Event Media

Experiencing Events Through User-Generated Media

André Fialho | Lynda Hardman
**Events** are observable occurrences grouping

- People
- Places
- Time

**Experiences** documented by **Media**
Searching for an event

The Arcade Fire
Oct 7, 2010 | Thursday

Venue
The Rambler
Stationsplein 12
Eindhoven, Netherlands

Performer
The Arcade Fire

Details
Cost: 45.00 to 49.50
Searching for an event
There’s a lot of information out there...
A lot of information...

http://www.flickr.com/photos/mwparenteau/432039782
Organize the mess

- Identify behavioral patterns (requirements)
- Make an abstraction
- Link the information
- Design the application Interface
- Let it “evolve”
1st Collect some opinions...

Online Survey (n=28) + 2 group discussions (n=35)

Past Experiences (Memorable Events)
- Discovery
- Decision making
- Registering & sharing
- Meaningful relationships

Existing Technologies
- Opinions
- Interests
- Suggestions
- Benefits/drawbacks

Scenarios
Requirements
1st Design Concept
2nd Look into “real” behaviors...

- Scenario based study (2 sessions, n=15)

Scenarios → Opinions

Reenact
Behavioral Patterns

Discovery 🤝
- Invitations and recommendations
- Rely on traditional media
- Social networks (facebook - students)
- Previously attended events or venues

Decision Making 🤔
- Who’s Joining?
- Where, When, How Much? (constraints)
- What? (e.g. type, performer, topic)
- Subjective factors (fun, atmosphere)
Behavioral Patterns

Registering and Sharing

- Communicating their experience
- Pictures and short videos (for sharing)
- Media directories and social networks

Meaningful Relationships

- Similar categories, attributes and content
- User attendance (similar interests, behaviors)
- Repeated events (e.g. annual festivals)
Live karaoke in Mauerpark, Berlin
Behavioral Patterns

EVENT

EVENT

EVENT

EVENT

EVENT

EVENT

EVENT
Existing Services

- **Single source** with overview (?)
- Allows **opportunistic/serendipitous discovery**
- **Limited exploration/browsing** features
- Information **overload** (cluttered, difficult)
- Information **incompleteness** (coverage, decision)
Ontology: Making an abstraction

What? Where? When? Who?
Radiohead Haiti Relief Concert
Reasoning & annotation (metadata)

- Time, Location and Attendance
Collaborative Filtering

- Disambiguate and propagate information about attendance
- Identify Interests and provide Recommendations

Customers Who Bought This Item Also Bought

- Semantic Web for the Working Ontologist: Effective Use of the Semantic Web by Dean Allemang
  - £30.39

- Semantic Web Programming by Mike Dean
  - £20.14

- Semantic Web For Dummies by Jeffrey T. Pollock
  - £16.99

- Programming the Semantic Web by Toby Segaran
  - £15.53
Linking the Data
Extracting and linking data

1.7 million images over 108,000 events

Arcade Fire

285 attending | 54 shouts | Added by redhead
Monday 29 November 2010

Philipshalle
Siegburger Straße 15
40591 Düsseldorf
Germany
Show on Map
Web: www.philipshalle.de/

Tag your photos on Flickr
Showcase your pics for this event by tagging them on flickr.com with this machine tag:

lastfm:venue=1598387

flickr
Machine tags
“lastfm:events”

Random sampling filtered by the tag “music”

APIs

1.7 million images over 108,000 events

+ YouTube
+ DailyMotion
How much data is there?

<table>
<thead>
<tr>
<th>Event</th>
<th>Event Title</th>
<th>Venue</th>
<th>City</th>
<th>Date</th>
<th>Photos</th>
<th>Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>Last.fm</td>
<td>Primavera Sound 2010</td>
<td>Parc del Forum</td>
<td>Barcelona</td>
<td>2010-05-28/30</td>
<td>2458</td>
<td>1730</td>
</tr>
<tr>
<td></td>
<td>Coachella Valley Music and Arts Festival</td>
<td>Empire Polo Grounds</td>
<td>Indio</td>
<td>2008-04-25/27</td>
<td>2311</td>
<td>434</td>
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<tr>
<td></td>
<td>Lollapalooza Festival</td>
<td>Grant Park</td>
<td>Chicago</td>
<td>2009-08-07/09</td>
<td>2220</td>
<td>1100</td>
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<tr>
<td></td>
<td>SXSW Music 2008</td>
<td>Convention Center</td>
<td>Austin</td>
<td>2008-03-12/16</td>
<td>2153</td>
<td>1890</td>
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<tr>
<td></td>
<td>Sziget Festival</td>
<td>Obudai-Sziget</td>
<td>Budapest</td>
<td>2008-08-12/18</td>
<td>2072</td>
<td>4620</td>
</tr>
</tbody>
</table>

1,248,021 geo-tagged photos by propagating information from events!
More on Interlinking

- Linking Agents with
  - Freebase, Dbpedia, MusicBrainz
- Linking Venues with
  - Geonames, Dbpedia, Foursquare (via Uberblic)
- Linking Events with
  - Last.fm, Upcoming, Eventful
- Linking Categories with
  - Facebook, Eventful, Upcoming, Zevents, LinkedIn, Eventbrite, TicketMaster
- Linking Users with
  - Social Graph API
The Back-end

- RDF Repository on a web server with:
  - Sesame2 SPARQL endpoint with a distributed query engine.
  - A RESTful API that provides different methods and JSON representations of resources available in the dataset.

RDF → JSON
Translating the Ontology
Interface elements

- Facets
- Search
- Timeline
- Events
- Media
- Attendance
- Content and Background
- Location (Map)
- Actions
- Sorting
Perspectives
- What: Event/Media Centric
- Who: Social Network Visualization
- When: Time Centric
- Where: Location Centric
Perspective: WHAT?

Amsterdam Festivals Category? Add
Rock (55), Pop (30), Jazz (22), Electronic (12), Techno (11), Dance (9), More...

Order: Relevance

Events
Radiohead
Dali Exhibition
Beer festival
...
Prev Next

01/03/2010 - 28/03/2010

What’s on this evening? Designing User Support for Event-based Annotation and Exploration of Media - EVENTS 2010, Athens, Greece
Perspective: WHEN?

Amsterdam Festivals Category?

Rock (55), Pop (30), Jazz (22), Electronic (12), Techno (11), Dance (9), More...

Order: When

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Prev  Next

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Perspective: WHERE?

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What's on this evening? Designing User Support for Event-based Annotation and Exploration of Media - EVENTS 2010, Athens, Greece
Perspective: WHO?

Armstrong Tribute
RembraintpLein, 100
Amsterdam
08/03

Top Interests

Jazz Concerts, Jazz House, Amstel Neighborhood, Luis Armstrong
- Faceted browsing (recognition and the pokay-yoke)
- Semantic Autocompletion

<table>
<thead>
<tr>
<th>Amsterdam</th>
<th>Festivals, Concerts</th>
<th>Category?</th>
</tr>
</thead>
<tbody>
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<td>Rock (55), Pop (30), Jazz (22), Electronic (12), Techno (11),</td>
<td></td>
<td>Ra</td>
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Order: Relevance

Genre:
- Rap

Artist:
- Radio Head
- Rammstein
- Ray Charles

Venue:
- Radio House
- Rattle Snake

- 28/03/10

March

- 01/03/10
Radiohead Haiti Relief 24/01
Music Box Fonda Theatre, Los Angeles, CA

http://radiohead.com/tour

America's relief efforts for victims of the Haiti earthquake. Oxfam America is an international relief and development organization that creates lasting solutions to poverty, hunger and injustice.
America’s relief efforts for victims of the Haiti earthquake. Oxfam

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America’s relief efforts for victims of the Haiti earthquake. Oxfam
• Ordering (time, interest, popularity)
• Surrogate (Poster, most viewed or most depicted)
• Size of Image (Popularity: Number of attendants)
EventMedia is an integrative Research Project (IRP) within the PetMedia Network of Excellence.
Conclusions

- We look into patterns to build something that will allow identifying other patterns.
- The approach allows the application to "evolve".
- It’s Open – open is good!
- UX can help semantics, semantics can help UX.
References

- Raphaël Troncy, André Fialho, Lynda Hardman, Carsten Saathoff, Experiencing Events through User-Generated Media, COLD 2010 – ISWC, 9th International Semantic Web Conference, Shanghai, China

- Raphaël Troncy, Bartosz Malocha, André Fialho, Linking Events with Media -Triplification Challenge, I-SEMANICS 2010, Graz, Austria


Thank you!

UI Ideas? (what, where, when, who)