

Who does know what the
situation really is?



you know –
you text,
you tube,
you transmit.

We Know It !

WeKnowIt

**Emerging, Collective Intelligence for personal, organisational
and social use**

Integrated Project FP7-215453



co-funded by the European Union

Collective Intelligence!

Mass user-generated content Web 2.0

Little understanding

Analysis techniques: Content, Social, Mass

Loose interaction

Organizations – Processes

No benefits from community and mass content

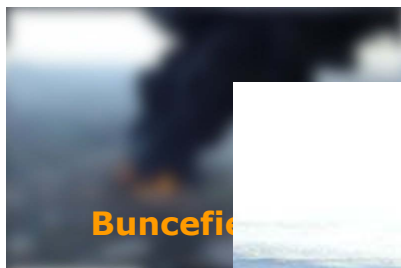
Users & Devices

Limited sharing and access

weknowit



Personal Intelligence



Profile of contributor

Media Intelligence

Organizational Intelligence

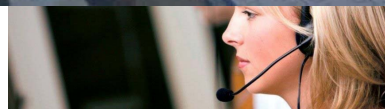


Buncefield 2005

Collective intelligence - the full picture emerges

Trust and feedback

>> Determine trustworthiness and hub-structures by SNA



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Motivation

- Ubiquitous networked devices
- Explosion of Web 2.0 applications
- Active user participation (blogs, communities, ...)
- Massive amounts of content
- Retrieve bits of knowledge, stitch them together and deliver them to the people that need it!

Emergency Response

- Environmental disaster, accidents
- Involve citizens to share content (e.g. on-site pics)
- Analyze uploaded content
- Better understanding of emergencies and more effective actions

Consumer Social Group

- Social group organise travel event annually
- Content sharing among all members
- Analyze content to detect facts and trends
- Support decision making

Layered Intelligence

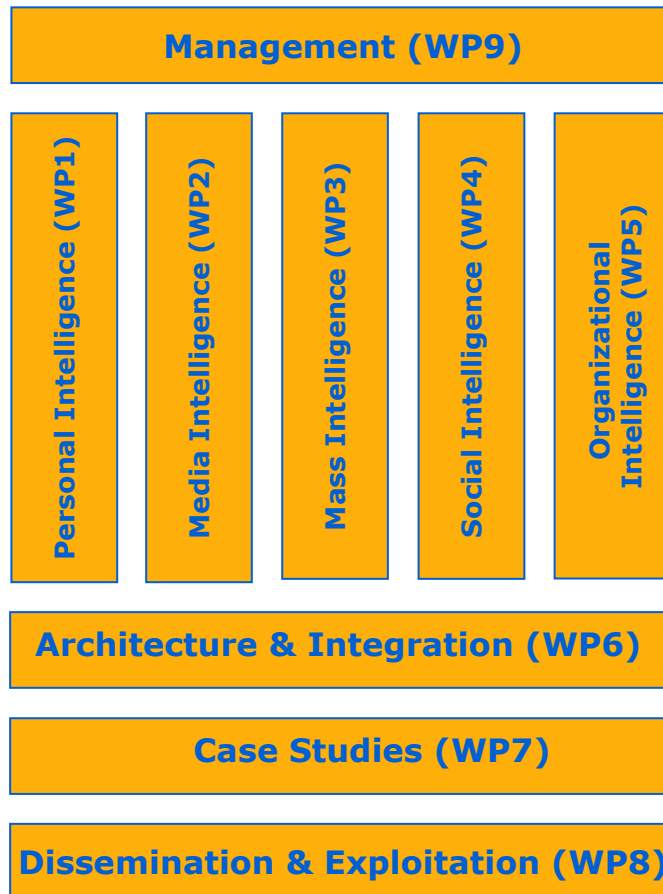
- Personal: User Preferences, Interaction & Context
- Media: Context aware content analysis
- Mass: Facts and trends
- Social: People `hubs`, interaction patterns
- Organisational: Workflows, Knowledge Delivery



Innovation

- Development of multi-modal interaction techniques
- Semantic analysis of heterogeneous user-submitted content
- Information fusion from different sources / modalities (e.g. social and content), contextual information
- Mass question answering
- Recognition and understanding of facts and social trends

Work Decomposition



Research: **WP1 – WP5**

Development: **WP6**

Application: **WP7**

Dissemination
& Exploitation: **WP8**

Management: **WP9**

Impact & Markets

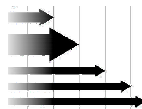
Private Households

- Faster access to relevant information
- Secure neighborhood
- Large and small event organization
- Social groups (e.g. cycling club)



Companies

- Exploiting trends in communities and access to new markets
- Improved decision support → shorter time to market
- New information based services
- On-line retail (e.g. e-tourism)



Public Organizations

- Decision support in case of an incident → increased reaction rate → saving lives
- Emergency related organizations (e.g. police, utilities)



Access to Results

Emergency Response Case Study

- Sheffield City Council demonstrations and presentations at appropriate specialist fora such as emergency planning and training forums, showcase demos
- National emergency planning society
- Deliverable 7.6: Trial report

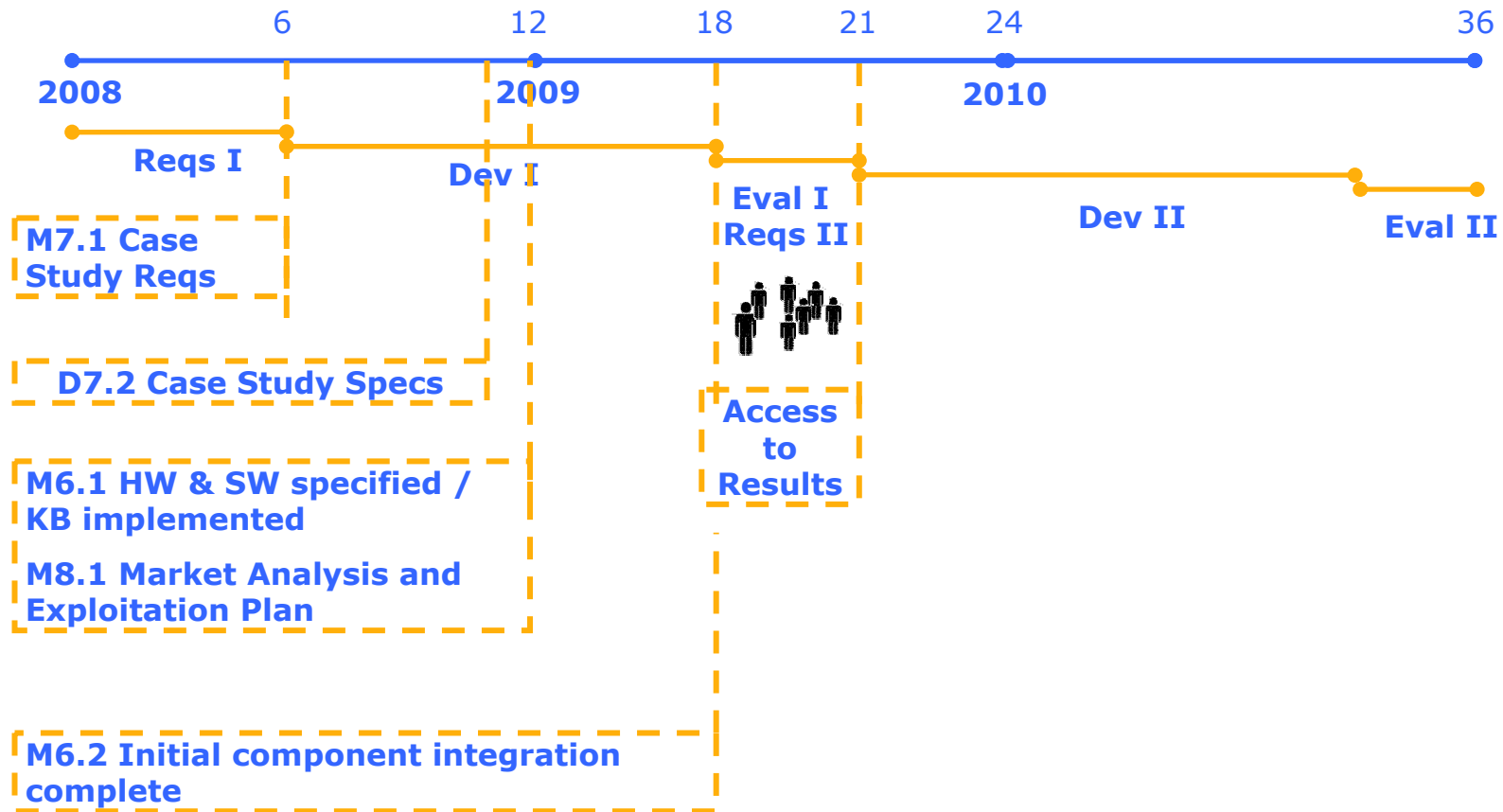
Consumer Group Case Study

- WeKnowIt has a large pool of potential users and established processes:
 - Lycos consumer interactive forums: LycosIQ and JubiiPages
 - 40 million unique users per month
 - Vodafone user community

Partner exploitation

- WeKnowIt is directly related to industrial partners' and users' long-term roadmaps
 - Lycos - integration into Travel channel product
 - Software Mind - new product development (Semantic Web tools for telecommunications & financial sectors, Garlik startup)
 - Motorola - mobile social networking application for handsets
 - Vodafone - exploitation of the network infrastructure and advanced terminal capabilities; enable the creation and provision of new services
 - Sheffield City Council - integration into workflow processes for emergency handling

Scheduling



Consortium

- **CERTH – ITI** ⇒ Multimedia, Personalization, Management
- **UoKob** ⇒ Collaborative Data Analysis, Knowledge Management
- **Lycos** ⇒ Web 2.0 Platform, Data Provision, Mass Feedback
- **Motorola** ⇒ Devices, Personalization, Exploitation
- **USFD** ⇒ Human-Computer Interaction, Text Analysis
- **EM-KA** ⇒ Recommendation Systems, Social Networks
- **VOD** ⇒ Mobile Service Provision
- **SMIND** ⇒ Software Architecture & Integration, Exploitation
- **SCC** ⇒ Emergency Response
- **BUT** ⇒ Software Architecture, Speech analysis

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