

APPLICATIONS: CROWDMAP AND OTHERS

ELENA SIMPERL

UNIVERSITY OF SOUTHAMPTON

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Tutorial@ISWC2013



CROWDMAP

Experiments using MTurk, CrowdFlower and established benchmarks

Enhancing the results of automatic techniques

Fast, accurate, cost-effective

[Sarasua, Simperl, Noy, ISWC2012]

Concept A: Misc
Definition (English): Use this type when nothing else fits.

Misc is a kind of: Reference

Other elements that are of kind Reference: 'Academic'
 'Informal' 'MotionPicture'

Concept B: Misc.
Definition (English): Use this type when nothing else fits.

Misc. is a kind of: REFERENCE

Other elements that are of kind REFERENCE: 'Book' 'Academic'
 'Motion_picture'

Is Concept A the same as Concept B? (required)

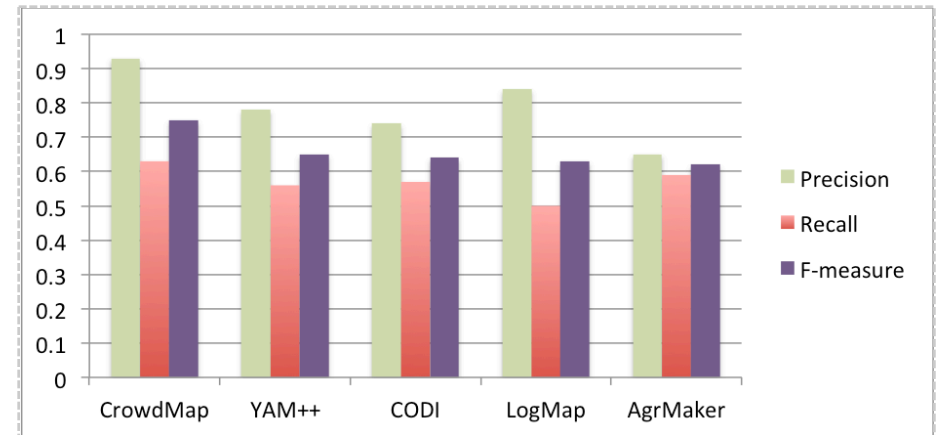
☐ yes
☐ no
Please select only one of the answers

Select the name of Concept A (required)

☐ Misc
☐ Misc.
Please select only one of the answers

How many distinct words are in the name of Concept A? (required)

Please write the number in the text box

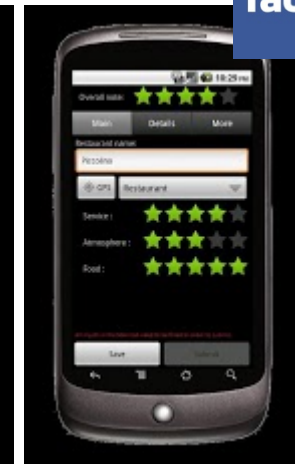
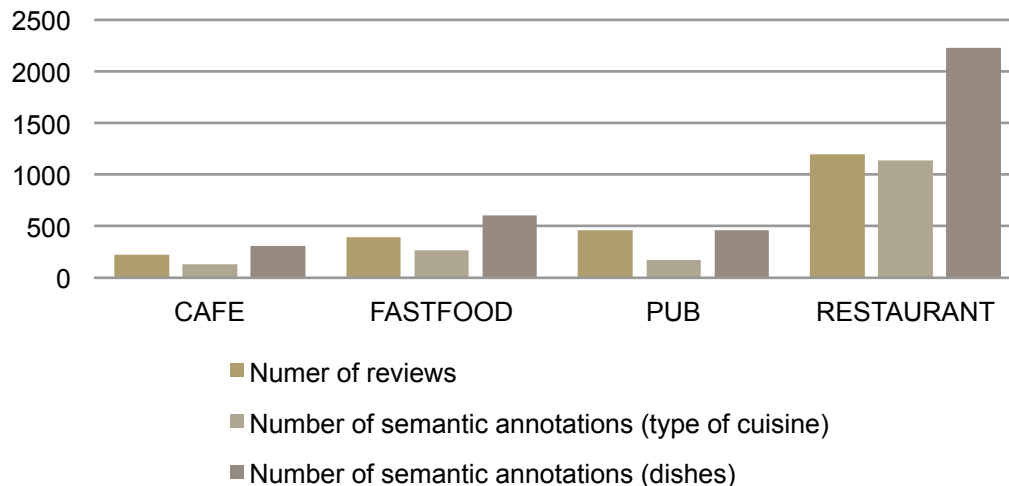


	CartP 301-304	100R50P Edas-Iasted	100R50P Ekaw-Iasted	100R50P Cmt-Ekaw	100R50P ConfOf-Ekaw	Imp 301-304
PRECISION	0.53	0.8	1.0	1.0	0.93	0.73
RECALL	1.0	0.42	0.7	0.75	0.65	1.0



TASTE IT! TRY IT!

- Restaurant review Android app developed in the Insemtives project
- Uses Dbpedia concepts to generate structured reviews
- Uses mechanism design/gamification to configure incentives
- User study
 - 2274 reviews by 180 reviewers referring to 900 restaurants, using 5667 DPpedia concepts



facebook

<https://play.google.com/store/apps/details?id=insemtives.android&hl=en>

LODREFINE

LODRefine NFL Players - CrowdFlower

100 matching rows (1810 total)

Extensions: DBpedia, Crowdsourcing, Named-entity recognition, Utilities, Freebase, RDF

Facet / Filter: Undo / Redo 193

Refresh Reset All Remove All

Show as: rows records Show: 5 10 25 50 rows

Facet by choice counts

Starred Rows	change sort reset
2 choices Sort by: name count	
false 1710	
true 100	exclude

All	anchor	link	team
1. Philip Marley	http://www.nfl.com/players/playername/profile?id=MAN374727	Atlanta	
2. Ray Edwards	http://www.nfl.com/players/playername/profile?id=EDW33649	Atlanta	
3. Robert James	http://www.nfl.com/players/playername/profile?id=JAM491595	Atlanta	
4. Robert McCain	http://www.nfl.com/players/playername/profile?id=MCC340374	Atlanta	

Forbes Top 50 summer books (TEST)

19 matching records (84 total)

Extensions: DBpedia, Crowdsourcing, Named-entity recognition, Utilities

Upload data to CrowdFlower

Create new job Upload to existing job

Create from template Create blank

Select template options

Entity type: book E.g.: player, athlete, person, movie, TV series

Template: DBpedia reconciliation Choose one of templates or enter your data in New job details

Load template

New job details

Title: Find DBpedia profile page for book Job title should be 5-255 characters long.

Instructions: Find DBpedia page for book which matches data on book's profile page. Check suggested options FIRST. If none of them matches, try to find profile page using DBpedia search page.

Jobs are loaded.

OK Cancel

Upload data to CrowdFlower

Create new job Upload to existing job

Create from template Create blank

Select template options

Entity type: NFL player E.g.: player, athlete, person, movie, TV series

Template: Freebase reconciliation Choose one of templates or enter your data in New job details

Load template

New job details

Title: Find Freebase profile page for NFL player Job title should be 5-255 characters long.

Instructions: Find Freebase page for NFL player which matches data on NFL player's profile page. Check suggested options FIRST. If none of them matches, try to find profile page using Freebase search page.

Jobs are loaded.

Find Freebase profile pages for NHL players (reconcile with Freebase)

Instructions

Find a Freebase page - profile for specific NHL player, which matches data on player's NHL profile page. Check suggested options FIRST. If none of them matches, try to find player using [Freebase search page](#). Important: Pay attention to player's name, date, place of birth and current team, these information can help you distinguish between two players with identical or similar name.

Player: Adam Snyder
Player's profile on NHL page: <http://www.nfl.com/players/playername/profile?id=SNY081787>
Team: Arizona

FIRST check suggested links:

1. Suggestion 1: [Adam Snyder](#)
2. Suggestion 2: [Adam Snyder](#)
3. Suggestion 3: [Lum Snyder](#)
4. None of the above matches ([find page on your own](#))

<http://research.zemanta.com/crowds-to-the-rescue/>

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Find Freebase page for this player and paste it in this field, e.g.: http://www.freebase.com/view/en/bill_walsh_1931

ONTOLOGY POPULATION

time left
0:42
score
270



all data taken from wikipedia.org

Philippikos

Philippikos or Philippicus (Greek: Φιλππικός), was Eastern Roman emperor from 711 to 713. Philippicus was originally named Bardanes (Βαρδάνης, Bardanēs), and was the son of the patrician Nikephorus, who was of Armenian extraction. Relying on the support of the Monothelite party, he made some pretensions to the throne on the outbreak of the first great rebellion against Just ...



your choice

Is this wikipedia page about a:

single object or happening
= instance

☒

or rather describing a:
set/type of objects
= class

☐

hint → „Dog“ is a class (as several entities of this class exist)
„Lassie“ is an instance

You agreed on PieceOfArt

SKIP
OK

time left
0:20
score
350



all data taken from wikipedia.org

Philippikos

Philippikos or Philippicus (Greek: Φιλππικός), was Eastern Roman emperor from 711 to 713. Philippicus was originally named Bardanes (Βαρδάνης, Bardanēs), and was the son of the patrician Nikephorus, who was of Armenian extraction. Relying on the support of the Monothelite party, he made some pretensions to the throne on the outbreak of the first great rebellion against Just ...



your choice

This Wikipedia article is a(n)

☒ Man
☐ Woman

hint → This is a quick way for saying that the page you see describes a [Person], which is a subclass of Agent and Object ([Object] --> [Agent] --> [Person]).

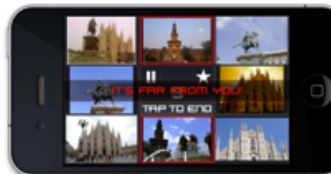
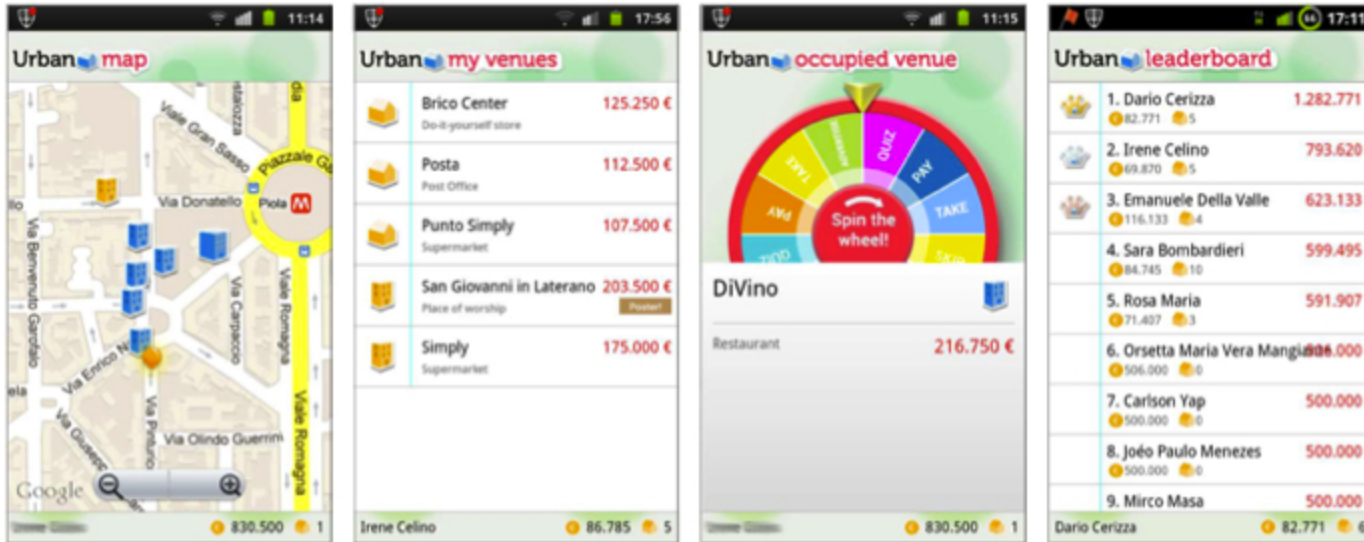
... please choose a concept

You agreed on Shortcut for [Object] --> [Agent] ...

SKIP
OK

non of these
last choice was better

LINKED DATA CURATION



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PROBLEMS AND CHALLENGES

- **What is feasible and how can tasks be optimally translated into microtasks?**

- Examples: data quality assessment for technical and contextual features; subjective vs objective tasks (also in modeling); open-ended questions

- **What to show to users**

- Natural language descriptions of Linked Data/SPARQL
- How much context
- What form of rendering
- *How about links?*

- **How to combine with automatic tools**

- Which results to validate
 - Low precision (no fun for gamers...)
 - Low recall (vs all possible questions)

- **How to embed it into an existing application**

- Tasks are fine granular, perceived as additional burden to the actual functionality

- **What to do with the resulting data?**

- Integration into existing practices
- Vocabularies!

[HTTP://CROWDSEM.WORDPRESS.COM/ PROGRAM-AND-PROCEEDINGS/](http://crowdsem.wordpress.com/program-and-proceedings/)

PROCEEDINGS OF THE CROWDSEM WORKSHOP @ ISWC2013

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