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Initial collaboration plan

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Abstract

The objective of this task is to elaborate the plan of cooperation with other projects that share similar goals and objectives as the INSEMTIVES project. 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.

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[Editor: Name, company] Katharina Siorpaes, UIBK

[Work-package leader: Name, company] German Toro del Valle, TID

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Executive summary

The objective of this task is to elaborate the plan of cooperation with other projects that share similar goals and objectives as the INSEMTIVES project. 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 elaborate on the collaboration with selected European projects or associations. Hereby, we describe the collaboration with the projects KIWI and ACTIVE in detail. They are extremely relevant for the INSEMTIVES project. The INSEMTIVES consortium has already initiated such collaboration activities with the aforementioned projects. 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.

List of authors

Company	Author
UIBK	Katharina Siorpaes

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1 Introduction

This task ensures the tight collaboration and cooperation with ongoing nationally funded 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 player in the area.

This task firstly produces a strategy which describes how we plan to achieve this goal throughout the whole duration of the project. Annual reports will give an overview of successful collaborations on a regular basis. Additionally to cooperation with other projects, the reports will maintain a list of all technical results established by other projects on which any of INSEMTIVES' results depend as well as a list of software components developed by other teams on which INSEMTIVES depends.

1.1 Collaboration objectives

The task aims at the following objectives of collaboration [1]:

- 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;
- co-ordination 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. Then, it describes related projects and how a collaboration is envisioned. The subsequent section provides an overview of other collaboration activities that are to be performed within the project. 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 project activities. The project aims to actively collaborate with a number of currently active 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) and DIP² (IST-2002-2.3.1.7) will be used for the foundations of textual knowledge extraction, annotation and usage.

Results from Knowledge Web (FP6-507482) on industrial application needs and promotion of ontology technologies will be 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 will make use of the methods and tools of these projects in order to apply incentives. The NeOn project³ (IST-2005-027595) 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 OKKAM (IST-2007-215032) 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 will explore 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 SALERO (IST- 2006-027122) will be 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 ANSWER⁴ (IST-2007- 216489) project aims at developing a new approach to the creative process of film and game production: it assists the creative artist to record an accurate description of the media she wishes 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.

CASAM (IST-2007- 217061) will facilitate 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://www.neon-project.org/>

⁴ <http://www.answer-project.org/>

2.3 Social Semantic Web

ACTIVE⁵ (IST-2007- 215040) 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.

KIWI⁶ (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. 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 Others

The Casual Games Association (CGA)⁷ 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.

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.

⁵ <http://active-project.eu/>

⁶ <http://www.kiwi-project.eu/>

⁷ <http://www.casualgamesassociation.org>

3 Collaboration activities and timeline

We have described projects that are related to INSEMTIVES and with who we plan to exploit synergies. We will 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 envision tight collaboration with the projects KIWI and ACTIVE.

In Table 1, we describe the planned collaboration with each of the initiatives mentioned in the previous section.

Table 1. Initiatives and expected collaboration

Initiative acronym	Expected collaboration
DIP	The DIP project provided important foundational work for semantic technologies. We plan to reuse tools and techniques for semantic content creation created in the DIP project [2]. The DIP project has already finished.
SEKT	The SEKT project's outcome included work for knowledge management using semantic technologies. We plan to reuse tools and techniques for semantic content creation created in the SEKT project [4]. The SEKT project has already finished.
KnowledgeWeb	KnowledgeWeb was a network of excellence that focused on ontology research. We will reuse important findings [5]. The KnowledgeWeb project has already finished.
NeOn	The NEON project is an ongoing project that focuses on using ontologies for large-scale semantic applications in the distributed organizations. Important findings about building ontologies, which are at the heart of semantic content creation can be found in various deliverables ⁸ .
OKKAM	The OKKAM project has developed several plug-ins and tools for creating annotations ⁹ . The OKKAM project also collaborates with Neon and adds features to the Neon toolkit. INSEMTIVES will evaluate the re-use of tools to enable "INSEMTIVES-powered" OKKAM tools. The link to the project is there through UNITN.
SALERO	The SALERO project focuses on improving cross media-production for games, movies and broadcast by the use of semantic technologies. INSEMTIVES will re-use findings from the project in the showcases ¹⁰ regarding multimedia annotation [6].
ANSWER	ANSWER researches a similar line as SALERO. We will monitor the project and reuse results if appropriate. The collaboration will be loose.
CASAM	CASAM focuses on combining human and computational intelligence, focusing on minimizing the human input required. This is relevant for INSEMTIVES work in WP 2. The collaboration will be loose.
ACTIVE	We envision a tight collaboration with the ACTIVE project. We are especially

⁸ Deliverable 1.1.1 Networked ontology model; D1.5.1: Dynamics of meta-data; D2.3.1: Practical Methods to Support Collaborative Ontology Design; D3.1.3: Improved NeOn formalism for context representation; D4.1.2: Analysis of User Needs, Behaviour and Requirements on Ontology Engineering Tools.

⁹ <http://www.okkam.org/test-tubes>

¹⁰ <http://www.salero.eu/en/showcase/index.html>

	<p>interested in results from the ACTIVE work packages 1 and 4. Work package 1 is focused on knowledge articulation¹¹, which is at the center of the INSEMTIVES project. Additionally, work package 4 looks into costs and benefits of ontologies¹² [7] and does research on incentives found in Web 2.0 applications.</p> <p>However, the collaboration with ACTIVE goes beyond the uptake of results. The INSEMTIVES plans to organize joint workshops on the topic of incentives for semantic content creation. Additionally, ACTIVE might take up ideas for incentives and the incentives-driven semantic content engineering methodology for the prototypes developed in ACTIVE's work package 1.</p>
KIWI	<p>The KIWI project focuses on software of semantic wikis and on social software in general. This is very close to INSEMTIVES. The idea of community equity¹³ is closely related to ideas in INSEMTIVES. Relevant deliverables include the following:</p> <ul style="list-style-type: none"> • D 2.6 Information extraction • D 2.7 Personalization state of the art • D 2.8 Personalization concept and model • KIWI prototypes <p>KIWI and INSEMTIVES will carry out joint dissemination activities such as the organization of a conference or workshop on social computing. INSEMTIVES and KIWI will have dedicated sessions at project meetings to facilitate a tight collaboration.</p>
CGA	<p>The Casual Game Association might be helpful in disseminating our games through appropriate channels. We hope to achieve the following objectives through that organization:</p> <ul style="list-style-type: none"> • Contact to game experts. • Dissemination of games. • Insight in casual gaming industry.

¹¹ <http://smw-active.sti-innsbruck.at/>

¹² <http://ontocom.sti-innsbruck.at/>

¹³ <http://kenai.com/projects/community-equity>

4 Summary

In this document, we describe the collaboration activities with selected EU projects and INSEMTIVES. This activity aims at ensuring the dissemination of INSEMTIVES results, uptake of relevant results from other projects, and efficient cross-fertilization over various projects.

We present relevant projects and describe the type of collaboration we plan to conduct. The projects KIWI and ACTIVE are especially interesting and related to the INSEMTIVES project. We already initiated collaboration activities and plan to organize joint academic events and exploit the projects' results.

The progress of the collaboration activities will be monitored in annual collaboration reports.

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