

Horizon 2020



Understanding Europe's Fashion Data Universe

Project Website

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Version 3.0



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Deliverable Description

This deliverable describes the public and general audience-targeted project Website. The site will provide project overviews and highlights; up-to-date information on intermediate and final project results (including public reports and publications); project events and consortium members' biographies and contact information.

Abstract

This deliverable describes the public and general audience-targeted project website for the FashionBrain project. The site will provide project overviews and highlights in simple non-technical language; factsheet for public use and general outreach; up-to-date information on intermediate and final project results; project events; as well as consortium members' biographies and contact information. All open source components published will be extensively documented by means of textual documents and screencasts of professional quality illustrating how to download, install and operate the components in question. The website will also house the project's Data Ethics and Privacy statement as well as the Consent Manager. All aspects will be maintained and updated until the end of the project.

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List of Acronyms and Abbreviations

EC	European Commission
GDPR	General Data Protection Regulation
PDF	Portable Document Format
T&Cs	Terms and Conditions

1 Introduction

This deliverable describes the public and general audience-targeted project website (<https://fashionbrain-project.eu>) for the FashionBrain project. The site will provide project overviews and highlights; factsheet for public use and general outreach; up-to-date information on intermediate and final project results (including public deliverable reports and journal and conference publications as well as synthesis reports drawn from selected confidential material in non-proprietary formats, e.g. PDF); project events (including e.g. user group meetings, conferences and workshops); as well as consortium members' biographies and contact information. The website's homepage and first point of access will describe the goals of the project in a simple non-technical language. The website will be maintained and updated until the end of the project. All open source components published will be extensively documented by means of textual documents and screencasts of professional quality illustrating how to download, install and operate the components in question. The website will also house the project's Data Ethics and Privacy statement as well as the Consent Manager.

1.1 Scope of This Deliverable

We refer specifically to Deliverable D7.1 for more information on the FashionBrain Factsheet, D9.1 for project's website-based Data Ethics and Privacy Policy and Consent Manager pages, and to D7.3 for Dissemination and Communication plans.

2 Website Summary

The FashionBrain project [website](#) is the primary method for providing project objectives and outputs to the public on an ongoing basis and with regular updates. Since its initial conception, there have been many alterations to the look and feel of the website to make it more visually appealing and to provide a better user experience (Figure 2.1). It also includes enhanced content and demonstrations which have helped drive visitor traffic.

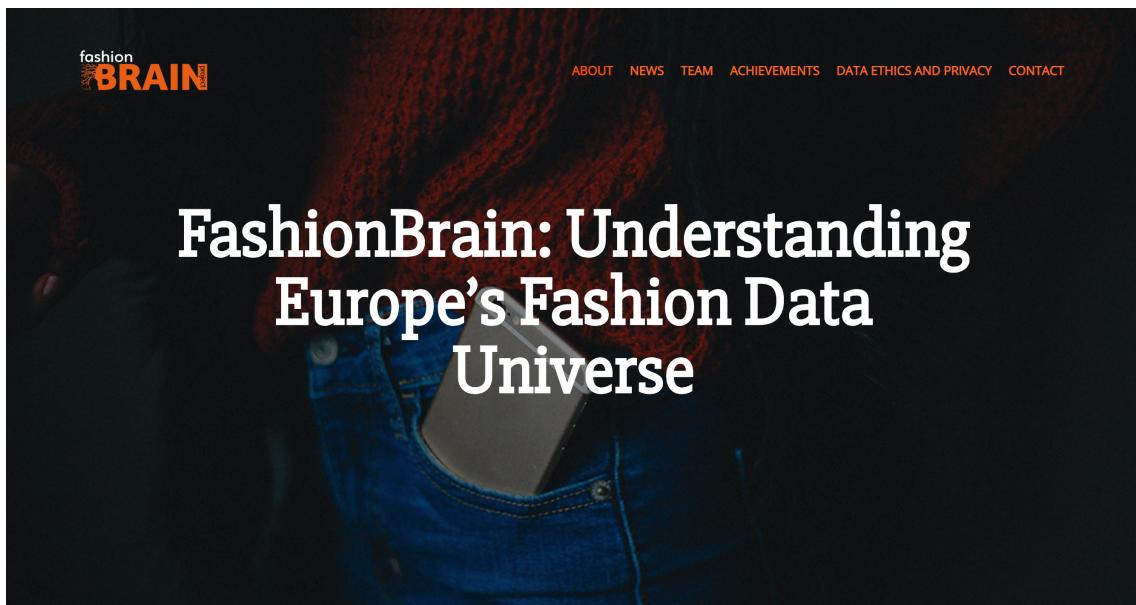


Figure 2.1: FashionBrain website homepage.

2.1 Website Traffic and Statistics

Analyzing the project's website traffic and statistics is essential in measuring and managing its efficiency in disseminating project information.

Website metrics (at time of publication) indicate that the project is targeting and reaching a wide audience across the globe (Figure 2.2)¹.

Figure 2.3 shows the growth the website has achieved since its inception in February 2017 to January 2019.

¹data collected from February 2017 to February 2019

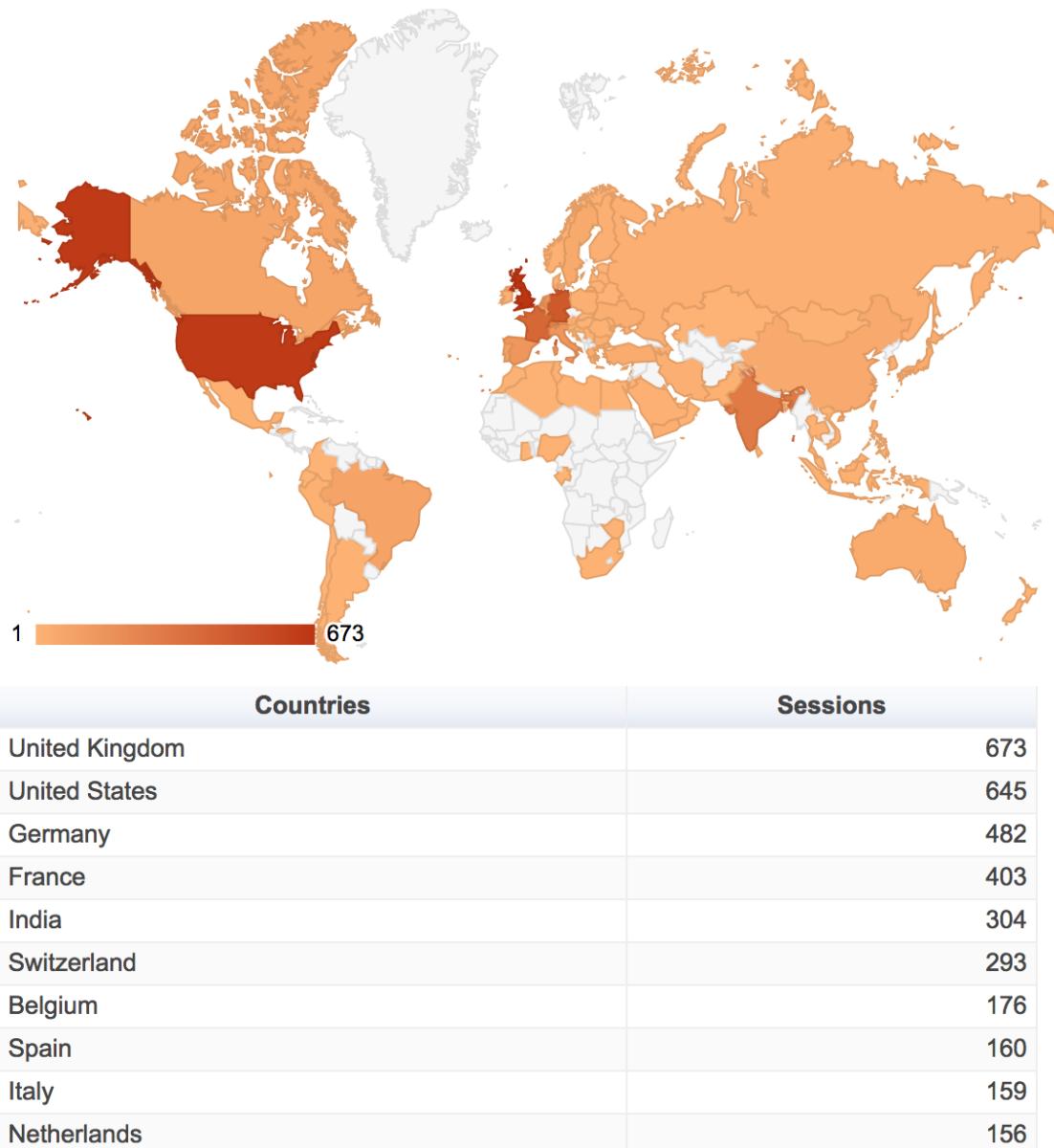


Figure 2.2: FashionBrain website visits by country.

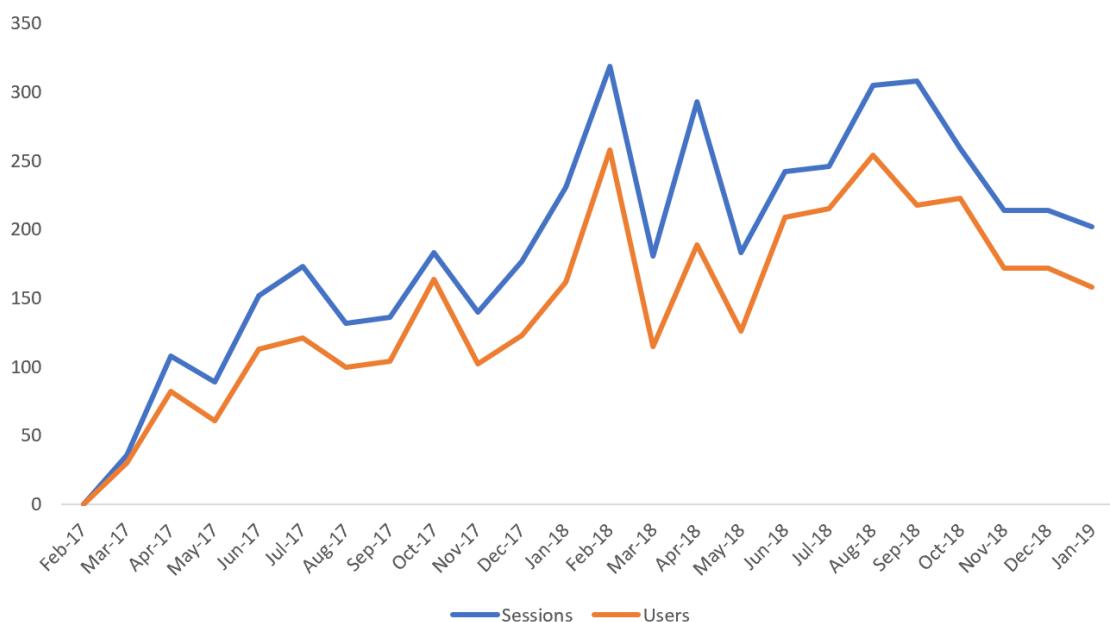


Figure 2.3: FashionBrain website traffic.

2.2 Website Updates and Additions

Project Factsheet

The Project Factsheet outlines the project's rationale and objectives, specifies its technical baseline and intended target groups and application domains, and details intermediate and final outputs. The Factsheet can be downloaded for public use or may be used by the Commission for its own dissemination and awareness activities throughout the project lifecycle, and may also be published on European Commission (EC) and EC sponsored websites (https://fashionbrain-project.eu/wp-content/uploads/2019/02/D7.1-Factsheet-v3_Feb19.pdf). The Factsheet will be a continually evolving document (updated until the end of the project) and features prominently on the project website's homepage (Figure 2.4).

Project Aims

The FashionBrain project is a €2.8m three year project funded by the European Commission's Horizon 2020 programme. The project is being led by Professor Paul Clough and involves several partners from across Europe, including the Beuth University of Applied Sciences, Universite de Fribourg, Zalando SE, Fashwell AG and MonetDB Solutions B.V.

The FashionBrain project aims at combining data from different sources to support different fashion industry players by predicting upcoming fashion trends from social media as well as by providing personalised recommendations and advanced fashion item search to customers.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 732328

More Details

- [FashionBrain Factsheet](#)
- [FashionBrain Project Presentation](#)
- [FashionBrain Project Poster](#)
- [FashionBrain Project Vision Paper](#)
- [FashionBrain Project Leaflet](#)
- [FashionBrain Glossary](#)

Figure 2.4: FashionBrain Factsheet and Glossary.

Glossary

A Glossary of terms and acronyms used in the project is available for download at https://fashionbrain-project.eu/wp-content/uploads/2019/02/FashionBrain_Glossary-1.pdf. Like the Factsheet, it is a continually evolving document (updated until the end of the project) and features prominently on the project website's homepage (Figure 2.4).

Twitter

The FashionBrain project also has a visual presence on social media. The Twitter account, [FashionBrain Project](#) and associated handle, [@FashionBrain1](#), is used to engage and communicate with already existing collaborators and interested parties (44 followers) as well as to attract potential new ones. Figure 2.5 shows an overview of the visitors provenance, traffic medium and Social Network traffic: Twitter is confirmed to be the main source of traffic.

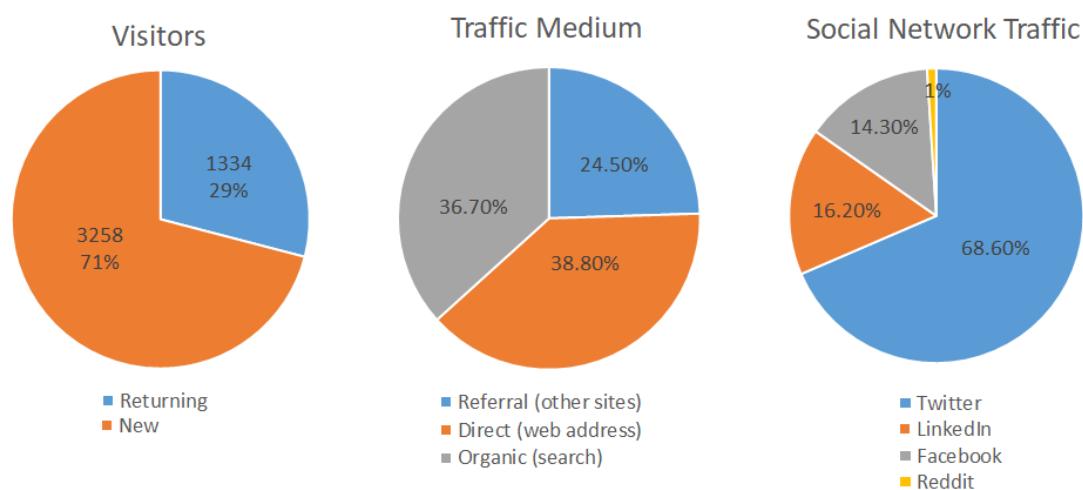


Figure 2.5: Visitors provenance, traffic medium and Social Network traffic.

The project can update this account with general information, new publications, conference / events attended, work package actions completed or (newly) available resources. The twitter account is directly embedded into the project's webpage and any new tweets are immediately available on the webpage as seen in Figure 2.6.

Project partners can also update their own personal or institutional twitter accounts with relevant project communications and by simply mentioning the FashionBrain handle, the information is immediately shared with all of our followers without delay. The associated tweet can then be retweeted directly from the project's account (at a later time) without risking relevant news not being shared when opportunities for public engagement are at their highest, no matter the time or day (e.g. immediately following a high profile event).

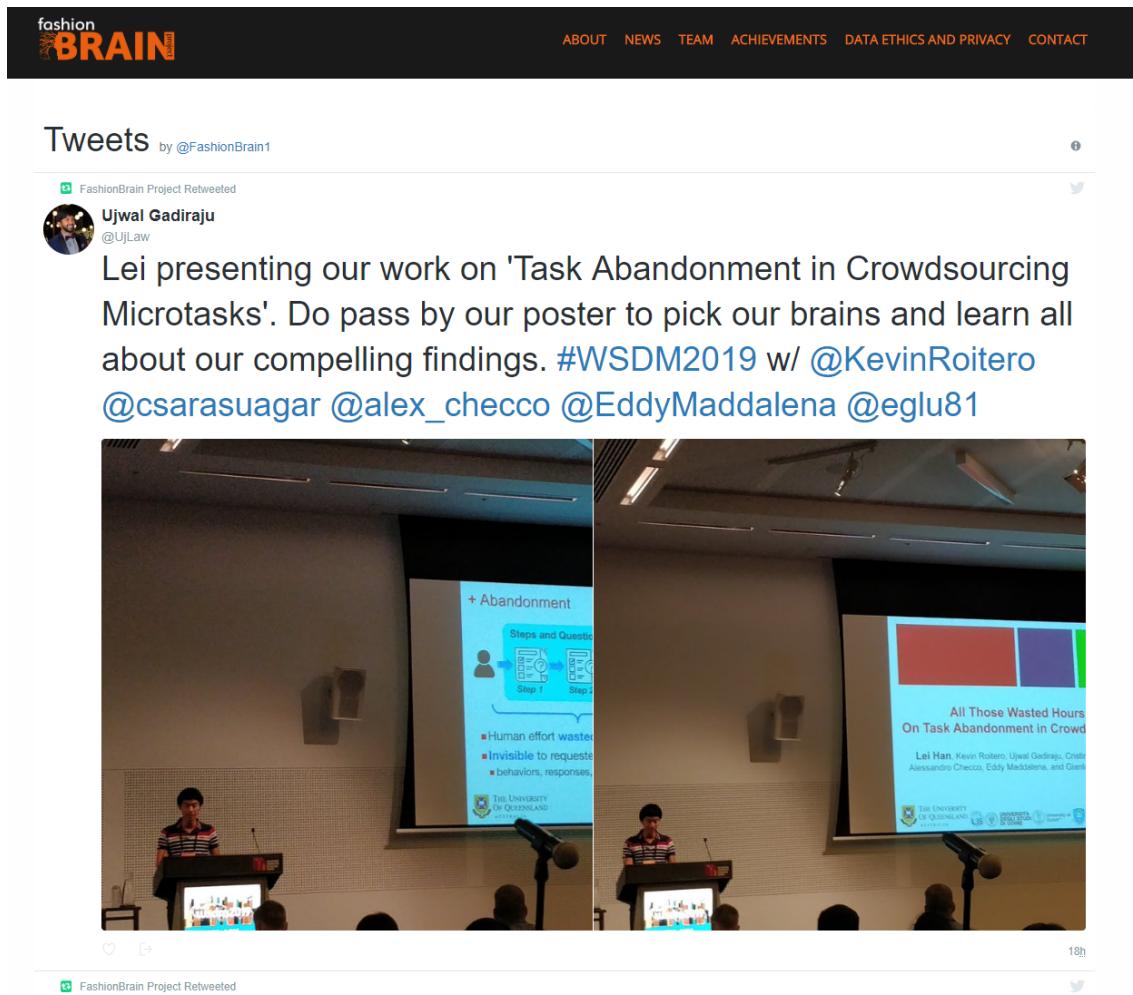


Figure 2.6: Twitter on the FashionBrain website.

Latest News

This regularly updated page provides a brief news overview of information related to project meetings, conference and events members have attended as well as project outputs and achievements (Figure 2.7). Further details for each item listed on the [Latest News](#) page is expanded upon on the [Project Achievements](#) page discussed in Section 4.

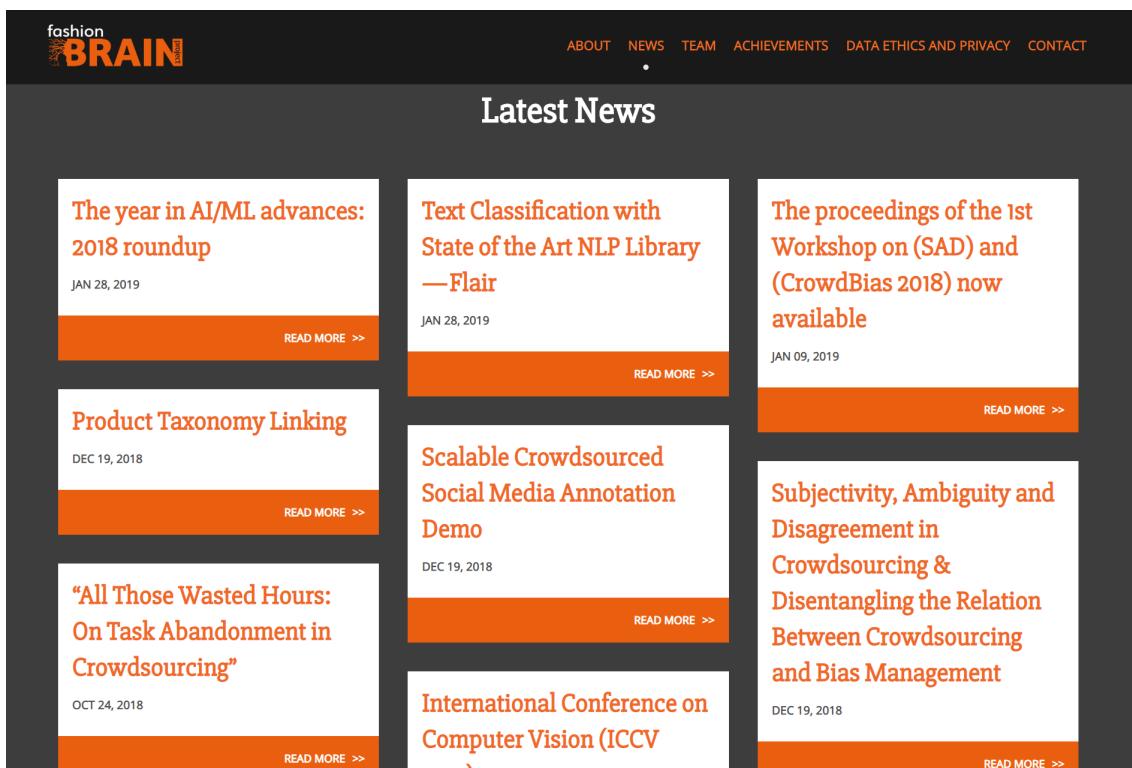


Figure 2.7: FashionBrain Latest News page.

Data Ethics and Privacy

Along with the Consent Manager, where participants can opt-out of data collection and usage, the Ethics committee has recommended that a privacy page be added to the website to explain what types of data are being collected and what the data is subsequently being used for. In doing so, the project is demonstrating strong ethical principles and public reassurance by introducing transparency to the communication process. These are described in further detail in Section 5.

Contact Information

The CONTACT page is one of the most important pages on the FashionBrain website as it provides visitors with a quick link to general contact information for the project without having to look through other pages or individual profiles. From there, the questions or needs of the visitor can be redirected to the most appropriate member of the consortium.

It also includes a link to the project's active social media Twitter account which gives visitors another way to engage with the project.

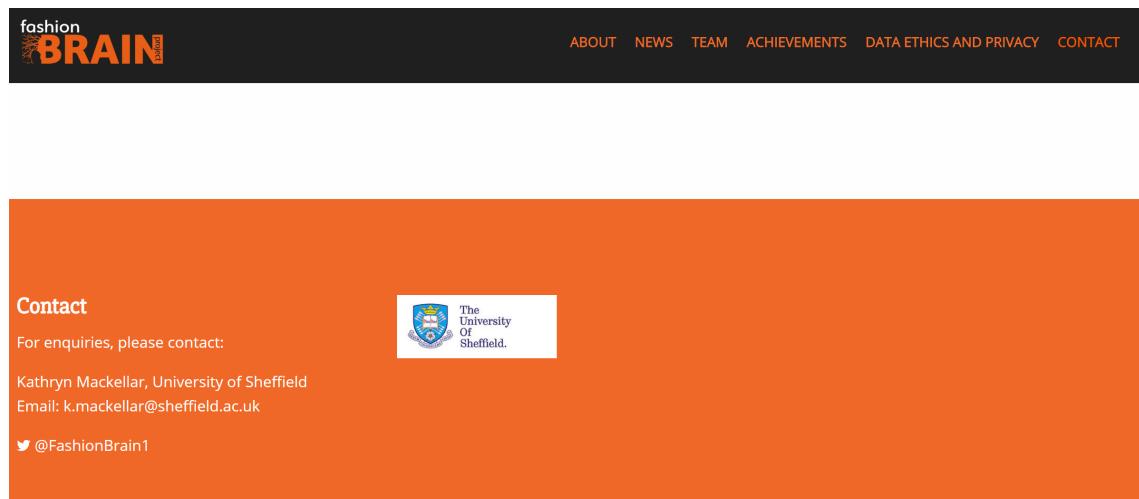


Figure 2.8: FashionBrain Contact page.

3 FashionBrain Network

3.1 FashionBrain Team

All project partners, including researchers and support staff, are featured on the project website under the TEAM tab. A picture featuring their name and institution actively links to a personal biography featuring their professional achievements as shown in Figure 3.1.

At the bottom of the page, an additional link has been provided (<https://fashionbrain-project.eu/the-fashionbrain-consortium/>) for general information on each of the network members' research institutions.

3. FashionBrain Network

3.1. FashionBrain Team

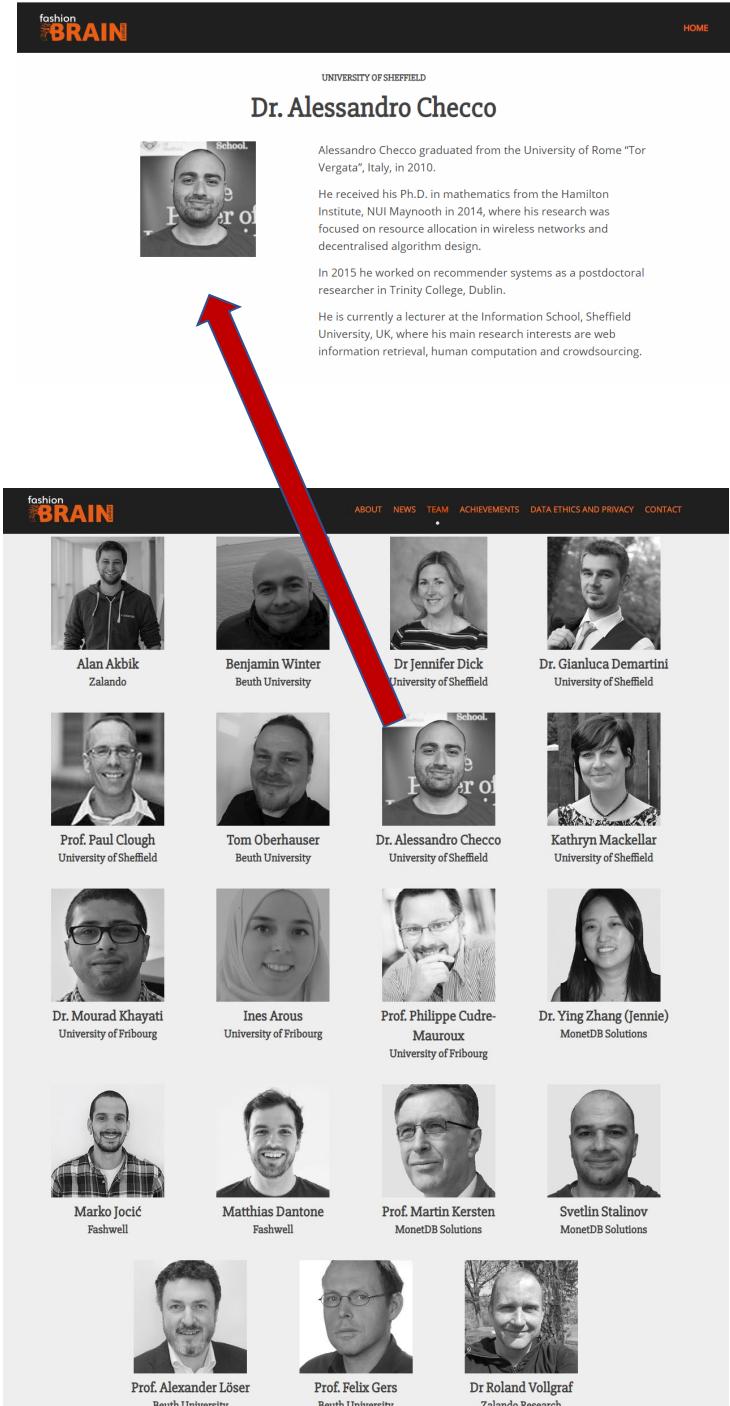


Figure 3.1: FashionBrain Team page.

3.2 FashionBrain Ethics Committee

The FashionBrain Project recognises the importance of data ethics and privacy issues. The Consortium has formed an Ethics Committee, consisting of independent ethics advisers and experts in the fields of Image Recognition, Crowdsourcing, Data Science, Web Systems and Media and Communication, supported by the University of Sheffield Research Ethics Committee. The Committee has developed a high-level framework to help resolve ethical concerns with the objective of identifying the problems and parties involved to implementing the course of action and monitoring their progress while also minimising any adverse effects on the FashionBrain's operating platform.

Further information for each member can be found in Deliverable D9.2 or by clicking on their website link which can found under the TEAM tab (Figure 3.2).

The FashionBrain Project Ethics Committee consists of the following members

Natasha Whiteman – Associate Professor of Media and Communication, [University of Leicester](#)

Alessandro Bozzon – Assistant Professor in Web Information Systems, [Delft University of Technology](#)

Kristian Hildebrand – Professor in Graphics and Interactive Systems, [Beuth University of Applied Science](#)

Paul Reilly – Senior Lecturer in Social Media and Digital Society, [University of Sheffield](#)

The Ethics committee works in collaboration with the Sheffield [University Research Ethics Committee \(UREC\)](#).

Figure 3.2: FashionBrain Ethics Committee.

4 Project Achievements

The PROJECT ACHIEVEMENTS page (<https://fashionbrain-project.eu/project-achievements/>) is updated on a regular basis by the project management team and by using data and information provided by each of the consortium members directly entered into a shared Google project file (discussed further in Deliverable D8.1).

A summary of external dissemination is provided in Figure 4.1.

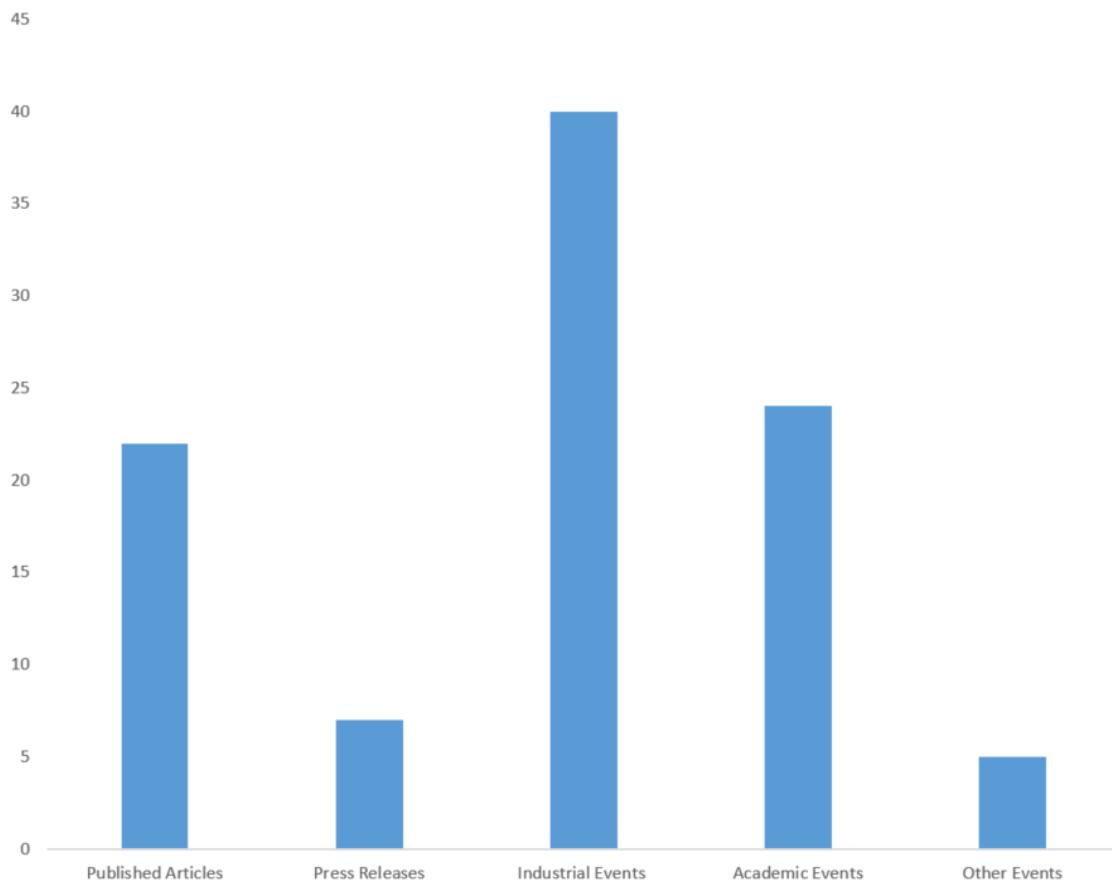


Figure 4.1: Project dissemination summary.

4.1 Publications

Academic Publications

Peer-reviewed and scholarly periodicals aimed at specialist experts and researchers. These publications contain original research and developments or conclusions based on collected data, which are written using technical language (Figure 4.2).

Academic Publications

Title	Authors	Venue	Type
All That Glitters is Gold - An Attack Scheme on Gold Questions in Crowdsourcing	Alessandro Checco, Jo Bates, and Gianluca Demartini	HCOMP 2018	Conference
All Those Wasted Hours: On Task Abandonment in Crowdsourcing	Lei Han, Kevin Roitero, Ujwal Gadiraju, Cristina Sarasua, Alessandro Checco, Eddy Maddalena and Gianluca Demartini	WSDM 2019	Conference
An Introduction to Hybrid Human-Machine Information Systems	Gianluca Demartini, Djellel Eddine Difallah, Ujwal Gadiraju, and Michele Catasta	Foundation and Trends in Web Science	Other
Analysing Errors of Open Information Extraction Systems	Rudolf Schneider, Tom Oberhauser, Tobias Klatt, Felix A. Gers, Alexander Löser	EMNLP 2017 Workshop	Workshop
Considering Assessor Agreement in IR Evaluation	Eddy Maddalena, Kevin Roitero, Gianluca Demartini and Stefano Mizzaro	ICTIR 2017	Conference
Contextual String Embeddings for Sequence Labeling	Alan Akbik, Duncan Blythe and Roland Vollgraf	COLING 2018	Conference
FashionBrain Project: A Vision for Understanding Europe's Fashion Data Universe	Alessandro Checco , Gianluca Demartini, Alexander Löser, Ines Arous, Matthias Dantone, Richard Koopmanschap, Svetlin Stalinov, Martin Kersten, Ying Zhang	KDD Fashion 2017	Workshop
FEIDEGGER: A Multi-modal Corpus of Fashion Images and Descriptions in German	Leonidas Lefakis, Alan Akbik and Roland Vollgraf	LREC 2018	Conference
IDEI: In-Database Neural Entity Linking	Torsten Kilius, Alexander Löser, Felix A. Gers, Richard Koopmanschap, Ying Zhang and Martin Kersten	BigComp2019	Conference
In-Database Machine Learning with MonetDB/TensorFlow	Richard Koopmanschap, Ying Zhang, Martin Kersten	XLDB2018	Other

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Figure 4.2: Academic publications.

Press Releases

Press releases (e.g. printed, online, video or radio) sent to the media by FashionBrain team members, serve to inform a wider-range of collaborators, as well as the general public, about newsworthy and exciting project achievements (Figure 4.3).

Press Releases/Newsletters

Name	Date	Type of Project Promotion	Link
Beuth-Magazin	01/04/2017	Cover Story	http://www.beuth-hochschule.de/fileadmin/oe/pressestelle/beuth-magazin/2017-1_beuth-magazin.pdf
Computer Weekly	07/07/2017	Online article	http://www.computerweekly.com/news/450422330/Dutch-database-design-drives-practical-innovation
Handelsblatt		Online article	http://veranstaltungen.handelsblatt.com/kuenstliche-intelligenz/2018/03/03/ki-als-enabler/
HiPEAC info 51	12/07/2017	Magazine	https://www.hipeac.net/assets/public/publications/newsletter/hipeacinfo51_final_corrected.pdf
HiPEAC news	14/12/2017	Online news	https://www.hipeac.net/press/6829/ten-winners-selected-for-the-2017-hipeac-tech-transfer-awards/
The University of Sheffield	01/05/2017	Online article	https://www.sheffield.ac.uk/faculty/social-sciences/news/fashion-algorithm-future-trends-project-1.671380
The University of Sheffield	15/11/2017	Online article	https://www.sheffield.ac.uk/is/research/projects/fashionbrain

Showing 1 to 7 of 7 entries

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Figure 4.3: Press releases.

4.2 Conferences and Events Attended

Academic and Industrial Conferences and Events

Attending conferences is integral to the success of the FashionBrain project as it provides an opportunity to gain new knowledge in the field and present the project's technical research. Also, by meeting with like-minded peers, in both academia and industry, the project is exposed to invaluable referrals, products and best-practices (Figure 4.4).

Other Events

It has proven useful to attend other events (outside of academic and industrial conferences) that also bring together people who share a common discipline in the field, as it increases the project's professional network and resources (Figure 4.5).

Academic Events

Event	Type	Date	Project representative who attended
11th Edition of the Language Resources and Evaluation Conference (LREC 2018)	Conference	May 2018	Alan Akbik
11TH Extremely Large Databases Conference	Conference	Apr. 30 – May 2, 2018	Ying Zhang, Sjoerd Mullender
2017 Conference on Empirical Methods on Natural Language Processing (EMNLP 2017)	Conference	September 2017	Alan Akbik, Duncan Blythe
2017 Workshop on Hybrid Human-Machine Computing (HHMC 2017). Guildford, UK	Workshop	September 2017	Alessandro Checco
34th IEEE International Conference on Data Engineering	Conference	Apr. 16 – 19, 2018	Ying Zhang, Martin Kersten
ACM SIGMOD/PODS International Conference on Management of Data	Conference	Jun. 10 – 15, 2018	Martin Kersten

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Industry Events

Name of Industrial Event	Venue	Date/s
"Deep Learning & AI" by Scyfer #1	Impact Hub Amsterdam, NL	May 2017
"So how does Tensorflow work?", guest star Siraj Raval	Google Netherlands, Amsterdam	August 2017
20e editie Data Donderdag - ING, NS, Growth Tribe, Valuemaat	GoDataDriven, Amsterdam, NL	November 2017
ACE startup meeting	Amsterdam, NL	November 2018
ACM Distinguished Speaker talk	Accenture Latvia	April 2017
ADS Coffee & Data: Visual Analytics	UvA, Amsterdam, NL	July 2017
ADS Drinks & Data Summer Startup	Amsterdam Business School, NL	June 2018
ADS Drinks & Pizza Summer Startup	UvA, Amsterdam, NL	June 2017
ADS Festive Drinks & Data: 2017 Highlights & Looking Forward to 2018	Amsterdam Business School, NL	December 2017
AI Expo Europe 2018	Amsterdam Rai, NL	June 2018

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Figure 4.4: Academic and industrial conferences and events attended.

Other Events

Event	Venue	Date/s	Project representative who attended	Type	Description
Crowdsourcing papers presentation	University of Queensland	October 2018	Alessandro Checco	Presentation	Presentation of FashionBrain research in Crowdsourcing
Data Science at ASOS.com	ASOS.com HQ (London)	August 2018	Paul Clough	Presentation	Presentation of FashionBrain and The University of Sheffield research in Data Science
FashionBrain with projectstarling.com	Online	September 2018	Alessandro Checco	Presentation	Presentation of FashionBrain and collaboration plans
Startup Beezdata.de	BerlinStartupGrant	January 2018	Alexander Löser	Startup fundation	Matching NGOs and Trusts
Startup Qualifiction.com	EXIST (BMWi)	July 2017	Alexander Löser	Startup fundation	Text Mining for spotting bestsellers

Showing 1 to 5 of 5 entries

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Figure 4.5: Other dissemination and networking events attended.

4.3 Prototypes and Technologies

Ongoing developments, demonstrations and technologies developed by the FashionBrain Projects are listed and linked on the website as shown in Figure 4.6. All open source components published are extensively documented by means of textual documents and screencasts of professional quality illustrating how to download, install and operate the components in question.

Prototypes and Technologies

Name	Date	Partner(s)	Type	Link
Agreement Phi	August 2017	USFD	software	http://agreement-measure.sheffield.ac.uk/
Crowdsourcing logging interface	May 2018	USFD	API	https://github.com/AlessandroChecco/herokulogging/
Gender bias dataset	February 2018	USFD	dataset	https://github.com/AlessandroChecco/gender_bias
In-Database Machine Learning	April 2018	MDBS	software	https://github.com/MonetDB
MonetDB continuous query extension		MDBS	software	https://dev.monetdb.org/hg/MonetDB/shortlog/trails
RecovDB	August 2018	UNIFR, MDBS	software	http://revivalexascale.info
Tasty Entity Linkage	June 2018	Beuth	API	http://demo.datexis.com/tasty/

Showing 1 to 7 of 7 entries

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Figure 4.6: Prototypes and technologies.

4.4 Dissemination and Public Engagement Material

This section provides links to many useful resources produced by the project to engage and assist the public in learning more about FashionBrain's objectives (Figure 4.7).

Presentations

FashionBrain Project Presentation

Dissemination Material

FashionBrain Factsheet

FashionBrain Project Poster

FashionBrain Project Vision Paper

FashionBrain Project Leaflet

FashionBrain Glossary

Lightening talk at XLDB 2018

FashionBrain description

IDEL In Database Entity Linkage

Figure 4.7: FashionBrain dissemination and public engagement material.

4.5 Deliverables

Deliverables are additional outputs (e.g. information, special report, a technical diagram brochure, list, a software milestone or other building block of the project), identified in Annex 1 of the grant agreement, that are submitted to the EC in accordance with predetermined timing and conditions. Figure 4.8 shows the deliverables published on the website (with PDF download links for each) intended for public dissemination.

Deliverables

D1.1	Survey document of existing datasets and data integration solutions	WP1	1 – USFD	Report
D1.4	Software Requirements: SSM library for time series modelling and trend prediction	WP1	4 – Zalando	Report
D2.1	Named Entity Recognition and Linking Methods	WP2	3 – UNI FRIBOURG	Other
D2.3	Data integration solution	WP2	6 – MDBS	Other
D2.4	Time Series Operators for MonetDB	WP2	6 – MDBS	Other
D3.1	A set of crowdsourcing interfaces	WP3	1 – USFD	Other
D3.2	A set of aggregation algorithms and their experimental evaluation	WP3	3 – UNI FRIBOURG	Other
D3.3	Surveys Design and Crodsourcing Tasks<a/td>	WP3	1 – USFD	Report
D4.1	Report on text joins	WP4	2 – BEUTH-HS	Report
D4.2	Demo on text join	WP4	2 – BEUTH-HS	Demonstrator
D4.3	Relation Extraction with Stacked Deep Learning	WP4	2 – BEUTH-HS	Report
D4.4	Demo on Relation Extraction with Stacked Deep Learning	WP4	2 – BEUTH-HS	Demonstrator
D5.1	Scalable Crowdsourced Social Media Annotations	WP5	5 – Fashwell	Demonstrator
D5.2	Social Media Post Linking	WP5	5 – Fashwell	Demonstrator
D5.3	Early Demo on Fashion Trend Prediction	WP5	3 – UNI FRIBOURG	Demonstrator
D5.4	The Classification Algorithm and it's Evaluation on Fashion Time Series	WP5	3 – UNI FRIBOURG	Other
D5.5	Demo on Fashion Trend Prediction	WP5	3 – UNI FRIBOURG	Demonstrator
D6.3	Early Demo on Textual Image Search	WP6	4 – Zalando	Demonstrator

Figure 4.8: FashionBrain deliverables.

5 Data Ethics and Privacy

Along with the Consent Manager, the Ethics committee has recommended that a privacy page be added to the website. In doing so, the project is demonstrating strong ethical principles and public reassurance by introducing transparency to the communication process.

5.1 Data Ethics and Privacy

The Data Ethics and Privacy page (<https://fashionbrain-project.eu/data-e-thics-and-privacy/>) explains what types of data are being collected and what the data is subsequently being used for.

Specifically, the page describes what the overall goal of the project is while describing the types of data collected; what the project does with collected data; how the project treats data in accordance with the European Code of Conduct for Research Integrity and GDPR; how data is stored; as well as what data is shared and to whom.

The page also features a link to the Consent Manager.

5.2 Consent Manager

The Consent Manager has been published on the project website (https://fashionbrain-project.eu/consent_manager) and is in place for cases in which public data is obtained without consent from the FashionBrain Project (refer to D9.3 for detailed ethics information on data collection for the “Social Media Images” project activity) (Figure 5.1). Instead, implicit consent has been given on another platform when the users agree to its T&Cs. Should the proprietors of the data wish to have their current data, or any future data removed, they will be able to do so via the website’s Consent Manager. The consortium will advertise this page to reach the widest audience possible.

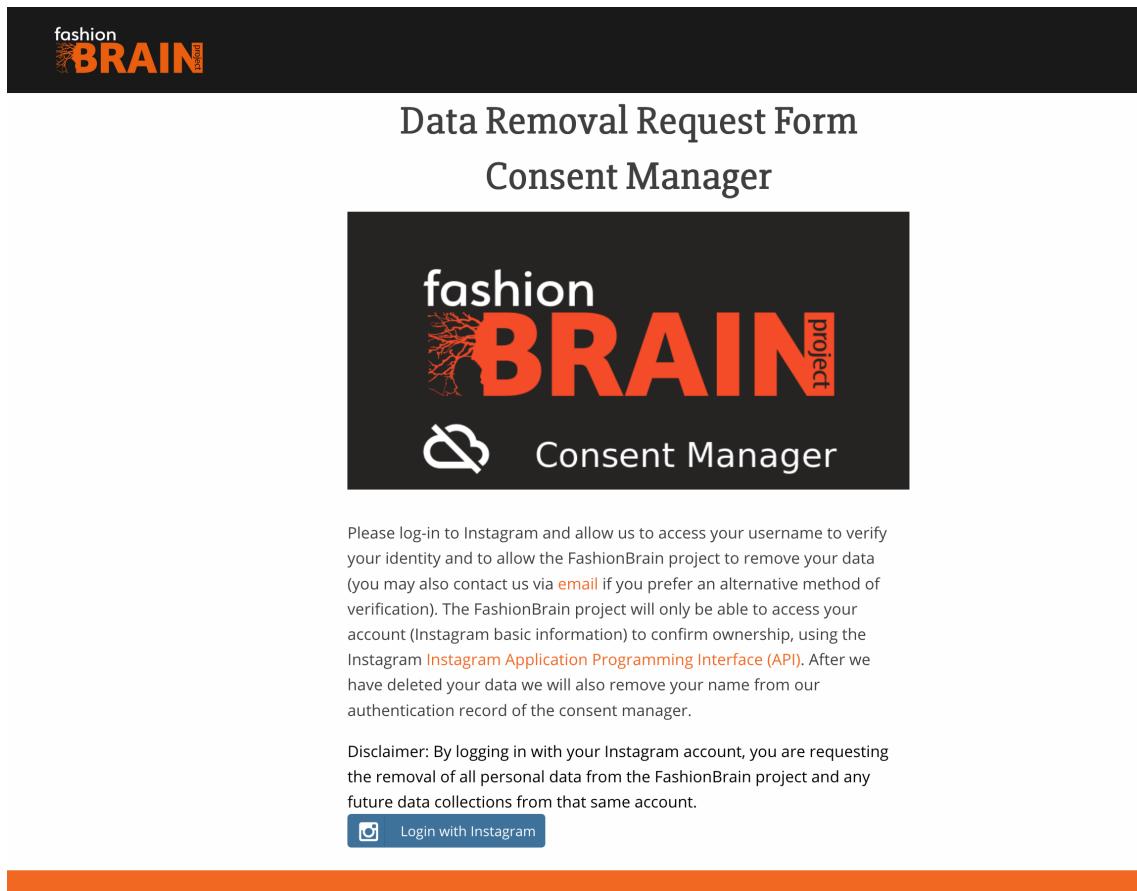


Figure 5.1: FashionBrain Consent Manager.