



WP9 – Impact

D9.2.1: Workshop I

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This deliverable reports on the scientific workshops organised by the SAM consortium at the eChallenges 2015 and SEPLN 2015 conferences. This document includes information about goals, participants, programmes, and dissemination activities carried out during these events.



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Executive Summary

The purpose of this deliverable is to report on the preparations and results of the scientific workshops organised by the SAM consortium as part of the dissemination activities programmed in task T9.2 “Generic Promotion, Materials and Workshops”.

The primary scientific workshop took place at eChallenges e-2015, held in Vilnius, Lithuania on 25 November 2015. The workshop was entitled “Enhancing Content for Enriched User Experience in Media Consumption” and its goal was to promote the research activities carried out in the context of SAM during the first half of the project. The audience included senior representatives of government, industry and research organisations around the world interested in ICT-related research and innovation collaboration.

In addition to eChallenges e-2015, a second scientific workshop was co-organised by the SAM consortium. This second workshop was focused on a specific aspect of SAM: the use of Sentiment Analysis techniques in Social Media. In SAM, these technologies are part of the research carried out in T6.4 “Business Intelligence and Social Mining”. The workshop was entitled TASS (Taller de Análisis de Sentimientos en la SEPLN¹) and took place at SEPLN 2015 in Alicante (Spain) on 15 September 2015. The target audience included both academic and industrial representatives from different countries interested in the application of Sentiment Analysis to user comments in a social media context.

This deliverable describes the organisational issues of these workshops, the goals, audience profile, dissemination activities, and programme of the events with a brief description of the presentations. A final annex includes photos of the workshops.

¹ In English “Workshop on Sentiment Analysis at SEPLN.”

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1 Introduction

SAM – Dynamic Social and Media Content Syndication for 2nd Screen – is a project funded by the Seventh Framework Programme of the European Commission under Grant Agreement No. 611312. It provides a content delivery platform for syndicated data to be consumed in a contextualised social way through 2nd Screen devices.

1.1 SAM Project Overview

Today's generation of Internet-connected devices has changed the way users are interacting with media, shifting their role from being passive and unidirectional to proactive and interactive. Under this new role, users are able to comment on or rate a TV show and search for related information regarding characters, facts or personalities. They do this both with friends and wider social communities through the so called "2nd Screen".

Another coupled phenomenon is "Content Syndication" which is a field of marketing where digital content is created once and delivered to many different marketing channels (devices, Social Media channels, websites and stakeholders), thus allowing efficient content control, delivery, and feedback.

However, the 2nd Screen phenomenon has grown in a disorderly way. Tools from media provider companies (e.g. mobile or tablet apps) limit outreach and, as a result, hinder the targeted outcome of stimulating and feeding users with relevant contextual syndicated information. European enterprises wishing to provide services have limited potential to receive feedback, which restricts the business intelligence that can be extracted and applied, therefore to profit from and enrich this market.

SAM will change this disorder by developing an advanced Social Media delivery platform based on 2nd Screen and Content Syndication within a Social Media context. This is achieved by providing open and standardised ways of characterising, discovering and syndicating media assets interactively. Users will be able to consume and prosume digital assets from different syndicated sources and different synchronised devices (e.g. connected TVs), thus creating richer experiences around the original media assets.

The innovation behind SAM allows the data to reach the users through the syndication approach and their 2nd Screen rather than the user having to search for the data manually. This is based on the creation of dynamic social communities related to the user and digital asset context (e.g. profiles, preferences and devices connected). These are dynamic hangouts where people share interests, socialise and build virtual communities. SAM will enable syndication of comments, ratings, facts, recommendations and new information that will enrich and energise the community as well as enhance personalised knowledge and satisfaction.

1.2 Deliverable Purpose, Scope and Context

The purpose of this deliverable is to report on the scientific workshops organised as part of the dissemination activities programmed in task T9.2 "Generic Promotion, Materials and Workshops". As stated in the DoW, one of this task's (T9.2) objectives is to organise two different workshops which may take place during a larger conference. The workshops will provide 1/2-1 day presentations and promote the SAM concepts and results. The scientific

workshop is coordinated by UA, which has the task lead and is responsible for producing the workshop-related deliverables). The industry-oriented workshop is led by DW, which has extensive experience in workshop organisation and external stakeholder involvement.

The scope of this deliverable is the organisation and results of the scientific workshop. The workshop was initially scheduled before M25 (October 2015) to allow the submission of this deliverable in time with respect to the DoW planning, but finally had to be delayed two months, due to the date of the eChallenges e-2015 event (25 November 2015), the larger conference where the SAM scientific workshop took place. In addition to this consortium-wide workshop, another scientific workshop was co-organised with a focus on Sentiment Analysis technologies. This document reports on both scientific workshops.

As mentioned in the DOW, an industry-oriented workshop will be also organised by the SAM consortium at the end of year 3. The details of this event will be reported in D9.2.2 (M37).

1.3 Document Status and Target Audience

This document is listed in the DOW as “public”, since the purpose is to disseminate the activities carried out and results obtained by the SAM members in the organisation of the scientific workshop. This public deliverable can be useful for the wider scientific and industrial community that want to know about the dissemination activities carried out in SAM regarding scientific innovation and research.

1.4 Abbreviations and Glossary

A definition of common terms and roles related to the realisation of SAM as well as a list of abbreviations is available in the SAM Glossary.

Further information can be found at
<http://wiki.socialisingaroundmedia.com/index.php/Glossary>

1.5 Document Structure

This deliverable is broken down into the following sections:

- **Section 1 (Introduction):** Provides an introduction for this deliverable, including a general overview of the project, outlining the purpose, scope, context, status, and target audience of this document
- **Section 2 (eChallenges e-2015):** Describes all the activities related to the consortium-wide scientific workshop held in conjunction with eChallenges e-2015 in Vilnius, Lithuania
- **Section 3 (SEPLN 2015):** Describes all the activities related to the Sentiment Analysis workshop that took place at SEPLN 2015 in Alicante, Spain
- **Section 4 (Conclusion):** Provides the conclusions to this document
- **Annex A (Pictures from the Workshops):** Includes additional photographic illustrations of the two scientific workshops organised

1.6 External Annexes and Supporting Documents

No external annexes and supporting documents are provided.

1.7 eChallenges e-2015

This section describes the scientific workshop held in conjunction with eChallenges e-2015² in Vilnius, Lithuania on 25 November 2015, entitled “Enhancing Content for Enriched User Experience in Media Consumption”. The workshop was organised within the framework of a larger conference in order to achieve a better impact and reach a wider audience.

The eChallenges e-2015 conference was the 25th in a series of annual technology research conferences supported by the European Commission and hosted by national governments. The scope and target audience of the conference perfectly fitted the requirements for the organisation of the scientific workshop and the promotion of the research and innovation activities carried out in SAM during the first half of the project. In the words of the Organising Committee:³ “eChallenges e-2015 will provide an international forum to foster ICT-related entrepreneurship and innovation, share experiences, increase awareness of innovative applied ICT applications and research results, and identify opportunities for research collaboration under Horizon 2020, in the context of the new Work Programme for 2016 - 2017. The goals of eChallenges e-2015 are to promote ICT Entrepreneurship and Innovation, facilitate Information Society and Applied ICT-related knowledge sharing between government, industry and research stakeholders, raise awareness of the current state of eAdoption in developing countries, stimulate rapid take-up of RTD results by the public and private sectors, and identify opportunities for ICT related research and innovation collaboration under Horizon 2020”. Over two days (25 - 26 November 2015), the conference offered opening and closing plenary talks, six workshops and eleven general topic sessions.

Consideration for participation in the workshop required the submission of a proposal, providing a summary of the problem domain being addressed, the workshop objectives, the target audience and an outline of the papers to be presented during the sessions. The papers were reviewed by an external international Programme Committee (consisting of 17 members from 9 countries) which decided on the acceptance or rejection of the articles. As stated in the DOW, University of Alicante played a leading role in the organisation of the event, but all the SAM partners were involved in the production of the papers presented.

The SAM consortium prepared eight papers to be submitted in conjunction with the workshop proposal. Seven of them were accepted, and two 90-minute sessions were allocated for their presentation by the Organising Committee of the conference. See Section 1.11 for additional information on the programme of the workshop.

1.8 Goals of the Workshop

The main goal of this scientific workshop was to disseminate the research findings carried out in SAM during the first 18 months of the project.⁴ In order to provide a common ground for the presentations, all the talks were oriented to the context of content enhancement to enrich the user experience in media consumption.

² <http://www.echallenges.org/e2015/>

³ Fragment extracted from the welcome message in the home page of the conference

⁴ The submission deadline for workshop proposals was 30 April 2015 (end of M19)

The workshop presentations involved academic and industry partners, combining business use cases with more scientific and technically oriented papers. The talks offered a view of current challenges faced and proposed solutions in the area of media content consumption with a focus on applied ICT.

The target audience of the workshop was both academia and industry members. Whilst some of the talks described current research findings in the framework of SAM that might be of interest to the scientific community, other presentations were oriented to the industrial and commercial exploitation of these findings, drawing the attention of companies about challenges, opportunities, and suggesting solutions in the domain of content media enrichment and consumption.

The scope of the talks was not only in how users would benefit from these technologies, but also in how companies can take advantage of them to improve the relationship with their customers. In this regard, the workshop aimed to serve as a meeting point between academics and companies interested in these technologies, facilitating the sharing of experiences and the identification of opportunities for research and innovation collaboration.

1.9 Participants

The eChallenges e-2015 conference as a whole attracted approximately 80 delegates from different countries, representing government and public administrations, industry (including SMEs), academia and research institutions.

The first day of the conference, 25 November 2015, SAM provided two of the six workshop sessions that took place. The SAM workshop ran in parallel with another workshop ("IST-Africa - Showcasing African Research Capacity") and the main conference sessions (focused on eGovernment and product innovation). Over 30 participants attended the different workshops, representing around 40% of all the delegates registered at the conference. Figure 1 shows a picture of the presentation room. Additional graphic material can be found in Annex A.



Figure 1: Talk at eChallenges e-2015 Scientific Workshop by Barry Smith (BDS)

1.10 Dissemination Activities

The first dissemination result of the organisation of the workshop was the publication of the seven papers accepted for the conference in the electronic proceedings (ISBN: 978-1-905824-52-6), which were issued on a CD-ROM to all participating delegates on the opening day. All the papers presented during the event are also to be submitted to IEEE Xplore Digital Library⁵ for publication.

These papers were orally presented during the workshop sessions, giving all attendees a chance to participate in the question and answer session that followed each talk. In addition to these interactions, there were further opportunities during the workshop to provide information about SAM and the research work conducted. SAM members were able to discuss their work in the SAM project and its objectives with many different delegates during coffee and lunch breaks and at the Networking Dinner held in the evening.

The dissemination material employed in the workshop included a poster in the lobby, flyers, and business cards shared with the audience. Promotion of the event via social networking, in particular Twitter, was ensured, with “live tweeting” during the workshop itself. Pictures and references to all the talks were disseminated in the Twitter account of SAM (@samprojecteu). See Annex A for pictures of the dissemination activities at the event.

1.11 Programme

The programme of the workshop comprised two sessions of 90 minutes each. Both sessions included a brief introduction to SAM in order to put the audience in the context of the project for a better understanding of the contents of the talks. These introductions were carried out by the chairmen of the sessions, Barry Smith (BDS) and David Tomás (UA).

The following paragraphs describe the work presented and the featured speakers:⁶

- **Entity Linking in Media Content and User Comments: Connecting Data to Wikipedia and other Knowledge Bases.** Presented by David Tomás (UA). This talk presented an approach to entity linking in the domain of Social TV on two different knowledge bases: Wikipedia and their own ontology of media assets. This work provided insights into the main challenges posed by this task, together with a description of different tools and related projects in the field. Since the system described is intended for commercial exploitation, licensing issues were described in order to help small and medium-sized enterprises willing to develop systems for entity linking to take decisions on the best technology choice. The talk also provided information about business benefits of these technologies for both end users as well as companies. The approach described included an evaluation of three different disambiguation methods and two different entity candidate selection processes.
- **Creating Dynamic TV Viewer Communities to Increase User Engagement.** Presented by Marco Tiemann (UoR). This contribution introduced an approach for engaging television viewers through 2nd Screen devices and dynamic contextual social

⁵ <http://ieeexplore.ieee.org/>

⁶ The complete programme of eChallenges e-2015 can be accessed here:
<http://www.echallenges.org/e2015/default.asp?page=programme-new>

communities. This approach introduced the concept of dynamic contextual social communities for augmenting television viewing when using a combination of smart televisions and smart 2nd Screen devices such as smartphones or tablet devices. The contribution described technical factors, in particular source data characteristics and different candidate algorithms under consideration. Furthermore, it described expected user and business benefits of dynamic social communities in 2nd Screen television.

- **Benefits of Using Ranking Skip-Gram Techniques for Opinion Mining**

Approaches. Presented by Yoan Gutiérrez (UA). This talk presented an Opinion Mining (i.e., Sentiment Analysis) approach in the domain of Social TV using two different contexts: Twitter user messages for Spanish and English, and movie reviews. The main goal of this contribution was to study the benefits of Opinion Mining approaches using ranking skip-gram techniques for processing user feedbacks. This study was carried out with a system based on supervised machine learning and text categorisation techniques. This system was evaluated on user messages obtained from Twitter and Amazon users' reviews. Results demonstrated that the use of ranking skip-grams techniques provided suitable opinion mining results independently of the language and scenario of application. The presentation also provided information about business benefits of these technologies.

- **Context Management and Analysis for Social TV Platforms.** Presented by Christina Santzaridou (NTUA). This work introduced an innovative context-aware platform that combines Social Media, Content Syndication and targets 2nd Screen usage to enhance media content provisioning, improve the interaction with end users and enrich consumer experience. The platform presented captures users' preferences, interests and social behaviour and effectively delivers and recommends to them media Assets compositions in a context-aware fashion, automatically or ad-hoc, synchronously or asynchronously, providing a richer user experience.

- **Combining Three Thriving Business Areas to enable Monetisation for Content Providers and, Ultimately, Value to the End User.** Presented by Juan Vicente Vidagany (TIE Kinetix. This presentation described the business cases and potential benefits behind the development of SAM. It explained the potential for combining content syndication, social media and 2nd Screen technologies in a single platform to facilitate new business models on the distribution of context aware media-related information, including linked content, to the end users through their devices. The talk described the process of market monitoring and how knowledge gained in terms of market fitting, and its possible extension to be utilised in the application of 2nd Screen approaches to novel areas like Education.

- **Media Content Linking, Semantic Annotation and Syndication in Social Enabled, Multiscreen Environments.** Presented by Alexandros Psychas (NTUA). This work described a new approach on the description of media content assets, and the design and implementation of a novel media content enrichment and management toolset. The proposed solution exploited the latest technical and technological advancements for semantic annotation, content linking and customisation in the frame of a platform that realises the effective, personalised and social-aware Content Syndication for 1st and 2nd Screen devices.

- **Multi-Genre Summarisation: Approach, Potentials and Challenges.** Presented by Isabel Moreno (UA). This contribution outlined and discussed the importance of a novel type of text summarisation, multi-genre summarisation, by means of reviewing the most relevant literature with the aim of generating automatic summaries from new textual genres, specifically reviews and microblogs, especially as they are growing in

popularity. This work reported the main findings in the literature and, different from what is being done at the moment regarding the production of automatic summaries, it stressed the need for addressing different genres within the same approach whilst describing the challenges involved in the creation of this new type of summary.

2 SEPLN 2015

In addition to the consortium-wide workshop organised at eChallenges e-2015, a second scientific workshop focusing on the field of Sentiment Analysis, was co-organised by SAM at SEPLN 2015⁷ in Alicante (Spain), 15 September 2015, entitled “TASS”.⁸

The SEPLN (Sociedad Española para el Procesamiento del Lenguaje Natural⁹) 2015 was the 31st edition in a series of annual conferences focused on the study of Natural Language Processing advances and challenges. Topics covered in this conference included: Computational Lexicography and Terminology, Corpus Linguistics, development of linguistic resources and tools, Semantic Analysis, Pragmatics and Discourse, Lexical Ambiguity Resolution, Machine Translation, Dialogue Systems, monolingual and multilingual Information Extraction and Retrieval, Question Answering, Sentiment Analysis, Plagiarism Detection, and Text Summarisation.

The conference lasted three days (16 - 18 September 2015) and consisted of sessions devoted to the presentation of papers, posters, tutorials, ongoing research projects, prototypes, and product demonstrations connected with the topics mentioned above. The main objective of SEPLN is to present the latest research and development in Natural Language Processing carried out by the scientific community and the industrial sector. This series of conferences also seek to serve as a bridge between research and industry as well as acting as a forum for sharing new projects in this field. The workshops associated to SEPLN were staged the day before the main conference opening (15 September 2015).

The acceptance of the TASS workshop required the submission of a proposal, providing the title of the workshop, tentative programme committee members, objectives, topics, justification, methodology, and expected number of participants. University of Jaén¹⁰, Spain, and Sngular Meaning¹¹, Spain, played the leading role in the organisation of the event, whereas University of Alicante, on behalf of SAM, contributed to the writing of the proposal, the definition of the tasks and the development of the evaluation corpus (see Section 2.1 for further details).

The workshop was held in a four-hour session, including participant talks and a discussion session about the present and future of Sentiment Analysis technologies. During the staging of the workshop, University of Alicante gave an oral presentation on the Sentiment Analysis system developed in SAM in T6.4. See Section 2.4 for additional information on the programme of the workshop.

2.1 Goals of the Workshop

TASS was conceived as an experimental evaluation workshop for Sentiment Analysis and online reputation analysis. The aim of the event was to provide a forum for discussion and communication where the latest research work and developments in the field of Sentiment

⁷ <http://gplsi.dlsi.ua.es/sepln15/en>

⁸ <http://www.sngularmeaning.team/TASS2015/tass2015.php>

⁹ In English: “Spanish Society for Natural Language Processing”

¹⁰ <http://www.ujaen.es/>

¹¹ <http://www.sngularmeaning.team/>

Analysis in Social Media could be shown and discussed by scientific and business communities, promoting the application of state-of-the-art algorithms and techniques to short text opinions extracted from Social Media posts (specifically Twitter).

Two challenge tasks were proposed in TASS, intended to provide a benchmark forum for comparing the latest approaches in Sentiment Analysis. Task 1 (Sentiment Analysis at global level) consisted of performing Sentiment Analysis to determine the global polarity of each tweet in the provided test set. In Task 2 (aspect-based Sentiment Analysis), participants worked on a corpus of tweets tagged with a series of aspects, and their systems had to identify the polarity at the aspect-level. Participants were expected to submit their results for one or both of these tasks.

Along with the submission of the results of these experiments, participants were invited to submit a paper to the workshop in order to describe their experiments and discuss the results with the audience during the workshop session. Additionally, the creation and release of the fully tagged corpus by the TASS Organising Committee (including SAM members) aimed to provide a benchmark dataset which enables researchers to compare their Sentiment Analysis algorithms and systems.

Thus, the workshop served to disseminate the SAM results in T6.4, to evaluate and compare the performance of the Sentiment Analysis system developed in SAM with other state-of-the-art systems in this area, and to discuss research findings with other experts in the field.

2.2 Participants

A total of 18 teams participated in the TASS workshop challenge, of which 14 submitted a paper describing the results of their participation. The audience profile included senior researchers, PhD students, and professionals from companies interested in advances in the field of Sentiment Analysis and its application to Social Media.

During the workshop, an average of 40 people attended the different presentations and the final discussion session. Figure 2 shows a picture of the presentation room. Additional graphic material can be found in Annex A.



Figure 2: Talk at SEPLN 2015 Scientific Workshop by Javier Fernández (UA)

2.3 Dissemination Activities

The papers presented in TASS, including the description of the SAM approach, were published in the electronic proceedings of the workshop¹² (ISSN: 1613-0073). As co-organisers of the event, the SAM logo appeared in the list of collaboration projects in the webpage of the workshop and obtained a special mention in the final proceedings.¹³

The presentation of the SAM system during the workshop gave rise to debate with the audience during the question and answer period that followed the talk. Additionally, the final discussion session provided further opportunities to share the findings and challenges arisen in the development of SAM. This discussion served to identify future guidelines and paths for basic research and foreseen software applications in order to compare them against the market needs.

The dissemination materials employed in the workshop included a poster in the conference room that was present in all the talks, brochures, and business cards shared with the audience. Pictures and references to the workshop were disseminated in the Twitter account of SEPLN (@sepln). See Annex A for pictures of the dissemination activities during the event.

2.4 Programme

The programme included an opening overview of the tasks proposed, two one-hour sessions of talks from selected participants (including the SAM presentation), and a final one-hour discussion around present and future of Sentiment Analysis technologies.

The following paragraphs describe the work presented and the featured speakers:¹⁴

- **Overview of TASS 2015.** Presented by Julio Villena (Sngular Meaning). This talk

¹² The complete set of papers can be accessed at <http://ceur-ws.org/Vol-1397/>

¹³ <http://ceur-ws.org/Vol-1397/organization.pdf>

¹⁴ Complete programme at <http://www.echallenges.org/e2015/default.asp?page=programme-new>

described TASS, the workshop on Sentiment Analysis at SEPLN, presenting the tasks proposed, the contents of the generated corpora, the participant groups, their results and an analysis of them.

- **LyS at TASS 2015: Deep Learning Experiments for Sentiment Analysis on Spanish Tweets.** Presented by Yerai Doval (University of Coruña). This contribution described the participation of the LyS group at TASS. They used a long short-term memory neural network to address the two proposed challenges: (1) Sentiment Analysis at a global level and (2) aspect-based Sentiment Analysis on football and political tweets. The performance of this deep-learning approach was compared with a previous model based on a square-regularised logistic regression. Experimental results showed that strategies such as unsupervised pre-training, sentiment-specific word embedding or modifying the current architecture might be needed to achieve state-of-the-art results.
- **SINAI-EMMA: Vectors of words for Sentiment Analysis in Twitter.** Presented by Eugenio Martínez (University of Jaén). In this work, a polarity classification system was developed for Task 1 of the workshop by the SINAI-EMMA team. Their system took advantage of five linguistic resources for building vectors of words.
- **Evaluating a Sentiment Analysis Approach from a Business Point of View.** Presented by Javier Fernández (University of Alicante). This talk described the results of the SAM system for Task 1 in the TASS competition. The work presented the approach and the results obtained, situating the evaluation and the discussion in the context of business exploitation.
- **Sentiment Classification Using Sociolinguistic Clusters.** Presented by Sounil Park (Telefónica Research). This talk approached the tasks of TASS with sociolinguistic insights in order to capture the patterns in the expression of sentiments. Their approach expanded the scope of analysis from the text itself, to the authors and their social state and political preferences. The tweets of authors with similar social state or political preferences were grouped as a cluster, and classifiers were built separately for each cluster to learn the linguistic style of that particular cluster. The approach was further improved by combining it with other language processing and machine learning techniques
- **Sentiment Analysis for Twitter: TASS 2015.** Presented by Daniela Moctezuna (CentroGEO). This contribution presented experiments for global polarity classification (Task 1). In their methodology, tweets representation was focused on linguistic and polarity features such as lemmatised words, filtering of content words, and rules of negation among others. In addition, different transformations were used, i.e., LDA (Latent Dirichlet Allocation), LSI (Latent Semantic Indexing), and TF-IDF (Term Frequency–Inverse Document Frequency) and combined with an SVM (Support Vector Machine) classifier. The results showed that LSI and TF-IDF representations improved the performance of the SVM classifier applied.
- **ELiRF-UPV at TASS 2015: Sentiment Analysis in Twitter.** Presented by Lluís Hurtado (University of Valencia). The speaker described the participation of the ELiRF (Natural Language Engineering and Pattern Recognition group) research group of the University of Valencia at TASS workshop. This work presented the approaches used for all the tasks of the workshop, the results obtained and a discussion of these results. Their participation focused primarily on exploring different approaches for combining a set of systems.

3 Conclusion

This deliverable presents a report on the preparations and results of the scientific workshops organised by the SAM consortium. This work is part of the dissemination activities planned in task T9.2 “Generic Promotion, Materials and Workshops”.

The primary scientific workshop took place at eChallenges e-2015, held in Vilnius, Lithuania on 25 November 2015. The workshop was entitled “Enhancing Content for Enriched User Experience in Media Consumption” and its goal was to promote the consortium-wide research activities carried out in the context of SAM during the first half of the project. The audience included senior representatives of government, industry and research organisations around the world interested in ICT related research and innovation collaboration.

In addition to the workshop organised at eChallenges e-2015, a second scientific workshop focused on the field on Sentiment Analysis was co-organised by SAM at SEPLN 2015 in Alicante, Spain, 15 September 2015, entitled “TASS”. The audience profile included senior researchers, PhD students, and professionals from companies interested in advances in the field of Sentiment Analysis and its application to Social Media.

Both workshops were organised in the framework of a larger conference in order to achieve a better impact and reach a wider audience. Overall, more than 70 people attended both workshops, exceeding the 30-50 participants KPI stated in the DOW.

The dissemination activities included the publication and presentation of eight scientific papers,¹⁵ the participation in networking and discussion sessions with academic and industry actors, the distribution of brochures and business cards, and the promotion of the event in the SAM and SEPLN Twitter accounts.

¹⁵ See Annex A: “Scientific Publications” in D9.3.2 for additional details

Annex A: Pictures from the Workshops

This annex provides additional pictures showing the dissemination activities carried out in the two scientific workshops organised by SAM, including screenshots of Twitter messages posted during the events.

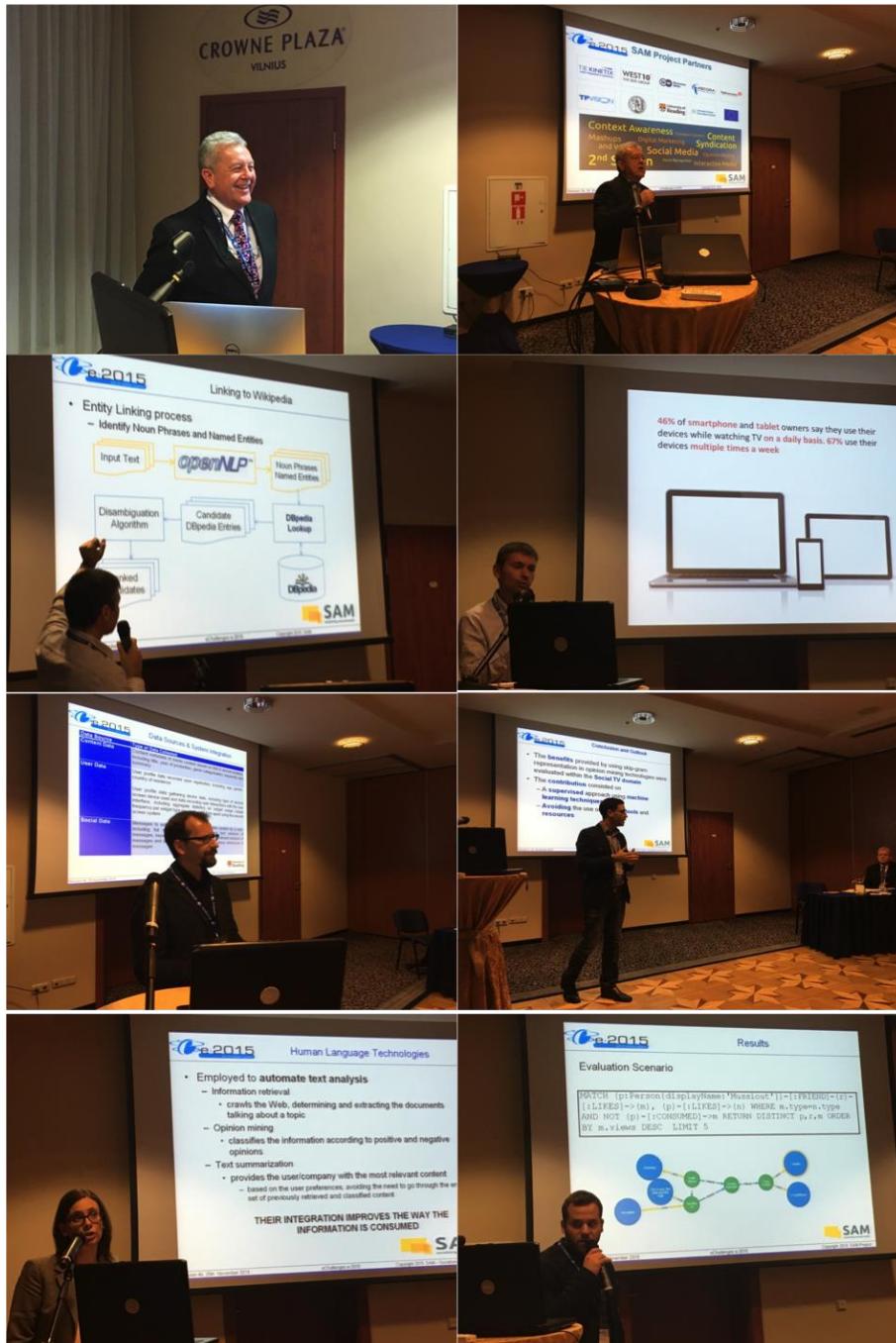


Figure 3: SAM Partners Presentations at eChallenges e-2015 Workshop



Figure 4: SAM Partners Involved in Networking Activities at eChallenges e-2015 Workshop



Figure 5: eChallenges e-2015 Audience Participating in Questions and Answers Session



Figure 6: Promotion of the Workshop at eChallenges e-2015

SAM @samprojecteu · 25. Nov.
Join us today at [#eChallenges](#) 2015 in Vilnius for our workshop with many contributions on SAM!

SAM @samprojecteu · 25. Nov.
Meet the SAM project team today at [#eChallenges2015](#). In [#Vilnius](#), city known for [#Innovation](#) [#Innovationdrift](#) [#h2020](#) [samproject.net](#)

SAM @samprojecteu · 25. Nov.
Coming up: Our workshop at [#eChallenges2015](#): Enhancing [#Content](#) for Enriched [#UserExperience](#) in [#Media Consumption](#).

SAM @samprojecteu · 25. Nov.
SAM Workshop 3b at [#eChallenges2015](#) about to start - join us to learn about "Enhancing Content for Enriched User Experiences" [#multiscreen](#)

SAM @samprojecteu · 25. Nov.
Missed the SAM workshop? Our next session on "Enhancing Content" with more speakers is at 16:00 [#eChallenges2015](#) [samproject.net](#)

SAM @samprojecteu · 25. Nov.
Thank you to all participants who joined our workshop sessions at [#eChallenges2015](#)! Learn more about SAM here [samproject.net](#)

Figure 7: Promotion of the Workshop at eChallenges e-2015 via Twitter

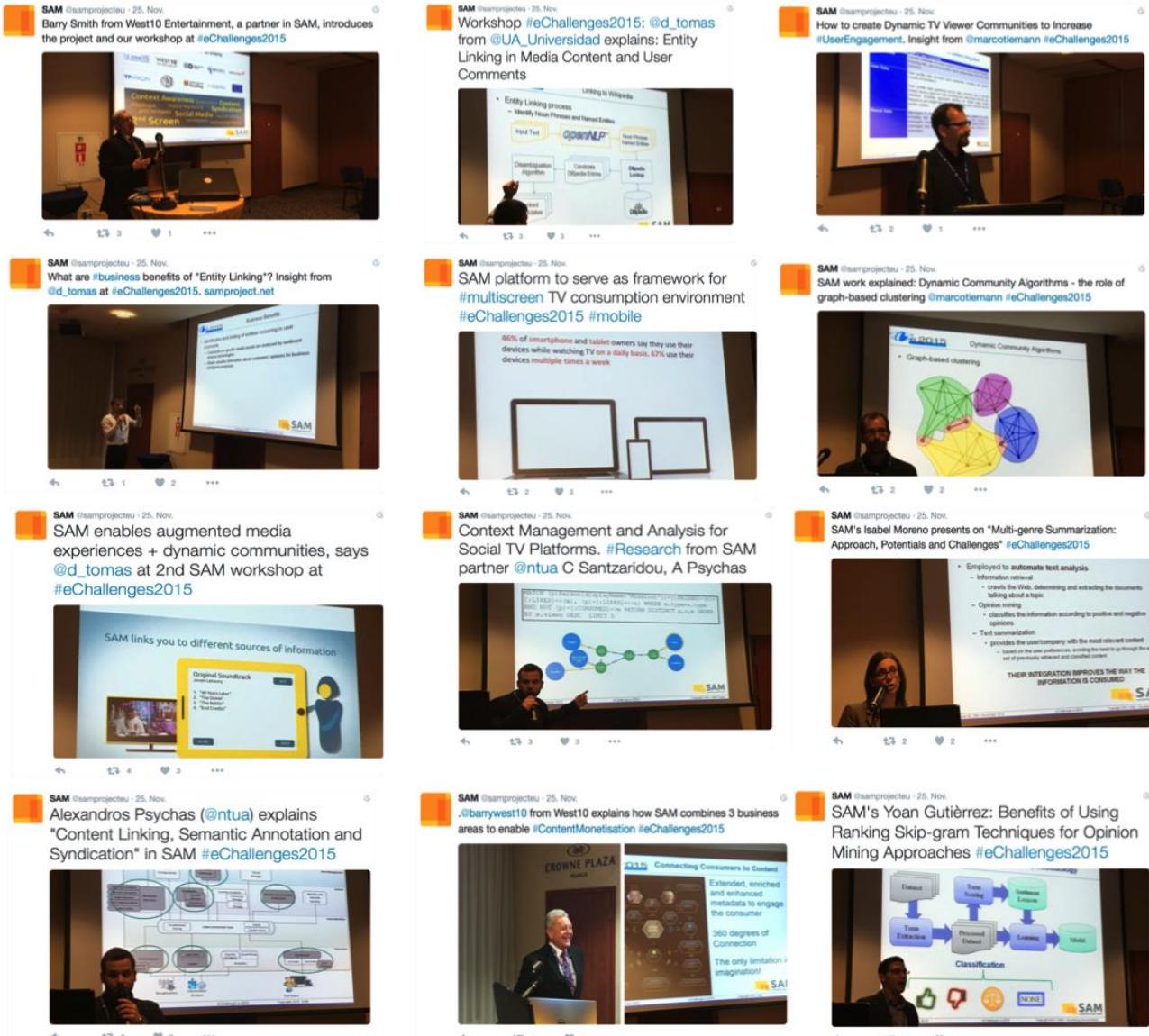


Figure 8: Live eChallenges e-2015 Workshop Coverage on Twitter



Figure 9: SAM Poster at SEPLN 2015 Workshop Session



Figure 10: Presentation of the SAM System at SEPLN 2015 Workshop



Figure 11: General View of the Presentation Room at SEPLN 2015 Workshop

A screenshot of a Twitter feed showing four tweets related to the SEPLN 2015 workshop. The tweets include images of the workshop environment, such as a stage with a presentation screen and a person speaking, and a poster for the SAM project. The tweets are from users @sepln, @d_tomas, and @PatricioMBarco, with timestamps indicating they were posted on September 15, 2015.

Figure 12: Live SEPLN 2015 Workshop Coverage on Twitter