



WP 7c Social TV

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WP7c



Recommendations Browser Demonstrator





STEPHEN IS BORED AT WORK....

I'M BORED! WONDER WHAT I
COULD WATCH LATER....





HE ISN'T LOOKING FOR ANYTHING IN PARTICULAR...

OOH, "SHUFFLE", WONDER
WHAT THAT DOES?





HE SPENDS A HAPPY HALF HOUR BROWSING THE ARCHIVE SHARING AND SAVING WHAT HE FINDS....

"INFLATABLE MODELS OF TERRY WOGAN"! SOUNDS LIKE AN INTERESTING TOPIC

HEH. @JANA
CHECK THIS OUT!

OH, I'D FORGOTTEN
ABOUT 'LIFE ON MARS'
I MIGHT WATCH IT
LATER - I'LL PUT IT
ON MY PLAYLIST



AND LATER HE AND FRIENDS WATCH SOME EPISODES OF LIFE ON MARS





MEANWHILE IN ANOTHER HOUSEHOLD, THROUGH THE WONDERS OF SOCIAL MEDIA...



http://labs.notu.be/1/dev_search/



Sharable URL

NoTube Archive Browser

http://labs.notu.be/1/dev_search/#pid=b0074fm7

NoTube Archive Browser Shuffle! My Playlist Questionnaire About Help Report bug

Dr Who : School Reunion [+] Add to playlist

The Doctor runs into an old companion in a London school.
From Wednesday, 15 August, 2007 at 18:08PM, BBC Three

[Play video](#) [More information](#) [More from this series](#)

More programmes about: [travel and exploration](#) [time travel](#)

Related Programmes

Dr Who : Doomsday [+] Wednesday, 19 August, 2009 at 18:08PM

As the human race is caught in an intergalactic war, the Doctor faces a greater dilemma.
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Ashes To Ashes [+] Thursday, 20 March, 2008 at 21:03PM

Can Alex prevent Gene going off the rails just when she needs to stay in control?
Related by: [travel and exploration](#), [time travel](#)

Related categories to continue browsing

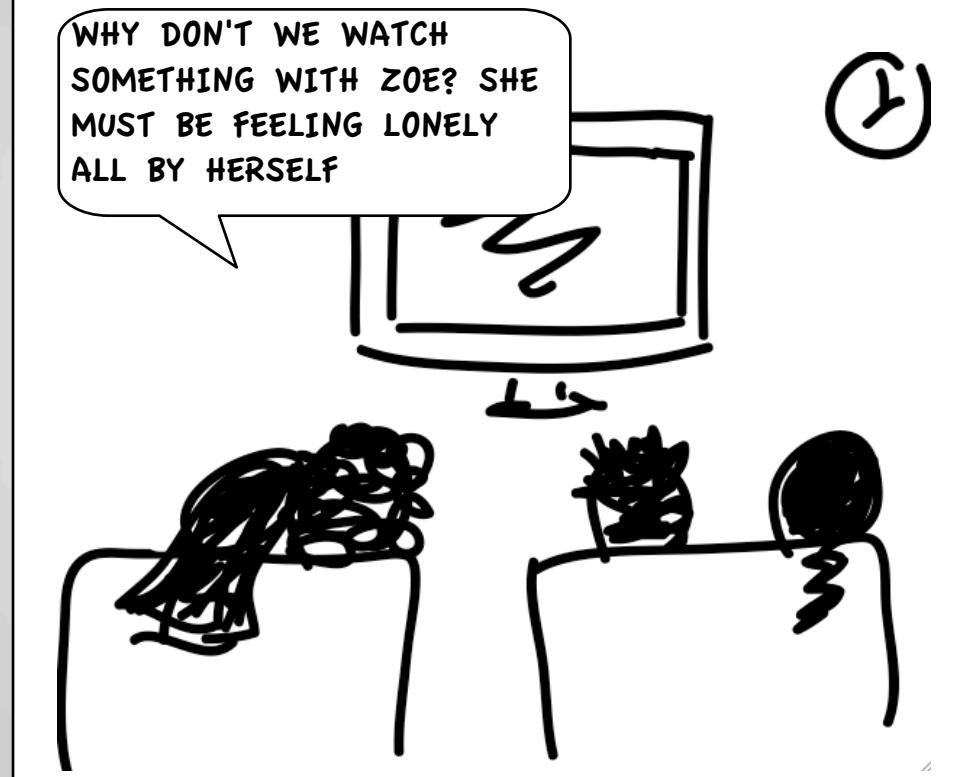


'Multi-screen' Demonstrator



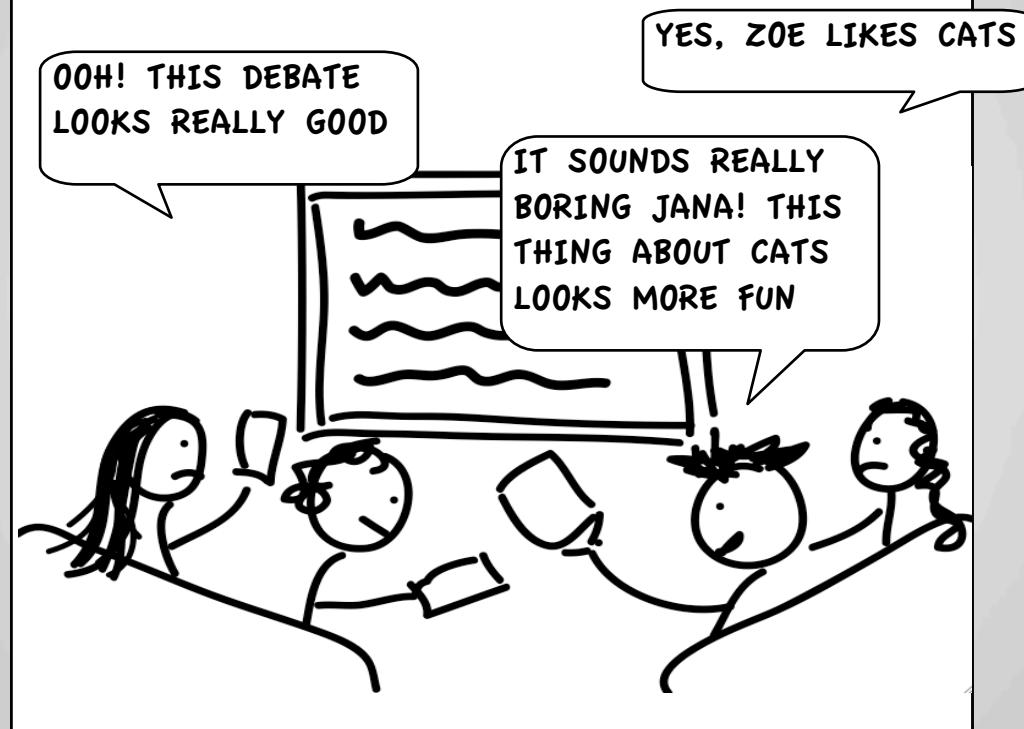


MONDAY EVENING AT JANA & STEPHEN'S...





JANA WANTS TO WATCH A DEBATE. THE OTHERS WOULD PREFER SOMETHING MORE LIGHT-HEARTED...



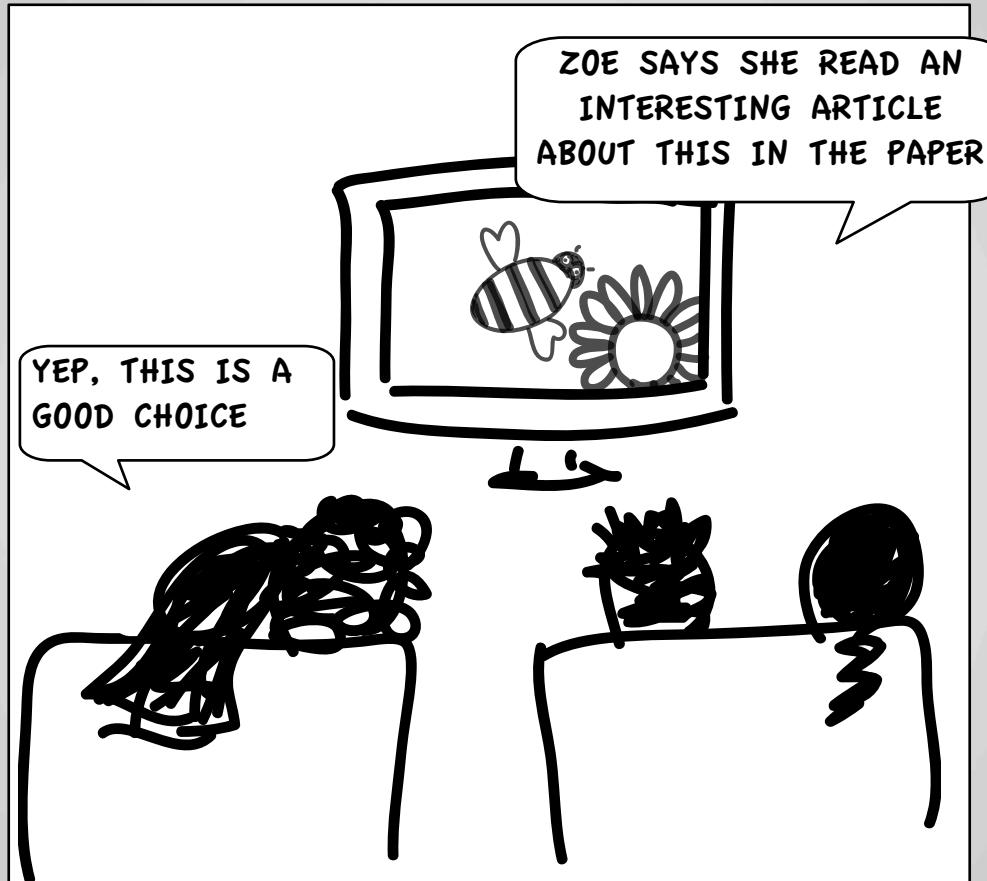






TEN MINUTES INTO THE PROGRAMME...





<http://jabber.notu.be/dd/>



Hello Player 2!

Drag and drop to play

Sounds Of The Sixties : 1 : The First Steps

Player 3 - available

Drag and drop to share

Sounds Of The Sixties : 1 : The First Steps	Little Red Tractor : Farm Of The Year	The Two Ronnies Sketchbook
To Buy Or Not To Buy : Cambridge	School's Out	Rick Stein's Mediterranean Escapes
Rick Stein's Mediterranean Escapes	Transatlantic Sessions : 3 : 2	Elephant Diaries



Twitter-Integrated Voting Application





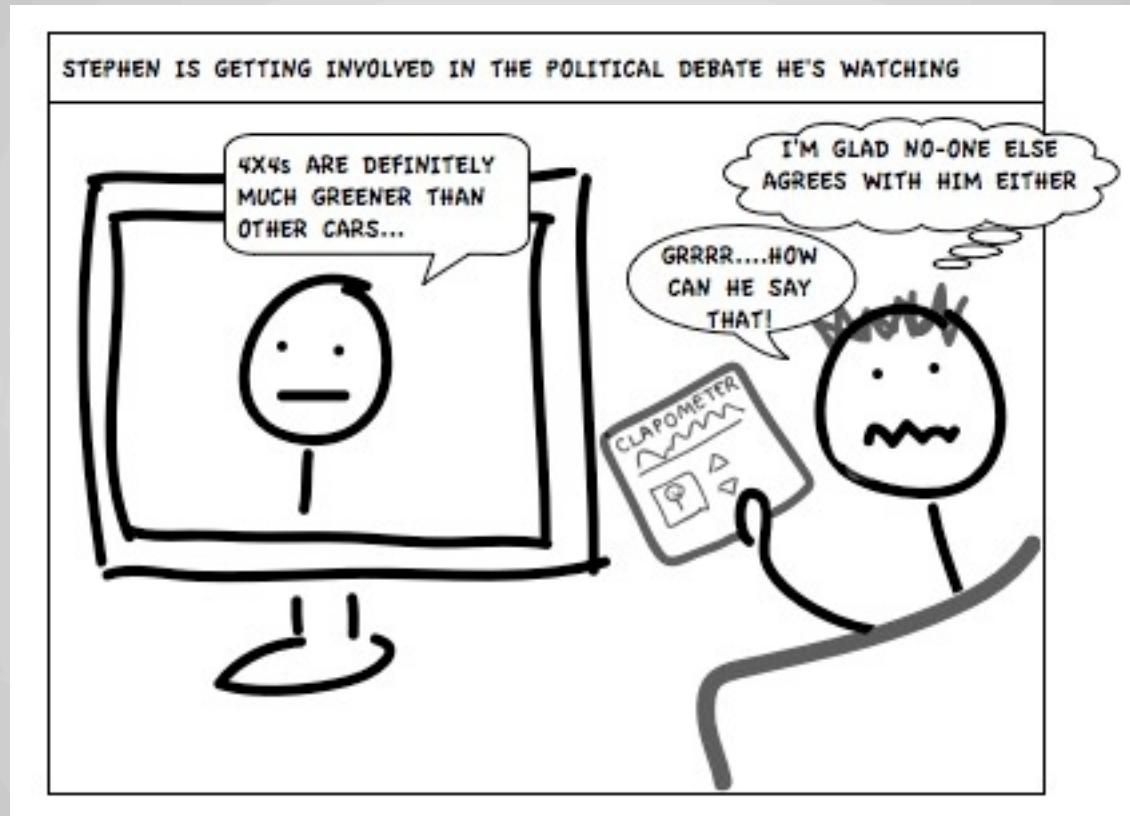
THE GANG ARE WATCHING BBC QUESTION TIME, WHICH A LOT OF PEOPLE WATCH ON TWITTER





TEN MINUTES INTO THE PROGRAMME...







<http://jabber.notu.be/mm/>

Votatron

real-time graph

friends tweets tagged with appropriate tag

Your vote counts!

vote for options

Vote for David Dimbleby

Vote up

Vote down

The Votatron interface features a "real-time graph" at the top, with a legend on the left identifying various users by color. Below this is a section titled "friends tweets tagged with appropriate tag". The main area is titled "Your vote counts!" and "vote for options", showing a grid of political figures with their names below them. A callout box highlights the "Vote for David Dimbleby" section, with "Vote up" and "Vote down" buttons circled in red. The interface uses a dark theme with white text and light-colored buttons.

What's happening?

notube Sign out of twitter

googlenews

Toys detect radiation above limits for infants in Tokyo water - CNN International
<http://bit.ly/f5T66V>

49 minutes

johanoomen

wow - New York City Judge Rejects Google Books Deal
<http://nyti.ms/dOf42E>

#googlebooks
#opencontentalliance
#europeana

1 hours

googlenews

Diplomas, and an Uncertain Future, for Japanese Pupils - New York Times
<http://bit.ly/ifu01>

5 hours

jahandler

Sigh - Lufthansa has a great lounge, but horrid seats on plane - gonna be a long flight to Munich (on way to Genoa)

9 hours

The "What's happening?" sidebar shows a Twitter feed from the "notube" account. It includes tweets from "googlenews" about radiation detection in Tokyo and a judge rejecting Google Books, along with a link. Another tweet from "johanoomen" discusses a New York City judge rejecting Google Books. Below these are tweets from "googlenews" about diplomas in Japan and from "jahandler" about Lufthansa flights. The sidebar has a light gray background with dark text and small images of profile pictures.



How we got here

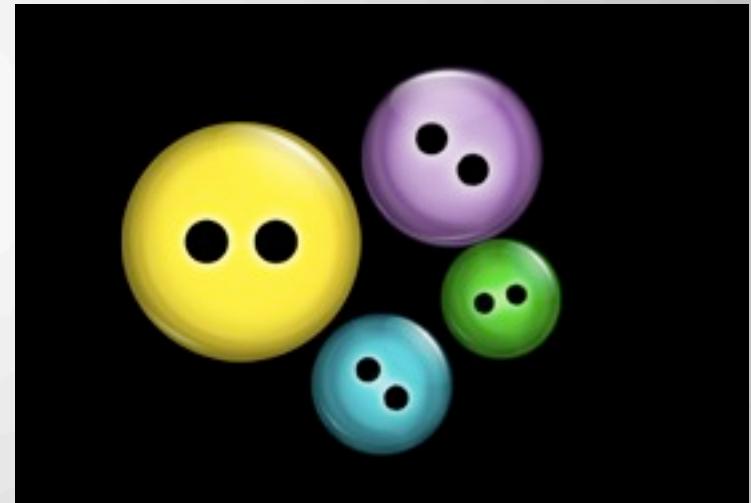


Last Year



Second Screen
Finding related / interesting content

Buttons API for broadcast



This Year

Buttons API for on-demand

- standards collaboration



Many screens, group interaction, watching together

- face to face and remote
- social TV of the future

Serendipitous content discovery

- applicable in many areas: archives, on-demand, EPG



Connecting Principles



Rethink the role of metadata

- it's a sharable advert for content

Use URLs for content

- to help people share using social media

Use open APIs for TV control and communication

- for device independence and better UI

Connecting Principles



Make it easy to slot in
recommenders and other backend
components

- javascript APIs
- well understood formats

Log-likelihood Item Similarity



NoTube Archive Browser Shuffle My Playlist Questionnaire About Help Report bug

[Put Your Money Where Your Mouth Is : Series 3 Eric Knowles V Charlie Ross : Foreign Market \[+\]](#)



Is Paris ready for a whirlwind of antique buying with Eric Knowles and Charlie Ross?

[Related Programmes](#)

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Is Paris ready for a whirlwind of antique buying with Eric Knowles and Charlie Ross?

[Put Your Money Where Your Mouth Is : Series 3 Eric Knowles V Charlie Ross : Showdown \[+\]](#)

In the final challenge, Eric Knowles and Charlie Ross compete at a charity showdown.

[Best Of Homes Under The Hammer : Episode 14 \[+\]](#)

Martin Roberts and Lucy Alexander visit an old Mini Mart in Derby and a house in Kent.

[Hospital Heroes : Series 2 Episode 13 \[+\]](#)

The air ambulance races to a teenage girl thrown from a horse.

[Put Your Money Where Your Mouth Is : Series 3 Curtis Dowling V James Lewis : Antiques Market \[+\]](#)

James Lewis takes on Curtis Dowling at Swinderby Antiques Fair.

[Put Your Money Where Your Mouth Is : Series 3 Katherine Higgins V John Cameron : Auction \[+\]](#)

Katherine Higgins and John Cameron find out who bags the best lots at an antiques auction.



Evaluation



Three evaluations planned



Playlists length, time spent
browsing ✓

Second screen vs on-screen widget

Comparative recommendations evaluation



Playlist length





NoTube Archive Browser [Shuffle!](#) [My Playlist](#) (circled in red) [Questionnaire](#) [About](#) [Help](#) [Report bug](#)

Dr Who : School Reunion [+] Do people build longer playlists with random or similar programmes? [Search](#)



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Experiment



Four randomised groups, totalling
96 participants

Measured playlist length and time spent
browsing in total

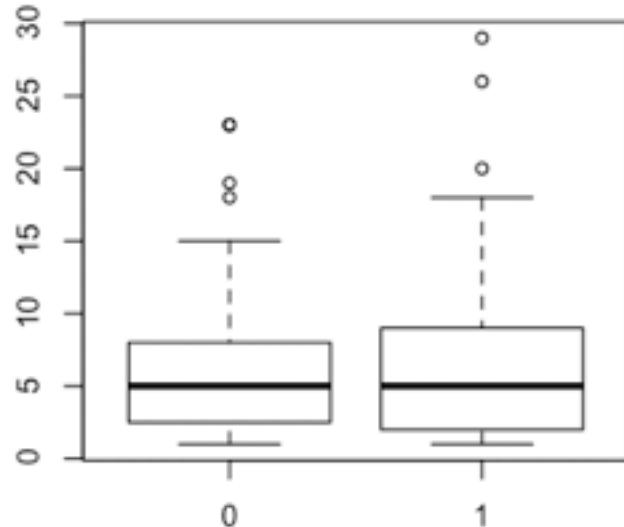
Asked them to do a questionnaire



Quantitative

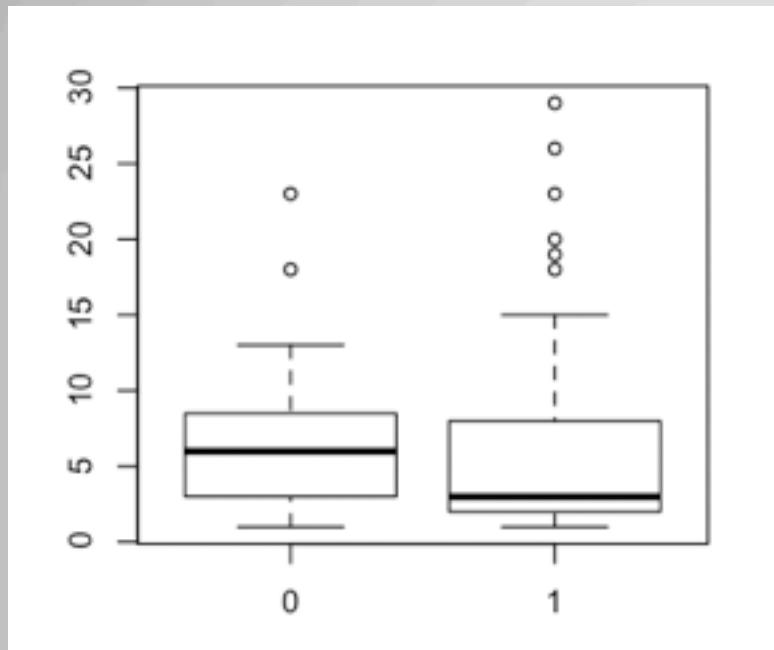


Results were not significant



Random vs similar boxplot

For random vs similar, playlist size has greater standard deviation and more outliers but identical mean. No significance was found.



No category vs
category boxplot

For no categories vs categories, playlist size has greater standard deviation and more outliers but a smaller mean. No significance was found.



For time spent browsing, we found the exact opposite of what we expected: people spent much less time browsing when similar content was presented to them and when categories were present.



Qualitative





Next



Next



Testing

- Second screen vs on-screen widget
- Recommendations comparisons

Generalisation

- Graph flattening and similarity metrics
- Different datasets

Next



Integration

- Combining different sources of recommendations with user interfaces
- Applying tested recommendations techniques to real-time TV datasources

Questions?



03-04 May 11

NoTube 2nd review

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