



PROMISE

Participative Research labOratory for Multimedia
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Abstract

The purpose of the Deliverable D7.14 is to report on the Dissemination activities carried out within the PROMISE project between September 2012 and August 2013. It includes all the activities for the dissemination of the project results to the widest possible audience, both industrial and academic, during the third year of the project.

This report will also be the final dissemination document.

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Executive Summary

The present Deliverable D7.14 reports on the dissemination activities within the PROMISE project. It includes all the activities for the dissemination of the project results to the widest possible audience, both industrial and academic during the third year of the project.

According to the Dissemination Plan, the PROMISE Consortium has been continuously reporting on its achieved goals, among which to:

- provide a virtual laboratory for conducting participative research and experimentation;
- carry out, advance and bring automation into the evaluation;
- benchmark complex multilingual and multimedia information systems, in order
 - to make the experimental evaluation of complex multimedia and multilingual information systems progress to support individuals, commercial entities and communities who design, develop, employ, and improve such complex systems
 - to deliver a unified environment where to store data, knowledge, tools, methodologies and make them accessible.
 - to bring together the users communities, which are involved in the experimental evaluation.

All the partners were encouraged to get involved in the dissemination activities. The following list of tasks was implemented to execute such actions:

- Presentation and promotion of the project to targeted audiences through the World Wide Web.
- Production and dissemination of advertising and promotional material of the Project.
- Presentation of the project results at conferences, workshops and other events.
- Preparation of papers and scientific publications for conference proceedings and journals.
- Organisation of thematic workshops and other PROMISE Events.
- Development of relations with other European research projects.

1 Introduction

The design and development of the PROMISE open evaluation infrastructure, the organization of regular evaluation activities, and the creation of a multidisciplinary community represent the concrete means for showing the advantages of co-operation between different methodologies for the overall multilingual and multimedia information access issue. It will certainly deliver an effective instrument to research and industrial stakeholders for carrying out their own projects, tasks, and developing ideas in the field.

In this context, the dissemination of the achieved results, the transfer of knowledge and technology, the creation of awareness about the solutions and their applications, the involvement of the stakeholders, and the sharing of the technological solutions are key factors and represent an integral part of the work of the project.

The Dissemination Plan has been elaborated to guarantee that the following objectives would be achieved:

- Attract the industrial community by promoting the capacities and benefits of the evaluation infrastructure;
- Keep strong involvement of the LT academic community (steady base) by allowing closer collaboration among different groups and organizations;
- Elaborate best practices based on the experimental evidence coming from the regular evaluation activities.

Specific dissemination activities which have been carried out during the third year of the project are detailed in the following sections.

2 Target Groups / Audience

In this section, we describe the profiles of the target groups identified for our dissemination activities.

2.1 Industrial Audience

The main target of our dissemination activities are industrial players: companies that are designing and developing multilingual and multimedia information systems, as well as those developing applications that are using Search as a component of their system. It is of critical importance to bringing these companies in the evaluation infrastructure. In order to do so, their technical needs and requirements as well as their demands for confidentiality have been met. Eventually, implementing a certification process based on the infrastructure and knowledge base produced by the project may help to convince the skeptical players and have a concrete industrial impact.

2.2 Academic Audience

The academic players from the LT community form the second target group. Academic institutions are largely represented within the project (11 partners out of 13) and the involvement of the academic community is encouraged through the collaboration between groups of researchers, in the form of researcher exchanges and communication with other institutions and projects. New talents from universities are also targeted through the organization of Summer and Winter schools.

2.2.1 European Projects

During the first and second years, PROMISE established collaborations with other European projects such as DC-NET, Khresmoi, CHORUS+, CULTURA, the Network of Excellence META-NET and the ELIAS research networking program of the European Science Foundation. In addition, a strong relationship has been built with the Europeana Foundation. During the third year, exchanges have been developed between PROMISE and these projects.

2.2.2 Other Target Groups

Data owners and content providers are equally targeted by the actions of PROMISE as they may be interested in providing data to be used within the project. National Library programs and application communities (Digital Libraries) are potentially interested in the evaluation infrastructure and hence are targeted by the dissemination activities.

Targeting the general audience is not considered as relevant, but the journalists (in particular within specialized media) are a potential target group to convey messages on the project to the public.

3 Dissemination activities

3.1 Communication Material

In order to reach the different target audiences identified in section 2, the following communication material was produced.

3.1.1 Brochures, Posters and other presentation documents

Project brochures, leaflets, and posters have been revised and updated for publicizing the project in general but also in demonstration workshops.

In addition, a set of slides has been produced and made available (private part of the web site) for partners to provide a quick overview on the project when attending international conferences or meetings.

Finally, additional marketing and dissemination material such as notebooks, bags, USBs, t-shirts and pens were produced and widely distributed.

3.1.2 PROMISE Web Page

The Promise website www.promise-noe.eu is the central feature for collecting information that revolves around the project and it is the reference point for the community and for the dissemination and exchange of information, documents, etc. It is intended to both external and internal communication, providing public and private access to the project's information. The project's achievements are displayed on the public site, whereas the private part, only accessible to the partners, is dedicated to the internal documents, dissemination materials, meetings' minutes, draft versions of the deliverables, etc.

The PROMISE Web Portal has been continuously updated, in particular the Partners page with information on the new partners, the Researchers exchange page and the related map, the Events pages for both internal purposes (project meetings) and public events. For the coming edition of September 2013, all the CLEF 2013 Lab web sites have been created and are updated on a regular basis. Some new features have been added to the existing pages, e.g. tag cloud to the Deliverable page.

In order to monitor closely the interest in the project, web statistics have been implemented, providing useful information on the traffic, the total page views, the visitors (unique or returning), the time spent per page, the search items that have led to the PROMISE web site as well as the search engines used, etc. Appendix 1 provides the actual statistics of the PROMISE web site.

3.1.3 PROMISE Social Media

PROMISE's communication is also channeled through the social media. A PROMISE Facebook has been created, as well as a Twitter account and a LinkedIn group. In addition, relevant presentations can be found on the PROMISE YouTube.

3.1.4 Project Internal Communication

Mailing lists have been used for each work package, and also for General Assembly, Scientific Board, Advisory Board, and Developers.

In order to facilitate conversations within a project team that collaborates around shared ideas, or to capture and share the tacit knowledge of our work group, the Message Board tool was integrated to the project website. The site Message Board tool rivals standalone products in its feature set with RSS alerts, email-based subscriptions and replies, and ties in with activity tracking. Site Message Boards

are secured by the granular system of authorizations that grants varying levels of control to administrators and users.

3.1.5 Publication of scientific papers

The privileged way to reach the academic community is scientific publications in scholarly journals and conference proceedings explicitly targeting the field of Language Technologies. Whenever a partner publishes a scientific paper, he/she should know that it will be published through bibsonomy. An updated list of publications pertaining to the project is given herein.

3.1.5.1 Books - Book Chapters

- Agosti M., Ferro N., Forner P., Müller H., Santucci G. (2013) Information Retrieval meets information visualization. *Springer, Lecture Notes in Computer Science LCNS, volume 7757*
- Forner P., Karlgren J., Womser-Hacker C. (2012) CLEF 2012 Evaluation Labs and Workshop - Abstracts of the Working Notes, Rome, Italy, 17-20 September, 2012. ISBN 978-88-905389-6-4 ISSN 2038-4726
- Lupu M. and Hanbury A. (2013) Patent Retrieval, Foundations and Trends in Information Retrieval, Foundations and Trends in Information Retrieval, Vol. 7, No. 1, pages 1–97, 2013.
- Müller H. (2013) Medical (visual) information retrieval. *Information retrieval meets information visualization, Winter School book, pages 155-166*

3.1.5.2 Journal Papers

- Agosti M., Berendsen R., Bogers T., Braschler M., Buitelaar P., Choukri K., Di Nunzio, G. M., Ferro N., Forner P., Hanbury A., Friberg Heppin K., Hansen P., Järvelin A., Larsen B., Lupu M., Masiero I., Müller H., Peruzzo S., Petras V., Piroi F., de Rijke M., Santucci G., Silvello G., and Toms E. (2012). PROMISE Retreat Report - Prospects and Opportunities for Information Access. *SIGIR Forum*, 46(2) (in print).
- Agosti M., Crivellari F., Di Nunzio, G.M. (2012) Web log analysis: A Review of a Decade of Studies about Information Acquisition, Inspection and Interpretation of User Interaction. In *Data Mining and Knowledge Discovery. Volume 24(3): 663-696 (2012). DOI: 10.1007/s10618-011-0228-8, pages 1-34.*
- Agosti M., Ferro N., Silvello G. (2013) PROMISE winter school 2013 bridging between information retrieval and databases. *SIGIR Forum* 47(1): 46-52 (2013)
- Catarci T., Ferro N., Forner P., Hiemstra D., Karlgren J., Peñas A., Santucci G., Womser-Hacker C. (2012). CLEF 2012: Information Access Evaluation meets Multilinguality, Multimodality, and Visual Analytics. *SIGIR Forum*, 46(2) (in print)
- Di Buccio E., Di Nunzio G., Silvello G. (2013) A curated and evolving linguistic linked dataset. *Semantic Web* 4(3): 265-270
- Ferro F., Silvello G. (2013) NESTOR: A formal model for digital archives. *Inf. Process. Manage.* 49(6): 1206-1240
- Foncubierto-Rodríguez A. and Müller H. (2013) Crowdsourcing opportunities in medical imaging. *IEEE Communication Society letter*
- Stiller J., Petras V., Gäde M. (2013) Multilingual Access to Digital Libraries: The Europeana Use Case. In: *Information - Wissenschaft & Praxis* 05/2013; 64(2-3):86–95. DOI:10.1515/iwp-2013-0014

- Zhou X., Stern R. and Müller H. (2012) Case-based fracture retrieval. *International Journal on Computer assisted Radiology and Surgery*, 7:3(401-411)

3.1.5.3 Conference Papers

- Agosti M., Di Buccio E., Ferro N., Masiero I., Peruzzo S., Silvello G. (2012). DIRECTIONS: Design and Specification of an IR Evaluation Infrastructure. In: T. Catarci, P. Forner, D. Hiemstra, A. Peñas, G. Santucci (Eds.), *Proceedings of Information Access Evaluation meets Multilinguality, Multimodality, and Visual Analytics - Third International Conference of the CLEF Initiative (CLEF 2012)*, pages 88-99. Rome, Italy, September 17-20, 2012, Lecture Notes in Computer Science (LNCS) n. 7488. Springer Berlin-Heidelberg, Germany
- Agosti M., Esposito F., Ferilli S., Ferro N., editors (2012). Taking Care of Legacy and Cultural Heritage Documents - *Proceedings. 8th Italian Research Conference (IRCDL 2012)*. Communications in Computer and Information Science (CCIS) 354, Springer, Heidelberg, Germany.
- Ali S., Foncubierto-Rodríguez A., Depeursinge A., Meriaudeau F., Ratib O., Müller H. (2012) Synchronized slice viewing of similar image series, *SPIE Medical Imaging 2012*
- Angelini M., Ferro N., Santucci G., Silvello G. (2012). Visual Interactive Failure Analysis. In: N. Fuhr, J. Kamps, and S. Kraaij (Eds.), *Proceedings of the Fourth Information Interaction in Context Symposium (IiX 2012)*. Nijmegen, the Netherlands, August 21-24, 2012. ACM Press, New York, USA, ISBN 978-1-4503-1282-0.
- Angelini M., Ferro N., Granato G., Santucci G., Silvello G.: Information retrieval failure analysis: Visual analytics as a support for interactive "what-if" investigation. *IEEE VAST 2012*: 204-206.
- Berendsen R., Kovachev B., Nastou E., de Rijke M., Weerkamp W. (2012) Result Disambiguation in *Web People Search, ECIR 2012: 34th European Conference on Information Retrieval*, Barcelona, April, 2012
- Berendsen R., Tsagkias E., de Rijke M., Meij E. (2012). Generating Pseudo Test Collections for Learning to Rank Scientific Articles. *CLEF 2012: Conference and Labs of the Evaluation Forum*, Rome, Italy, Springer, September, 2012
- Chhatkuli A., Markonis D., Foncubierto-Rodríguez A., Meriaudeau F., Müller H. (2013) Separating compound figures in journal articles to allow for subfigure classification. *SPIE, Medical Imaging, Orlando, FL, USA*
- Damljjanovic D., Kruschwitz U., Albakour M-D., Petrak J., Lupu M. (2012) Applying Random Indexing to Structured Data to Find Contextually Similar Words. In *LREC 2012 Proceedings*
- Di Buccio E., Di Nunzio G. M., Silvello G. (2012). A System for Exposing Linguistic Linked Open Data. In: G. Buchanan, E. Rasmussen, and P. Zaphiris (Eds.), *Proceedings of Research and Advanced Technology for Digital Libraries - International Conference on Theory and Practice of Digital Libraries (TPDL 2012)*. Paphos, Cyprus, September 23-27, 2012. Lecture Notes in Computer Science 7489, ISBN: 978-3-642-33289-0, pages 173-178.
- Di Buccio, E. Di Nunzio, G. M. Silvello, G. (2013) An Open Source System Architecture for Digital Geolinguistic Linked Open Data, *Research and Advanced Technology for Digital Libraries - International Conference on Theory and Practice of Digital Libraries (TPDL 2013)*: Valletta, Malta, September 2013. Springer, Lecture Notes in Computer Science. To appear.
- Di Buccio, Di Nunzio, G. M., Silvello, G. (2013) A Geolinguistic Web Application Based on Linked Open Data, *SIGIR 2013*: Dublin, Ireland, August 2013. ACM Press. To appear.

- Formal Models for Digital Archives: NESTOR and the 5S (joint with N. Ferro), Research and Advanced Technology for Digital Libraries - International Conference on Theory and Practice of Digital Libraries (TPDL 2013): Valletta, Malta, September 2013. Springer, Lecture Notes in Computer Science. To appear.
- Hanbury A. and Lupu M. (2013) Toward a Model of Domain-Specific Search, *Proceedings of OAIR 2013 (accepted)*
- Hanbury A., Müller H., Langs G., Weber M.A., Menze B. H., Salas Fernandez T.(2012) Bringing the algorithms to the data: cloud-based benchmarking for medical image analysis. *Proceedings Of Third International Conference of the CLEF Initiative, CLEF 2012*. Eds. T.Catarci, P.Forner, D. Hiemstra, A.Penas, G. Santucci. LNCS Vol 7488, 2012
- Hanbury A., Müller H. (2012) Searching Text and Images in the Medical Domain, Medical Informatics Europe, Pisa, Italy, 2012.
- Hofmann K., Schuth A., Whiteson S., & de Rijke M. (2013, February). Reusing historical interaction data for faster online learning to rank for IR. In *Proceedings of the sixth ACM international conference on Web search and data mining* (pp. 183-192). ACM.
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- Jurgens J., Hansen P., Womser-Hacker C. (2012). Going beyond CLEF_IP: The 'Reality' for Patent Searchers? In Catarci, T. et al. (Eds): *Proceedings of the Third International Conference of the CLEF Initiative, CLEF 2012*, Rome, Italy, Sept. 2012. pp. 30-35.
- Lupu M., Mörzinger R., Schleser T., Schuster R., Piroi F., Hanbury A. (2012). Patent Images - a Glass encased Tool / Opening the case. In *Proc. of iKnow Conference*.
- Müller H., Foncubiarta-Rodríguez A., Lin C. and Eggel I. (2013) Determining the importance of figures in journal articles to find representative images. *SPIE Medical Imaging, Orlando, FL, USA*
- Odijk D., Meij E J., de Rijke M. (2013) Feeding the Second Screen: Semantic Linking based on Subtitles, Open research Areas in Information Retrieval (OAIR 2013), Lisbon, Portugal, May, 2013
- Piroi F., Lupu M., Hanbury A. (2012). Effects of Language and Topic Size in Patent IR: An Empirical Study. Proc. Of Third International Conference of the CLEF Initiative, CLEF 2012. Eds. T.Catarci, P.Forner, D. Hiemstra, A.Penas, G. Santucci. LNCS Vol 7488, 2012
- Polajnar T., Aggarwal N., Asooja K., Buitelaar P. (2013) Improving ESA with Document Similarity. European Conference on Information Retrieval (ECIR), Moscow, Russia.
- Tsikrika T., Müller H., Kahn Jr. C.E. (2012). Log Analysis to Understand Medical Professionals' Image Searching Behaviour. Proceedings of the 24th European Medical Informatics Conference (MIE2012)

3.1.5.4 Workshop Papers

- Agosti M., Alber B., Di Nunzio G. M., Dussin M., Rabanus S., Tomaselli A. (2012) A Curated Database for Linguistic Research: The Test Case of Cimbrian Varieties. In *Online Proceedings of LREC Workshop 2012*, 21-27 May 2012, Istanbul, Turkey.
- Amigo E., Corujo A., Gonzalo J., Meij E., de Rijke M. (2012) Overview of RepLab 2012: Evaluating Online Reputation Management Systems. In Forner, P., Karlgren, J., Womser-Hacker, C (Eds). CLEF 2012 Evaluation Labs and Workshop - Online Working Notes, Rome, Italy, 17-

20 September, 2012. ISBN 978-88-904810-3-1 ISSN 2038-4963.

- Angelini M., Ferro N., Santucci G., Silvello G.: Visual Interactive Failure Analysis: Supporting Users in Information Retrieval Evaluation. IIR 2013: 61-64.
- Angelini M., Ferro N., Järvelin K., Keskustalo H., Pirkola A., Santucci G., Silvello G. (2013) Cumulated Relative Position: A Metric for Ranking Evaluation. IIR 2013: 57-60.
- Bordea G., Bogers T., Buitelaar P. (2013) Benchmarking Domain-Specific Expert Search Using Workshop Program Committees, at the workshop Computational Scientometrics: Theory and Applications, CIKM 2013, Paris, France.
- Foncubierta-Rodríguez A., García Seco de Herrera A., Müller H. (2013) Medical Image Retrieval using Bag of Meaningful Visual Words: Unsupervised visual vocabulary pruning with PLSA, *Workshop on Multimedia Information Indexing and Retrieval for Healthcare, ACM Multimedia, Barcelona, Spain*
- García Seco de Herrera A., Foncubierta-Rodríguez A., Schiavi E., Müller H. (2013) 2D-Based 3D Volume Retrieval Using Singular Value Decomposition of Detected Regions, MICCAI Workshop on Medical Computer Vision, Nagoya, Japan
- García Seco de Herrera A., Kalpathy-Cramer J., Demner-Fushman D., Antani S. Müller H. (2013) Overview of the ImageCLEF 2013 medical tasks, CLEF working notes 2013, Valencia, Spain
- García Seco de Herrera A.G. , Markonis D and Müller H. (2012) Bag-of-Colors for Biomedical Document Image Classification. *Proceedings of the MICCAI workshop (MCBR-CDS 2012) Nice, France*, pages 110-111, 2013.
- García Seco de Herrera A., Markonis D., Schaer R., Eggel I. Müller H. (2013) The medGIFT Group in ImageCLEFmed 2013, CLEF working Notes 2013, Valencia, Spain
- Hanbury A., Müller H. (2012), A cloud-based approach for benchmarking on private data, SIGIR workshop on Community IR Evaluation using Private Data Collections, Portland, OR, USA, 2012.
- Hansen P. (2013). Initial Design of CIS and Making Sense in an Ad-Hoc Team-Based Crisis Situation. Workshop on Collaborative Information Seeking: Consolidating the Past, Creating the Future. Workshop in conjunction to the CSCW 2013 Conference, February, 2013, San Antonio, USA
- Lupu, M. (2012) Bootstrapping a Comparable Corpus from Patent Family Members. In Proceedings of 9th International Workshop on Text-based Information Retrieval (Workshop TIR '12).
- Müller H., Greenspan H. (2013) Overview of the 2012 workshop on Medical Content-Based Retrieval for Clinical Decision Support, *Proceedings of the workshop MCBR-CDS 2012, Nice, France*, pages 1-9
- Müller H., Seco de Herrera A.G., Kalpathy-Cramer J., Demner-Fushman D., Antani S. and Eggel I. (2012) Overview of the ImageCLEF 2012 medical image retrieval and classification tasks. *Proceedings of the CLEF 2012 Working Notes, 2012*
- Peñas, A., Hovy, E., Forner, P., Rodrigo, A., Sutcliffe, R., Sporleder, C., Forascu, C., Benajiba, Y., and Osenova P. Overview of QA4MRE at CLEF 2012: Question Answering for Machine Reading Evaluation. In Forner, P., Karlgren, J., Womser-Hacker, C. (2012) CLEF 2012

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- Petras V., Ferro N., Gäde M., Isaac A., Kleineberg M., Masiero I., Nicchio M. and Stiller J. (2012). *Cultural Heritage in CLEF (CHiC) Overview 2012*. In Karlgren, J. and Forner, P. and Womser-Hacker, C. (Editors). CLEF 2011 Labs and Workshops, Notebook Papers.
- Piesch, T.C., Müller, H., Kuhl, C.K., Deserno, T.M. (2012) : IRMA-Code II: A new concept for classification of medical images, in: Bildverarbeitung in der Medizin (BVM2012), Berlin, Germany, Springer, 2012
- Piroi F., Lupu M., Hanbury A., Sexton A., Magdy W., Filippov Igor (2012). CLEF-IP 2012: Retrieval Experiments in the Intellectual Property Domain. CLEF-IP Workshop Notes
- Piroi F., Lupu M., Hanbury A. (2013) Overview of CLEF-IP 2013 Lab: Information Retrieval in the Patent Domain. Proceedings of CLEF 2013 (to appear)
- Piroi F., Lupu M., Hanbury A. (2013) Passage Retrieval Starting from Patent Claims A Clef-IP 2013 Task Overview. On-line CLEF-IP Workshop proceedings.

3.2 Communication Events

To improve visibility and support the dissemination effort, PROMISE has organized and participated in a number of events (conferences, seminars, meetings, workshops, etc.) related to the main topics of the project. Communication Events and planned activities are updated periodically through the PROMISE portal.

3.2.1 Conferences and Seminars

3.2.1.1 Conferences and events organized by PROMISE

PROMISE has organized the CLEF 2012 annual conference on experimental evaluation which took place in Roma, at the Roma Eventi Fontana di Trevi conference centre on September 17-20, 2012. More than 190 participants attended the 3-and-a-half-day event. CLEF consists of an annual conference on experimental evaluation and a series of participative benchmarking activities referred to as labs (3.2.2.1). In total, out of 33 papers, 17 were accepted to the conference (9 long presentation papers, 6 short presentation papers, 3 posters) with an overall acceptance rate of 51.52%.

Two keynote speakers highlighted important developments in the field of information retrieval. Peter Clark, from Vulcan Inc. (USA) presented his company's work on the Project Halo, a long-term artificial intelligence research project sponsored by Vulcan whose goal is to enable automated question answering with deep reasoning, about a broad range of scientific subjects and related human affairs, and to create an iPad-hosted "knowledgeable biology textbook". Tobias Schreck, from the Konstanz University (Germany) discussed selected approaches for visual analysis in large textual and non-textual document collections, the applications and research challenges.

In addition to the research activities covered by the conference, CLEF 2012 hosted two Community Sessions: *Evaluation CLINIC* and *Other Evaluation Initiatives*.

Conference proceedings were published by Springer in their Lecture Notes for Computer Science series (LNCS 7488) with the title *Information Access Evaluation. Multilinguality, Multimodality, and Visual Analytics*. The experiments carried out by systems during the CLEF 2012 evaluation campaigns are described in the Working Notes, published online on the CLEF website (<http://www.clef-initiative.eu/edition/clef2012/working-notes>). Both online Working Notes and the Book of Abstracts

have been assigned an ISBN and ISSN number, and have also been indexed by DBLP.

Furthermore, conference reports have been published in the October 2012 issue of the online ERCIM News et in the December 2012 Newsletter of the SIGIR Forum.

Finally, PROMISE is now organizing the CLEF 2013 conference edition. CLEF 2013 will follow a similar format as CLEF 2011 and 2012, namely conference plus labs and workshops, and will be organized in Valencia by the Technical University of Valencia, Spain, on September 23-26, 2013. Springer has been contacted in order to have the CLEF 2013 conference papers published in the LNCS series again. Papers have already been sent to Springer LNCS 8138. As a novelty, this year also lab overview have been included in the LNCS proceedings to provide a complete view of CLEF 2013 and give a sense of the lab activities. The opening of the labs registration as well as information about CLEF 2013 venue have been disseminated into the Twitter and LinkedIn channels.

Work has already started also to organize the CLEF 2014 conference which will be held in Sheffield, United Kingdom, on September 15-19, 2014.

3.2.1.2 Conferences and events attended by PROMISE

PROMISE participated in conferences and other major events related to the main topics of the project, in order to give rise to deeper discussions on its results and benefit from possible feedback from other experts in the PROMISE research area.

PROMISE was present at the 1st MUMIA. Training School on Building Next Generation Search Systems organized in Olympiada-Chalkidiki (Greece), on September 24-28, 2012. The aim of this Training School was to give participants a grounding in the core topics that constitute the multidisciplinary area of the COST Action (EU Research Networking Programme) on Multilingual and Multifaceted Interactive Information Access. Intended for PhD students, Masters students or senior researchers such as post-doctoral researchers interested in the fields of information management, information retrieval and related fields, the school is a week-long event consisting of lecturers from MUMIA and invited speakers who are recognized experts in the field.

A PROMISE partner gave a lecture primarily aimed at describing the Patent Information Retrieval Evaluation, but also to attract participants to the evaluation campaign. The campaign was otherwise advertised through the main mailing lists such as CLEF, TREC/TAC, FIRE, NTCIR, SIG-IR, Corpora, ASIS.

PROMISE attended the 3rd Collaborative Information Seeking workshop “Consolidating the Past, Creating the Future” at ACM CSCW 2013 Conference in San Antonio (Texas) on February 24, 2013.

A technical talk entitled “People search and expertise retrieval” was given by a PROMISE partner to researchers and programmers at Textkernel, an Amsterdam-based ICT company on March 1, 2013.

PROMISE attended the ENRICH (Exploration, Navigation and Retrieval of Information in Cultural Heritage) workshop at SIGR 2013 in Dublin (Ireland) on August 1, 2013.

3.2.2 Workshops at conferences

3.2.2.1 Workshops organized by PROMISE

Several workshops were organized to collect feedback from professionals of IR as well as other stakeholders, and stimulate the discussion and innovation concerning the experimental evaluation.

Most of these activities were centered around the CLEF 2012 Conference.

The CLEF Labs are an integral part of the conference and two different types of lab were offered:

- (1) benchmarking or “campaign-style”
- (2) workshop-style labs.

On the whole, the benchmarking labs follow the traditional (“campaign-style”) cycle of activities in a large-scale information retrieval evaluation experiment set-up. Workshop-style labs are offered as a way of exploring possible benchmarking activities and to provide a means to discuss information retrieval evaluation issues from different perspectives.

Eight labs have been offered at CLEF 2012, including one ran as a workshop.

Seven labs have followed a "campaign-style" evaluation practice for specific information access problems in the tradition of past CLEF campaign tracks:

- **CHiC Cultural Heritage in CLEF:** a benchmarking activity to investigate systematic and large-scale evaluation of cultural heritage digital libraries and information access systems.
- **CLEF-IP:** a benchmarking activity to investigate IR techniques in the patent domain
- **ImageCLEF:** a benchmarking activity on the experimental evaluation of image classification and retrieval, focusing on the combination of textual and visual evidence
- **INEX:** a benchmarking activity on the evaluation of XML retrieval
- **PAN:** a benchmarking activity on uncovering plagiarism, authorship and social software misuse
- **QA4MRE:** a benchmarking activity on the evaluation of Machine Reading systems through Question Answering and Reading Comprehension Tests
- **RepLab:** a benchmarking activity on reputation management technologies

One lab has been run as a workshop organised as speaking and discussion session to explore issues of evaluation methodology, metrics, and processes in information access and closely related fields:

- **CLEFeHealth 2012** workshop on Cross-Language Evaluation of Methods, Applications, and Resources for eHealth Document Analysis

The Working Notes, are published online on the CLEF website (<http://www.clef-initiative.eu/edition/clef2012/working-notes>). Both online Working Notes and the Book of Abstracts have been assigned an ISBN and ISSN number, and have also been indexed by DBLP.

3.2.2.2 Workshops attended by PROMISE

A PROMISE partner presented a paper at the 9th International Workshop on Text-based Information Retrieval (Workshop TIR '12) at DEXA 2012 in Vienna (Austria) on September 4, 2012.

3.2.3 PROMISE Winter School

In order to attract new talents, Winter Schools on multilingual and multimedia information systems and their evaluation were organised. Each edition of the School provided high-level courses and offered a unique opportunity for a complete update on all aspects of experimental evaluation, thus encouraging contacts between participants, lecturers and interested parties.

Intended for students (Masters, PhD), post-doctoral and senior researchers, as well as for professionals involved in R&D from the fields of databases, information retrieval, and related fields, the 2nd edition of the PROMISE Winter School took place in Bressanone (Italy) on February 4-8, 2013 and brought together more than 50 participants. The aim of this edition on "Bridging between Information Retrieval and Databases" was to give participants a grounding in the core topics that constitute the

multidisciplinary area of information access and retrieval to unstructured, semi-structured, and structured information.

The event was organized around a heavy program with lectures on various aspects of multilingual information retrieval, with many PROMISE partners involved. A web site (www.promise-noe.eu/events/winter-school-2013) has been set up by CELCT for information and registration purposes; ELDA was in charge of collecting the registration fees through its secured online payment module. A flyer and a poster had been produced at ELDA for dissemination purposes. All slides and some pictures of the event are available on the web site.

Revised lectures of the PROMISE Winter School 2012 *Information Retrieval Meets Information Visualization* have been published by Springer as Lecture Notes in Computer Science (LNCS) 7757, Springer, Heidelberg and edited by Maristella Agosti, Nicola Ferro, Pamela Forner, Henning Müller and Giuseppe Santucci, G., editors (2013).

3.2.4 Development of a wide community of researchers and developers

Through the organization of a researcher exchange program, PROMISE contributes to a closer collaboration among different research groups and organizations. This challenging strategy is aimed at transferring and sharing competences and facilitating the raise of new expertise. A list of research exchanges that took place during Year 3 is presented in the section 3.3.1.4. The regular evaluation activities carried out within PROMISE also stimulate the development of a wide community of researchers and developers, creating liaisons with relevant EU projects, and increasing the industrial participation. The Message Board on the PROMISE web site, as well as the different mailing lists created for project participants, facilitate regular contacts between the members of the Consortium.

3.2.5 Technology Transfer Day for HLT experts and industry and other events

A Technology Transfer Day has been organized to present successful case studies in a customized manner to user communities (Electronic publishing, Libraries, Journalists, Archives, Museums, Broadcasting, Patent Searchers, Medical Doctors, etc.). It has focused on demonstrating the achievements of the project and on promoting the exploitation of its results, putting together researchers, developers, and users.

The Technology Transfer Day has been organised as an event co-located with CeBIT, held at the Deutsche Messe AG, Hanover, Germany on March 5-9, 2013. It has consisted of:

- a booth in the CeBIT Lab platform where PROMISE, along with the EU-supported projects Khresmoi, X-LIKE, RENDER, PlanetData and TransLectures, presented prototypes and results.
- a 45-minute slot in the main program of the CeBIT Global Conference (CGC) – Power Stage entitled “Is your Search Engine making you miss Business Opportunities?”, “How Lessons learned in Research about Information Access Evaluation can help Industry”. The interactive panel gathered Stephen E. Arnold, ArnoldIT.com (Moderator), Nicola Ferro, University of Padua (Italy) and PROMISE co-ordinator, Martin Braschler, Zurich University of Applied Sciences (Switzerland) and Jussi Karlgren, Gavagai (Sweden).
- a one day event in the middle of CeBIT exhibition grounds in the Convention Center (room Leipzig) targeting three different kinds of stakeholders in separate sessions during the day: decision makers of producer companies, decision makers of consumer companies, technology people and demos. The list of speakers is available from the PROMISE web site (<http://www.promise-noe.eu/events/technology-transfer-day/programme>).

Many PROMISE partners have been involved in the organisation of the Technology Transfer Day.

The main tasks handled by the consortium were related to communication with CeBIT for the event's organisation, preparation of the programme (including topics, speakers, material to be distributed), dissemination and advertising through all mailing lists and partners' contacts but also social media channels (e.g. Facebook, Twitter, LinkedIn).

3.2.6 Links and exploitation of liaison with other EU Projects and the Commission

The Consortium continued to put an effort in maintaining the cooperation established during the last year with a number of EU projects and initiatives including PANACEA, KHRESMOI, META-NET, CHORUS+, CULTURA projects and the ELIAS research networking program of the European Science Foundation.

3.2.7 Reach other communities

Finally, PROMISE continuously works on extending its reach to other communities as much as possible by participating in events aimed at specific communities.

3.3 Project Meetings

3.3.1 Project Meetings

- PROMISE Annual Meeting, Rome, September 20-21, 2012
- PROMISE Review and Rehearsal, Luxembourg, October 22-23, 2012
- PROMISE Bi-annual meeting, Sheffield, March 18-19, 2013
- CLEF Meeting at ECIR, Moscow, March 26, 2013 (jointly organized with ELIAS)
- PROMISE Annual Meeting, Valencia, September 26-27, 2013

3.3.2 Scientific Board Meetings

- Conference Call held on September 4, 2012
- Conference Call held on October 9, 2012
- Conference Call held on November 13, 2012
- Conference Call held on December 7, 2012
- Conference Call held on January 24, 2013
- Conference Call held on May 6, 2013
- Conference Call held on May 28, 2013

3.3.3 Research Exchange Program

- Several Research Exchange Programs have been proposed and conducted:
- UNIPD → ROMA1, September 24-25, 2012 - Finalization of D3.3 and D5.3, Continuation of work on what-if analysis
- NUIG → RSLIS, October 15-19, 2012 - Using Saffron for measuring the impact of evaluation campaigns
- ROMA1 → UNIPD, November 5-9, 2012 - Continuation of work on what-if analysis, Improvement of the visual analytics environment and integration into the evaluation infrastructure
- UBER, UGOT, USFD → RSLIS, November 18, 2012 - CHiC2013 task preparation

- NUIG → UNIPD, November 19-23, 2012 - The integration of semantically enriched experimental data in DIRECT
- ZHAW → UNIPD, November 26-30, 2012 - Refinement of the conceptual model of the evaluation infrastructure for supporting guerrilla experiments, Extension of the evaluation infrastructure for supporting best practices, Discussion on using the evaluation infrastructure for teaching purposes
- UGOT → HES-SO, November 27-28, 2012 - Work on WP2
- ROMA1 → UNIPD, December 2-5, 2012
- RSLIS → UNIPD, December 3-7, 2012
- UvA → UBER, December 6-7, 2012 - Annotation based test collections for digital library search
- RSLIS → HES-SO, January 28, February 1, 2013 -Work on the impact analysis
- ZHAW → UBER, February 6, 2013 - WP2
- HES-SO → UNIPD, February 18-20, 2013 - Set HES-SO contribution to Component Base evaluation in D3.5.
- ZHAW → TUW, February 21-22, 2013 - Validating in detail the best practices reports.
- ZHAW → HES-SO, February 28, 2013- Checking each best practice, Issues on organizing tasks 3.3, 3.4 and 4.5.
- RSLIS → UBER, February 25-March 1, 2013 - Query and collection preparation
- UNIPD → ROMA1: February 27-March 1, 2013
- UNIPD → ROMA1: March 5-7, 2013
- UGOT → USFD, March 17-21, 2013 - Investigated how the IIR and Simulation could re-use the use-case attributes
- UNIPD → NUIG, May 20-26, 2013 - Exposing semantically enriched data in the DIRECT infrastructure
- USFD → UGOT, May 31, 2013
- RSLIS → NUIG, June 18-21, 2013
- RSLIS → UBER, June 25-27, 2013 - CHiC2013
- UGOT → USFD, July 1-4, 2013
- UvA → UBER, July 3-4, 2013 - WP4USFD → UBER, July 17-21, 2013 - ChiC2013

4 Project Evaluation and Final Reporting

The complete monitoring of all the dissemination activities for every WP helps to track the project evolution and to identify the strong points of the project that have been shared and communicated. The project will succeed if the dissemination activities carried out by the partners generate interest from the HLT industry, stakeholders and policy makers. The project will be evaluated not only internally in terms of services offered by the infrastructure (e.g. reduction of required resources time and cost), but also from the industry and the general public's point of view, especially on the usefulness of the platform and the contribution to the future multilingual Europe and coming projects.

The dissemination impact can be measured according to the main objectives stipulated in the dissemination plan.

One of the main goals of the dissemination activities was to “attract the industrial community by promoting the capacities and benefits of the evaluation infrastructure”.

This has been achieved through the organization of the Technology Transfer Day.

Another objective was to “keep strong involvement of the LT academic community (steady base) by allowing closer collaboration among different groups and organizations”.

As detailed in this report and in the previous Dissemination Report (D7.4 and D7.8), the consortium has been very active in this area:

- ⇒ Research Exchanges between partners of the project
- ⇒ Joint papers

Furthermore an impact study on the scientific dissemination is being finalized and will be reported in the D6.4 (Report on the impact analysis for the CLEF initiative).

The final main objective was to “elaborate best practices based on the experimental evidence coming from the regular evaluation activities.”

This has been achieved through the distribution of printed copies of the “Best Practices Report” (D3.1) and “Tutorial on Evaluation in the Wild” (D4.2) in various events. In addition, these deliverables have been downloaded more than thousand time from the PROMISE Portal.

5 Appendix 1: PROMISE Web Site Statistics

In this appendix, statistics on the visited pages or PROMISE portal are provided.

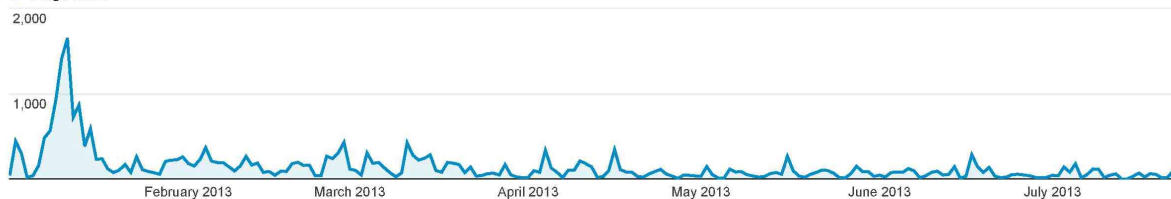
Content Overview

Jan 1, 2013 - Jul 23, 2013

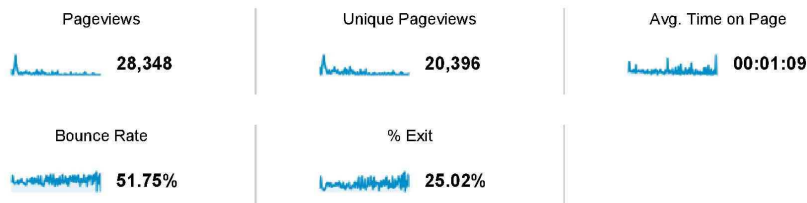
→ % of pageviews: 100.00%

Overview

Pageviews



Pages on this site were viewed a total of 28,348 times



Page	Pageviews	% Pageviews
1. /	2,409	8.50%
2. /home	1,448	5.11%
3. /events/winter-school-2013/	1,379	4.86%
4. /deliverables	966	3.41%
5. /events/winter-school-2013/programme	902	3.18%
6. /events	776	2.74%
7. /books-book-chapters	642	2.26%
8. /use-cases	606	2.14%
9. /chic-2013/home	572	2.02%
10. /events/winter-school-2013	534	1.88%

[view full report](#)

Audience Overview

Jan 1, 2013 - Jul 23, 2013

→ % of visits: 100.00%

Overview

● Visits

200



3,578 people visited this site

Visits

7,092

Unique Visitors

3,578

Pageviews

28,348

Pages / Visit

4.00

Avg. Visit Duration

00:03:27

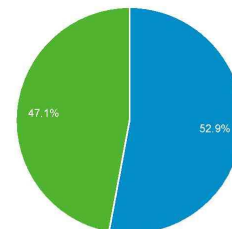
Bounce Rate

51.75%

% New Visits

47.05%

■ Returning Visitor ■ New Visitor



Language	Visits	% Visits
1. en-us	3,261	45.98%
2. it-it	725	10.22%
3. it	720	10.15%
4. fr	389	5.49%
5. en-gb	361	5.09%
6. de-de	217	3.06%
7. de	179	2.52%
8. en	125	1.76%
9. zh-cn	119	1.68%
10. ru	114	1.61%

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