

## Summary of Activities

The objective of INSEMTIVES is to bridge the gap between human and computational intelligence in the current semantic content authoring R&D landscape. The project aims at producing methodologies, methods and tools that enable the massive creation and feasible management of semantic content in order to facilitate the world-wide uptake of semantic technologies.

In order to achieve this objective, INSEMTIVES brings together European excellence from six European countries and several disciplines - computer scientists, software engineers, economists, social scientists and end-users - to develop a generally applicable solution for large-scale semantic content authoring, which will be showcased in three case studies. The foundations therefor are methodologies, best practices and guidelines assisting end-users in creating semantic content in an incentives-driven manner, and optimally combining these efforts with automatic methods and techniques. The INSEMTIVES platform (back-end) and a variety of end-user tools for semantic content creation (front-end) build upon these foundations. The technology is used in case studies targeting the management of enterprise knowledge, the annotation of Web service artifacts, and the management of multimedia in online worlds and games.

### Perspectives for 2010

INSEMTIVES looks back to a successful 2009: the consortium has laid out a solid foundation for the remaining duration of the project in terms of the scientific and technical work. Dissemination, exploitation and community building have yielded first promising results and initial collaborations with related research projects (ACTIVE, KIWI, CASAM, MATURE) and potential technology adopters (playence) have been established.



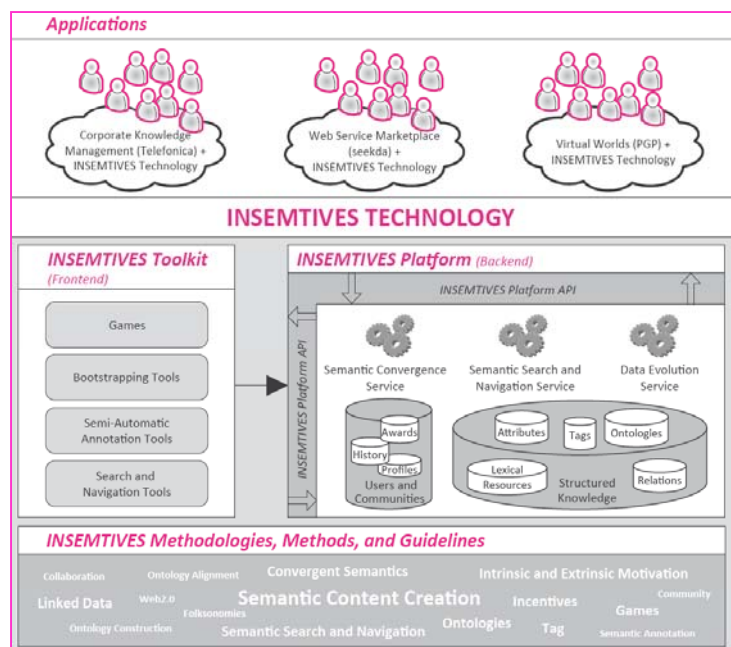
## Important work areas

### Incentives for semantic content creation

INSEMTIVES combines techniques and expertise from semantic technologies, social sciences and economy towards a joint methodology, best practices and guidelines for the authoring of semantic content based on incentives.

### Models, methods and techniques

INSEMTIVES has defined a model to formally represent content annotations, and information management methods based thereupon. These are based on extensive state-of-the-art surveys and on the requirements of the case study partners. These methods are complementary to our incentives-driven methodology in the sense that they support the semantic content creation process in specific tasks that can be feasibly automated.



### INSEMTIVES platform and toolkit

The requirements and specifications of the case studies were used as input for a first design of the INSEMTIVES management platform and of the end-user tools which will facilitate the authoring of semantic descriptions for textual and non-textual Web resources.

### Case studies

The three case studies have been defined in detail in terms of use cases, and functional and non-functional requirements. Rapid prototyping on the business logic side has delivered a baseline for functionality-driven development based on the core technology that will be available in the first half of 2010.

## User Involvement, Promotion and Awareness



INSEMTIVES has pursued a number of activities to increase community awareness and involvement. The project has set up its Web presence and blog, and was represented at the STI International Offsite as well as at the WWW 2009 and ESWC 2009. Moreover, we have published a call for game ideas for the upcoming edition of the ESWC 2010 and produced several scientific publications.

We have set up a user advisory board of renowned experts in areas related to INSEMTIVES as a forum for community-driven feedback and development of the end-user tools. Other community building activities include the collaboration with related projects and initiatives through joint meetings and invited talks.



### Future Work

In 2010 INSEMTIVES will consolidate its research results and produce initial versions of the core technology and of the case study applications. This will give the project further visibility.



### Contact Information

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