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Report on dissemination activities Y1

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Executive summary

This deliverable reports on the dissemination activities of the RENDER project within the first year. It introduces first the overall dissemination plan, its objectives, target audiences, and channels. Project results are disseminated through a large variety of dissemination channels, including the Web site, organizing or participating in events, publications, presentations, posters, promotion materials and press releases. We target various communities, ranging from academic institutions to industrial players and regular users. We focus especially in developer communities for Web2.0 collaboration platforms such as MediaWiki, Drupal, and Twitter. This deliverable gives also a detailed report on first year dissemination activities, including the updates of the Web site, public materials created, the presence of the project in awareness-raising events, and on the first year publications.

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Abbreviations

ESWC	Extended Semantic Web Conference
DiversiWeb	International Workshop on Knowledge Diversity on the Web
ICSC	International Conference on Semantic Computing
ICT	Information and Communications Technology
ISWC	International Semantic Web Conference
SemTech	Semantic Technology Conference
WWW	World Wide Web Conference

1 Introduction

One of the main objectives of RENDER work package 6 (WP6) is to setup and coordinate the dissemination of the project activities. All project partners are contributing to this objective that includes a wide range of activities such as the creation and maintenance of the project Web site, the generation of promotion materials, presentations, posters etc. The purpose of this deliverable is to present the achievements of the RENDER consortium in terms of dissemination of the project vision and results in the first year of the project. The activities reported in the current deliverable will continued during the entire duration of the project and updates of these activities will be reported in the upcoming deliverables that are due in month 24 and 36. The dissemination activities are just one part of large set of activities concerned with dissemination, exploitation and community building. Complementary work on community building, and clustering and liaison activities is reported in the deliverable D6.2.2 [1], and D6.3.1 [2], respectively.

The structure of this deliverable is as follows: In Section 2 we present the dissemination plan. Section 3 presents the different dissemination channels such as the Web site, community portals, events and publications, and presents a summary of the achievements in this reporting period. In Section 4, we briefly summarize the period from a dissemination point of view and conclude the deliverable.

2 RENDER Dissemination Plan

To disseminate the project results in the best possible manner, RENDER implements a multi-channel and multi-audience approach. Project results are disseminated through a large variety of dissemination channels, including the Web site, organizing or participating in events, publications, presentations, posters, promotion materials and press releases. RENDER's audience includes diverse communities ranging from academic institutions to industrial players and regular users interested in using technologies for managing diversity. Special target audiences for disseminating RENDER results are exciting communities of users and developers that grew around successful Web2.0 collaboration platforms such as MediaWiki, Drupal, or Twitter. More details on RENDER activities during the first year regarding community building for the diversity toolkit and Web2.0 platforms are reported in D6.2.2 [1]. Another channel to make the community aware of RENDER results is to establish contacts with other research projects, networks of excellence, and individual researches of the field of knowledge diversity. More details on this are reported in D6.3.1 [2].

The dissemination activities of the first year were focused on reaching awareness in both, academic and industrial environments. These activities will continue and will be intensified during the rest of the project. Central to the RENDER dissemination plan is the use of the traditional channel of publishing at scientific workshops, conferences, magazines, and journals. Complementary to this, there are presentations and posters at IT and business seminars and conferences. Another important part in the RENDER dissemination plan is the Web site that serves as central project dissemination medium, and as a first access point for interested parties from outside the consortium. More information about the Web site is available in Section 3.1. Additional events, including workshops at scientific conferences, tutorials and demos as well as activities co-located with industry events were and will be organized in the future in order to keep the visibility of the project and its results at a high level.

3 Dissemination channels

3.1 Project Web site

The RENDER Web site¹ complies to the guidelines of the European Commission for dissemination of project results and project Web sites. In this section we give a short overview of its content, structure, used technologies and provide statistics. The Web site is designed and maintained by STI Innsbruck (UIBK). The welcome page of the RENDER project can be seen in Figure 1.

The screenshot shows the RENDER project homepage. At the top, there's a navigation bar with the title "RENDER - Reflecting Knowledge Diversity" and a search bar. Below this is a banner with the slogan "United in diversity" and the word "RENDER" in large, stylized letters with arrows pointing outwards. The main content area is divided into three columns:

- Home:** A vertical menu with links for "About Us", "Resources", "Contact", "Links", "Blog", "Forums", "Internal Wiki", and "Developing extensions for" (with logos for Drupal, MediaWiki, and SHW).
- What is RENDER?:** A section titled "A short introduction to RENDER" with a sub-section "Others about Knowledge Diversity" containing links to "Personalization or What the Internet is hiding from you" and "10 Jahre Wikipedia - Wie das Wissen System bekommt".
- What are we doing?:** A section featuring a bar chart showing word frequencies (diversity, diverse, etc.) and a list of recent activities: "Tool: Corpex - Wikipedia Corpora Explorer", "Talk and Paper: Towards a diversity-minded Wikipedia", "Talk: DiversiWeb Workshop @WWW2011", and "Paper: Automatically Annotating Text with Linked Open Data".

Figure 1: RENDER Homepage

3.1.1 Content and structure

The Web site is the entry point for getting an overview of the project. Interested users can read about what the RENDER project is about. It also presents the consortium members and their role in the project. Furthermore, the Web site provides access to researchers and industry to specific information, newest results and happenings within and outside the consortium, and to the schedule towards the achievement of the project objectives. RENDER Web site is periodically updated to reflect the latest advancements with respect to project work and related activities.

As RENDER is developing diversity aware extensions for popular tools and Web2.0 collaboration platforms, an important part of the Web site are the community Web sites that provide information about the extensions we are developing. More details are available in D6.2.1 [3].

¹ <http://render-project.eu/>

In order to better support users to navigate and easily find information, the Web site was restructured and slightly re-designed during the first year of the project.

The RENDER Web site contains the following areas:

- **Home:** This is the starting point for users, developers and all interested parties, and therefore contains all necessary information in a brief forms on the project and its research. This covers: what is RENDER? What is RENDER doing? Who are the partners? Which case studies does RENDER address? REDNER news and events.
- **About us:** This area provides detailed information about the RENDER approach, case studies and partners. It includes:
 - **Administrative Details:** This page contains administrative details about the RENDER project
 - **Approach:** This page goes into more details describing the approach adopted by RENDER in order to achieve its objectives.
 - **Use cases:** This page gives an overview of the three RENDER use cases (Wikimedia, Google and Telefonica) in terms of objectives, data sources, and users.
- **Resources:** This section provides access to several resources of the project including:
 - **Publications:** This section lists all REDNER publications that have been made available by the RENDER consortium.
 - **Deliverables:** This area describes the different deliverables in the RENDER project including information about title, work package, partner etc. Deliverables already submitted are made available to the public on this Web page.
 - **Presentations:** This page provides access to presentations given by the RENDER team. Presentations are available via Slideshare.²
 - **Press:** This area contains press materials including the REDNER logo, factsheet and flyer.
- **Contact:** This page contains contact information.
- **Links:** This area provides access to the blog, community forums, and internal wiki.
- **Developing extensions for:** Is the entry point for the community Web site providing information about extensions that RENDER is developing.

Additionally, on the upper part of the Web site, we make available a search function, the latest news available as RSS feed, and the RENDER Twitter timeline and Facebook page.

3.1.2 Technologies

The RENDER Web site is based on the freely available content management system (CMS) Wordpress. Wordpress³ is an open-source blogging software that focuses on Web standards and usability. It requires PHP 4.3+ and MySQL 4.0+ and allows the users to easily adjust their own Web site with themes and plug-ins. Wordpress is in full compliance with the W3C Web standards to allow interoperability with different browsers. The design of the RENDER Web site was created using Photoshop and was afterwards shifted to Wordpress by building a theme from the original image with respect to CSS2 and XHTML 1.0 validity.

3.1.3 Statistics

Figure 2 and Figure 3 give an overview of the popularity of the RENDER Web site in the first year. Figure 3 in particular shows statistics in terms of number the hits, files, pages, visits and sites for monthly and daily averages.

² <http://www.slideshare.net/>

³ <http://www.wordpress.org/>

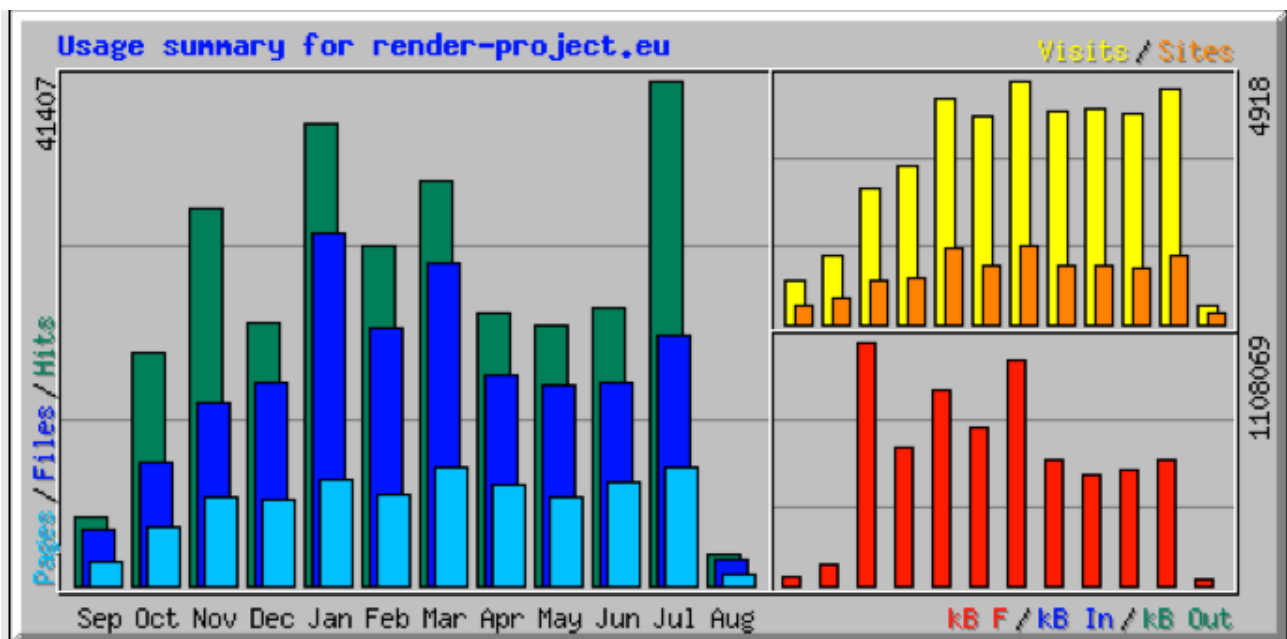


Figure 2: RENDER Web site usage summary

Summary by Month												
Month	Daily Avg				Monthly Totals							
	Hits	Files	Pages	Visits	Sites	kB F	kB In	kB Out	Visits	Pages	Files	Hits
Aug 2011	832	683	336	131	210	32121	0	0	393	1010	2049	2498
Jul 2011	1335	663	310	152	1379	570347	0	0	4738	9615	20554	41407
Jun 2011	757	555	283	140	1150	525320	0	0	4224	8497	16674	22721
May 2011	689	529	231	140	1167	508230	0	0	4347	7190	16423	21363
Apr 2011	746	571	272	142	1171	568307	0	0	4279	8169	17142	22387
Mar 2011	1072	854	309	158	1582	1019960	0	0	4918	9589	26486	33241
Feb 2011	993	752	263	149	1181	722523	0	0	4178	7379	21064	27822
Jan 2011	1223	932	278	146	1540	884278	0	0	4542	8643	28897	37917
Dec 2010	692	537	229	103	907	629154	0	0	3207	7119	16674	21457
Nov 2010	1030	496	240	91	899	1108069	0	0	2734	7214	14905	30919
Oct 2010	615	327	156	44	515	94345	0	0	1376	4838	10163	19068
Sep 2010	184	152	65	29	368	37811	0	0	890	1951	4582	5549
Totals						6700465	0	0	39826	81214	195613	286349

Figure 3: Statistics of the RENDER Web site

Please note, as the figures are from August 2011, the numbers of this month are not complete. It is apparent that since January 2011, the website has a daily average visit rate of more than 140 visits. In total, every month, the page is visited more than 4000 times (since January 2011).

3.2 Events

3.2.1 Events organized by RENDER

3.2.1.1 DiversiWeb2011 Workshop @ WWW2011

The DiversiWeb2011 Workshop is the first workshop from a series of workshops that aims to provide an interdisciplinary forum for researchers and practitioners to present and discuss their ideas related to the

challenges posed by diversity on the Web. The first edition was organized in conjunction with WWW2011 conference in Hyderabad, India. Six interesting papers on diversity related topics were presented at the workshop. More than 30 participants attended the sessions.

The workshop is a forum where a wide array of interdisciplinary questions are tackled in order to preserve the fragile balance between a world that is continually converging and growing together. This includes the rich diversity of the global society and the dangers of fragmentation and splintering. Related questions are: “How to model diversity?”, “How to discover bias and opinion in blog posts, tweets, forum items, wiki edits, etc.?”, “How to rank, aggregate, summarize, and exploit information in a diversity-aware manner?”, “What are the applications of diversity-rich information sources?”, “How can we use diversity as an asset instead of regarding it as a barrier?”.

Venue: Hyderabad, India

Date: March 28, 2011

Web site: <http://render-project.eu/diversiweb-2011/>



Figure 4: DiversiWeb2011 participants

3.2.1.2 “Reflecting knowledge diversity” Workshop @ Wikimania2011

Wikimania⁴ is the annual international conference of the Wikimedia community. It's organized by a different local team each year. In 2011 the conference was taking place in Haifa, Israel. Wikimania allows the community and the general public to learn about and share their experiences with free knowledge initiatives all over the world. At Wikimania 2011, the RENDER team organized the workshop “Reflecting knowledge diversity” presenting the current state of work in RENDER and discussing RENDER’s plans and use cases for the future with the aim to inform the Wikipedia community about RENDER work. Shortipedia and the ideas to integrate the functionalities of Shortipedia and SMW into Wikipedia were also discussed. The Wikipedia community was extremely positive about the proposal.

⁴ http://wikimania2011.wikimedia.org/wiki/Main_Page

This also offers the community to get involved, especially in order to present their expertise and experience with dealing with the topics of knowledge diversity in Wikipedia. About about 40 persons participated in the workshop. This workshop is part of a video, which was published on YouTube.⁵

Venue: Haifa, Israel

Date: August 4-7, 2011

Web site:

http://wikimania2011.wikimedia.org/w/index.php?title=Submissions/Reflecting_knowledge_diversity&oldid=15522

The screenshot shows the Wikimania 2011 submission page. The page title is "Submissions/Reflecting knowledge diversity". It is a submission from Wikimania 2011 in Haifa, Israel, made by Nemo bis on July 30, 2011. The submission is titled "Detecting and dealing with knowledge diversity in the Wikipedias" and is a workshop. The author is Mathias Schindler, Angelika Adam, and Denny Vrandecic. The page includes a navigation menu on the left with options like Registration, Schedule, Attendees, and Volunteers. A message at the top encourages feedback on the conference. A notice indicates this is an open submission for Wikimania 2011.

Figure 5: Wikimania 2011 – “Reflecting knowledge diversity” workshop Web site

3.2.1.3 Combining the Social and the Semantic Web Tutorial @ ESWC2011

Denny Vrandecic from KIT has given a tutorial on "Combining the Social and the Semantic Web" at the Extended Semantic Web Conference ESWC201. The tutorial gave an overview of current frameworks, prototypes, and commercial applications for leveraging semantics in social software systems, ranging from content management systems like Drupal over wiki-based collaboration systems like MediaWiki to microblogging applications like StatusNet. The work that is performed by the RENDER project was presented.

Venue: Heraklion, Greece

Date: May 29, 2011

Web site: http://semanticweb.org/wiki/Combining_the_Social_and_the_Semantic_Web

⁵ <http://youtu.be/tJXKJlguAhl> (accessed: 10.09.2011)



Page [Discussion](#) [Read](#) [Edit](#) [View history](#)

Combining the Social and the Semantic Web

A half-day tutorial at [ESWC2011, Heraklion, Greece](#). It will be on 29 May 2011. Registration can be done via the [ESWC2011 registration](#).

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Abstract

Web 2.0 technologies have lowered the barriers to online contribution, enabling average Web users to be active publishers of user-generated content. The Social Web provides an easy way for communities to meet, coordinate and share, and as a consequence has become a wealth of useful information. Important events can become citizen journalists providing real-time news and photos. Experts from various domains share their specialist knowledge become an important everyday information resource, in particular for niche and real-time information needs.

However the informal, uncurated and distributed nature of social media presents some challenges for information management tasks like data integration. Seeking tasks such as search and querying. The Semantic Web has potential to overcome these problems through the use of standard vocabularies on heterogeneous websites.

Figure 6: Combining the Social and the Semantic Web Tutorial Web site

3.2.1.4 Events where Shortipedia was presented

For the first year, the RENDER activities for community building and dissemination include also a series of presentations about the Shortipedia at various events:

The Semantic Web Challenge 2010, Shanghai, China.

“Structured Data in Wikipedia”, 2011, Sebastopol, CA.

SemTech Conference 2011, San Francisco, California: Tutorial for Semantic MediaWiki given (1/2 days).

ESWC 2011, Crete, Greece: Half-day tutorial co-hosted by Denny Vrandečić on "Combining the Social and the Semantic Web".

MediaWiki Hackathon 2011, Berlin, Germany: Presentation of Shortipedia to the MediaWiki developer community.

Wikimania 2011 in Haifa: Presentation to the wider Wikipedia community about Shortipedia and the ideas to integrate the functionalities of Shortipedia and SMW into Wikipedia.

SMWCon 2011, Berlin: Presentation to the SMW developer community and SMW users about Shortipedia and the ideas to integrate the functionalities of Shortipedia and SMW into Wikipedia.

More details about these presentations and other community building efforts are available in [1].

3.2.2 Events with RENDER participation

RENDER members were present at several major scientific and industry events representing the project and increasing its visibility. In the following we briefly list the events in which the RENDER project was involved during the first year.

3.2.2.1 Wikipedia & Research: The innovative character of Wikipedia research and the new challenges (and opportunities) associated with it - Workshop

At the Wikipedia & Research workshop held on the June 30th 2011 in Berlin, RENDER objectives and ongoing research were presented to a wide audience by Wikimedia Germany, one of the RENDER partners. The workshop, titled „Wikipedia & Research: The innovative character of Wikipedia research and the new challenges (and opportunities) associated with it“ was organized in conjunction with the Open Knowledge

Conference.⁶ About 50 persons participated in the workshop. A short report on the findings of the workshop is available online.⁷

Venue: Berlin, Germany

Date: June 30, 2011

Web site: <http://okcon.org/2011/programme/wikipedia-research-the-innovative-character-of-wikipedia-research-and-the-new-challenges-and-opportunities-associated-with-it>

Wikipedia & Research: The innovative character of Wikipedia research and the new challenges (and opportunities) associated with it



In 2011, Wikipedia celebrated its tenth anniversary as one of the world's ten most visited websites and as one of the more active communities on the web. Particularly since 2005, there has been an increasing interest within the scientific community in researching Wikipedia. A recent review of Wikipedia literature resulted in 2,100 peer-reviewed articles and 38 doctoral theses related to Wikipedia (http://en.wikipedia.org/wiki/Wikipedia:Academic_studies_of_Wikipedia). Quantitative analysis of large data sets and on the English version of Wikipedia was the predominant approach in early empirical research on Wikipedia. The focus was then expanded to conducting research on other language versions, covering a larger variety of issues, such as socio-political questions, and also adopting qualitative methods. In conjunction, the research on Wikipedia constituted a substantial body of research in itself which allowed researchers (and communities) to better and critically understand Wikimedia projects functioning from a plurality of perspectives, and to advance our knowledge on issues that go beyond Wikipedia itself. Research in a sense (and under certain conditions) is becoming a way of contributing to the Wikimedia movement. Furthermore, the community of (more or less committed) researchers on Wikipedia is growing, together with the willingness to collaborate, the synergy between research initiatives of various kinds, and the willingness to continue innovating (in what is already

Partner



Figure 7: Wikipedia & Research Workshop Web page

3.2.2.2 WikiConvention2011

Annually the German Wikipedia community is coming together to discuss progress and research challenges. RENDER partners were present at the 2011 edition of WikiConvention where they introduced the research carried out in the project during the first year to the other participants.

Venue: Nürnberg, Germany

Date: September 9-11, 2011

Web site: <http://de.wikipedia.org/w/index.php?title=Wikipedia:WikiConvention>

⁶ <http://okcon.org/2011/programme/wikipedia-research-the-innovative-character-of-wikipedia-research-and-the-new-challenges-and-opportunities-associated-with-it> (accessed: 10.09.2011)

⁷ <http://meta.wikimedia.org/w/index.php?oldid=2761161> (accessed: 10.09.2011)



Figure 8: WikiConvention2011 Web page

3.2.2.3 Google Faculty Summit 2011

Google held the 4th Europe, Middle East and Africa (EMEA) Faculty Summit at Zurich office. This was EMEA’s biggest Faculty Summit to date, with some of EMEA’s foremost computer science academics (103, to be exact) from 73 universities representing 28 countries, plus more than 60 Googlers in attendance. The Google team, as part of RENDER, presented the RENDER project at the summit to an audience of researchers working on natural language processing.

Venue: Zurich, Switzerland

Date: May 11-13, 2011

Web site: <http://googleforstudents.blogspot.com/2011/05/our-2011-emea-faculty-summit.html>



Figure 9: Participants at Google Faculty Summit 2011

3.2.3 Invited talks

During the first year RENDER members have given several invited talks. KIT members were presenting the REDNER project and its results at SRI International and HP Labs in the Bay Area:

- “Leveraging knowledge diversity on the Web”. SRI International, Menlo Park, CA, USA, 17th August, 2011.
- “Leveraging knowledge diversity on the Web”. HP Labs, Palo Alto, CA, USA, 15th August, 2011.

3.3 Publications

During the first year of the project, RENDER publications were published in conference and workshop proceedings. Journal publications are not available yet, as the project is just in its first year. An up-to-date list of published papers can be found on the RENDER project Web site.⁸ As the project advances we expect a growth in the number of publications. Already a number of publications have already been submitted to upcoming conferences and those accepted will be reported in the next version of this deliverable. The following listing provides the publications of the current reporting period (year 1).

- M. Trampus and D. Mladenic, "Approximate subgraph matching for detection of topic variations.," in *First International Workshop on Knowledge Diversity on the Web (DiversiWeb 2011), 20th World Wide Web Conference (WWW 2011).*, Hyderabad, India, 2011.
- P. Jain, P. Z. Yeh, K. Verma, R. G. Vasquez, M. Damova, P. Hitzler, and A. P. Sheth, "Contextual Ontology Alignment of LOD with an Upper Ontology: A Case Study with Proton," in *Proceedings of Extended Semantic Web Conference 2011 (ESWC 2011)*, Heraklion, Greece, 2011.
- R. Hasan, K. Siorpaes, R. Krummenacher, and F. Flöck, "Towards a Knowledge Diversity Model," in *First International Workshop on Knowledge Diversity on the Web (DiversiWeb 2011), 20th World Wide Web Conference (WWW 2011).*, 2011.
- D. Rusu, B. Fortuna, and D. Mladenic, "Automatically Annotating Text with Linked Open Data.," in *4th Linked Data on the Web Workshop (LDOW 2011), 20th World Wide Web Conference (WWW 2011).*, Hyderabad, India, 2011.
- A. Bizău, D. Rusu, and D. Mladenic, "Expressing Opinion Diversity," in *First International Workshop on Knowledge Diversity on the Web (DiversiWeb 2011), 20th World Wide Web Conference (WWW 2011).*, Hyderabad, India, 2011.
- *Proceedings of the 1st Intl. Workshop on Knowledge Diversity on the Web (DiversiWeb 2011)*CEUR-WS.org, 2011.
- F. Flöck, D. Vrandecic, and E. Simperl, "Towards a diversity-minded Wikipedia," in *Proceedings of the ACM 3rd International Conference on Web Science 2011*, 2011.
- M. Damova, A. Kiryakov, K. Simov, and S. Petrov, "Mapping the central LOD ontologies to PROTON upper-level ontology," in *Ontology Mapping Workshop at ISWC 2010*, Shanghai, China, 2010.
- D. Vrandecic, V. Ratnakar, M. Krötzsch, and Y. Gil, "Shortipedia: Aggregating and Curating Semantic Web Data," in *Proceedings of the ISWC 2010*, Shanghai, China, 2010.
- M. Damova, A. Kiryakov, M. Grinberg, M. Bergman, F. Giasson, K. Simov. Ontology Creation based on LOD Integration. In: *Semi-Automatic Ontology Development: Processes and Resources*, IGI Global, Hershey PA, USA, 2011
- A. Thalhammer, I. Toma, R. Hasan, E. Simperl, and D. Vrandecic. How to Represent Knowledge Diversity. Poster paper at, *10th International Semantic Web Conference Conference (ISWC 2011)*, Bonn, Germany, 2011.

⁸ <http://render-project.eu/resources/publications/>

3.4 Promotion materials

Other instruments that help to increase the awareness of the project and its results are promotion materials. Right from the beginning various promotion materials have been made available for RENDER including the project factsheet, flyers and T-Shirts, project sticker and the various templates for posters and presentations. The RENDER flyer is illustrated in Figure 10.

The promotional materials have been used to increase the awareness in the various communities about the work done in Render. More precisely we have distributed project flyers and stickers at conferences, workshops and other events organized or attended by RENDER members. Promotional materials will be further distributed at future events.

CASE STUDIES

Diversity-rich news aggregation
 Google News is a news aggregator service by Google Ltd, the search engine provider with the highest global market share (85%). The German regional issue alone aggregates more than 700 news sources. RENDER aims at enhancing Google.
 News with diversity-aware ranking of news posts in order to offer the most diverse view on a topic. News articles will moreover be enriched with links to blogs, tweets, and wiki pages to increase the interconnection between diversifying sources on the Web.

Customer relationship management
 Telefonica is the third largest broadband and telecommunication provider in the world, offering services in more than 170 countries to over 280 million customers. Telefonica and RENDER aim at improving the exploitation of diversely expressed feedback that Telefonica gathers from call centers, company Web sites, and public forums with the goal to react more efficiently and effectively to sentiments of customers, to make more precise forecasts, and to improve business decisions making.

Conflict detection and mitigation
 Wikipedia offers the largest online encyclopedia with more than 26 million articles published in more than 250 languages, and edited by hundreds of millions of Wikipedians. Together with Wikimedia Germany, RENDER aims at facilitating the management of diversity in Wikipedia content. This allows for assessing the quality of entries, mediating conflicts between editors, and understanding inconsistency in regards to socio-demographic, spatio-temporal and opinion-based divergences.

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RENDER ON THE WEB

www.twitter.com/renderproject/
www.facebook.com/renderproject/
www.render-project.eu/feed/

RENDER will help to realize a world where communication and collaboration across the borders of social, cultural or professional communities are truly enabled via advanced Web technology, supporting one of the credos of European society: *"United in diversity"*.

Figure 10: The RENDER flyer

3.5 Press releases

During the reporting period all project partners have published press releases. The generic RENDER press release adapted and customized by each partner is available in Listing 1. All press releases are available under press coverage on the Web site.

The EU-funded research project RENDER has commenced its three year mission to improve how to discover, understand, represent, and reflect diversity of knowledge and opinion on the Web with a kick-off meeting in Karlsruhe, Germany. The project consortium consists of seven partners from six European countries and has a total budget of 4.4 Million Euros.

RENDER will engage with the challenges of diversity on the Web by developing methods, techniques,

software and data sets that will leverage diversity as a crucial source of innovation and creativity, whilst providing enhanced support for feasibly managing data at very large scale, and for designing novel algorithms that reflect diversity in the ways information is selected, ranked, aggregated, presented and used. RENDER's information management solutions will scale to very large amounts of data and hundreds of thousands of users, but also to a plurality of points of views and opinions. This will be demonstrated through the usage of real data sources through three high-profile case studies, lead by Wikimedia Deutschland, Google, and Telefonica.

The Web has proved to be an run-away success for facilitating the publication, use and exchange of information, at planetary scale, on virtually every topic, and representing an amazing diversity of opinions, viewpoints, mind sets and backgrounds. Its design principles and core technological components have lead to an unprecedented growth and mass collaboration. This trend is also finding increasing adoption in business environments. Nevertheless, the Web is also confronted with fundamental challenges with respect to the purposeful access, processing and management of these sheer amounts of information, whilst remaining true to its principles, and leveraging the diversity inherently unfolding through world wide scale collaboration.

RENDER will help to realize a world where information is acquired and shared in a fundamentally different manner than the consensual approach promoted by movements such as Web 2.0, and where communication and collaboration across the borders of social, cultural or professional communities are truly enabled via advanced Web technology, supporting one of the credos of European society: "United in diversity".

Project partners:

- KIT - Karlsruhe Institute of Technology, Germany
- JSI - Jozef Stefan Institute, Slovenia
- STI2 - Semantic Technology Institute Innsbruck, Austria
- Ontotext AD, Bulgaria
- Wikimedia Deutschland e.V., Germany
- Google Ireland, Ltd
- Telefonica, Spain

Project timeframe:

- October 2010 - September 2013 (3 years)

Project budget:

- 4.4M EUR (EC contribution: 3M EUR)

EU project number:

- 257790

Web site:

- www.render-project.eu

Logo:



Contact person and project director:

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Listing 1: Generic press release for RENDER

Aligned with the central theme of RENDER, namely diversity, press releases have been made available not only in English, but in diverse set of languages including English, German, Spanish, Slovenian, etc. The complete list of press releases by the RENDER partners on the project Web site.⁹

⁹ <http://render-project.eu/resources/press/press-releases/>

4 Conclusions

This deliverable gives an overview of the most important dissemination activities undertaken by the RENDER consortium in the first year of the project. Although a starting period, this first period was very productive in terms of setting up the dissemination channels and starting the dissemination activities. In this deliverable we introduce the dissemination channels and activities that discuss updates of the Web site, public materials created, publications, etc. This deliverable is the first version of the dissemination report. Two updates of this report will be provided in M24 and M36.

References

- [1] F. Flöck, A. Adam, and D Vrandečić (2011). D6.2.2 - Report on community buildings activities Y1.
- [2] D. Rusu. D6.3.1 - Report on clustering and liaison activities Y1.
- [3] F. Flöck, and D Vrandečić (2011). D6.2.1 - Community Web site for extending collaboration platforms