Proposal of an exchange in the context of the PROMISE project:
Managing Evaluation Tasks and Measuring their Impact

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Host: Nicola Ferro - UNIPD - University of Padua, Padova, Italy

The visit is planned for May 2–4, 2011.

The purpose of the visit is to strengthen the cooperation between WP3 (Evaluation Infrastructure) and WP6 (Evaluation Activities) of the PROMISE[1] network of excellence with the goals: 1) to provide support for managing the evaluation tasks for the PROMISE use cases via the PROMISE evaluation infrastructure, and 2) to investigate methodologies for measuring the impact of evaluation activities.

The goal to support the management of the evaluation activities fostered by the PROMISE network of excellence through the use of the PROMISE evaluation infrastructure requires a strong cooperation among the partners involved in WP3 and WP6. To reach this objective, the work that will be carried out during this visit will focus on the appropriate setup and adaptation of the evaluation infrastructure to the requirements of the evaluation task for the "Visual Medical Information Retrieval as Clinical Decision Support" PROMISE use case. In particular, the foreseen activities and discussions will be centred on the steps necessary to support the following steps of this evaluation task: experiment submission, creation of pools, relevance assessments, and metrics computation. The goal is to use the PROMISE evaluation infrastructure for the Medical Retrieval task of the ImageCLEF 2011 evaluation campaign. Furthermore, the possibility to enrich the acquired knowledge base of the collected experimental data with the experimental data gathered from past ImageCLEF evaluation campaigns related to the PROMISE use cases will be investigated.

Measuring the impact of each PROMISE evaluation task in the context of an evaluation campaign is crucial for assessing whether it has been successful in fostering and advancing the development of improved techniques for multimedia and multilingual retrieval systems. As a first step towards the development of methodologies for measuring the impact of evaluation tasks and evaluation campaigns, this visit will focus on the investigation of the scholarly/academic impact of such evaluation activities, while subsequent steps may involve the assessment of successful technology transfer efforts and their economic impact. The decision to focus on the scholarly impact lies on the reasonable assumption that evaluation activities are successful in their objectives if the resources they provide make possible a significant amount of research that is then published and cited. To this end, Theodora Tsikrika (HES-SO) will present the results of a pilot study on the scholarly impact of the ImageCLEF[2] evaluation campaign with the aim of this visit being the further development of an appropriate methodology and its adaptation to the requirements of the PROMISE evaluation tasks. This activity is part of the Impact Metrics Group of PROMISE.

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[1] http://www.promise- noe.eu

[2] http://www.imageclef.org/