

## 1. Publishable summary

The goal of INSEMTIVES is to bridge the gap between human and computational intelligence in the current semantic content authoring R&D landscape. The project is 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 meet this challenging goal, INSEMTIVES brings together European excellence from eight 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 therefore are guidelines and best practices that assist end-users in creating semantic content via incentives-minded applications and tools, and optimally combining these methodology-oriented efforts with automatic methods and techniques. The INSEMTIVES platform and a variety of front-end tools for knowledge elicitation and representation, as well as for semantic annotation of different media content build upon these foundations. The technology is used in case studies targeting the management of enterprise knowledge, the annotation of Web services and APIs, and the management of multimedia in online worlds and games.

### **Review of 2010 and Perspectives for 2011**

We are looking back at a successful second year of the project: the consortium has extended and consolidated the scientific and technical achievements of its initial phase. We developed novel methods and techniques that support the semantic annotation process by providing users with suggestions and recommendations, and devised a methodology for the design of incentives-compatible applications. The methodology includes a procedural ordering of different methods from areas as diverse as organizational management, social sciences and socio-informatics, as well as guidelines tailored to the needs of the INSEMTIVES case studies and the Semantic Web as a whole. On the technological side, we have released a fully-fledged, integrated version of the INSEMTIVES platform yielding functionality for the large-scale management of semantic data and metadata, search, as well as annotation bootstrapping for text, media and Web APIs. Front-end tools for the annotation of media, as well as an improved and extended version of the Semantic Games series are also available. In particular, we have developed a Facebook/Flickr application, L!NKS, showcasing how results of the project can be integrated into a rich, user-friendly annotation experience. The case study partners worked closely with the research partners to further define and fine-tune the case studies resulting into functional prototypes which have been subject to first user experiments. Dissemination, exploitation and community building have improved at various levels, including conference and journal publications targeting all relevant research communities engaged in the project, a tutorial at the International Semantic Web Conference ISWC2010, presentations at SemTech 2010, the INSEMTIVES game challenge, and a special issue in the International Journal on Knowledge Engineering and Data Mining on the topic of incentives for semantic content authoring. In 2010 INSEMTIVES has welcomed two new partners – the Poznan University of Economics from Poland, and the Technical University of Cluj-Napoca, Romania – who strengthen the expertise of the consortium in the areas of business models and analysis, and multimedia processing.

In 2011 INSEMTIVES will perform extensive evaluations of its front-end technology and case studies in order to improve usability and offer incentive mechanisms that yield optimal results in terms of the quality and volume of semantic content produced. We will strengthen our dissemination and community building efforts through publications and tutorials reporting on our latest results, and take-up these results in technology products of the industrial partners of the project.