES project might be used in order to motivate people to create and tag globally unique IDs.

2.2 Semantic technologies and multimedia

Results from SALERO⁶ (IST- 2006-027122) [13] are used as a foundation for multimedia annotation and the PGP use case. The linkage to SALERO is ensured by the participation of UIBK and PGP in SALERO.

The ANSWER⁷ (IST-2007- 216489) [14] project aims at developing a new approach to the creative process of film and game production: it assists the creative artists to record an accurate description of the media they wish to create. The goal is to produce a notion system for describing the creation of multimedia content. Similar to other projects named here, this project can also benefit from research in incentives in order to make their tools more attractive.

CASAM⁸ (IST-2007- 217061) [7] facilitates the synergy of human and machine intelligence to significantly speed up the task of human-produced semantic annotation of multimedia content. The project aims at minimizing the human input. This effort can be seen complementary to the INSEMTIVES goals as INSEMTIVES tries to solve the problem of motivating the required human input.

¹ <http://www.sekt-project.com/>

² <http://dip.semanticweb.org/>

³ <http://knowledgeweb.semanticweb.org/semanticportal/sewView/frames.html>

⁴ <http://www.neon-project.org/>

⁵ <http://www.okkam.org/>

⁶ <http://www.salero.eu/>

⁷ <http://www.answer-project.org/>

⁸ <http://www.casam-project.eu/>

2.3 Social Semantic Web

ACTIVE⁹ (IST-2007- 215040) [15] is a project that aims at increasing the productivity of knowledge workers and thus exploiting the “hidden intelligence” of enterprises. ACTIVE will perform surveys on the incentives of Web 2.0 applications, which can be re-used in the INSEMTIVES project. While ACTIVE’s focus lies on methods for knowledge workers in enterprises, the field of incentives will be investigated in detail in the INSEMTIVES project. The linkage to the ACTIVE project is ensured by the participation of UIBK.

KiWi¹⁰ (IST-2007- 211932) [16] is focusing on knowledge management in semantic wikis. KiWi's objective is to investigate how knowledge management in highly dynamic environments can be supported using Semantic Wiki technologies. KiWi is not considering the motivations for users to contribute to wikis voluntarily. Furthermore, to INSEMTIVES, the KiWi results are especially interesting when building a community portal, which implements incentives as found in projects like Wikipedia, Semantic MediaWiki or IkeWiki.

2.4 Incentives

MATURE¹¹ (IST-2007-216356) [17] is a large-scale integrating project (IP), co-funded by the European Commission, Unit for Technology-Enhanced Learning (TEL) within the Seventh Framework Program (FP7). Amongst others, MATURE explores the intrinsic motivations of employees to engage in collaborative learning activities. In this case, it is associated with INSEMTIVES and the project develops the interesting technology for INSEMTIVES. Thus, we have also started initiating collaboration with this project

WEKNOWIT¹² (IST-2007- 215453) [18] aims to develop techniques for exploiting multiple layers of intelligence from user-contributed content, which together constitute Collective Intelligence. INSEMTIVES collaborates with WEKNOWIT on the implementation of incentive models. The linkage to the WEKNOWIT project is ensured by the participation of TID.

2.5 Games

The Casual Games Association (CGA)¹³ [19] is a professional international trade organization founded to facilitate a stable global casual games industry. Primary services include professional conferences, industry research and a magazine. The association organizes three annual conferences (Western Europe, Eastern Europe, USA) that allow the casual game industry to network and discuss relevant topics [1].

INSEMTIVES will create games and primarily casual games. Therefore, cooperating with the CGA is straightforward in order to gain more momentum with our games and thus create more semantic content.

Playence KG¹⁴ [20] is an academic spin-off of Austrian's research institute Semantic Technologies Institute Innsbruck (STI Innsbruck). Playence produces smart games for creating intelligent content. The games are free to play, do not show ads, and are highly rewarding. Available through various access points such as social networks or game portals, they contribute to the creation of semantic content.

⁹ <http://active-project.eu/>

¹⁰ <http://www.kiwi-project.eu/>

¹¹ <http://mature-ip.eu/>

¹² <http://www.weknowit.eu/>

¹³ <http://www.casualgamesassociation.org>

¹⁴ <http://www.playence.com/>

3 Collaboration activities

We have described projects that are related to INSEMTIVES and who we plan to exploit synergies with. We actively monitor progress in these and other international and national projects to see what possibilities exist for collaboration and reuse of research results in the research areas of INSEMTIVES. Generally, one can distinguish between collaboration where INSEMTIVES makes use of the results of other projects or other projects use the outcome of INSEMTIVES. To enable this, INSEMTIVES carries out various dissemination activities to inform about results and to create a community around them. Additionally to this, there is collaboration that is more active that includes a tight collaboration such as joint research, publications, workshops, etc. We are now in tight collaboration with the projects KiWi and ACTIVE and with the Community Equity project of Sun Microsystems. We envision tight collaboration with the projects MATURE and CASAM.

Here we describe the initiated and intended collaborations with aforementioned initiatives.

3.1 Initiated collaboration

3.1.1 KiWi



KiWi (IST-2007- 211932) is focusing on knowledge management in semantic wikis. KiWi's objective is to investigate how knowledge management in highly dynamic environments can be supported using Semantic Wiki technologies. The main outcomes of the project will be a collaborative, web-based environment (the "KiWi system") that provides support for knowledge sharing, knowledge creation, and

coordination in software and project knowledge management. In the end of 2009 the KiWi team released the next prototype of KiWi's software that have such new features as rule-based reasoning, innovative querying component called "KWQL", different information extraction technologies, personalized search, Community Equity framework, optimistic locking, simplified setup, and TagIT application.

In the beginning of July, 2009 we presented our project at the KiWi plenary meeting in Prague. We also got some insights about the project from the KiWi partners, about KiWi platform and their use cases. From our side, we have held two internal meetings afterwards with the participation of Sebastian Schaffert from Salzburg Research, who is the coordinator of KiWi project. At the first meeting with the participation of KiWi held in July, 2009 in Innsbruck, Sebastian Schaffert presented the project and gave a demo of the tools. In the follow-up meeting held in Innsbruck in October, 2009, Peter Reiser from Sun Microsystems (also a member of KiWi's consortium) gave an inspiring talk about "Community Equity", a framework to build a social value system for social networks and communities (more about it in the next subsection).

We keep up the tight collaboration and cooperation with KiWi and actively monitor the project's progress. In March 2010 we are going to attend an annual meeting of KiWi project to discuss the progress and outcomes of our projects and future collaboration activities. At the Extended Semantic Web conference 2010 (ESWC 2010) we plan to organize a collaborative workshop of KiWi and INSEMTIVES, the SEMWIKI Workshop. At this workshop we plan to carry out "INSEMTIVES Game Ideas Challenge" to gather innovative ideas for creating "games with a purpose" to weave the Semantic Web. The best ideas will be awarded with an iPhone and iPods (see more about it in the deliverable D8.2.2 "Annual Dissemination Report" [21]).

3.1.2 Sun Microsystems



Sun Microsystems is known as an advocate of open systems and a major contributor to open source software, providing a diversity of software, systems, services, and microelectronics. As the vast majority of software created by Sun Microsystems is developed in an open source manner, an enormous pressure rests on building and

maintaining various communities of practice and interest, spanning over the actual corporate boundaries.

We initiated the work with Sun Microsystems thanks to collaboration with KiWi. As Sun Microsystems is one of a partner of the KiWi project and is dealing with the Community Equity framework (which is of interest to the INSEMTIVES project) we initiated a collaborative internal workshop KiWi-INSEMTIVES Community Equity Collaboration in October 2009, at which Peter Reiser, a principal engineer at Sun Microsystems and a member of the KiWi project, presented us the Community Equity framework.

Community Equity [4] is an algorithm that tries to determine the “social value” of information in a collaborative system by tracking how much interest is generated about a certain item. Community Equity is pretty sophisticated, featuring also an ageing algorithm that avoids reputation being built up ad infinitum. Community Equity has been implemented by the Community Equity team at Sun Microsystems and integrated by Salzburg Research. Community participation is one of the aspects of social media in the enterprise that is hard to quantify. There are a number of arbitrary measurements that Enterprise 2.0 solutions providers and end users have cobbled together but up until recently there has not been a tried and proven method to calculate community participation. Community Equity is a framework to build a social value system for social networks and communities. It is definitely interesting with respect to our incentive research in INSEMTIVES.

We plan to continue our tight collaboration with Sun Microsystems and to organize one more meeting with the participation of inventors of Community Equity. Also we established the KiWi-INSEMTIVES community and created a mailing list insemtives-kiwi@lists.sti2.at for facilitated communication between the members of the community and for better exchange of information and inspiring ideas within it.

3.1.3 ACTIVE



ACTIVE (IST-2007- 215040) is a project that aims at increasing the productivity of knowledge workers and thus exploiting the “hidden intelligence” of enterprises. ACTIVE performs surveys on the incentives of Web 2.0 applications, which can be re-used in the INSEMTIVES project (for instance, the following published and to be published deliverables [5], [6]). While ACTIVE’s focus lies on methods for knowledge workers in enterprises, the field of incentives will be further researched in the INSEMTIVES project. Recently a platform prototype of ACTIVE was released.

ACTIVE addresses the need for greater knowledge worker productivity with three integrated research themes:

- Easier sharing of information through a combination of formal techniques based on ontologies and folksonomies
- Sharing and reusing informal knowledge processes by learning those knowledge processes from the user’s behaviour
- Understanding the user’s context

We participated in the first ACTIVE summer school on Advanced Technologies for the Knowledge-Powered Enterprise in September, 2009 in Slovenia. Organized by ACTIVE and hosted by the Jozef Stefan Institute, the summer school brought together students, scholars and researchers from industry to share the recent developments, solutions and technologies from the areas of: semantic technologies and content, social software and Web 2.0, adaptive and context-aware systems, context mining, process mining, knowledge filters, stream mining, anomaly detection, meta learning, forecasting, and social network analysis. It was of interest for the INSEMTIVES project as a way to exchanging ideas related to the Social Semantic Web.

In November, 2009, we organized a parallel workshop with the participation of ACTIVE project consortium in Innsbruck. We actively monitor the progress of the ACTIVE project thanks to an existing linkage to the project through the UIBK participation. The project outcomes and results are of interest to the INSEMTIVES project. We plan to organize this year further collaboration events with the ACTIVE’s participation.

3.2 Intended collaboration

3.2.1 MATURE



MATURE (IST-2007-216356) is a large-scale integrating project (IP), co-funded by the European Commission, Unit for Technology-Enhanced Learning (TEL) within the Seventh Framework Program (FP7). Amongst others, MATURE explores the intrinsic motivations of employees to engage in collaborative learning activities. In this case, it is associated with INSEMTIVES and the project develops the interesting technology for INSEMTIVES. Thus, we have also started to find collaboration with this project.

The first cooperation activity is planned for May; we plan to invite MATURE representatives to the plenary INSEMTIVES meeting in Vienna to get insights into the project and to present INSEMTIVES ideas to the MATURE team. The collaboration is promised to be of great use for both sides.

3.2.2 CASAM



CASAM stands for Computer-Aided Semantic Annotation of Multimedia and is developing a remedy for the double problem of expensive manual work and unexploited multimedia resources. The CASAM software will use state-of-the-art computer technology to analyse automatically multimedia sources and provide detailed and systematic sets of descriptions for their content.

It is especially interesting for the INSEMTIVES project as the annotations of multimedia content in its current state needs much human contribution. One of our case studies (Virtual worlds) is fully dedicated to performing semantic content authoring in the media production domain. Another use case concerning corporate knowledge management with OKenterprise also deals partially with the semantic tagging of multimedia context.

In the current stage of the progress of the CASAM project, the relevant candidate techniques for minimizing human input for knowledge-driven multimedia content analysis are being considered and finalized. The required input and output as well as the interface with the reasoning module are specified, which includes so far:

- Detection of shots in videos.
- Audio content description with respect quality and quantity.
- Audio content analysis by means of audio keywords and audio scene characterization.
- Non-speech audio transcription of the audiovisual material.
- Review of VOOCR state of the art.
- Release of the first version of VOOCR system architecture including also text detection method implementation.
- Investigation of use of statistical and unsupervised learning approaches for analyzing textual content.

Implementation procedures are in progress.

We have invited the CASAM representatives to our May plenary meeting; we expect the great impact from this project and the interest of CASAM team in INSEMTIVES technologies for fostering human participation in semantic content creation.

3.2.3 Playence KG



Playence is a provider of intelligent solutions for corporate knowledge management, supporting all types of media, such as text, video, audio, or images.

Their mission is to help organizations worldwide reduce the costs associated with managing and integrating knowledge assets from various sources, ensuring availability and access across the organization. They offer different solutions for this. One of them is the Crowd Sourcing line which is designed for large amounts of user-generated multimedia content covering a wide range of topics, not necessarily a vertical domain. Playence uses human computation via casual, social games to create descriptions of content that cannot be annotated automatically. Our games hide the abstract task of annotation behind entertaining, social games.

INSEMTIVES and Playence are collaborating on the topic of games with the purpose of data creation and are discussing the joint organization of dissemination events.

3.2.4 The Casual Games Association (CGA)



The Casual Games Association is a professional international trade organization founded to facilitate a healthy and stable global casual games industry. Primary services include professional conferences, industry research and a magazine. As

INSEMTIVES aims at exploiting game theory and interface for motivating people to contribute to semantic content creation, the Casual Game Association can give us insights in the modern market of casual games, i.e. computer games targeted at or used by a mass audience that do not need any special skills to play these games.

We presented our project at the Casual Connect event, which took place on the 10th -12th of February in Hamburg. We had fruitful discussions and got insights in casual games and respective technology.

3.3 User Advisory Board

The User Advisory Board is both a dissemination channel and a collaboration group. By establishing the User Advisory Board we aim at creating a framework for all interested parties to get familiar with the results of the project, providing advice and feedback on the latest tools and outcomes of the project with respect to future directions of research and development, and contributing to the achievement of the project. We continuously extend a list of the User Advisory Board's members as we want to build the research community around the INSEMTIVES project. In the current state-of-the-art, the User Advisory Board consists of the following members:

- Myriam Lewkowicz, Université de Technologie de Troyes
- Philipp Cimiano, University of Bielefeld
- Sebastian Schaffert, Salzburg Research, Salzburg NewMediaLab
- Nick Kings, British Telecom
- Conor Hayes, The Centre for Scientific and Technological Research
- Marta Sabou, Open University
- Arpita Ghosh, Yahoo
- Andreas Schmidt, Karlsruhe Institute of Technology
- Sören Auer, University of Leipzig
- Chris Bizer, FU Berlin.

The First User Advisory Board meeting will take place at the ESWC 2010 in Greece. We will present our project and its results for the experts of Semantic Web area and expect to get a proper feedback from the research community.

3.4 Sessions with experts of the area

INSEMTIVES aims not only at actively attending the conferences and fairs mentioned above to increase the visibility of the project achievements. We are also initiating special-purpose community-building events and joint dissemination activities in collaboration with selected industrial organizations.

So far we have carried out brainstorming sessions with the experts from Google, Yahoo!, Mozilla, and Sun Microsystems.

As a first industrial expert Michael Fink from Google Research Israel has attended the internal project meeting of INSEMTIVES in July, 2009. Michael Fink's work bridges media research, machine learning and cognitive science. Michael initiated the YouTube interactive video annotations project, which in the last year became a major driving force in making YouTube videos truly interactive. Previously, Michael worked at Google Research, focusing on image and audio fingerprinting for applications such as the "mass personalization" of broadcast television. His PhD research at the Hebrew University of Jerusalem focuses on large scale object recognition in humans and machines, generating publications ranging from machine learning, computer vision and artificial intelligence to cognitive science, justice and economics. Recently, Michael has initiated an "innovation studies program" in a joint collaboration with The Hebrew University of Jerusalem and the Bezael Design Academy.

The talk about “YouTube’s Collaborative Annotations” was relevant to INSEMTIVES as we are interested in fostering human to contribute to semantic content creation of, amongst others, multimedia content.

More and more, YouTube videos no longer provide a passive viewing experience, but rather entice the viewer to interact with the video by clicking on objects with embedded links. These links are part of YouTube’s Annotations system, which enables content owners to add active overlays on top of their videos. YouTube Annotation overlays also enable adding dynamic speech bubbles and pop-ups which can function as an ever-changing layer of supplementary information and entertainment, augmenting the video experience. The paper he presented addressed the question of whether the ability to add annotation overlays on a given video should be opened to the YouTube public. The basic dilemma in opening a video to collaborative annotations is derived from the tension between the benefits of collaboration and the risks of visual clutter and spam. Michael Fink described several models that let content owners to explore this spectrum in order to find the optimal way to harness the power of the masses.

Afterwards, Peter Mika from Yahoo! Research gave a talk about SearchMonkey at our project meeting in October, 2009, in Madrid. Peter Mika is a researcher and a data architect at Yahoo! Research in Barcelona. He received his BS in computer science from Eotvos Lorand University and his M.Sc. and PhD in computer science (cum laude) from Vrije Universiteit Amsterdam. His interdisciplinary work in social networks and the Semantic Web earned him a Best Paper Award at the 2005 International Semantic Web Conference and a First Prize at the 2004 Semantic Web Challenge. He has been co-chair of the Semantic Web Challenge since 2007. Mika is the youngest member elected to the editorial board of the Journal of Web Semantics. He is the author of the book ‘Social Networks and the Semantic Web’ (Springer, 2007). In 2008 he has been selected as one of “AI’s Ten to Watch” by the editorial board of the IEEE Intelligent Systems journal.

In his inspiring talk, named “Year of the Monkey: Lessons learned from the first year of SearchMonkey”, he shared with us the experiences gained since the launch of SearchMonkey, Yahoo’s groundbreaking Semantic Web application platform in May, 2008. For most publishers, SearchMonkey provided the first occasion to learn about semantic technologies and reflect on the costs and benefits of providing data in semantic formats such as RDFa. For developers inside and outside Yahoo, it often meant having to learn the somehow peculiar knowledge representation paradigms of the Semantic Web. As a summary of these experiences, this presentation provided key insights to what the Semantic Web looks like in action and at a large scale, viewed from the perspective of a search engine provider. Mika also pointed out critical bottlenecks in the adoption of semantic technologies on the Web that is of interest to the INSEMTIVES project as we research and develop in the context of the Semantic Web technologies domain.

At the same project meeting in Madrid, Pascal Chevrel, Mozilla Europe co-founder and board member, gave a talk about Mozilla’s communities. Pascal Chevrel manages Web localization (worldwide) for the Mozilla project and community growth in Europe. With more than 300 million users gained in less 5 years, the Mozilla project is today one of the most important open source project in the world. Based on a worldwide community of developers, translators, promoters, beta testers and enthusiasts, Mozilla has one of the most efficient and passionate community backing the creation of its software products and promoting innovation and the open web. In his talk, Pascal Chevrel explained how the various Mozilla communities are organized into a global project and what is motivating for a large variety of people in the world to collaborate in an open source project like Mozilla. The talk was very interesting from the incentives point of view.

We regularly update the information about the upcoming talks in the News section of the INSEMTIVES Website¹⁵ [1]. Also we announce the talks’ topics and discuss them on our lively INSEMTIVES Weblog¹⁶ [2]. It is a good dissemination and collaboration tool, a remedy for communication within the research community.

We go on preparing a series of other interesting invited speakers and brainstorming sessions for the future conferences and internal workshops. Involving external “Thought Leaders” is a breakthrough approach to improving idea quality, facilitating implementations and disseminating project within the research community.

¹⁵ <http://www.insemtives.eu/news.html>

¹⁶ <http://blog.insemtives.eu/>

4 Summary

Collaboration brings research breakthroughs, enables ideas exchange and stimulates the research development.

In this document, we presented the fields of interest and described the areas of research that are related to the INSEMTIVES projects. The main relevant initiatives are foundations of semantic technologies, multimedia semantic technologies, social semantic Web, incentives and games. We retained the description of these areas presented in the deliverable D8.4.1. “Initial Collaboration report” and extended the list of projects related to these subjects. We briefly described which projects have influenced INSEMTIVES and which projects complement our objectives, thus being potential partners for collaboration.

In the “Initial Collaboration Plan”, we identified projects that are relevant to the INSEMTIVES project. In this Annual Collaboration report, we added some new interesting projects and organizations, i.e. MATURE and Sun Microsystems.

We provided a description of the initiated collaborations and described their progresses as well as the conducted collaboration activities (workshops, summer schools and other community building activities), paying special attention to the ones which are more interesting and relevant to the INSEMTIVES projects, i.e. KiWi, Sun Microsystems, ACTIVE, MATURE, CASAM, Playence and the Casual Game Association. We pointed out the interesting technologies invented in the collaborating projects as well as the possibilities to exploit these project results. Also we described the intended and almost initiated collaboration with the associated projects. We have carried out the first steps towards collaboration with them and are expecting a great outcome from it.

We continue on monitoring the progress in the collaboration projects as well as to monitor the research area and finding new interesting lines of work relevant to the INSEMTIVES project. We also carry out brainstorming sessions to get new inspiring ideas for the future project development. To improve the collaboration with key people in the Semantic Web research domain, we established the User Advisory Board. The User Advisory Board serves not only as a mean for collaboration and getting feedback from the specialists but also as an important dissemination channel.

The progress of the collaboration activities as well as the intended and initiated collaborations will be reported in the next “Annual collaboration report and adapted collaboration plan” (deliverable D8.4.3) due to M24.

These collaboration activities aim at ensuring the dissemination of the INSEMTIVES project results, uptake of relevant results from other projects, and efficient cross-fertilization over various projects. Moreover, it brings new ideas, inspiration and stimulates the progress.

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