



# PROMISE

Participative Research labOratory for  
Multimedia and Multilingual Information Systems

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[www.promise-noe.eu](http://www.promise-noe.eu)

## Report on Research Exchange

UvA-UBER

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## Document Information

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## History of Versions

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1.0	04/07/2011	Draft	UBER	Circulated to all partners
1.1	06/07/2011	Final	UBER, UvA	Revised after partners' comments

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## 1 Introduction

The purpose of the visit from Richard Berendsen (UvA) conducted from June 26 to July 1, 2011 in Berlin, was the investigation of possible research exchanges between the partners UvA and UBER. The knowledge exchange was carried out in the context of PROMISE, particularly with regard to WP4 (Evaluation Metrics and Methodologies) and WP6 (Evaluation Activities). Furthermore a joint participation for logCLEF2011 was prepared.

## 2 Conducted Work

The work carried out during the visit was mainly focused on three aspects:

- Planning of Tasks and Deliverables due in WP4
- LogCLEF2011
- Exchange of ongoing Evaluation Activities (Including CHiC2011)

### 2.1 Planning for WP4 (Evaluation Metrics and Methodologies)

For WP4 the tasks 4.1 and 4.2 were discussed and future work was planned. Concerning task 4.1 the Europeana<sup>1</sup> Click Stream Analysis conducted by UBER represents an interesting additional approach for log analysis [Gäde et al. 2010].

Task 4.2 which just started in May 2011 will focus on relevance assessments derived from implicit and explicit annotations. UvA will investigate ideas for a research paper on this topic. Research done in the patent search, represented by TUV, can also be used for the development of a gold standard.

The structure of deliverable D4.1 "First report on alternative evaluation methodology" due in August 2011 was developed and will be circulated to the involved partners. The deliverable will include the evaluation activities conducted so far within PROMISE.

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<sup>1</sup> <http://www.europeana.eu/portal/>

Different developments including the evaluation efforts within the three main use cases of PROMISE were highlighted and will be explained in detail from the responsible partners.

- Action point: Email to partners for further input

## 2.2 LogCLEF2011 Participation

The goal of LogCLEF<sup>2</sup> is the analysis, classification and language identification of queries as well as the definition of success of a search in order to understand search behaviour in multilingual contexts. For LogCLEF2011 three tasks have been formulated:

- Language Identification Task
- Query classification Task
- Success of a Query Task

We agreed on the participation in the language identification tasks and/or the success of a query task. At least one joint research paper will be submitted for LogCLEF2011.

Two different approaches were developed during this research exchange. UBER examines if users that access the TEL portal in their preferred language are more successful than users that leave the default English interface. UvA will focus on the identification of query languages taking context information into account. Especially the influence of previous queries from one session on the language detection will be analyzed.

It is planned to share code for geo-localization. Since both groups loaded the log data into MySQL it is also helpful to share queries, numbers and identified problems.

The work is still ongoing and will be coordinated and discussed via regular Email contact and Skype calls.

- Action point: identification of geo location database
- Action point: data analysis of TEL action logs

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<sup>2</sup> <http://ims.dei.unipd.it/websites/LogCLEF/Overview.html>

## 2.3 Exchange of Evaluation Activities and Approaches

Within WP6 different evaluation activities are ongoing. UBER prepares and organizes the CHIC2011 workshop<sup>3</sup> to be held within CLEF2011. The preparation also includes two reports on the state-of-the-art dealing with evaluation approaches and use cases within the Cultural Heritage domain. The use case-based evaluation approach will be further discussed with partners from SICS during a next research exchange in August 2011. As a starting point Richard Berendsen presented his document "Evaluating a use case" analyzing the use cases diagram provided by Henning Müller.

- Action point: Finalization of state-of-the-art reports
- Action point: preparation of SICS / UBER meeting in Berlin

## 3 Conclusions

This collaboration especially benefits the work done in WP2, WP 4 and WP 6. Further research exchange is planned concerning use case-based evaluation approaches, log file analysis and CLEF2011. Another research exchange is planned in Amsterdam.

## References

- [Berendsen 2011] Berendsen, R. *Evaluating a use case*. [http://www.promise-noe.eu/forum/-/message\\_boards/view\\_message/59608](http://www.promise-noe.eu/forum/-/message_boards/view_message/59608), 2011

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<sup>3</sup> <http://www.promise-noe.eu/chic-2011/home>

[Gäde et al. 2010]

Maria Gäde, Vivien Petras, and Juliane Stiller. 2010. Which log for which information? Gathering multilingual data from different log file types. In *Proceedings of the 2010 international conference on Multilingual and multimodal information access evaluation: cross-language evaluation forum (CLEF'10)*, Maristella Agosti, Nicola Ferro, Carol Peters, Maarten de Rijke, and Alan Smeaton (Eds.). Springer-Verlag, Berlin, Heidelberg, 70-81.