



Crowd-powered recommendation for continuous digital media access and exchange in social networks

D6.1

Dissemination Plan

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Abstract	This dissemination plan provides an overview of the CrowdRec project's planned dissemination activities; both activities at the partners and the consortium's level are addressed.

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Author list

Organization	Name	Contact Information
JCP	Michèle Wilmet	Michele.wilmet@jcp-connect.com
TUD	Martha Larson	m.a.larson@tudelft.nl
GRAVITY	Domonkos Tikk	domonkos.tikk@gravityrd.com
MOVIRI	Roberto Turrin	roberto.turrin@moviri.com
TUB	Frank Hopfgartner	frank.hopfgartner@tu-berlin.de
SOUNDCLOUD	Josh Devins	josh@soundcloud.com

Executive Summary

CrowdRec pursues two types of dissemination. First, it disseminates results to the community of researchers and practitioners. The main vehicle of this dissemination is publication in conferences and journals. The Reference Framework, which provides Open Source implementations of new scientific algorithms, further facilitates this uptake. Then, uptake is supported by the organization of workshops in which the community gathers to discuss results. Second, CrowdRec disseminates information about the achievements of the project, and their broader implications. This information is targeted at decision and policy makers at national, European, and global level, to industrial business managers and market leaders, and of course to researchers, scientists, and innovators.

Key dissemination activities in CrowdRec include:

- Widely publish in international academic journals, conference proceedings, and national publications;
- Organize workshops and benchmarks that support the uptake of algorithms, data sets, and implementations.
- Participate in national and European-market fairs where the CrowdRec will be presented by its industrial partners;
- Establish an External Advisory Board (EAB) involving key actors in the field who are can connect CrowdRec to current developments in the wider field;
- Cooperate closely with commercial, standardization and scientific interest groups and their organizations and create interest groups in the field of CrowdRec activities;
- Disseminate and exchange project results towards other European operators and vendors.
- Set-up and maintain a project website that will act as an information and service portal, disseminating project results and providing access to results, reference implementations, demonstration software, material explaining CrowdRec innovation, connection to other projects, press information, success stories and industrial transfer. Content is kept up to the moment by maintaining a Twitter presence.

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Introduction

CrowdRec disseminates with the goal of informing a wide audience about the goals, activities, and achievements of the project. Dissemination activities are organized into two branches, scientific dissemination and general dissemination. Each branch targets a different set of communities, presenting the project message and results in a way that is most understandable and useful to each. For example, the website includes a description of the project that is accessible to the general public, and the Reference Framework is comprised of reference implementations of CrowdRec algorithms that can be used by researchers and industry.

This document describes the overall CrowdRec dissemination plan as well as specific goals that are being pursued in the first year of the project. The initial plan for dissemination was set out in the project proposal. Once the project was underway, a more detailed plan for dissemination was established by collecting inputs from project partners. A telephone conference dedicated to aligning the project targets and synchronizing the dissemination strategy was held on the 6th of December 2013.

In order to give a cumulative overview of the activities undertaken by the project, and each year's detailed planning, yearly updates of this document will be produced (D6.2 and D6.3). The updates will lead to a final document (D6.4) that provides a complete view of the project activities (exhaustive list of all the papers, possible contributions to standardization and public demonstrations published or performed within the lifetime of the CrowdRec project, meaning from the 1st October 2013 to the 30th of September 2016). In the final document, we will also present an outlook on our strategies for continuing to disseminate project results beyond the lifetime of the project.

The deliverable begins by summarizing the project and its goals. Then, scientific dissemination and general dissemination are covered. It concludes with an overview of the dissemination plans of the individual partners and a short reminder addressing best practices in dissemination.

1 CrowdRec Overview and Goals

The CrowdRec project develops new recommendation technology for social networks. It is a concerted effort to move beyond “just friends” (i.e., information from users’ immediate social circles), to encompass the full range of information available in today’s online digital media communities. CrowdRec solutions will provide users with useful recommendations of content, posts, products and services.

The project pursues three objectives:

- "Stream Recommendation": real-time combination of information from collection, context, user interaction and user community to generate streams of recommendations for large-scale social networks,
- "Crowd Engagement": creating symbiosis between users and content that activates users to generate information needed for better recommendations,
- "Deployment and Validation": developing and testing a Reference Framework for release and deploying selected CrowdRec solutions in large-scale user trials.

The ultimate goal of the project is to involve users more actively in the process of generating recommendations, and allowing recommender technologies to become useful in ways that lie outside the reach of current technology.

The project aims to impact the scientific community, industry and also end users. Its impact in the scientific community lies in three factors: (1) It tackles the challenge of stream recommendation in a comprehensive way, bringing together streams associated with media collections, user context, user interaction and social community. (2) It introduces the concept that recommendation can be improved by actively engaging the input of the crowd, rather than relying solely on passive behaviour. (3) It supports reproducibility and comparison of results by releasing reference implementations and organizing benchmarks.

The project will impact the industry because of its specific target on the needs of SMEs. The technologies developed by CrowdRec aim to help SMEs in broadening their customer bases. Reference implementations of CrowdRec technologies will be made publicly available. Specifically, the two SMEs in CrowdRec (Moviri and Gravity) will use these algorithms to expand their offerings and services and to attract a range of new clients with a wide range of needs beyond what it is currently possible to satisfy. The ability to benchmark technology using standard data sets and reference implementations of algorithms makes it possible for

SMEs to write highly effective RFPs, showcasing the benefits of their existing technology as well as CrowdRec-extensions in easy-to-validate comparisons, which finally translates into business growth.

The project impacts the end user because it provides a new type of recommendation. Users should experience the integration of heterogeneous content while at the same time, remaining seamless and intuitive. This means that promoted content can be presented to users in a way that they find informative and useful rather than intrusive. CrowdRec also aspires to stimulate the production and consumption of digital media by bringing users in closer contact with a wider range of content. Users become engaged with content because the CrowdRec system actively encourages them to contribute in order to improve recommendations locally and globally, that is, what the given user receives and what is displayed to the general user base.

In the remainder of the document, we describe the dissemination plan that has been developed with the aim of supporting the project in reaching its goals and achieving its intended impact.

2 Scientific Dissemination: Planning and Priorities

Because of the practical focus of CrowdRec, scientific dissemination includes, but also extends beyond conventional scientific publication. This section provides details on the different instruments that are used by CrowdRec for scientific dissemination. A common goal across all instruments is to set a clear focus on particular dissemination targets. We believe that the CrowdRec message will reach the research community more effectively if we synchronize our efforts in such a way that a critical mass of information reaches a selected set of targets. If we spread our efforts broadly, but too thinly, we risk that the message is not absorbed.

2.1 Publications

The publication strategy is informed by the observation that recommender systems are the area of overlap of all members of the consortium. It is important to make this point specifically, since the consortium comprises much expertise in other areas as well that are related to the project: e.g., multimedia signal processing, information retrieval, natural language processing, social media. For this reason, the main target for dissemination will be the recommender systems community.

It should be noted, that the consortium expertise in crowdsourcing and human computation is critical to the “crowd engagement” objective of CrowdRec. Here, however, our main goal is to “bring the crowd to recommender systems” and only secondarily to bring recommender systems to the human computation community.

The table below was included in the project proposal to summarize the main publication venues targeted by the project.

Related venues for the dissemination of CrowdRec’s results

Topics and related WPs	Relevant Journals and Conferences
Requirements and Reference Framework (WP2)	Conferences: ACM RecSys, ACM SIGIR, IEEE Big Data, KDD, WSDM, WWW, ICWSM Journals: ACM TKDE, IEEE TKDD, DKE, ACM TOIS
Stream recommendation algorithms (WP3)	Conferences: ACM RecSys, UMAP, IUI, ACM CHI, CSCW, WSDM, WWW, ICWSM Journals: ACM Tr. on Interactive Intelligent Systems (TIIS), ACM Tr. on Intelligent Systems and Technology (TIST), ACM Tr. on Computer-Human Interaction (TOCHI), Expert Systems with Applications (Elsevier)

Crowd Engagement algorithms (WP4)	Conferences: ACM RecSys, UMAP, IUI, ACM CHI, CSCW, HComp, other HCI-related conferences
Large-scale real world application and deployment (WP5)	Conferences: ACM RecSys, IUI, UMAP, WWW, ACM EC Journals: ACM TKDE, IEEE TKDD, DKE, Engineering Applications of Artificial Intelligence

Table 1 - Main publication venues targeted for the dissemination of CrowdRec -

Once CrowdRec was underway, the project consortium recommitted its intention to target these conferences. The priority was set on ACM RecSys as the main target conference of the project. Results that are particular to machine learning, however, should choose the venue carefully, since high-profile machine learning venues such as KDD, ICML and ICDM (which we realized were not all covered in the original table) are often very effective for reaching a broader audience.

In order to prioritize conferences, the consortium compiled a list of factors that make a conference a good CrowdRec target. These are:

- Impact in the recommender systems community (conference is attended by the recommender system community, both science and industry sides)
- High reputation conferences. For contributions that are of interest to the general scientific community (e.g., machine learning, gamification), we believe that papers here will reach a very broad audience.
- Timing is also important: Results will be published with the shortest delay possible, in view of keeping the material relevant and up to date..
- Location is important: Our budget is limited and we need to be strategic about beyond-Europe travel.
- Representation in the local community: Within our own countries it is important to take advantage of opportunities to present CrowdRec results. Such presentations must be carefully planned, since in general CrowdRec is a project with a highly international orientation.

In addition to these venues, two other types of dissemination are important:

1. Dissemination of information on technology.

Here, industry-oriented conferences are most important: examples are Berlin Buzzwords, SXSW, FOSDEM, EuroITV, ICMLA, and social network related conferences. Exhibitions are also very important: examples are IBC (Gravity and Moviri are represented each year) and CEBIT (TUB attends every year, either in Hanover or Istanbul).). For the first year of the project, a technical paper submission to IBC is planned.

2. Dissemination of the project vision.

CrowdRec also has an “educational” mission to spread the word about the potential of crowdsourcing and also concerning the CrowdRec concept of combining crowdsourcing and

recommender systems. To this end, tutorials, but also position papers are important. For example, in the first month of the project, the following position paper was presented at a workshop at ACM RecSys in 2013: Larson, M., Said, A., Yue Shi, Cremonesi, P., Tikk, D., Karatzoglou, A., Baltrunas, A. Geurts, J., Anguera, X., and Hopfgartner, F. Activating the Crowd: Exploiting User-Item Reciprocity for Recommendation. ACM RecSys 2013 Workshop on Crowdsourcing and Human Computation for Recommender Systems.

We conclude this section by noting that in the first three months of the project the following paper was accepted for publication:

Babak Loni, Yue Shi, Martha Larson, Alan Hanjalic. Cross-Domain Collaborative Filtering with Factorization Machines. European Conference on Information Retrieval (ECIR 2014), to appear.

Additional papers have been submitted and are under review. These will be reported in future annual versions of this deliverable.

2.2 Events and Benchmarks

CrowdRec will organize workshops that are targeted at the presentation and discussion of recommender system research that addresses challenges related to CrowdRec. In particular, the workshop will focus on techniques and technologies that bring together streams of information (media collections, user context, user interaction and social community) and that make use of crowd engagement for improving recommender systems. Wherever possible, CrowdRec will team up with organizers from other projects or from institutions external to the CrowdRec consortium to organize joint events. Such collaboration helps to ensure that the CrowdRec message reaches a broad public. In the first year, the project will jointly propose a workshop at ACM RecSys. In total, the project aims to contribute to the organization of three such workshops within the project lifetime. We have set as a goal that these workshops will cumulatively attract a total of 75 submissions. These are ambitious goals in light of the fact that we aim to reinforce research in the innovative areas that are being opened up by the CrowdRec project. These areas lie outside of the mainstream of recommender system research.

In addition to conventional workshops, CrowdRec will organize benchmarks and challenges. Here, we also wish to promote research on challenges related to CrowdRec. However, another major goal of these events is to promote reproducible research. We believe that it is only possible for research in a new area to take root, if standard data sets are available, that allow fair comparison between approaches. When developing a new approach, it is necessary to compare it to existing approaches in a consistent way, in order to measure whether or not it indeed pushes forward the state of the art. For benchmarks, it is necessary to define (either produce or designate) standard data sets and standard evaluation procedures. Reference implementations of CrowdRec algorithms will also play an important part in benchmarks, since they will allow participants to begin their development with a known state-of-the-art baseline. More information on CrowdRec evaluation will be included in the deliverables of WP2 “Requirements and Reference Framework”, beginning with D2.1

“First Iteration Requirements plus Evaluation Specifications”(month 6).

In total, the project aims to organize three benchmarks during its lifetime. As with workshops, we will join forces wherever possible with existing initiatives in order to draw on the largest possible pool of potential participants. Over the course of the project’s lifespan, CrowdRec aims to bring 100 people to participate to its workshops and events, who would not otherwise have been exposed to CrowdRec ideas and technology. The ACM RecSys challenge is a major challenge that CrowdRec targets making a contribution to.

In December 2013, CrowdRec proposed a task at the MediaEval benchmark; the task, accepted on February the 18th, 2014 will run as a pilot task in MediaEval 2014. The task is related to CrowdRec “Social and Community Stream Analysis” and also “Multimedia Content Analysis for Crowd Engagement”. The background of the task is the following: Users on SoundCloud contribute timed-comments, which are comments related to a particular moment of time. Some comments are potentially very helpful for supporting listeners in deciding whether they want to listen to a song, and what point in the song that they should start listening. Furthermore, comments mention aspects of music that are difficult to derive from the signal, and may be useful to calculate song-to-song similarity needed to improve sound recommendation. This task asks participants to filter comments according to criteria related to their usefulness. In particular, the comments should be differentiated by whether the user is making specific reference to the moment of time at which they occur, or general reference to the sound. Also, comments reference technical aspects of the music (“love the drums *_* at 0.24”) or only to affective reactions (“amaazzziinggg at 2.33”). In order to carry out the filtering, the task participants can process the text of the comments, the textual metadata of the sounds, or “consult the crowd” by asking people to listen to the sounds at the moment and build a consensus on the status of the comment.

2.3 Reference Framework

As stated in the Description of Work (Description of WP2 “Requirements and Reference Framework”) “The Reference Framework is an implementation of algorithms that have been developed within CrowdRec. It serves to allow the testing of these algorithms before they are deployed in the real-world social networks (SoundCloud and Tuenti) for large-scale user tests. The Reference Framework is also made available to the research community under an open source license for further use. This task includes determining how the Reference Framework can best connect to and build on existing initiatives.”

The software dissemination plan for CrowdRec has the goal of ensuring that the Reference Framework is picked up and used by as many external parties as possible. The external parties are expected to use the reference implementation of the algorithms in the Reference Framework in order to carry out comparative tests with other algorithms (e.g., as in benchmarks) or as the basis for the further development of their own algorithms.

According to the Document of Work (“1.1.4. Scientific and technical objectives and realization”) “The framework will be designed taking into consideration compatibility with

existing recommender system toolkits using standardized APIs and build on and extend them as much as possible.” Existing recommender system toolkits already have existing communities of users. If we build on existing toolkits as much as possible, then members of the existing communities will have the lowest possible threshold to adopt the CrowdRec reference implementations. Standardized APIs will also help make it easier for external parties to pick up and use CrowdRec reference implementations.

The analysis of the existing frameworks and toolkits and the comparison with CrowdRec’s reference framework will be added to the Recommender Systems Wiki - RecSysWiki (<http://www.recsyswiki.com>) - a wiki open to the community sharing information about Recommender Systems. In addition, CrowdRec’s reference framework itself will be described in a distinct page of the RecSysWiki.

2.4 Potential dissemination to other relevant communities and projects

CrowdRec maintains close co-operation with other European project communities as well as national initiatives. The national projects include the Dutch FES COMMIT project SEALINCmedia, which deals with Socially Enriched Access to Linked Cultural Media, the German BMWi project EPEN dealing with live recommendation across different news domains and the German Medien NRW project TAT – Targeted Advertising.

Specifically, in the first year of the project, CrowdRec is maintaining close ties with the CLEF NewsReel News Recommendation Evaluation Lab <http://www.clef-newsreel.org> associated with the German research commercialization project EPEN. NewsReel was initiated and is currently organised by CrowdRec members from TU Berlin. Besides, several members of the CrowdRec consortium serve on the steering committee. The lab touches on some aspects of the RICHES paradigms, namely real-time recommendations which are based on interaction with users. Given this similarity in scope, NewsReel may serve as a test bed for evaluating and benchmarking methods that will be developed within CrowdRec.

CrowdRec maintains ties with several key communities of European projects that have completed: specifically: PetaMedia: Peer-to-peer Tagged Media (<http://www.petamedia.eu/>), Chorus+ (<http://avmediasearch.eu>), and MyMedia (<http://mymediaproject.codeplex.com>). The ties include disseminating events to the communities and also using products of the communities, including data sets and software.

The current European projects with which CrowdRec has contact include CUbRIK (<http://www.cubrikproject.eu>) and SocialSensor (<http://www.socialsensor.eu/>) where there is overlap in the area of crowdsourcing, and PHENICX (<http://phenicx.upf.edu>) and GiantSteps (<http://www.giantsteps-project.eu/>) where there is overlap in the area of music recommendations. These projects collaborated in the proposal of a task to MediaEval 2013 (mentioned above). In the future, CrowdRec will strive to build further collaborations with ongoing projects.

3 General Dissemination: Planning and Priorities

General dissemination activities have the goal of communicating project vision and results to a broad audience, including the EC, policy makers, students and teachers, industry stakeholders and the general public. Here, the strategy is to cast a broad net as possible. In contrast to scientific dissemination, it is not so critical to focus critical mass on specific targets. Instead, we will work to cover a diverse range of targets.

3.1 General dissemination targets

3.1.1 Dissemination at Concertation and cluster events

The project will actively participate in the activities organised at programme level relating to the Converging Media and Content Unit with the objective of providing input towards common activities and receiving feedback (e.g. from clusters and coordination groups), offering advice and guidance and receiving information relating to the ICT programme implementation, standards, policy and regulatory activities, national or international initiatives, etc. Such activities may include Concertation meetings twice a year, usually in Brussels, the yearly ICT Future Network and Mobile Summit and the upcoming bi-yearly ICT event. Participation in Future Internet Assembly events and related activities will also be relevant.

3.1.2 Universities and Colleges

In total, four partners in the project (TUD, TUB, Gravity and Moviri) have close relations to students, teachers, universities and colleges. These partners will work to disseminate project visions and results among educational staff and students. The intention is that project concepts are incorporated into different training activities such as lectures and student projects. The partners will also encourage students to experiment with the reference implementations, or take part in the CrowdRec benchmarks, perhaps joining as a member of a larger team. In particular, TUD has good experience in involving students with research applications in real-world use scenario in this manner.

3.1.3 External advisory Board (EAB)

The external advisory board connects the project to developments in industry and society. Information flows in both directions, however, and the EAB is expected to aid the dissemination of project information towards stakeholders.

An External Advisory Board consisting of experienced and prominent figures in academia and industry will review CrowdRec results and will offer suggestions to guide the project towards maximally productive goals and strategies. The EAB contribution will address dissemination as well.

First contact was made with the EAB members at the time of RecSys 2013. The first meeting of the EAB is planned for RecSys 2014. The board will receive a presentation of the project and be asked for their opinion how the project can best focus itself in order to achieve

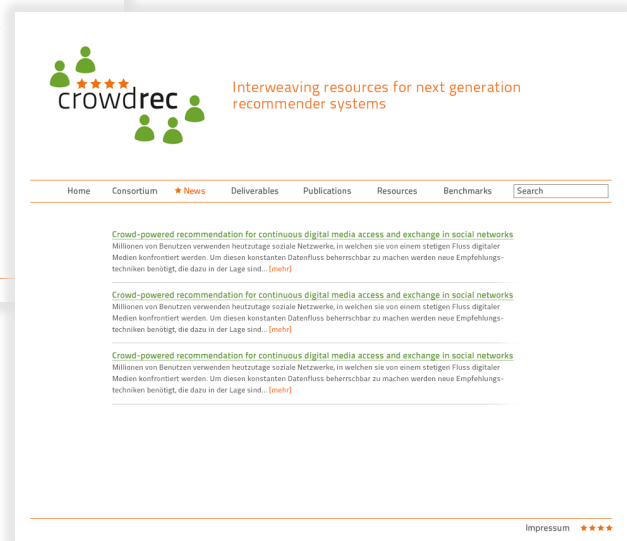
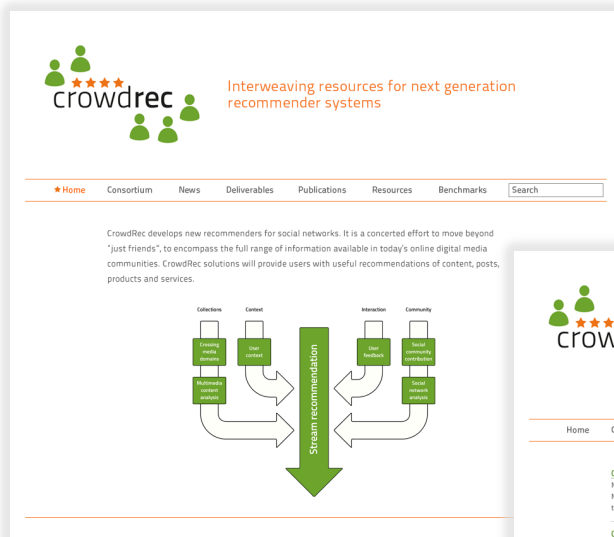
maximum input. It is hoped that the EAB will help to alert us to related work that is being carried out in academia and industry that we might have overlooked, and also give us suggestions for new channels by which we can spread CrowdRec ideas and results.

3.2 General dissemination materials

3.1.1 Project website

A project website [http://www.crowdrec.eu/] has been set-up to publicize the work and results produced within the project. This website is intended to facilitate contacts and exchanges with other research and industrial initiatives on the relevant topics. This site will be continuously kept updated about general public project information, public deliverables and other results that may interest the public. All partners are asked to contribute content

continuously throughout the project's lifespan.



Since we are targeting a general audience, we keep the focus on the content and not on the management structure of the project.

3.1.2 project.Social Media Strategy

CrowdRec is a project that develops technologies for social networks. For this reason, it is necessary for it to have a very well thought out and functional social media strategy. At the beginning of the project, we took a survey of the people at the different consortium partners to determine which social media platform they use most frequently. We asked about all platforms, including personal social media and also professional social media. In particular, Facebook, LinkedIn and Twitter were taken into consideration. Most of the project members reported using Twitter. We decided to focus on Twitter, rather than spreading out effort

over several different platforms and risking not being able to achieve a critical mass on any of them.

As a next step, we did a pilot experiment with Twitter (@crowdrec). Within a couple of days, we had a Twitter account with a basis of 20 followers. We immediately started following key RecSys Twitter accounts and retweeting RecSys relevant information. As the project proceeds, we will move to less retweeting and more tweeting of original content. A key step will be to draw attention to our Twitter presence by tweeting and retweeting at key conferences.

3.1.3 Leaflet

An informational flyer (an A4 sheet) was created during the first month of the project (October 2013) for distribution at the ACM Recommender System Conference (RecSys 2013) held in Hong Kong, China, from Oct 12-16, 2013. The flyer was targeted towards the research community and emphasized the concept of the project.

A general project leaflet has been drafted and will be approved by the consortium at the first plenary meeting (Barcelona, Feb. 06-07, 2014) to be held after the kick-off (Berlin, Nov. 04-06, 2013). This leaflet is intended for dissemination at workshops, conferences and meetings where the CrowdRec project will be presented. Partners will use the leaflet to present the project to guests who might be visiting them on site. The leaflet will provide concise coverage of the objectives, concepts and vision of CrowdRec, and will invite the viewer to refer to either the website and/or to contact the project directly for more information.

A second leaflet will be created during Year 2 of the project lifespan, which will put emphasis on project results. In particular, it will contain information about reference implementations of CrowdRec algorithms that are available, and also on benchmarking activities.

A third leaflet will be designed at the end of the project, which will focus on exploitable results

3.1.4 Standard presentation

The standard presentation has two purposes. First, it is a source of slides to quickly introduce the project as an introduction to scientific work on the project and project results. Second, it can be used in its full form to introduce the project when giving an invited talk or when hosting guests from institutions outside of the CrowdRec consortium. The CrowdRec standard presentation template provides the basis for the standard presentation.

3.1.5 Poster

The CrowdRec project created a standard poster in the first month of the project. This poster was used to present the project at the MediaEval 2013 Workshop. In order to create a standard poster, the initial poster will be refined (more graphics will be added). The poster can be used at events where there is a poster session or a booth. It will provide a link to the website, where further information will be available. For specific events, the standard poster will be adopted as necessary. The CrowdRec poster template (created by TUB) provides the

basis for the standard poster.

3.3 Partners dissemination plans

All partners of CrowdRec will drive the dissemination of project results through their internal communication channels. In the following section the different partners describe their activities as also briefly summarized in WP6.

JCP-C

JCP-Consult is deeply involved in several collaborative projects, both on national and on European levels. As such, the company is often attending events where CrowdRec results will be disseminated at a large audience.

Through its links with the French regional competitiveness clusters “Media & Networks” (<http://www.images-et-reseaux.com/en>) and “Cap Digital” (<http://www.capdigital.com/en/>), JCP-C will promote and communicate the project results among the members of this cluster, consisting of about 220 companies for the first one and 700 for the second one, in the multimedia, telecommunication and networks domain, many of them also potentially interested in the commercialisation of the CrowdRec results.

TUD

Delft University of Technology (TUD) is represented in the consortium by the Delft Multimedia Information Retrieval lab in the Department of Intelligent Systems of the Faculty of Electrical Engineering, Mathematics, and Computer Science.

TUD further consolidates and builds its research capacity and profile in recommender systems by participating in CrowdRec. Publishing results in the form of scientific research papers has an important role to play. Specifically, TUD is interested in contributing to advancing the state of the art with respect to context-aware recommendation (Task 3.1), recommendation exploiting social networks (Task 3.2), and cross-domain recommendation, and crowd-driven multimedia content analysis techniques (Task 4.1).

The TUD reputation in recommender systems is based not only in scientific publications, but also in its reputation in the area of benchmarking. For this reason, dissemination of benchmarking results and dissemination of data sets, evaluation metric and methodologies, and reference implementations via the organization of benchmarks are also important for TUD.

TUD is actively building a national/international profile related to its expertise in handling big data, referred to as “Delft Data Science” (<http://www.delftdatascience.tudelft.nl>) Recommender systems and crowdsourcing approaches are two key elements of this expertise. TUD disseminates the results of CrowdRec to serve as an example of these techniques in action. CrowdRec was among the projects presented by the Multimedia

Information Retrieval Lab in the Department of Intelligent systems at the 2014 New Year's event in Delft on the 13th of January, 2014.

TUB

The Technische Universität Berlin (TUB), with the participating institute Distributed Artificial Intelligence Labor (DAI Lab), is a public higher education institution with an interdisciplinary team of researchers and other professionals spanning from computer security and mobility to user interface design and cognition science. TUB will use the results of the CrowdRec project as follows:

- TUB will strengthen its research profile with publications in leading research conferences and journals and teach new findings and results in Master and PhD courses. Those courses are open for students from all public universities in Berlin (TUB, Humboldt Universität, Freie Universität Berlin, Universität Potsdam) due to a joint teaching agreement between these universities.
- Furthermore, TUB has strong experience in organizing of research conferences, challenges and workshops and will organize similar events to make results of CrowdRec known in corresponding communities to push research in those fields.
- Due to the long-standing cooperation with industry partners, TUB has experience in executing technology transfers, e.g., by founding spin-offs such as Semperlink, formalize patents (supported by the TUB patent office) and provide open source solutions (e.g., Androlyzer). Besides, TUB has strong ties with leading multinational companies (e.g., Deutsche Telekom AG, Volkswagen AG) and many SMEs (Berlin is home to a large share of European ICT start-ups). Furthermore, TUB has long-standing collaborations with application-based research institutes such as the Deutsche Telekom Innovation Labs, EIC ICT Labs, and, more recently with the Chinese Academy of Sciences. DAI Lab at TUB is a co-founder of the German-Turkish Advanced ICT Research Centre (GT-ARC) that aims to build a bridge between German and Turkish ICT. Results from CrowdRec will also be exploited to strengthen collaboration with above bodies.

GRAVITY

Gravity will participate in pursuing both types of dissemination. The researcher team of Gravity - being a recommender system vendor with strong academic background and connections - has a strong academic record, and publishes 4-5 papers per annum in average during the last 5 years.

Within the CrowdRec project, Gravity will contribute in scientific dissemination, that is, publish results achieved in the project at related scientific conferences and journals.

In this regard, Gravity's main focus concerns 3 topics and related tasks.

- Firstly, related to the Reference Framework (WP 2), Gravity contribution is expected in defining evaluation metrics, performing experiments with various toolkits and

algorithms, and executing comparison based on the evaluation metrics. These results will be published at relevant recommender systems related conferences and workshops also with the goal to attract the community for contribution. Gravity plans to contribute to one CrowdRec paper yearly in this topic.

- Secondly, there is one task in WP 3 and two tasks in WP 4 that are closely related to Gravity's background work and already achieved results and where Gravity will develop and implement novel algorithms related to the stream recommendation and crowd engagement. In Task 3.1, the Gravity team will pursue its research activity in context-aware recommender systems, and plan to disseminate at least one paper yearly at high-level recommender system or machine learning related conferences/journal on the new CrowdRec algorithm of context-aware recommendations. In Task 4.2 (Reciprocal recommendation) Gravity will research and implement algorithms that simultaneously make use of user-driven and content-driven similarities to find the best users for a given content. Gravity plans to publish the achieved results at relevant conferences/journals.
- Thirdly, Gravity participates in Task 4.2 (Recommendation explanation) where a new concept of "recommend me an explanation" will be researched and evaluated on data provided by industry partners in CrowdRec.

Besides scientific dissemination, Gravity will disseminate its recommendation products including features developed within the project at industry exhibition and fairs, such as IBC (International Broadcasting Convention), the largest venue for digital media and broadcasting content related technology conference. We expect that such disseminated information about the CrowdRec achievements and their broader implications helps in uptake the key ideas and solutions also at industry level.

MOVIRI

Moviri is a recommender system vendor with a strong academic background, supported by tight collaboration with the university world and confirmed by several scientific papers published in the main conferences concerning recommender systems, such as, for instance, ACM RecSys and ACM EuroITV (where Moviri was one of the 2013's conference sponsors).

The contribution of Moviri within the CrowdRec project will result both in scientific and industrial dissemination. Among the others, the main subjects included in Moviri's dissemination will be: the reference framework implemented in Task 2.3, enabling the testing of recommendation algorithms before being deployed in a real environment; the recommendation algorithm developed in Task 3.2 based on the analysis of community contributions; the explanation of recommendations, as in Task 4.4, so to make recommendations more transparent and appealing for end users.

Several conferences represent possible targets for Moviri's dissemination. In addition to the main scientific conferences - such as ACM RecSys (Recommender Systems conference), ACM EuroITV (European Interactive conference), IEEE ICDM (International Conference on Data



Mining) - Moviri will disseminate at industry-oriented exhibitions, such as the NAB show and the IBC (International Broadcasting Convention).

TID

The Telefonica I+D scientific team has an excellent academic publication record and will contribute to the dissemination activities by publishing the results of the research conducted in the main Recommender Systems conferences such as ACM RecSys, ACM SIGIR etc. Telefonica's researchers also organize additional visibility events such as tutorials e.g. "Learning to Rank for Recommender Systems" at ACM Recsys 2013 and actively organize workshops e.g. Context-Aware Recommender Systems 2011, 2012. Telefonica's publications will be mainly driven by the work conducted in WP5, WP3 and WP4.

SOUNDCLOUD

As a product company, SoundCloud focuses building end-user products using iterative processes. There is traditionally no research done at the company, however we present our technical infrastructure, approaches to building product and technologies and company culture at many industry conferences. We plan on disseminating information of our CrowdRec involvement at various industry conferences as well as at least one academic conference ECIR 2014. We will also be hosting one of the Berlin recommender systems meetups for local companies, engineers and researchers where dissemination to a grass-roots audience.

TUENTI

Tuenti characterizes itself as the first social, in-the-cloud Mobile Virtual Network Operator. It distinguishes itself from other operators due to its clear tariff structures and its competitive rates. For Tuenti, CrowdRec represents an opportunity to test new technologies that increase the engagement of its users. CrowdRec ideas and results will be disseminated by the example set by Tuenti rather than directly by Tuenti, which plans no specific presence at industry conferences or trade fairs.

4 Appendix: General Guidelines

The present document intends to present a practical summary of the main topics that project partners should follow and use as reference when disseminating the work done.

Dissemination can be seen as the means (i.e. press releases, conferences, scientific publications, exhibitions, workshops, newsletters, websites, etc.) through which research results are presented to the public.

It is important to note that official publications in the course of a protection right application (e.g. the compulsory publication of a patent application after its filing) are not considered as dissemination. The target of the dissemination material may be the spreading of information to the general public or a specific group of professionals in a determined sector. An overview on the most successful means of dissemination, as well as useful suggestions on how to arrange an effective communication strategy, can be found at the European Commission “Guide to successful communications” web-page

All Documents must to contain the following specific sentence (or a translation thereof) in the description referring to FP7 funding (Article 45 RfP – Article II.28.2 of GA):

“The work leading to these results has received funding (or partial funding) from the European Union's Seventh Framework Programme (FP7/2007-2013) under grant agreement n° 610594”

As stated in the CrowdRec consortium agreement, prior notice for any publication or presentation has to be made towards the consortium members in order to check for potential objections.

Use of the EU emblem

In accordance with the Commission's guidelines on visual identity, all EU programmes must be identified exclusively by the EU emblem and the mention of the FP7 programme name. The FP7 logo has been discontinued from 1 January 2014.

In the case of EU-funded projects, the main rules are the following one

- Logos that are developed for projects funded by the EU, and that are not owned by the EU, **may not be identical or similar to the European emblem** (this includes logos that incorporate the twelve stars);
- The European emblem should be given **appropriate prominence** when displayed in association with a logo;
- Contractors are **exempt from the obligation to obtain prior permission** from the Commission to use the emblem; This tacit authorization to use the European emblem

implies no right of exclusive use. It does not permit the appropriation of the emblem, or of any similar trademark or logo, whether by registration or by any other means.

Some guidelines and FaQ on the use of the European emblem can be found under

http://ec.europa.eu/research/fp7/index_en.cfm?pg=logos

High-resolution emblems can be found under following link:

http://europa.eu/about-eu/basic-information/symbols/flag/http://ec.europa.eu/research/fp7/index_en.cfm?pg=logos
http://ec.europa.eu/research/fp7/index_en.cfm?pg=logos

Once the contractual relationship between a participant and the European Commission has expired, the participant should cease to use the European emblem, and withdraw its representation from any new documentation.

Confidentiality and protection

References: Articles 3 – confidentiality - and 46 - Use and dissemination - of RfP and Articles II.9 and II.30 of GA

Where dissemination of Foreground does not adversely affect its protection and use, there is an obligation to disseminate it swiftly. However, no dissemination of Foreground may take place before a decision is made regarding its possible protection. Indeed, any disclosure, even to a single person who is not bound by secrecy or confidentiality obligations (typically someone from a different organisation outside the consortium), prior to filing for protection, can be considered as constituting a disclosure detrimental to patentability, be it by written (including by e-mail) or oral (e.g. at conferences, or even to a single person) (Article 46.3 RfP – Article II.30.2 of GA).

Evidently, no dissemination at all may take place if it is intended to protect the Foreground as a trade secret (i.e. confidential know-how).

Confidentiality obligations are also detailed in the Consortium Agreement (article 4.3). Any data, which is to remain secret, should be clearly marked as “confidential” and appropriate measures should then be taken by the other participants and the Commission to maintain confidentiality, even after the end of the project.

As a reminder, the Consortium Agreement foresees a period of confidentiality to be five (5) years from the date of termination of the CA, (except for Source code Foreground – 10 years delay) unless one of the exceptions detailed in the CA.

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