Overview of the TREC-2015 Microblog Track (Notebook Draft)

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1. INTRODUCTION

The TREC 2015 Microblog track introduced a single real-time filtering task broken down into two scenarios. Our goal is to explore techniques for monitoring streams of social media posts with respect to users' interest profiles. An interest profile describes a topic about which the user wishes to receive information updates in real time, and is different from a typical *ad hoc* topic in that the profile represents a prospective (as opposed to a retrospective) information need. Thus, the nature of the desired information is qualitatively different. In real-time filtering, the goal is for a system to "push" (i.e., recommend, suggest) interesting and novel content to a user in a timely fashion.

We operationalized this task in terms of two scenarios:

- **Scenario A (mobile notification):** Content that is identified as interesting and novel by a system based on the user's interest profile might be shown to the user as a notification on his or her mobile phone. The expectation is that such notifications are triggered a relatively short time after the content is generated.
- **Scenario B (email digest):** Content that is identified as interesting and novel by a system based on the user's interest profile might be aggregated into an email digest that is periodically sent to a user (e.g., nightly). It is assumed that each item of content is relatively short; one might think of these as "personalized headlines".

In both scenarios, it is assumed that the content items delivered to the users are relatively short. For expository convenience and to adopt standard information retrieval parlance, we write of users desiring *relevant* content, even though "relevant" in our context might be better operationalized as interesting, novel, and timely.

2. EVALUATION DESIGN

2.1 General Setup

Although we are interested in exploring filtering techniques over streams of social media posts in general, the Microblog track restricted the content under consideration to tweets. In particular, Twitter provides a streaming API through which clients can obtain a sample of public tweets—this level of access is available to anyone who signs up for an account.

During the official evaluation period, which began Monday, July 20, 2015, 00:00:00 UTC and lasted until Wednesday, July 29, 2015, 23:59:59 UTC, participants' systems "listened" to Twitter's live tweet sample stream to identify interesting tweets with respect to users' interest profiles. The identified tweets were recorded by the participants' systems and submitted to NIST shortly after the conclusion of the evaluation period. Although systems were expected to conform to the temporal constraints imposed by the task scenarios (more details below), there was no enforcement mechanism because of the batch submission setup.

An important consequence of the evaluation setup is that, unlike in most TREC evaluations, no collection was distributed ahead of time. Since each participant "listened" to tweets on Twitter's streaming API, the collection was generated in real-time and delivered to each participant independently. In a separate pilot study [3], we verified that multiple listeners to the public Twitter sample stream receive the same tweets (Jaccard overlap of 0.999 across six independent crawls over a three day sample in March 2015). For evaluation purposes (i.e., pool formation for judgments) the stream collected by the organizers was arbitrarily designated as the "official" collection.

Another substantial departure from most previous TREC evaluations is the requirement that participants maintain a running system that continuously monitors the tweet sample stream during the evaluation period. The track organizers provided boilerplate code and reference implementations, but it was the responsibility of each individual team to run their systems and cope with crashes, network glitches, power outages, etc.

Additional details for each of the task scenarios are provided as follows:

- **Scenario A (mobile notification):** A system for this scenario (a "type A" system) is allowed to return a maximum of 10 tweets per day per interest profile (and of course may choose to return fewer than ten tweets). Additional tweets beyond ten per day are simply ignored in computing evaluation metrics. Given the real-time nature of the task, the system was requested to record the time at which a tweet was putatively delivered as a notification; this information is used to compute a temporal penalty (more details later).

  The per-day tweet delivery limit represents a crude attempt to model user fatigue in mobile push notifications. Note, however, that in this design we are not modeling real-world constraints such as "don't send users notifications in the middle of the night". This simplification is intentional.
- **Scenario B (email digest).** A system for this scenario (a "type B" system) is tasked with identifying a batch

of up to 100 ranked tweets per day (per interest profile). In our task model, these tweets are delivered to the user daily. For simplicity, all tweets from 00:00:00 to 23:59:59 (UTC) are valid candidates for a particular day. It is expected that systems will compute the results in a relatively short amount of time after the day ends (e.g., at most a few hours), but this constraint was not enforced.

In both scenarios, systems were requested to only consider tweets in English. Each team was allowed to submit up to three runs for scenario A and three runs for scenario B. Systems for either scenario A or scenario B were categorized into three different types based on the amount of human involvement:

- **Automatic Runs:** In this condition, system development must conclude prior to downloading the interest profiles from NIST (which were made available before the evaluation period). The system must operate without human input before and during the evaluation period. Note that it is acceptable for a system to perform processing on the profiles (for example, query expansion) before the evaluation period, but such processing cannot involve human input.
- **Manual Preparation:** In this condition, the system must operate without human input during the evaluation period, but human involvement is acceptable before the evaluation period (i.e., after downloading the interest profile). Examples of manual preparation might be the following: after downloading the interest profiles, a human examines them to enrich the original profile with custom keywords, or performs relevance judgments on a related collection to train a classifier. However, once the evaluation period begins, no further human involvement is permissible.
- **Manual Intervention:** In this condition, there are no limitations on human involvement before or during the evaluation period. Crowd-sourcing judgments, human-in-the-loop search, etc. are all acceptable.

Participants were asked to designate the run type at submission time. All types of systems were welcomed; in particular, manual preparation and manual intervention runs are helpful in understanding human performance and enriching the judgment pool.

2.2 Interest Profiles

Our initial idea was to develop interest profiles that consisted of short English statements of information needs and a few example tweets. Upon further reflection, the history of previous TREC filtering tracks suggested that this approach would have been problematic. The initial effectiveness of filtering systems is quite poor as the systems need to retrieve at least some non-relevant documents to learn to distinguish between relevant and non-relevant cases. Since there was no possibility of active learning in the track setup this year and the few example tweets were guaranteed to be an incomplete, highly-biased sample of relevant tweets, systems would get caught in this initial effectiveness "trough" since they lack guidance in the form of incremental relevance judgments.

Instead, we adopted the "standard" TREC topic format of "title", "description", and "narrative" for the interest profiles. The so-called title consists of two to three keywords that provide the gist of the information need, akin to something a user might type into the query box of a search engine. The description is a one-sentence statement of the information need, and the narrative is a paragraph-length description that sets the context of the need and expands on what makes a tweet relevant. By necessity, these interest profiles are more generic than the needs expressed in typical retrospective topics because the user does not know what future events will occur. Thus, despite superficial similarities in format, we believe that interest profiles are qualitatively different from *ad hoc* topics.

Three sample profiles were released to participants prior to the evaluation period and were also provided to TREC assessors as templates for profile development. Assessors were not required to use the samples as a template; they could (and did) use their own ideas as well. Assessors also performed web searches to find events that would happen in the evaluation period and constructed profiles targeting those events. Since profile development happened in advance of the evaluation period, we could not know which interest profiles would ultimately be appropriate for evaluation—we desired profiles that had neither too many nor too few relevant documents (since the former would cause excessive evaluation burden and the latter would complicate system development). Thus, we created many (225) profiles as the test set, with the intention of culling a smaller set of around 50 profiles as the evaluation set.

Contrary to expectations, pooling statistics (how many documents retrieved per run, how much overlap in the retrieved sets across runs, etc.) did not provide any signal as to which profiles should be included in the evaluation set. We examined the statistics for a profile that could not possibly have any relevant tweets (terrorist activity on Bastille day; there wasn't any such activity) and could not distinguish the profile from the statistics for other profiles. During the evaluation, NIST (manually) monitored the news looking for stories that matched the interest profiles and was able to identify 12 profiles that definitely did have activity during the evaluation period (but not necessarily in the tweet stream); these profiles were added to the evaluation set. Beyond that, assessors were simply asked to pick profiles to judge from the set they had created based on their own interests. In the end, 56 interest profiles were judged. Of those, four have zero relevant tweets, five have one or two relevant tweets, and 47 have three or more relevant tweets. The largest number of relevant tweets is 1543, though the next largest is 583; a total of six profiles have more than 300 relevant tweets. We specifically retained profiles with no or few relevant tweets in the final evaluation set to test systems' ability to recognize and handle needs with little information.

2.3 Judgments and Metrics

The assessment workflow was modeled after the design of the TREC 2014 Microblog track [2] and proceeded in two major stages: relevance assessment and semantic clustering to inform redundancy penalties during evaluation.

Relevance assessments were performed using a standard pooling methodology with a single pool across both scenario A and scenario B runs. Scenario A runs contributed a maximum of 10 tweets per day to the pools; while this should have been their 'entirety', some systems returned (many) more than this limit (contrary to track guidelines). Scenario

B runs contributed no more than 85 documents for each interest profile; tweets were added to the judgment pool in a round-robin fashion across days. That is, the top-ranked tweet from each day was first added to the pool, then the second-ranked tweet from each day, and so on. If we ran out of tweets from a particular day before the 85 limit had been reached, tweets were selected from the remaining days until the limit.

This year, assessors judged tweets in chronological order in the pools, not clustered by textual similarity as in previous years. (However, they would have preferred textual similarity clustering.) Each tweet was independently assessed on a three-way scale of "not relevant", "relevant", and "highly relevant". Non-English tweets were marked as not relevant by fiat. If a tweet contained a mixture of English and non-English content, discretion was left to the assessor. As with previous TREC microblog evaluations, assessors examined links embedded in tweets, but did not explore any additional external content beyond those.

After the standard pooling assessment procedure described above, semantic clustering was performed using the protocol from the tweet timeline generation (TTG) task from last year [2, 4]. The TTG protocol was specifically designed to reward novelty (or equivalently, to penalize redundancy) in system output. In either scenario A or scenario B, we assume that users would not want to see multiple tweets that "say the same thing", and thus the evaluation methodology should reward systems that eliminate redundant output.

Following the TREC 2014 Microblog track, we operationalized redundancy as follows: for every pair of tweets, if the chronologically later tweet contains substantive information that is not present in the earlier tweet, the later tweet is considered novel; otherwise, the later tweet is redundant with respect to the earlier one. In our definition, redundancy and novelty are antonyms, so we use them interchangeably but in opposite contexts.

Due to the temporal constraint, redundancy is *not* symmetric. If tweet A precedes tweet B and tweet B contains substantively similar information found in tweet A, then B is redundant with respect to A, but not the other way around. We also assume transitivity. Suppose A precedes B and B precedes C: if B is redundant with respect to A and C is redundant with respect to B, then by definition C is redundant with respect to A.

In the TTG protocol, relevant tweets (from the judgment pool) for a profile were presented to a human assessor in chronological order inside a Javascript annotation interface. For each tweet, the assessor can add it to an existing cluster of semantically equivalent tweets or create a new cluster. Thus, the output of the assessment process (for each interest profile) is a list of clusters in which tweets in each cluster represent a semantic equivalence class. Within each cluster, the earliest tweet is novel; all subsequent tweets are redundant with respect to all earlier tweets.

2.3.1 Treatment of Retweets

In previous TREC Microblog tracks, retweets were treated as not relevant by fiat. A consequence of this decision is that systems are not able to effectively take advantage of the retweet signal (i.e., number of retweets). If retweets are considered not relevant and a system observes a highly-retweeted tweet, the original underlying tweet must be part of the sample stream to be a valid result. This is unlikely due to sampling. Thus, in this year's evaluation, retweets were treated the same as any other type of tweets and assessed using the methodology described above.

To reduce the sparsity of relevance judgments, we performed label propagation on the retweets as follows: First, the judgment of the retweet was propagated to the underlying tweet that was retweeted. Thus, if an assessor judged tweet t_1 and t_1 is a retweet of tweet s_1 (with or without additional commentary), then s_1 received the judgment of t_1. This label was then propagated to all other retweets of that tweet; that is, other tweets $t_2, t_3, t_4, \ldots$ that were also retweets of s_1 received its label. In cases where this label propagation yielded conflicts, we took the most common label, and in case of ties, we broke them in favor of the higher relevance grade.

2.3.2 Scenario A Metrics

To assess scenario A runs, we compute two temporally-discounted gain measures (explained in detail below) for each interest profile for each day in the evaluation period. The score of the interest profile is the average of the daily scores in the evaluation period. The score of a run is the average of the scores across all interest profiles.

The first (and primary) metric is expected latency-discounted gain (ELG) from the TREC temporal summarization track [1]:

$$\frac{1}{N} \sum \mathrm{G}(t) \tag{1}$$

where N is the number of tweets returned and $\mathrm{G}(t)$ is the gain of each tweet:

- Not relevant tweets receive a gain of 0.
- Relevant tweets receive a gain of 0.5.
- Highly relevant tweets receive a gain of 1.0.

Only the first tweet from each cluster that is returned receives any credit. This penalizes systems for returning redundant information.

Furthermore, a latency penalty is applied to all tweets, computed as $\mathrm{MAX}(0, (100-d)/100)$, where the delay d is the time elapsed (in minutes, rounded down) between the tweet creation time and the putative time the tweet was delivered. That is, if the system delivers a relevant tweet within a minute of the tweet being posted, the system receives full credit. Credit decays linearly such that after 100 minutes, the system receives no credit even if the tweet were relevant.

The second metric is normalized cumulative gain (nCG):

$$\frac{1}{\mathcal{Z}} \sum \mathrm{G}(t) \tag{2}$$

where $\mathcal{Z}$ is the maximum possible gain (given the 10 tweet per day limit). The gain of each individual tweet is computed as above.

2.3.3 Scenario B Metric

Scenario B runs were evaluated in terms of nDCG as follows: for each interest profile, the list of tweets returned per day is treated as a ranked list and from this nDCG@10 is computed. The score of an interest profile is the average of the nDCG@10 scores across all days in the evaluation period, and the score of the run is the average over all profiles. See additional discussion below for scoring days without any relevant tweets.

2.3.4 Additional Details and Corner Cases

For simplicity, the TTG clustering protocol was applied to all tweets for a particular interest profile across the evaluation period (as opposed to each day separately). Thus, it is possible that a cluster spans multiple days. However, if tweet t_1 and tweet t_2 are in the same cluster, but different days, t_2 is considered redundant if a run has already returned t_1 (in a previous day).

Due to the setup of the task and the nature of interest profiles, it is possible (and indeed observed empirically) that for some days, no relevant tweets appear in the judgment pool. In terms of evaluation metrics, a system should be rewarded for correctly identifying this case and not generating any output. We can break down scoring for scenario A and scenario B as follows.

If there are relevant tweets for a particular day:

> ... and the system returns zero tweets: it receives a score of zero.
>
> ... and the system returns any number of tweets: score as usual per above.

If there are *no* relevant tweets for that day:

> ... and the system returns zero tweets: the system receives a score of one (i.e., perfect score)
>
> ... and the system returns any number of tweets: score as usual per above.

This means that an empty run that never returns anything may have a non-zero score.

3. RESULTS

In total, we received 37 runs from 14 groups for scenario A and 42 runs from 16 groups for scenario B. Scenario A results are shown in Table 1 and scenario B results are shown in Table 2.

4. ACKNOWLEDGMENTS

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Run	Group	ELG	nCG	Type
PKUICSTRunA2	PKUICST	0.3175	0.3127	manual intervention
UWaterlooATDK	UWaterlooMDS	0.3150	0.2679	automatic
SNACSA	NUDTSNA	0.3086	0.3349	manual
SNACS_LA	NUDTSNA	0.2863	0.2974	manual
QUBaseline	QU	0.2750	0.2347	automatic
udelRun2A	udel	0.2670	0.2064	automatic
UWaterlooATEK	UWaterlooMDS	0.2654	0.2365	automatic
IRIT-KLTFIDF	IRIT	0.2652	0.2600	manual
prnaTaskA2	prna	0.2603	0.2296	automatic
prnaTaskA1	prna	0.2597	0.2348	automatic
prnaTaskA3	prna	0.2566	0.2289	automatic
udelRun1A	udel	0.2505	0.2070	automatic
hpclab_pi_algA	HPCLAB_PI	0.2477	0.2472	manual
umd_hcil_run01	umd_hcil	0.2471	0.2471	automatic
UWaterlooATNDEK	UWaterlooMDS	0.2470	0.2170	automatic
UWCMBP1	WaterlooClarke	0.2450	0.2035	automatic
ECNURUNA1	ECNU	0.2314	0.2314	automatic
ECNURUNA2	ECNU	0.2314	0.2314	automatic
ECNURUNA3	ECNU	0.2314	0.2314	automatic
udelRun3A	udel	0.2259	0.1910	automatic
IritSigSDA	IRIT	0.2122	0.2043	automatic
umd_hcil_run02	umd_hcil	0.2020	0.2020	automatic
IRIT-RTNotif.33	IRIT	0.1950	0.1834	automatic
QUDyn	QU	0.1850	0.1762	automatic
QUDynExp	QU	0.1848	0.1763	automatic
DALTRECMA2	DalTREC	0.1822	0.1814	manual
CLIP-A-DYN-0.5	CLIP	0.1753	0.2426	automatic
DALTRECMA1	DalTREC	0.1620	0.1614	manual
CLIP-A-5.0-0.5	CLIP	0.1552	0.2193	automatic
CLIP-A-5.0-0.6	CLIP	0.1543	0.2221	automatic
DALTRECAA1	DalTREC	0.1447	0.1473	automatic
PKUICSTRunA1	PKUICST	0.1415	0.1566	automatic
PKUICSTRunA3	PKUICST	0.1382	0.1711	automatic
UWCMBP2	WaterlooClarke	0.1296	0.1275	automatic
MPII_HYBRID_PW	MPII	0.1025	0.0777	automatic
MPII_LUC_SORT	MPII	0.0841	0.1700	automatic
MPII_COMB_SORT	MPII	0.0575	0.1104	automatic

Table 1: Results of the real-time filtering task for scenario A, showing each run with ELG and nCG scores. Rows are sorted by ELG.

Run	Group	nDCG@10	Type
SNACS_LB	NUDTSNA	0.3670	manual
SNACS	NUDTSNA	0.3345	manual
CLIP-B-0.6	CLIP	0.2491	automatic
umd_hcil_run03	umd_hcil	0.2471	automatic
CLIP-B-0.5	CLIP	0.2420	automatic
PKUICSTRunB3	PKUICST	0.2343	automatic
PKUICSTRunB2	PKUICST	0.2228	manual intervention
PKUICSTRunB1	PKUICST	0.2226	automatic
DALTREC_B_PREP	DalTREC	0.2210	manual
UWaterlooBT	UWaterlooMDS	0.2200	automatic
UWaterlooBTND	UWaterlooMDS	0.2196	automatic
CLIP-B-0.4	CLIP	0.2117	automatic
MPII_COM_MAXREP	MPII	0.2093	automatic
hpclabpibm25mod	HPCLAB_PI	0.2046	manual
UNCSILS_WRM	UNCSILS	0.2045	automatic
udelRun2B	udel	0.2026	automatic
umd_hcil_run04	umd_hcil	0.2020	automatic
udelRun1B	udel	0.1966	automatic
UNCSILS_HRM	UNCSILS	0.1902	automatic
UNCSILS_TRM	UNCSILS	0.1890	automatic
IRIT100KLTFIDF	IRIT	0.1784	manual
udelRun3B	udel	0.1778	automatic
IRIT-RTDig.33	IRIT	0.1680	automatic
ECNURUNB1	ECNU	0.1610	automatic
prnaTaskB2	prna	0.1463	automatic
ECNURUNB3	ECNU	0.1416	automatic
DALTRECAB1	DalTREC	0.1339	automatic
BJUTllyQE	BJUT	0.1334	automatic
IritSigSDB	IRIT	0.1329	automatic
ECNURUNB2	ECNU	0.1327	automatic
DALTRECMB1	DalTREC	0.1323	automatic
QUBaselineB	QU	0.1288	automatic
UWCMBE1	WaterlooClarke	0.1232	automatic
QUFullExpB	QU	0.1196	automatic
QUExpB	QU	0.1180	automatic
UWCMBE2	WaterlooClarke	0.1035	automatic
BjutNMF1	BJUT	0.1008	automatic
BjutNMF2	BJUT	0.0685	automatic
prnaTaskB1	prna	0.0641	automatic
prnaTaskB3	prna	0.0533	automatic
MPII_LUC_MART	MPII	0.0310	automatic
MPII_COMB_MART	MPII	0.0275	automatic

Table 2: Results of the real-time filtering task for scenario B, showing each run with nDCG@10 scores. Rows are sorted by nDCG@10.