



# **Minutes**

## **1<sup>st</sup> Meeting of the Dutch PetaMedia Branch (DPB)**

**Delft, 22 September 2008**

## Mission

Each PetaMedia core partner (TUD, EPFL, QMUL, TUB) administers a number of person-months to be allocated to its corresponding national network. The funding reserved for this purpose serves to employ researchers to produce added value for PetaMedia by building on the existing R&D activities of the institutions being considered as PetaMedia permanent affiliated partners. We refer to this funding as *Network Funding (NF)*. The total NF available to the **Dutch PetaMedia Branch (DPB)** is around 60 person-months, which can be used to cover salary costs of the researchers. The mission of this meeting is to make a first substantial step towards a plan for allocating this NF within the Dutch national network. We will pursue this mission through the following meeting objectives:

- Making an inventory of what Dutch network partners could contribute to PetaMedia
- Identifying (inter)national collaboration possibilities involving Dutch network partners,
- Creating a list of potential mini-projects involving Dutch partners in an (inter)national collaboration context,
- Obtaining a first rough mapping of the available NF onto these projects.
- Streamlining the generation and submission of formal project proposals.

## Agenda

**9:30 – 10:00**      **Arrival & coffee**

**10:00 – 10:15**      **Welcome note and meeting overview (A. Hanjalic)**

**10:15 – 11:45**      **Plenary technical session 1**

10:15 – 10:30	Presentation CWI	(L. Hardman)
10:30 – 10:45	Presentation TNO	(W. Kraaij)
10:45 – 11:00	Presentation Univ. Twente 1	(A. Nijholt)
11:00 – 11:15	Presentation Univ. Twente 2	(D. Hiemstra)
11:15 – 11:30	Presentation Telematica Institute	(M. Melenhorst)
11:30 – 11:45	Presentation TUD	(M. Clements, A.P. de Vries, H. de Ridder, J. Broekens)

**11:45 – 12:45**      **Working Lunch Session**

Partners are invited to discuss ideas for joint projects (research/integration challenge, timing, person-months, relevant SIGs, team composition, etc.) and shape them into the input for the next session (this session can be made longer if needed)

**12:45 – 14:00**      **Plenary Technical Session 2**

- Presentation of ideas for joint projects
- Adjustment/clustering of ideas → Short list of project ideas to be submitted for discussion within SIGs
- Selecting the project initiator/coordinator to follow the timeline

**14:00**                      **Closing of the meeting**

# Minutes

## Presence list:

Anton Nijholt,	University of Twente (UT)
Franciska de Jong,	University of Twente (UT)
Djoerd Hiemstra,	University of Twente (UT)
Peter-Jan Doets,	TNO
Mark Melenhorst,	Telematics Institute (TI)
Arjen De Vries	TUD/CWI
Maarten Cleements	TUD
Huib de Ridder	TUD
Henk Sips	TUD
Alan Hanjalic	TUD
Pien Rijnink	TUD

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## Welcome note and meeting overview (A. Hanjalic)

(for details please see the introductory presentation at [www.petamedia.eu](http://www.petamedia.eu))

- Brief introduction to PetaMedia mission and partnership concept
- Explanation of SIGs
- Introduction of the concept of mini-projects, and the rules how to define and finance them
- Introduction of the plan on how to allocate the network funding available to the DPB
- Presentation of the mission of the meeting
- Presentation of the general timeline for setting up, submitting and approving mini-projects

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## Plenary technical session 1

The objective was to make an inventory of what Dutch network partners could contribute to PetaMedia. All presentations can be found at [www.petamedia.eu](http://www.petamedia.eu). The main items discussed per presentation are listed below:

### ***Presentation 1 (Anton Nijholt UT)***

- Sensor equipped environments and people, interpreting non-verbal behavior
- Internet of things
- Human-aided computing
- Report on the SIG3 meeting (London) with focus on the project at collecting benchmark data to study/assess behavior of users involved in "implicit tagging" tasks.

### ***Presentation 2 (Mark Melenhorst TI)***

- Improving the relevance of search results by optimizing metadata
- Investigating the value of tags compared to automatically extracted metadata and professionally generated metadata
- Incentives for tagging, opinion/attitude tags for recommendation
- Improving the perceived quality and trustworthiness of content

### ***Presentation 3 (Peter-Jan Doets TNO)***

- Content distribution (IPTV, standardization)
- Media mining (text mining, metadata extraction, recommender systems)
- "ConnecTV" (extensive field trials performed!)

### ***Presentation 4 (Djoerd Hiemstra UT)***

- Language models for document ranking
- Distributed search paradigm ("Keyword auctions")

### ***Presentation 5 (Maarten Clements TUD)***

- Social content systems: enhancing the distribution and retrieval of content through exploiting social aspects of networks (e.g. by modeling friendship and trust among people)
- Taste buddies versus social network friends
- Taking into account affective user profiles for content recommendation
- Implicit rating by the "Query&view" paradigm: is it as good as explicit rating (tags)?

### ***Presentation 6 (Huib de Ridder TUD)***

- Product intelligence
  - o Embedding, context awareness, personalization, adaptivity, anticipation
  - o From user-friendliness to human-centered design
  - o Transparent interfaces
- Bridging people through technology
  - o Paradigms: Social distance, user profiling, power of collectivity, social visibility
  - o Social networks: trust and incentives for cooperation, social exchange theory, social distance or degrees of separation, reciprocity versus mutuality

### ***Presentation 7 (Henk Sips TUD)***

- Introduction to TRIBLER
- Appeal to the PetaMedia community to think in terms of simple but workable solution concepts instead of complex and idealistic (academic) ones.
- Workable solution concepts and their robust implementation required for successful large-scale field trials based on TRIBLER.
- Realistic data sets and use scenarios are the "musts"

### ***Presentation 8 (Arjen de Vries on behalf of Lynda Hardman CWI)***

- Presentation generation on the Web to answer specific user queries
  - Semantic Web browsing: optimizing interaction based on the available content and metadata
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## Plenary technical session 2

### ***Summary of the results:***

The DPB has defined a bottom-up approach for allocating the network funding. In view of the expertise present in the Netherlands and the partners willing to contribute to PetaMedia, a number of project ideas have been formulated to be worked out in a short time period following this meeting. For each of these ideas, a preliminary list of Dutch partners involved is generated, and a coordinator is selected. Once the idea is worked out, it will be submitted by the coordinator to the corresponding SIG(s) to investigate whether

1. there are similar efforts planned elsewhere in PetaMedia
2. there are partners elsewhere in PetaMedia interested to join the project
3. there are adjustments needed
4. the project could/should be merged with another project idea proposed elsewhere in PetaMedia.

Based on the discussion led on the PetaMedia-level, project ideas can be finalized and formulated in a more detailed fashion, specifying the challenge to be addressed, expected results, positioning within PetaMedia (links to other mini-projects, relevant SIGs, timing), the team, the coordinator and the funding required from PetaMedia. This proposal will then be submitted to the PetaMedia SB for approval and will be presented during the plenary meeting in Berlin. If approved, the ideas can be further adjusted based on the discussion during the plenary meeting and made ready for realization.

The following list of project ideas came as the results of the discussion:

### ***Projects with defined (Dutch) teams and coordinators:***

#### **1. Implicit tagging (PI1)**

- Placing: SIG3
- Coordinator: UT (Nijholt)
- Current participants: international partners from SIG3, TNO (pending)
- See minutes from the SIG3 meeting (London, 4 September) for details

#### **2. Social network analysis/modeling (PI2)**

- Placing: SIG4
- Coordinator: TUD (De Vries)
- Current participants: TUD (De Ridder) TI, UT, TNO (pending)
- Covers the issues related to the mechanisms underlying the fundamental content exchange and collaboration processes in a social network. Examples of issues are incentives for tagging and collaboration, relationship: reciprocity versus mutuality, friendship and trust, degree of separation, etc.

#### **3. Interfaces (PI3)**

- Placing: SIG3/4
- Coordinator TUD (De Ridder)
- Current participants: UT, TNO, CWI (pending)
- Covers the interface design for search and annotation (e.g. for video tagging), dialog management, etc.

#### **4. Trust and credibility (PI4)**

- Placing: SIG4
- Coordinator: TI (Melenhorst)
- Current participants: TUD (De Ridder), TNO
- Covers issues like trust in persons and credibility of data participating and being exchanged in social networks, respectively.

#### **5. Can implicit tagging help filtering information for children without a central authority? (PI5)**

- Placing: SIG4
- Coordinator: UT (De Jong)
- Current participants: partners of the FP7 STREP project PuppyIR - an Open Source Environment to construct Information Services for Children. PetaMedia-related partners include NIRICT and Univ. Glasgow.
- Project is inspired by the idea on expanding the scope of the PuppyIR using the result from the implicit tagging project (1.). Benefit for PetaMedia: A case study, e.g. to evaluate implicit tagging!
- Note: This project can be planned in a later phase of PetaMedia, also depending on the developments in PuppyIR.

**NOTE 1:** It was stated multiple times during the meeting that the planning and realization of many mini-projects will critically depend on

- a. definition of the data set
- b. definition of the use scenario
- c. definition of the evaluation methodology
- d. effectiveness of the benchmarking effort

Appeal was made to the PetaMedia community to start discussing the above issues in order to enable proper definition and smooth realization of mini-projects.

#### ***Potential projects of importance for PetaMedia:***

These projects are identified as critical for realizing the Petamedia mission regarding the new paradigms for content access in a social/P2P context:

#### **6. Integration of affective profiles and analysis of interactions in a social network (SIG4) (upon initiative of Maarten Clements (TUD))**

#### **7. Item relevance enhancement through implicit tagging (upon initiative of Johan Pouwelse (TUD), see email to [all@petamedia.eu](mailto:all@petamedia.eu) from 19 September)**

**NOTE 2:** To build solid projects around these ideas, either of the following needs to be resolved:

- a. Building a large-enough social network of people equipped with e.g. EEG or BCI
- b. Obtaining the EEG/BCI measurements for all people already involved in a social network
- c. Having some of the people in an existing social network equipped by EEG/BCI equipment: How many of them is enough to observe their influence on the recommendation/item rating performance?

## **Conclusions**

1. Following the planning explained on page 5, it was agreed to generate 2-page draft of the project descriptions PI1-PI5 and submit them for discussion.
  2. Although originally planned to be conducted within the corresponding SIGs, the discussion about the project ideas should be led at the PetaMedia level (i.e. using the all@petamedia.eu mailing list). This is because the proposed ideas may attract new project partners or make them move from one SIG to another if they find the idea interesting enough.
  3. Due to the yet unresolved issues indicated in **NOTE 1**, the second step involving the refinement of the project description, the partner list and the financial planning was recommended for all project ideas except PI2.
  4. A refinement of the PI5 may take place at a later time, depending on the developments in the PuppyIR project.
  5. All project ideas will be presented during the plenary meeting in Berlin: PI2 and PI5 only conceptually (see items 3. and 4.), and the other three in detail.
  6. DPB will advise the PetaMedia SB to reserve funds for later realization of PI2, PI5 and of the two additional project ideas identified as being of high importance for PetaMedia.
  7. DPM will initiate a discussion in the PetaMedia community about the issues indicated in **NOTE 1** and **NOTE 2**.
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## **Action points:**

1. Coordinators (Nijholt, Melenhorst, De Ridder, De Vries) of project ideas PI1, PI2, PI3 and PI4 to draft each a 2-page project idea and submit the ideas to the PetaMedia community for discussion (**until 10 October**)
2. Coordinators (Nijholt, Melenhorst, De Ridder) of project ideas PI1, PI3 and PI4 to finalize the project proposal, the team and the financial construction based on the inputs from the PetaMedia-level discussions (**until 15 October**)
3. Coordinator (De Jong) of the project idea PI5 to draft the idea also in view of the current plans in the PuppyIR project (**until 15 October**)
4. Coordinators of all project ideas PI1 to PI5 to present the projects during the plenary meeting in Berlin: projects PI2 and PI5 only conceptually, and other projects in detail (**20-21 October**)
5. Coordinator of the DPB (Hanjalic) to present the issues formulated under NOTE1 and NOTE2 to the PetaMedia community during the plenary meeting in Berlin.