DSP - CBS headquarters visit

24-11; Groups C1, C2, C3

Since we have limited time (20 mins per stakeholder, and 1hr 45 mins with Anna Marie and Lucas) I propose to make a collective list of questions for efficiency and to prevent overlap. I would also like to suggest that I will lead the interview for time management and organisation (like a game show host) since I have professional experience with interviewing. The questions will have to be read out loud/asked by those that have written the questions so they can elaborate on it if needed → therefore, please fill in your name so I know who to ask to present their questions! If anyone else is very very enthusiastic to lead the interview or would like to offer a different take, please let me know! :D

!! Don't forget to take your ID with you, otherwise you can't access the building !!

*Sidenote: bring your own cup if you want coffee, tea, or water and your own lunch (if you do not intend on buying it in the cafeteria)!

Time table

10:15 – Annamarie and Lucas
12:00 – Roger (stakeholder as the manager of Annemarie) Jelle (media specialist)
12:20 – Lunch
13:00 – Tim (public information officer/press contact)
13:30 – Switch of rooms & quick tour of the content and media floor
13:40 – Michel (editor/redactor)

Interview questions

[10:15 - 11:00] Anna Marie

Question	Name	Notes
What are the main categories that are used to group and label the CBS publications? And how are they grouped/categorised?	Kaylee	go to CBS website (https://www.cbs.nl/) , they have main 3 categories and each have subcategories. (each article can be tagged with multiple themes)
How do you manually change the label?	Julia	search the system for alternative parents,
How good (accurate) is the search when manually changing labels? Does it work or	Julia	the matching algo doesnt even find similar afticles even if the article

do you have to remember a lot of the articles?		title is the same and it still doesnt show similarity xd
Would you prefer the system auto-link more articles (higher automation) or prioritize fewer but safer links (higher precision)?	Ralitsa	false negative…
Which part of the current interface slows you down the most?	Ralitsa	The amount of buttons that need to be pressed.
Would it help if the system showed *why* it made a match (shared keywords, dates, statistics, topic tags)?	Ralitsa	
Intuitively, what do you think the model is missing in the articles which leads to a FN? or FP?	Souad	can be anything, even very clear words in the title this happens often

[11:00 - 11:45] Lucas

Question	Name	Notes
What's the backend infrastructure for the current dashboard	**Katherine**	outsourced; PHP(frontend): SQL db, PHP framework, C# now(standard format for CBS IT) thinking of changing to different code. ML are in python. html or Rust should be fine or any other programming language.
How is the data preprocessed?	**Julia**	we're gonna get it today! minimal preprocessing -> we might have to do it from scratch, lol
How are the features engineered? Does this need improvement, since it's so critical in the matching process?	Souad	Answered during the question above.
Can we get an example of an article and the associated features row of data? Maybe a negative and positive?	Souad	Included in the dataset
What would be a realistic and valuable outcome of our project by the end of the course?	Stephanie	1) Improve the algo + Implement a module that learns from mistakes 2) Fix the workflow

Question	Name	Notes
~~Is the MatchingApp already logging manual corrections in a structured format we can read and reuse?(human in the loop)~~	Ralitsa	No
Would they care if we added fairness metrics to the dashboard (equalized odds for example, equal TPR/FPR), and if they care much about tracking this info (i'm assuming they care more abt that than demographic parity).	Rezi + Souad	skipped; n/a
If they care about categories/topic labels (e.g. economics, politics, culture)	Rezi + Souad	they post politically neutral data but it would be interesting to see if they interpret the data wrongly
what they specifically care for in fairness in the final output (confusion matrix shit), to quantify our goal essentially	Rezi + Souad	skipped; n/a

[11:45 - 12:00] Time for remaining questions (AOB/w.v.t.t.k.)

I (kaylee) will intercept and move any arising complex questions to this time slot if needed.

[12:00 - 12:20] Roger (stakeholder as the manager of Annemarie) Jelle (Media specialist)

Short introduction (5 mins):

Question	Name	Notes
Can you tell us about yourself shortly?	Kaylee	Ex journalist, media specialist, broker between journalists and cbs. Sells stories to journalists.
As a stakeholder of our project, what is your role in the context of media impact analysis?	Kaylee	Uses the media portal to monitor it: which stories do well. How important is our relationship with the media? We reach the people through the media.
What is your usage frequency of the current media portal and dashboafrd?	Kaylee	Uses it everyday for 2 hours. Presents to divisions (teams within cbs) at least once a week. Press actua 3 times a week now. Also uses the media portal for external usage as well. The best tool to find out what exactly is going on and how cbs is performing. Not many direct customers so this is the

		most effective tool. Improve the news messages.
What is your overall experience of the current media portal and dashboard?	Kaylee	
What are some of the obstacles you have experienced while using these two products?	Kaylee	

In depth questions (15 mins):

Question	Name
How much percentage of your team's working hours is approximately spent on the manual checking of matches?	Kaylee
As a team manager, what kind of management information do you extract from the current dashboard and what information do you still desire?	Kaylee
What is the most important metric of success for us? How will you judge if we actually helped you solve a problem?	Julia

[13:00 - 13:20] Tim (public information officer/press contact)

Short introduction (5 mins):

Question	Name	Notes
Can you tell us about yourself shortly?	Kaylee	Frontline of cbs, spokesperson for cbs, provides presentations each thursday with jelle (pressactua).
As a stakeholder of our project, what is your role in the context of media impact analysis?	Kaylee	Press officer: checks the emails that have been sent during the weekend. Checks if everything is complete on the planning: data that is requested by the media upfront. Opens the media portal and scans which articles were mentioned in the last week/days: to present during press actua.

Question	Name	
What is your usage frequency of the current media portal and dashboard?	Kaylee	everyday
What is your overall experience of the current media portal and dashboard?	Kaylee	struggles with shifting through page numbers in the media portal
What are some of the obstacles you have experienced while using these two products?	Kaylee	

In depth questions (15 mins):

Question	Name

[13:40 - 14:00] Michel (editor/redactor)

Short introduction (5 mins):

Question	Name
Can you tell us about yourself shortly?	Kaylee
As a stakeholder of our project, what is your role in the context of media impact analysis?	Kaylee
What is your usage frequency of the current media portal and dashboard?	Kaylee
What is your overall experience of the current media portal and dashboard?	Kaylee
What are some of the obstacles you have experienced while using these two products?	Kaylee
Can you walk us through what you do exactly? (your workflow)	Julia

In depth questions (15 mins):

Question	Name
If our project could improve some aspects of how u work with CBS	Stephanie

data, which improvements will you want to see?	