



LIDER: FP7 – 610782

Linked Data as an enabler of cross-media and multilingual content analytics for enterprises across Europe

Deliverable number **D4.1**

Deliverable title **Community building and
dissemination plan**

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Grant Agreement number	610782
Project ref. no	FP7-610782
Project acronym	LIDER
Project full name	Linked Data as an enabler of cross-media and multilingual content analytics for enterprises across Europe
Starting date (dur.)	1/11/2013 (24 months)
Ending date	31/10/2015
Project website	http://www.lider-project.eu/

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Document Identifier	D4.1
Class Deliverable	LIDER EU-ICT-2013-610782
Version	1.2
Document due date	31 January 2014
Submitted	31 January 2014
Responsible	W3C/ERCIM
Reply to	fsasaki@w3.org
Document status	Final
Nature	O(Other)
Dissemination level	PU(Public)
WP/Task responsible(s)	Felix Sasaki, DFKI / W3C Fellow
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Distribution List	Consortium Partners
Reviewers	Philipp Cimiano (UNIBI)
Document Location	http://lider-project.eu/?q=doc/deliverables

Executive Summary

The community building and dissemination plan describes the approach for community building and dissemination within the LIDER project. The project targets groups that are already knowledgeable about the technical aspects of content analytics and linked data, as well as companies which are not yet engaged in linked data or language technologies.

For both groups, a workflow for disseminating information is defined. All consortium partners participate in this workflow and rely on it as a basis for continuous community building. The deliverable also describes how dissemination and community building are interrelated. The current state of people already involved in LIDER is described in deliverable D4.3.1.

Document Information

IST Project Number	FP7-610782	Acronym	LIDER
Full Title	Linked Data as an enabler of cross-media and multilingual content analytics for enterprises across Europe		
Project URL	http://www.lider-project.eu/		
Document URL	http://lider-project.eu/?q=doc/deliverables		
EU Project Officer	Susan Fraser		

Deliverable	Number	D4.1	Title	Community building and dissemination plan
Workpackage	Number	4	Title	Community building and dissemination

Date of Delivery	Contractual	31 January 2014	Actual	31 January 2014
Status	version 1.2		final ■	
Nature	prototype □ report □ dissemination ■			
Dissemination level	public ■ consortium □			

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Abstract (for dissemination)	<p>The community building and dissemination plan describes the approach for community building and dissemination within the LIDER project. The project targets groups that are already knowledgeable about the technical aspects of content analytics and linked data, as well as companies which are not yet engaged in linked data or language technologies.</p> <p>The document defines a workflow for disseminating information to both groups. It also describes how dissemination and community building are interrelated.</p>
Keywords	LIDER, dissemination plan

Version	Modification(s)	Date	Author(s)
01	First Draft	16/01/14	Felix Sasaki, DFKI / W3C Fellow
02	Integrating comments from UPM	21/01/14	Felix Sasaki, DFKI /

			W3C Fellow
03	Integrating comments from UNIBI	22/01/14	Felix Sasaki, DFKI / W3C Fellow
04	Integrating comments from TCD	29/01/14	Felix Sasaki, DFKI / W3C Fellow

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1 Objectives

This deliverable, the community building and dissemination plan, describes the approach for dissemination and community building within the LIDER project. Both tasks are targeting two communities:

- 1) Groups which are already knowledgeable about various aspects of content analytics, linked data and the Web in general.
- 2) Companies which have not yet engaged in linked data or language technologies. They need to understand the potential benefit of these technologies and often need to tackle practical problems before working with them.

First, this deliverable defines a workflow for disseminating information to both groups and for engaging them in the growing community around linked data and content analytics. We then describe how the various consortium partners contribute to that workflow and how they enlarge the community. The communities that are already closely involved, key players that are about to become a part of the community, and events already confirmed for the first year of the project are described in deliverable D4.3.1.

A central aspect of the community building and dissemination plan is that it involves all LIDER partners and work packages. This will assure a close alignment between industry driven usage scenarios and research aspects of linked data and content analytics.

2 Workflow for dissemination

The dissemination workflow is visualized in Figure 1.

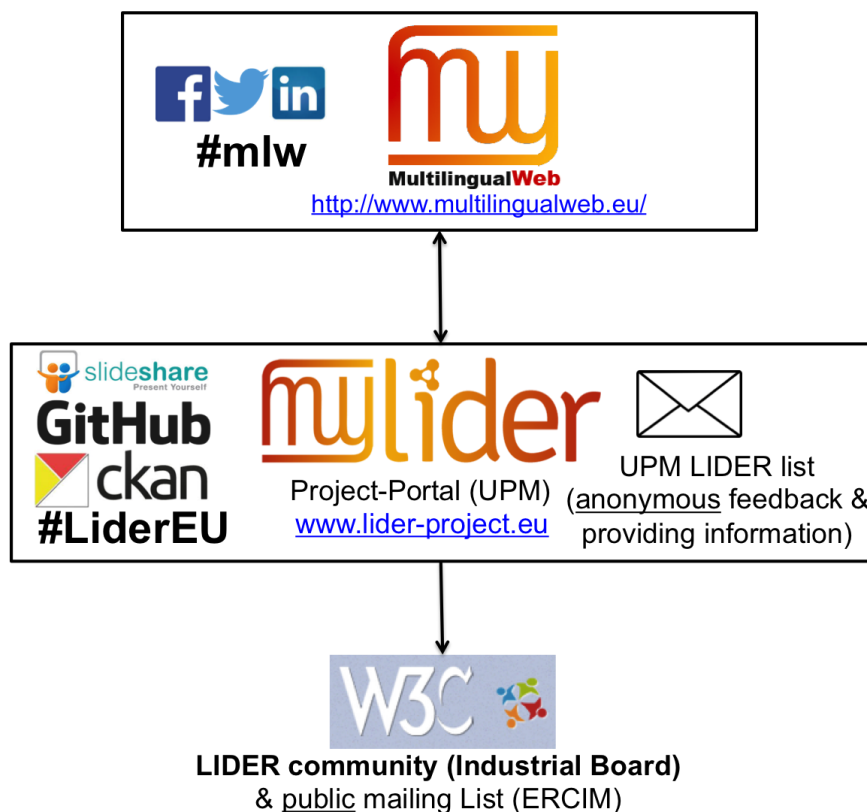


Figure 1: Workflow for dissemination in LIDER

The starting point for dissemination activities is always the community portal <http://www.multilingualweb.eu>. The broad community built around the MultilingualWeb brand assures that new information can be disseminated effectively. A blog post created at <http://www.w3.org/International/> generates a tweet for the MultilingualWeb site related accounts <https://twitter.com/multilingweb> (at the time of writing, 560 followers) and <https://twitter.com/webi18n> (575 followers). Among these are well known multipliers from the broad Web community that have been gathered since the start of the MultilingualWeb brand.

Second, the LIDER project Web portal <http://lider-project.eu/> disseminates posts & tweets related to LIDER. It also provides access to LIDER deliverables, publications etc. Via the Web portal one can have access to the “lider community list”. It is used to gather anonymous feedback on LIDER activities and to be informed about latest news. Details about the Web portal are available in Deliverable D5.2.

The third step in dissemination is the involvement of the LIDER consortium partners. The Deliverable D4.3.1 provides information about the contacts that the consortium partners already have made to

- communities related to LIDER, and
- key individual players.

As part of each dissemination action, the consortium partners will contact both groups. The two steps above will be repeated for all dissemination actions. This dissemination approach serves as core means to enlarge the LIDER community, see the lower part of Figure 1 and the following section.

3 Community building

3.1 Role of Industry Board (LD4LT Group)

The W3C community group <http://www.w3.org/community/ld4lt/> (LD4LT) constitutes the LIDER industry board. LD4LT is the core place to gather industry interest around LIDER. Many dissemination actions, esp. actions related to WP1 and WP3, will frequently be related to work undertaken in the LD4LT group. People who are not yet in LD4LT will be encouraged to participate. Three key benefits should encourage potential participants:

- Several core deliverables of LIDER that are of interest for industrial usage scenarios will be developed in public within the LD4LT group. In this way, people are attracted to participate in the LD4LT group and have a direct impact on these documents.
 - Business use cases for the use of Linguistic Linked Data in content analytics processes, Phase I (D1.1.1) and Phase II (D1.1.2).
 - Roadmap for the use of Linguistic Linked Data for content analytics Phase I (D3.2.1) and Phase II (D3.2.2).
- The LD4LT group will serve as a forum for the LIDER roadmapping workshops organized in WP3. “Forum” here means that information about the workshop (announcements, agenda, active participants, intermediate and final outcomes) will be made available via the group.
- The LD4LT group will serve as a forum to meet potential partners for building project ideas around the topics of linked data and content analytics – or even linked data and language technology in general. In this way, the community becomes attractive as a project that spawns further activities, which are beyond the actual scope of the project.

3.2 Interrelation between community building and dissemination

The interplay between community building and dissemination will be explained via this tweet:

<https://twitter.com/multilingweb/status/423119578604904448>

The tweet announces the first LIDER roadmapping workshop. The tweet content also provides a link to the LD4LT group and the evolving agenda of the workshop. After the workshop, further tweets will disseminate the results and encourage the enlargement of the community.

A key aspect of the interrelation between community building and dissemination is the public work mode of the LD4LT group; see section 3.1 of this deliverable for details. In that way, a cycle between community building, dissemination and intermediate results can be created. This will strengthen the relation between the four work packages WP1-WP4, see the visualization in figure 2.

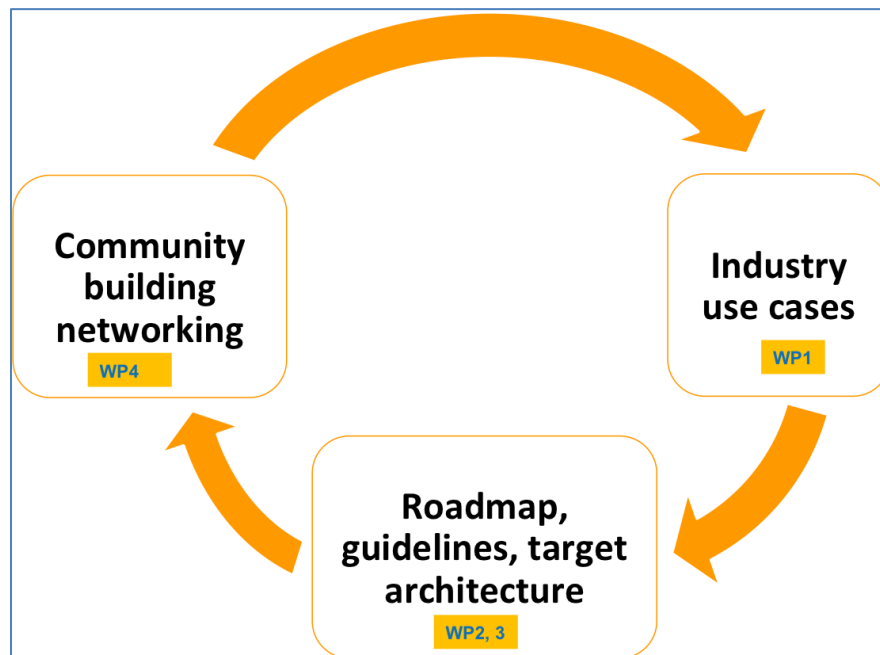


Figure 2: Cycle between industry use cases (WP1), roadmapping (WP2,3) and community building (WP4).

Contributors to LD4LT group will feel that they themselves can play a key role in this cycle.

In summary, the process that interrelates community building and dissemination can be summarized as follows:

- A new activity is announced, e.g. a roadmapping workshop.
- LIDER partners contact communities and individuals.
- The community building activities are undertaken in the LD4LT group, using the benefits described above to enlarge the community
- The intermediate outcomes are disseminated again, and will feed into the deliverables developed with the LD4LT group.

With this process, a continuous enlargement of the community can be assured.

3.3 *Relation to other work packages*

The ongoing process of creating deliverables from WP1 and WP3 within the LD4LT group will naturally lead to a close relation between these two work packages and dissemination / community building actions.

Community building about technical aspects related to WP2 (see e.g. the deliverable “Guidelines and best practices for Linguistic Linked Data-based content analytics”) will take place via a separate W3C community group that already has been created as a result of a MultilingualWeb workshop: “Best Practices for Multilingual Linked Open Data” <http://www.w3.org/community/bpmlod/> . The work of this group will also be disseminated via the channels described in section two of this deliverable.

3.4 *Approaches to target specific sectors*

The community building in LIDER targets a huge variety of sectors: language services industry, content management and language tool vendors; cultural heritage domain, public sector information, Wikipedia and other large communities; marketing and business intelligence; and many more. We will assure that these communities are engaging in LIDER activities by involving the consortium partners for keeping and building contacts to key players in the various areas. For each dissemination action, the consortium partners will assure that the key players are aware of the new information.

4 *Involvement of the LIDER consortium*

4.1 *Targeting communities*

Deliverable D4.3.1 provides information about communities and the LIDER partners that build or sustain the main relation to them. Often the communities are related to projects, hence the project names are listed. That information is just a starting point and will be updated during the lifetime of the project. After each achievement, the consortium partners will make an outreach effort.

4.2 *Targeting individuals (“key players”)*

Based on the letters of support gathered for the LIDER project proposal, individual key players have been gathered. The task of maintaining these contacts is distributed among all consortium partners. The partners will target their contacts for each dissemination action. More information about key players is provided in deliverable D4.3.1.

4.3 *Interaction with the Advisory Board*

The LIDER project coordinator UPM will assure that the advisory board is informed about all upcoming outreach and community building actions, intermediate results and next steps planned. At least once a month the advisory board will be asked via mail to provide feedback about the current state of the project. A joint call with the advisory board will be organized every 3 months.