RENDER

Deliverable D6.1.5

Report on Dissemination Activities Y3

Editor:	Andreas Thalhammer, UIBK
Author(s):	Andreas Thalhammer, UIBK; Angelika Mühlbauer, Wikimedia; Delia Rusu, JSI
Deliverable Nature:	Report (R)
Dissemination Level: (Confidentiality)	Public (PU)
Contractual Delivery Date:	30 September 2013
Actual Delivery Date:	30 September 2013
Suggested Readers:	Researchers and professionals, everyone interested in RENDER activities
Version:	1.0
Keywords:	dissemination, Web site, promotion materials, publications, events

Disclaimer

Full Project Title:	RENDER – Reflecting Knowledge Diversity
Short Project Title:	RENDER
Number and Title of Work package:	WP6- Dissemination, Exploitation, and Community Building
Document Title:	D6.1.5 Report on Dissemination Activities Y3
Editor (Name, Affiliation)	Andreas Thalhammer, UIBK
Work package Leader (Name, affiliation)	Andreas Thalhammer, UIBK

Copyright notice

Executive Summary

This deliverable reports on the dissemination activities of the RENDER project within the final year. The results of the project have been disseminated through a variety of dissemination channels, including the Web site, social media, organization or participation in events, publications, presentations, posters, promotion materials and press releases. We target various communities, ranging from academic institutions to industrial players and regular users. This deliverable provides insights on the third-year dissemination activities, including the public materials created, the presence of the project in events, and on the third year publications.

Table of Contents

Abbreviations

ESWC	Extended Semantic Web Conference
ICSC	International Conference on Semantic Computing
ICT	Information and Communications Technology
ISWC	International Semantic Web Conference
WWW	World Wide Web Conference

1   Introduction

In the final year of any European research project, the dissemination of results plays a significant role. Partners from academia as well as business have to utilize all available channels in order not only create research output, but also make sure for the output to have impact. In work package 6 (WP6), the RENDER project has a dedicated work package that ensures this process. In this deliverable we report about our dissemination activities with respect to publications, promotion materials, the Web site, posters, demos, talks, workshops, and press releases of the third year of the project. Complementary work on community building and clustering and liaison activities in the second year of the project is reported in the deliverable D6.2.5 [1], and D6.3.3 [2], respectively.

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

2   Dissemination Channels

This section covers the different dissemination channels such as the project Web site, events, scientific publications, posters, and press releases. Details on each of these points will be provided in the following.

2.1   Project Web Site

The project Web site was created and is constantly updated and extended by STI Innsbruck (UIBK). During the third year of the project the web site has been improved to better reflect the activities and key outcomes of the project. In this section we give a short overview of content and structure updates, used technologies and provide statistics for the second year. The welcome page of the RENDER project can be seen in Figure 1.

Figure 1: RENDER Homepage

2.1.1   Structure and Content

In the third year of the project, the main structure of the Web site did not change significantly. However, as a main point, it was decided to advertise the developments of the project through a second link

- "Check out our TOOLS and DEMOS"

The content of the Web site and all relevant sections have been kept up to date throughout the third year of the project.

2.1.2   Web Site Statistics

The below listed Web site statistics outline the changes in contrast to the second year of the project. Particular focus is spent on the demographics of the users visiting the project's Web site. We compare the Web site statistics of the – at the time of writing not yet fully finished – third year [October 12 – August 13] with the second year of the project [October 11 – September 12]. In total, we increased the number of visits and also gained more new visitors in comparison to the second year. As the tools and demos are hosted on different servers we acknowledge the reduced visit duration of the actual Web page as we suspect that interested visitors visit the respective demonstration pages shortly after browsing our Web site. As the tools and demos page is now very prominently advertised, the number of pages per visit also decreased and visitors don't have to click through a high number of pages until they find what they were looking for.
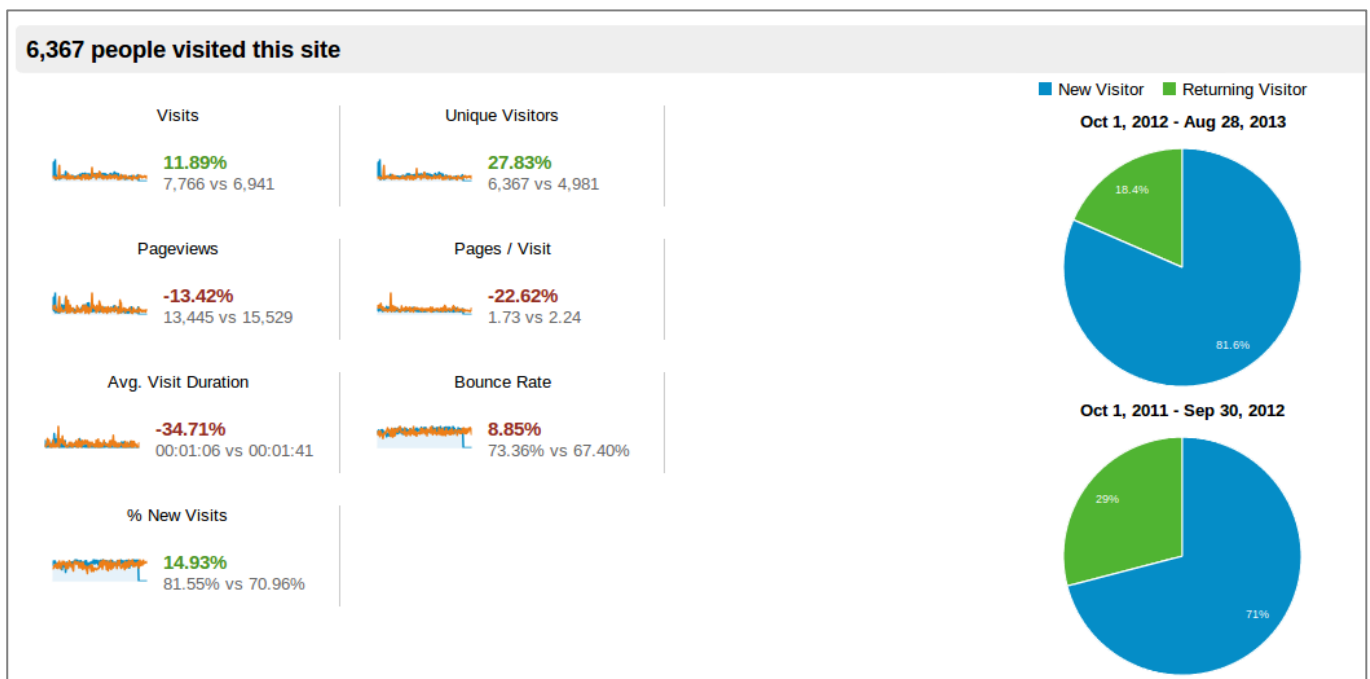

Figure 2: Comparing the Visitor Statistics of the Time Frames [October 11 – Sept 12] and [October 12 – August 13]

As for the demographics of the visits, we highlight a very high increase of visits from France which is also reflected by the language statistics. At this point it has to be noted that none of our partners is based in France.
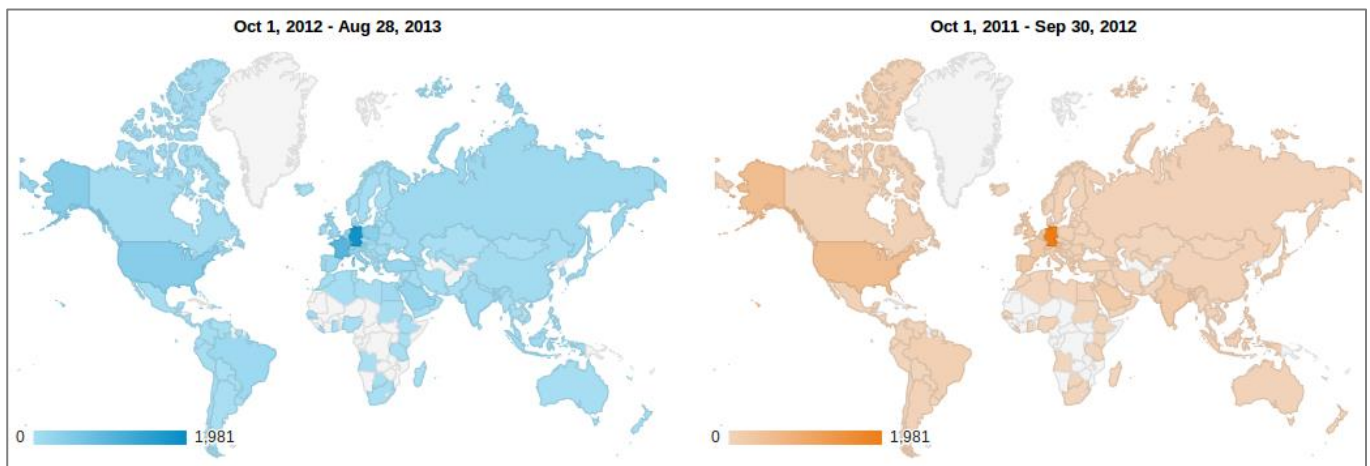
Figure 3: Comparing Visitors' Origin of [October 11 – Sept 12] and [October 12 – August 13].

Language	Visits	% Visits	Language	Visits	% Visits
1. en-us			**6. ar**		
Oct 1, 2012 - Aug 28, 2013	2,561	32.98%	Oct 1, 2012 - Aug 28, 2013	243	3.13%
Oct 1, 2011 - Sep 30, 2012	3,220	46.39%	Oct 1, 2011 - Sep 30, 2012	170	2.45%
% Change	**-20.47%**	**-28.91%**	**% Change**	**42.94%**	**27.76%**
2. fr			**7. ru**		
Oct 1, 2012 - Aug 28, 2013	950	12.23%	Oct 1, 2012 - Aug 28, 2013	206	2.65%
Oct 1, 2011 - Sep 30, 2012	145	2.09%	Oct 1, 2011 - Sep 30, 2012	90	1.30%
% Change	**555.17%**	**485.57%**	**% Change**	**128.89%**	**104.57%**
3. de-de			**8. pt-br**		
Oct 1, 2012 - Aug 28, 2013	877	11.29%	Oct 1, 2012 - Aug 28, 2013	144	1.85%
Oct 1, 2011 - Sep 30, 2012	904	13.02%	Oct 1, 2011 - Sep 30, 2012	99	1.43%
% Change	**-2.99%**	**-13.29%**	**% Change**	**45.45%**	**30.00%**
4. de			**9. tr**		
Oct 1, 2012 - Aug 28, 2013	850	10.95%	Oct 1, 2012 - Aug 28, 2013	134	1.73%
Oct 1, 2011 - Sep 30, 2012	765	11.02%	Oct 1, 2011 - Sep 30, 2012	41	0.59%
% Change	**11.11%**	**-0.69%**	**% Change**	**226.83%**	**192.11%**
5. pl			**10. it**		
Oct 1, 2012 - Aug 28, 2013	352	4.53%	Oct 1, 2012 - Aug 28, 2013	131	1.69%
Oct 1, 2011 - Sep 30, 2012	35	0.50%	Oct 1, 2011 - Sep 30, 2012	59	0.85%
% Change	**905.71%**	**798.87%**	**% Change**	**122.03%**	**98.45%**

Figure 4: Comparing Visitors' Language Codes of [October 11 – Sept 12] and [October 12 – August 13]

2.2   Events

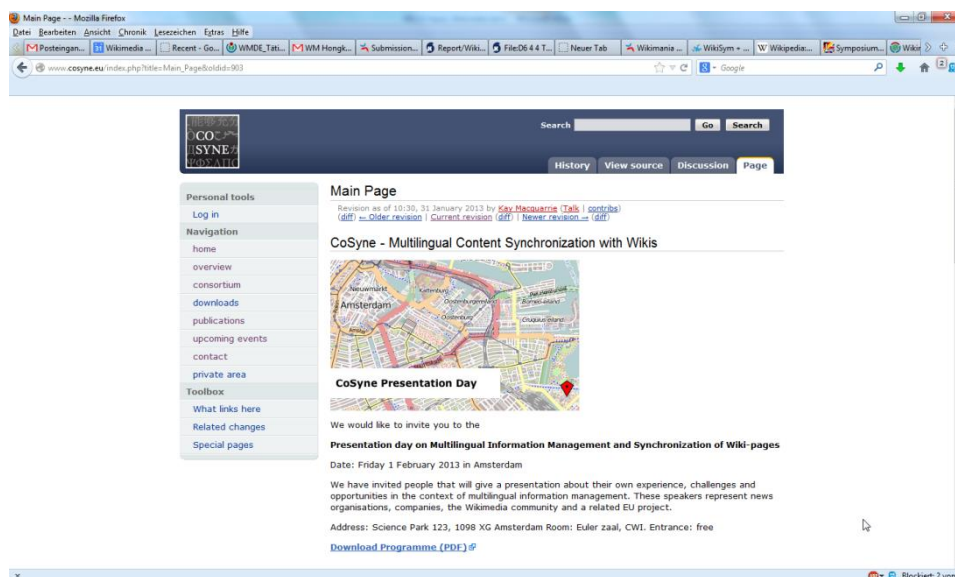### 2.2.1   Events with RENDER Participation

2.2.1.1   CoSyne Presentation Day

Angelika Mühlbauer and Kai Nissen were invited to present the RENDER project at the CoSyne presentation day which took place in Amsterdam. Additionally, they discussed with the attendees possible ways to combine RENDER and CoSyne technologies which deal with the improvement of Wikipedia articles.

Venue: Amsterdam, Netherlands
Date: February 1, 2013
Web site: http://www.cosyne.eu/index.php?title=Main_Page&oldid=903

2.2.1.2   Wikidata trifft Archäologie (Wikidata Meets Archaeology) - Intercultural Dialog about the Limes

The symposium "Wikidata trifft Archäologie" at the library of Federal Foreign Office in Berlin was organized by Wikimedia Deutschland in cooperation with the German Archaeological Institute[1]. During this event, Johannes Kroll and Angelika Mühlbauer presented the beta version of the Limes map, a project which resulted from the cooperation between RENDER, Wikipedians from the limes project[2], Wikidata, and the German Archaeological Institute. A video documentation of this presentation is available on Youtube[3]. The whole symposium was documented and all materials all materials are published online[4].

Venue: Berlin, Germany
Date: March 16, 2013
Web site: http://de.wikipedia.org/wiki/Wikipedia:Wikidata_trifft_Arch%C3%A4ologie_2013

---

[1] http://www.dainst.org/en
[2] http://de.wikipedia.org/wiki/Wikipedia:Projekt_R%C3%B6mischer_Limes
[3] http://www.youtube.com/watch?v=tQq9DrxCtjQ
[4] http://de.wikipedia.org/wiki/Wikipedia:Wikidata_trifft_Archäologie_2013/Dokumentation

2.2.1.3   CeBit 2013

JSI attended CeBIT (http://www.cebit.de/home) in Hannover between 4-8 March 2013. We had a stand which was shared among several other European projects, e.g. XLike. We prepared a poster showing the RENDER architecture and the main case study tools. In addition, we also prepared demo presentations of the Google case study - DiversiNews. Wikimedia and Telefonica made the tools that they developed available as well, so the JSI team present at CeBIT could also showcase these case studies.

Our stand was visited not only by business representatives but also by academics and students; the latter were very interested in trying out the demo-ed tools.

Venue: Hannover, Germany
Date: March 5-9, 2013
Web site: http://www.cebit.de/en/about-the-trade-show/facts-figures/about-cebit-2013

2.2.1.4   Amsterdam Hackathon 2013

Amsterdam Hackathon 2013 is a meeting of Wikimedia community developers and system administrators. Johannes Kroll from Wikimedia Deutschland took part and presented the supporting tools for Wikipedia and in particular the Article List Generator and its related software components - GraphServ and GraphCore. Additionally, Johannes had fruitful discussions about the integration and further development of the RENDER tools.

Venue: Amsterdam, Netherlands
Date: Mai 24 - 26, 2013
Web site: http://www.mediawiki.org/wiki/Amsterdam_Hackathon_2013

2.2.1.5   Wikimania 2013

Wikimania 2013, the annual meeting of the world wide Wikipedia community took place in Hong Kong, China. Angelika Mühlbauer from Wikimedia Deutschland presented RENDER and in particular the final versions of the supporting tools during a meet-up session. Additionally, we discussed the next steps to adapt the tools for further language versions.

Venue: Hong Kong, China
Date: August, 9 – 11, 2013
Web site: http://wikimania2013.wikimedia.org/

2.2.1.6   WikiSym 2013

Wikimedia Germany attended WikiSym 2013 – The international symposium on wikis and open collaboration – which took place in Hong Kong, China. Angelika Mühlbauer presented the short paper "Involving users to increase their acceptance".

Venue: Hong Kong, China
Date: August 5 - 7, 2013
Web site: http://www.wikisym.org/wsos2013/

2.2.2   Invited Talks and Tutorials

During the second year the following invited talks were given by RENDER members:

- Enrique Alfonseca (Google) gave three internal Google talks about the summarization work (November 2012, May 2013, May 2013).

- Daniele Pighin (Google) gave two internal talks at Google about the work developed in the context of RENDER (April 2013 and June 2013).

- Enrique Alfonseca (Google) gave a talk at DFKI, Berlin on event understanding and headline generation (June 2013).

- Enrique Alfonseca (Google) gave a talk at Google's scholars retreat to an external audience on event understanding and headline generation (July 2013).

- Daniele Pighin (Goolge) gabve a talk at Fondazione Bruno Kessler, Trento on event understanding and headline generation (July 2013).

- European data Forum Tutorial (Day 1, 11.30 - 12.30pm): Topic: Introduction to Big Data; Chair/Speaker: Marko Grobelnik (JSI)

- ESWC 2013 Panel on Semantic Technologies for Big Data Analytics: Opportunities and Challenges. Panel chair and moderator: Marko Grobelnik (JSI)

- WWW 2013 Tutorial on Big Data Analytics. Marko Grobelnik, Dunja Mladenic and Blaz Fortuna (all JSI)

- ICDM 2013 Tutorial on Tutorial Big Data & Text Analytics. Marko Grobelnik, Dunja Mladenic and Blaz Fortuna (all JSI)

- "FactForge – Data Service and the Value of the Inferred Knowledge". Presentation by Mariana Damova (Ontotext) at the European Data Forum 2012 (EDF 2012), Copenhagen, Denmark, June 6-7, 2012

2.2.3   Workshops

- Bilateral Workshop with the University of Zagreb, where JSI presented their work on the RENDER project.

2.3   Publications

During the third year of the project, RENDER publications were in conference and workshop proceedings. There have been also journal submissions currently under review. The following listing provides the publications of the current reporting period (year 3).

- Marko Grobelnik, Dunja Mladenic and Blaz Fortuna. Semantic Web in 10 years: Semantics with a purpose. Position paper. Workshop "What will the Semantic Web look like 10 years from now?". ISWC 2012.
- Tadej Štajner, Bart Thomee, Ana Maria Popescu, Marco Pennacchiotti, Alejandro Jaimes: Automatic selection of social media responses to news, In Proceedings of 19th ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD-2013), Chicago, 2013
- Fabian Flöck. 2013. Identifying, understanding and detecting recurring, harmful behavior patterns in collaborative Wikipedia editing: Doctoral proposal. In Proceedings of the 22nd international conference on World Wide Web companion (WWW '13 Companion). International World Wide Web Conferences Steering Committee, Republic and Canton of Geneva, Switzerland, 361-366.
- Enrique Alfonseca, Daniele Pighin and Guillermo Garrido, HEADY: News headline abstraction through event pattern clustering. In proceedings of ACL-2013 (long paper).
- Enrique Alfonseca, Guillermo Garrido, Jean-Yves Delort, Anselmo Peñas. WHAD: Wikipedia Historical   Attributes   Data   Language   Resources   and   Evaluation   journal http://rd.springer.com/article/10.1007/s10579-013-9232-5
- Mari Carmen Rodríguez-Gancedo, Javier Caminero, Carlos Picazo and Álvaro Hernández. "Opinion Mining Tools for the Analysis and Adaptation of Corporate SFEs". Workshop CASFE'12 at AmI'12 International Joint Conference on Ambient Intelligence, Nov 13th, 2012, Pisa, Italy. Available electronically at http://ceur-ws.org/Vol-970
- Mari Carmen Rodríguez-Gancedo, Javier Caminero, Jose Relaño and Carlos Picazo. "T-OMT: A Novel Opinion Mining Tool for Improving Global Customer Relationship Management". Workshop CASFE'13 at the fifth ACM SIGCHI Symposium on Engineering Interactive Computing Systems, EICS'13, London, UK, June 24th, 2013. http://www.serenoa-fp7.eu/casfe2013-2
- Angelika Mühlbauer, Kai Nissen, "Involving users to increase their acceptance" in WikiSym + OpenSym'13 : 9th International Symposium on Open Collaboration, Hong Kong, China
- Andreas Thalhammer, Magnus Knuth, and Harald Sack. Evaluating entity summarization using a game-based ground truth. In Philippe Cudré-Mauroux, Jeff Heflin, Evren Sirin, Tania Tudorache, Jérôme Euzenat, Manfred Hauswirth, Josiane Xavier Parreira, Jim Hendler, Guus Schreiber, Abraham Bernstein, and Eva Blomqvist, editors, International Semantic Web Conference (2), volume 7650 of Lecture Notes in Computer Science, pages 350–361. Springer, 2012.
- Andreas Thalhammer, Ioannis Stavrakantonakis, Ioan Toma; Diversity-Aware Clustering of SIOC

Posts. In proceedings of the I-SEMANTICS 2013 Posters & Demonstrations Track co-located with 9th International Conference on Semantic Systems (I-SEMANTICS 2013) Graz, Austria, September 4-6, 2013.

- Simon Hangl, Ioan Toma, Andreas Thalhammer; Introducing a Diversity-Aware Drupal Extension. In proceedings of the I-SEMANTICS 2013 Posters & Demonstrations Track co-located with 9th International Conference on Semantic Systems (I-SEMANTICS 2013) Graz, Austria, September 4-6, 2013.

2.4   Posters

In what follows, we show the posters of the RENDER project produced and presented at various events during the second year of the project. The posters were presented on different locations to introduce RENDER, its goals and case studies.
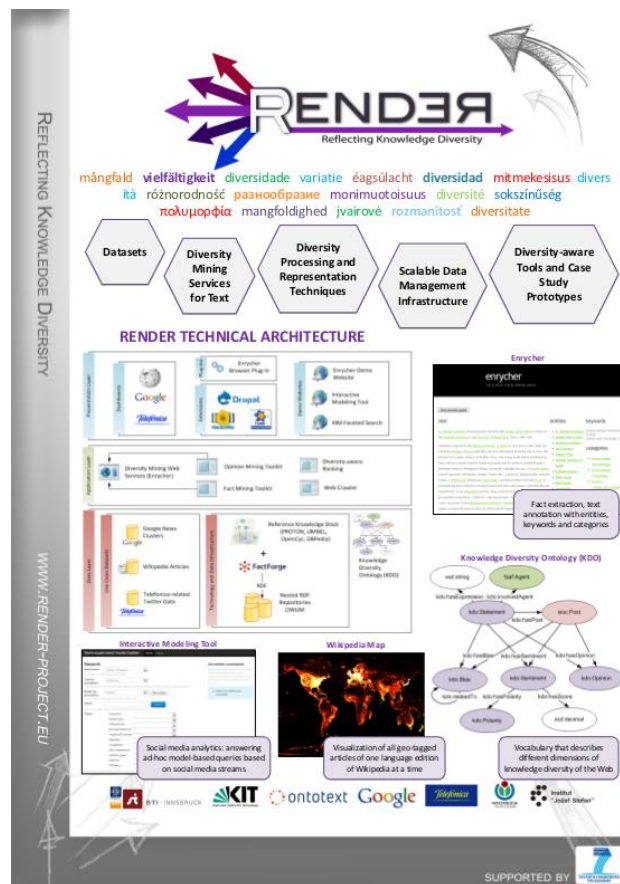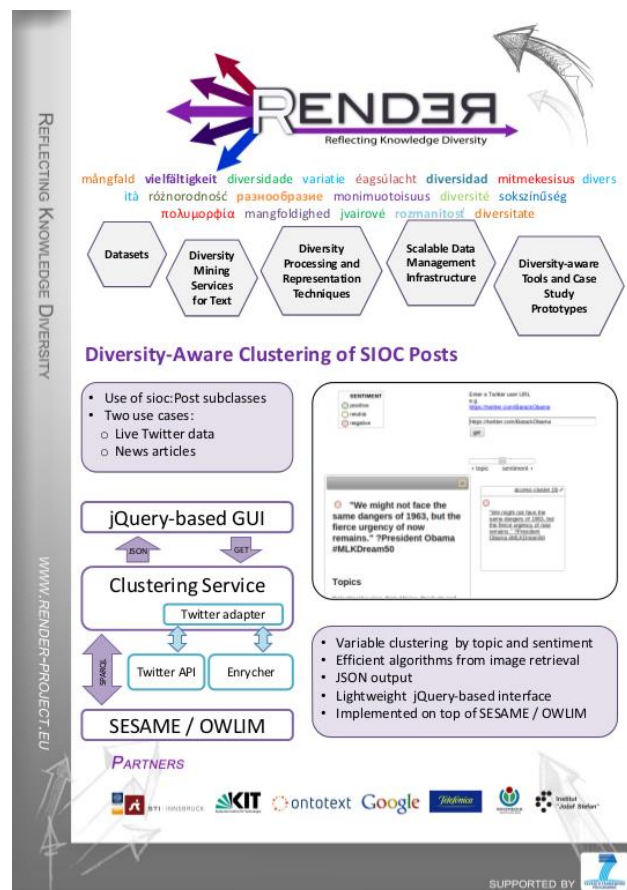

Figure 5: RENDER Poster – CeBIT 2013
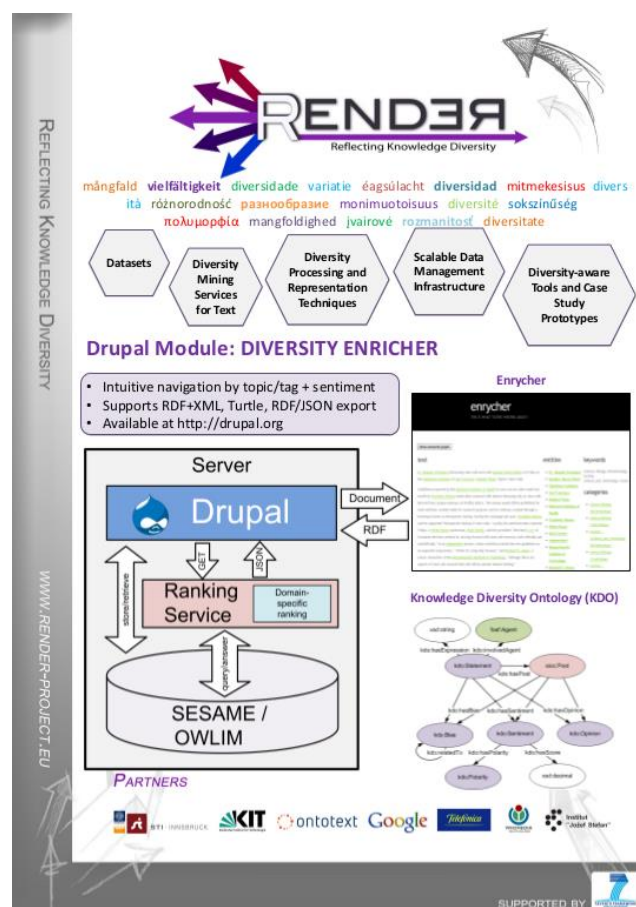
Figure 6: RENDER Poster – I-SEMANTICS 2013

Figure 7: RENDER Poster – I-SEMANTICS 2013

2.5   Press Releases

- Google: "Distributing the Edit History of Wikipedia Infoboxes"
  http://googleresearch.blogspot.de/2013/05/distributing-edit-history-of-wikipedia.html

- Wikimedia: "Wikidata trifft Archäologie"
  https://www.wikimedia.de/wiki/Pressemitteilungen/PM_02_13_Wikidata_trifft_Arch%C3%A4ologie

3   Conclusions

This document is provided in order to give an overview of the output and partly also impact of the project during its final year. In the final year, the focus was on presenting our papers as well as tools and demos at different events ranging from the International Semantic Web Conference (**ISWC 2012**) over the conference of the Association for Computational Linguistics (**ACL 2013**) to **Wikimania 2013**. We can conclude the third year of dissemination activities as a very successful period. The Web site statistics support this estimate. As a future point we acknowledge that the Web site and tools and demos will be maintained after the official end of the project.

References

[1]   F. Flöck (eds.) D6.2.5 - Report on community buildings activities Y3.

[2]   D. Rusu (eds.) D6.3.3 - Report on clustering and liaison activities Y3.