

"Training Personalization with Knowledge Technologies and Contextualization"

by Davor Orlic, 24.5.2010

Outline of the talk

- ★ Technical solutions in preparation 3 separate software solutions
 - Towards content personalization on VL
 - User profiling currently used on New York Times, Bloomberg.org
 - ★ Content recommender currently used on VideoLectures.NET
 - Content enriching



Jozef Stefan Institute

Department of Knowledge Technologies @ Center for Knowledge Transfer

Jozef Stefan Institute (JSI) is the leading Slovene research institution for natural sciences (800+ people) in the areas of computer science, physics, chemistry

Department of Knowledge Technologies have around 60 people working in various areas of artificial intelligence (machine learning, data mining, semantic technologies, computational linguistics, decision support)

Selection of Portals and Products:

- ❖Text-Garden (http://www.textmining.net)
- ❖Enrycher (http://enrycher.ijs.si/)
- ❖ VideoLectures.NET (http://videolectures.net/)
- ❖IST-World (http://www.ist-world.org/)
- ❖Project Intelligence (http://pi.ijs.si/)
- ❖Search-Point (http://searchpoint.ijs.si/)
- ❖OntoGen (http://ontogen.ijs.si/)
- ❖Document-Atlas (http://docatlas.ijs.si/)
- ❖AnswerArt (http://answerart.net/)

Semantic-Graphs



VideoLectures.NET

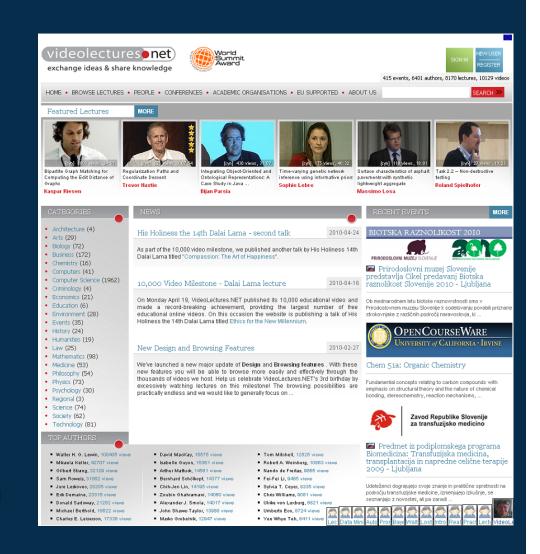


Document-Atlas



VideoLectures.NET basic facts

- European free video educational web page
- 10000 academic videos
- Creative Commons licence
- 10000 unique visitors per day
- Recorded events 2009: 70, 2868 videos
- Business models:
 - Research projects
 - Events
 - Academic institutions
 - Baseline funds
- In-house developed services with strong support in research in semantics
- Goal: Contributing to a global higher edu change by offering open access to high quality scientific material



International dimension

- Build up with European research and supported by the European Commission
- International institutions: EC, CEEMAN, CERN, Cluster Network, OCWC, EFMD, IPSA, CLSP, MIT, UC Irvine, Yale, Stanford, TEDx, CMU, University of Ljubljana, Slovenian public research agency...
- Active participation in: Opencast, OCWC, EuroCRIS
- Knowledge4All foundation

World Summit Award 09





*With this, "VideoLectures.Net" has approximately outrun 20.000 other products and projects from 157 countries participating in the 4th edition of the WSA, the United Nations based contest for econtent and creativity in the Information Society".

VideoLectures.NET technology stack

Application Django software / VideoLectures

Nginx, Apache,

Services PostgreSQL,

Memcached

Streaming server

Flash

Windows

Media

Server

Cloud storage,

Static web

hosting

System level Ubuntu Linux Server

Windows Server

Linux

Servers



Web

server,

Database

Development

Storage,
Processing

Flash video streaming

Windows streaming



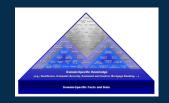
Amazon S3

5 servers serving 20 TB of data

700,000 unique files

300,000 web requests daily (90,000 dynamic)

Technologies and Research





Deep Semantics & Reasoning (Cyc)

Light-Weight Semantic Technologies

(OntoGen, OntoBridge)



Decision Support (DEX)

Social Computing/Web2.0 (LiveNetLife)



Computational Linguistics (Enrycher, AnswerArt)

Complex Data Visualization

(DocAtlas, NewsExplorer, SearchPoint)

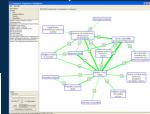
Graph/Social Network Analysis (GraphGarden/SNAP, IST-World,

FPIntelligence)

Data/Web/Text/Stream-Mining

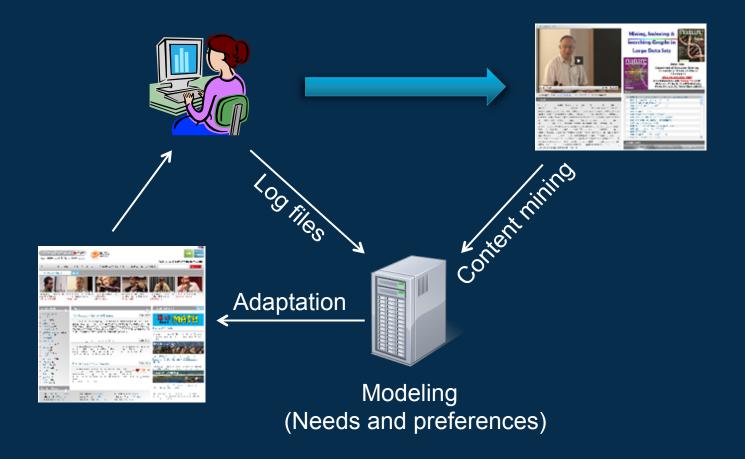
(TextGarden Suite of tools)

Statistical Machine Learning

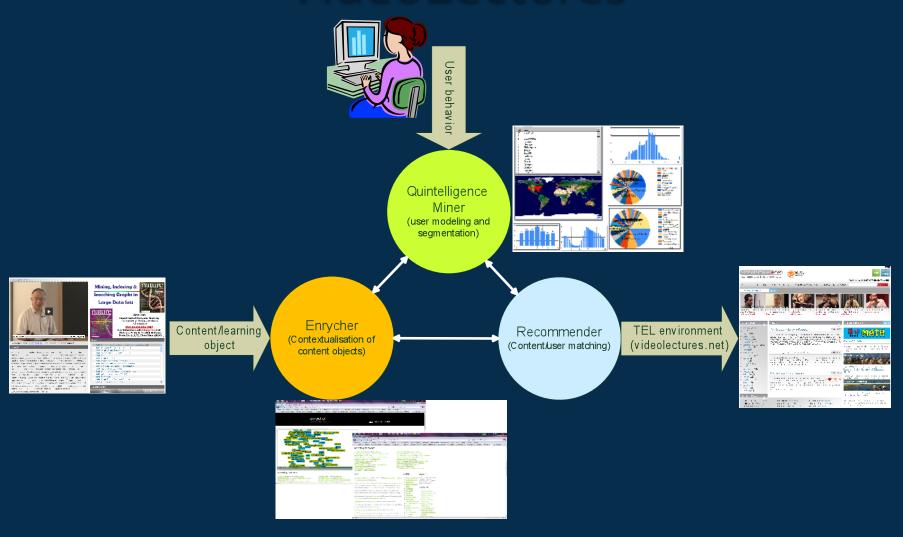




Personalisation



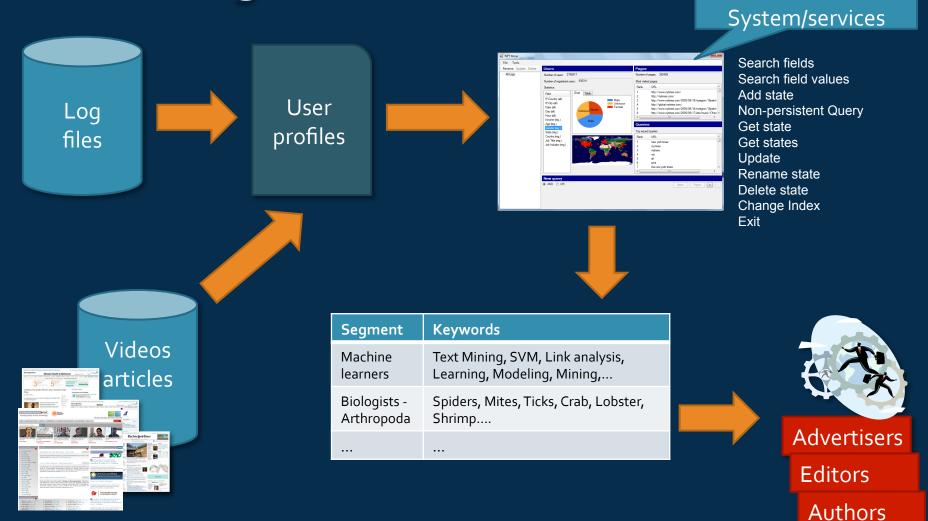
Towards personalisation @ VideoLectures



User profiling service (Qminer)

- Ver1 identifying data segments: developed for NYT, Bloomberg
- ♦ Ver2 individual profiling: web service for VideoLectures.NET
- What it does? Gives us data on users, user behaviour, analyzes user logs and the content being accessed
- → Which techniques it uses? data mining, clustering, text visualisation, etc.
- Works with structured data: gender, age and unstructured data: keywords by users, text
- Deep content analytics
 - Modeling user behavior
 - Detecting SIGs marketing groups, investors,...
 - Predicting and simulating user's
 - Detecting trends in visits
 - Personalising content and methods
 - ₩ ...

User profiling – identifying segments and modelling ominer



Recommendation service

(Recommender)

- Ver1: Developed and tested for videolectures.net
- Ver2: Operating at Bloomberg.com also for textual documents
- What it does? It shows what the user "could use" regarding where he comes from, what he does and who he/she is.
- Each video is scored from three directions:
 - Collaborative filtering
 - Category VideoLectures taxonomy and improved SVM module working on optimized categories
 - Content matching video against the user group's history using all the enriched features
- All three scores are combined into final score
- Demonstration

Content enrichment (enrycher)

- Providing wider context to the document
 - 8 ... needed for efficient content mining and modeling
- A set of Web services (http://enrycher.ijs.si)
- Section 2 Enriching a document with annotations presenting:
 - Extracted known concepts
 - **®** Generated most descriptive sentences and dynamic abstracts
 - Semantic graph
 - Descriptions with existing ontologies
 - Links to the external sources (wikipedia, dmoz, dbpedia, openlink data)
- Demonstration

Current development

- Automatic capturing, enriching, and synchronisation with slides
- Deep semantic search through videos
- Accessibility, multilinguality
- Knowledge extraction
 - Speech Indexing, Text Mining, Video mining,
 - Automatic ontology construction,
 - User Tracking and Profiling.

Thank you

- 🏶 mitja.jermol@ijs.si head of Center for knowledge transfer at JSI
- marjana.plukavec@ijs.si head of videolectures.net service
- marko.grobelnik@ijs.si head of the KT research group at JSI
- ♦ John Shawe -Taylor (jst@cs.ucl.ac.uk) K4A director
- Enrycher: http://enrycher.ijs.si
- Recommender: http://videolectures.net

Support slides

A movement/competition ...













The corriers are the edges of the mention becomings, needs and the mount complete and applicationable which, you there is a more suggestion, and have them only and order other the questions they are artifug themselves.





















Competitive advantage

Access to lecture rooms and the three most active communities

- Videos + slides + comments
- Viewing features
- Semantically enriched functionalities
- **&** Curriculum building and management support
- Efficient back-office

Low cost and efficient service from recording to hosting

Answering to challenges?

OpenCourseWare

MIT + >140 Universities

Curriculum, standards, quality of training

Videolectures + JSI team

Using University Internet links and servers



K4A founders

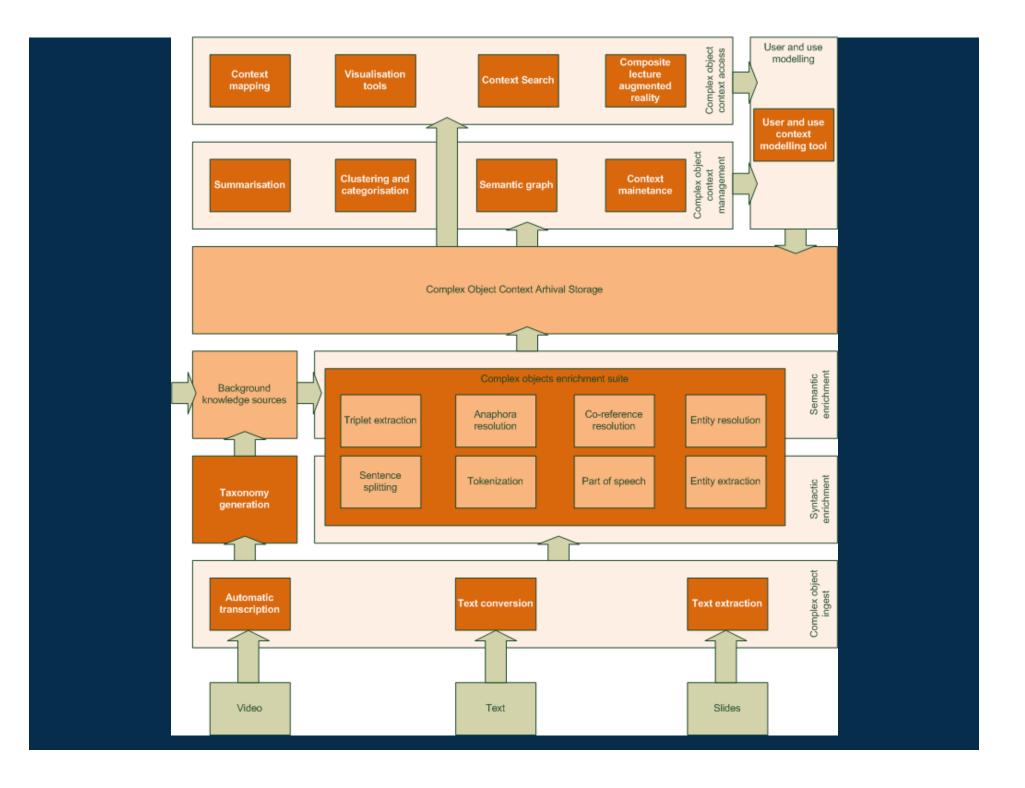
- Europe Pascal2 Network of Excellence:
 - University College London
 - Jozef Stefan Institute
 - University of Bristol
 - XEROX Research Centre Europe
 - **ETH Zurich**
 - **&** CERN
- **S** US:
 - Berkeley + Opencast community
 - MIT + OCW consortium
- Asia
 - **&** Korea University + Network of South Korean Universities
- Africa
 - ♦ Voices of Africa, Kenya + East Africa Universities
 - Sofi Annan Center for ICT and Development, Ghana + West Africa Universities

K4A - reach

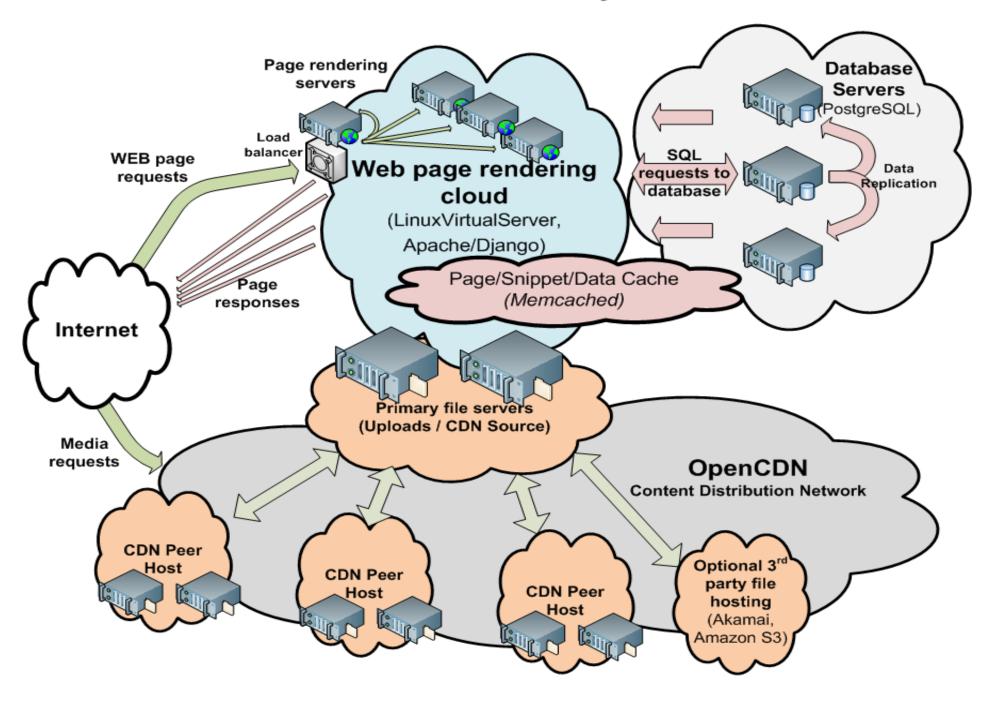


Current development

- ♦ OpenCDN OSS/Collaborative Content Distribution Network
- Automatic capturing, enriching, and synchronisation
- Deep semantic search through videos
- Accessibility, multilinguality
- Knowledge extraction
 - Speech Indexing, Text Mining, Video mining,
 - Automatic ontology construction,
 - **8** User Tracking and Profiling.



Videolectures.NET - Planned System Structure



Knowledge 4 All Foundation

Expressed interest

- Internet Society Central America Mexico
- Madrid, UVA,...
 Individual organisations: Trento, ULJ, Zagreb, Southampton, CNRS, VTT, Max Planck, TU Graz, TUB, Oxford, Carlos III de Madrid, UVA,...
- **©** Commercial organisations: Springer Verlag, Elsevier Science
- Sovernmental bodies: Slovenia, European Commission



Projects

In preparation:

- AI Research institute for West Africa: implications for infrastructure, summer schools, course definition, interaction software, etc.
- Education kiosks in Africa
- Journal SCI registration also in discussion with Springer about possible publication
- Wirtual conference
- Wirtual university
- Web 2.5 for learning: support for discussion groups, research communities

Long-term options

- ★ Innovation tube industry/business use
- Virtual universities and virtual programmes
 - ❸ Bottom-up, distributed, self-organised,
- Authoring services
 - Support content enrichment for the content creators
- Services:
 - **On-the-fly personalisation and recommendation**
 - Wideo scene recognition, automatic annotation and categorisation
 - Semantic and multilingual search
 - Accessibility, Internationalization (subtitles, transcripts)
 - Advanced presentation services with direct user involvement
 - Textual, graphical, video (audio) content integration services and enrichment