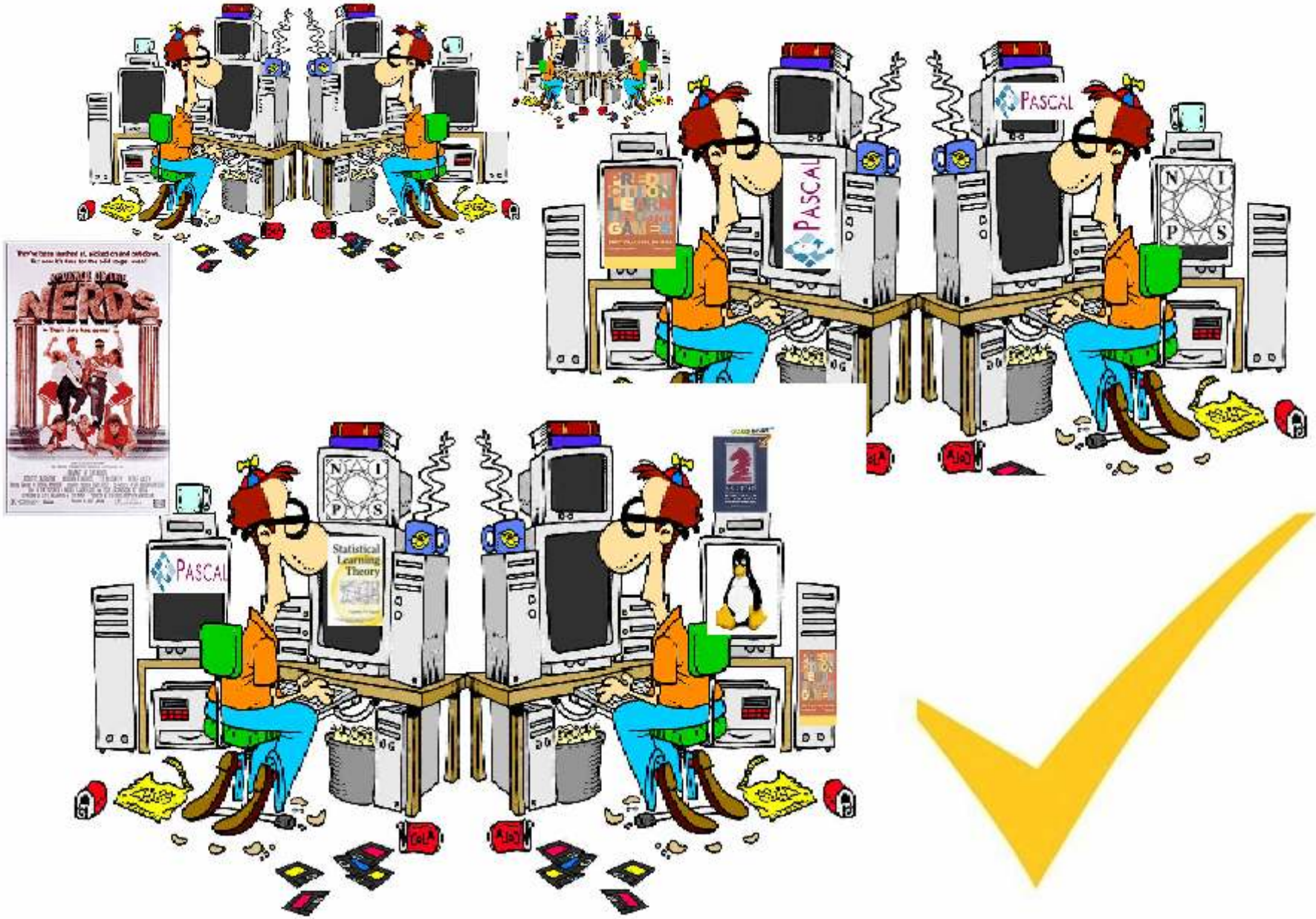
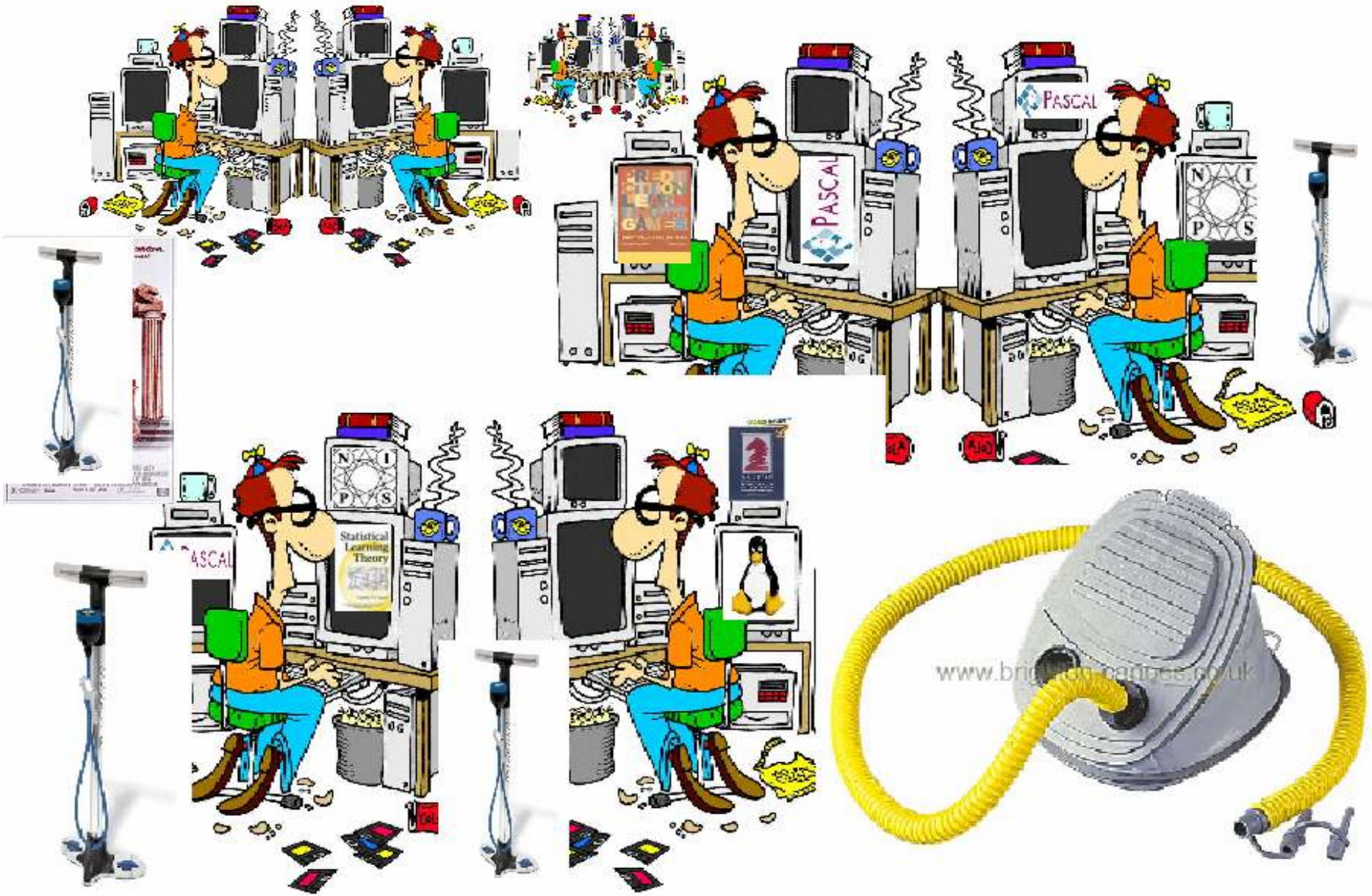
Outreach Demos
targeting the general public with web applications

Nello Cristianini

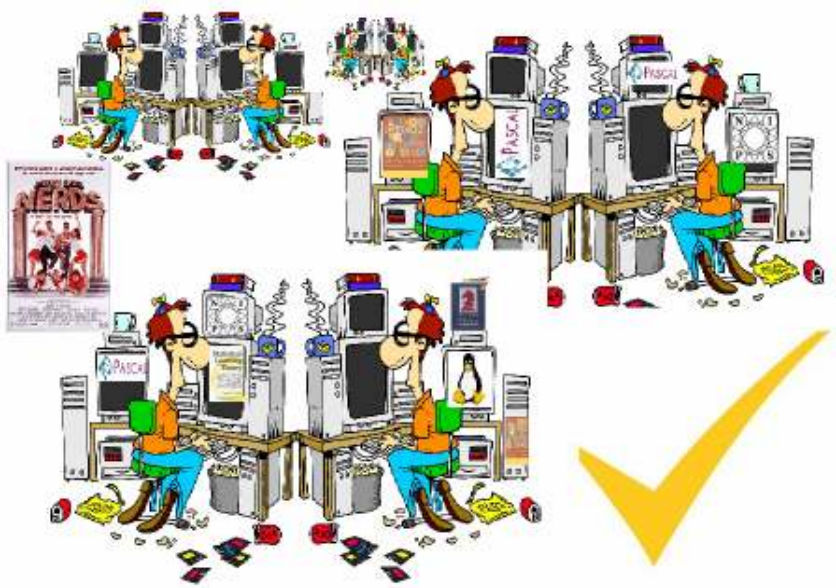

NERDS
PASCAL
PASCAL
N I P S
N I P S
Statistical Learning Theory
PASCAL



… a usual Saturday night …. (e.g., feb 14) …

MISSION IMPOSSIBLE

- Task: reach out to other humans

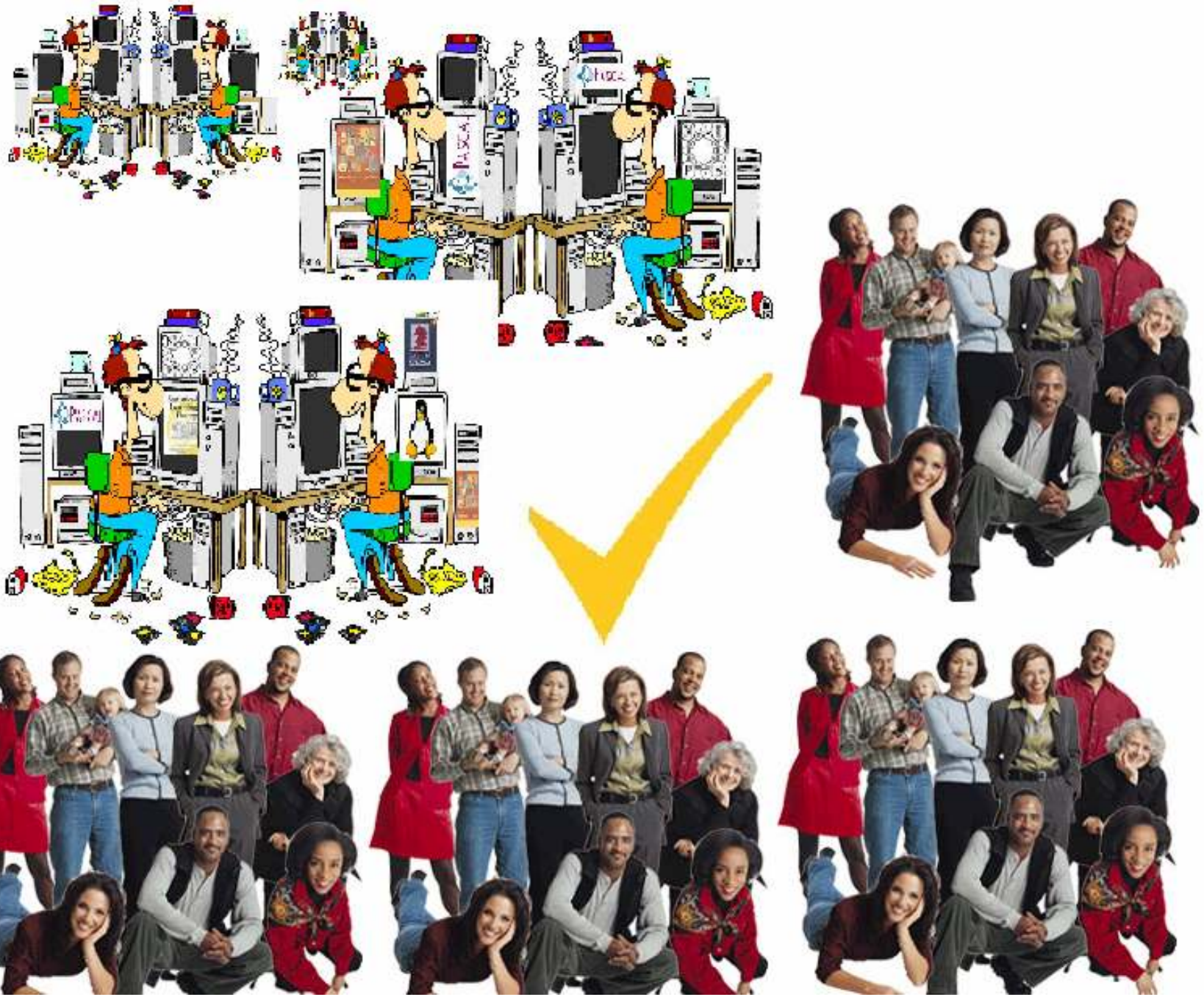


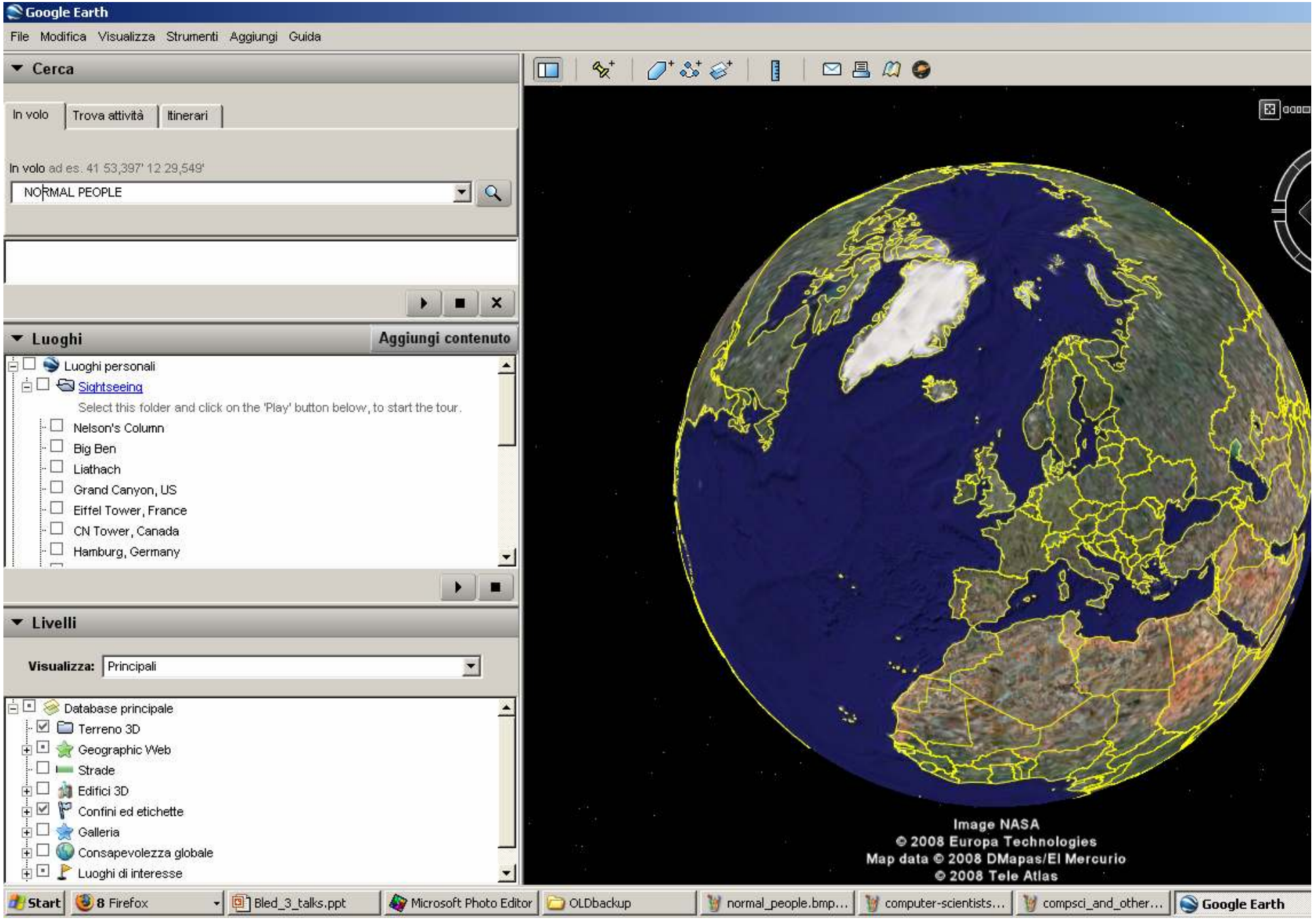
- Implementation:
  - Gather information
  - Devise strategy
  - Act

NORMAL PEOPLE

Google Search | I'm Feeling Lucky

Advanced Search
Preferences
Language Tools




Google Earth
File Modifica Visualizza Strumenti Aggiungi Guida
Cerca
In volo
Trova attività
Itinerari
In volo ad es. 41 53,397' 12 29,549'
NORMAL PEOPLE
Luoghi
Aggiungi contenuto
Luoghi personali
Sightseeing
Select this folder and click on the 'Play' button below, to start the tour.
Nelson's Column
Big Ben
Liathach
Grand Canyon, US
Eiffel Tower, France
CN Tower, Canada
Hamburg, Germany
Livelli
Visualizza:
Principali
Database principale
Terreno 3D
Geographic Web
Strade
Edifici 3D
Confini ed etichette
Galleria
Consapevolezza globale
Luoghi di interesse
Image NASA
© 2008 Europa Technologies
Map data © 2008 DMapas/El Mercurio
© 2008 Tele Atlas
Start
8 Firefox
Bled_3_talks.ppt
Microsoft Photo Editor
OLDbackup
normal_people.bmp...
computer-scientists...
compsci_and_other...
Google Earth

Solution

- Organize target audience into various subgroups, disseminate and outreach to each separately …

- The Bristol task:
  how to make PATTERN ANALYSIS relevant to the general public …?

Overview

- We will discuss our efforts in designing compelling web applications that showcase modern AI technology and that are designed with the goal of being relevant to general audiences.

- We will show how a number of sophisticated pattern analysis methods can become relevant to the general public when applied to every-day data on the web.
- Proof of concept involve the live analysis of media content, in two key domains.

- We will also outline our plans to continue outreach, dissemination and demonstration efforts within Pascal 2.

Strategy

- We believe that we can increase our profile and reach also to application experts and decision makes, if we are successful in talking to the general public
- We have launched a programme to target the general public with the results of Pattern Analysis and Statistical Modeling (see specific talk on outreach… and our segmentation of audience)

Target Audience

- Would people care if they heard that we are contributing to text mining ?
- General public may not be impressed when they hear we do theoretical work on the analysis of patterns in graphs
- Even classical concepts like shortest path or graph-cut do not mean much…

- IT TURNS OUT (from a Google search) THAT REAL PEOPLE CARE ABOUT REAL THINGS…. Mmmm

- SO:
- ***Things change, if the graph has a meaning. Same for text.***

Tactic

- Attach a meaning, apply our work to interesting and entertaining data and situations

- Combine all our tools in a compelling showcase, and do this many times for various audiences…
- (segment by audience, not by technology)

Celebrity Watch

Celebrity Watch
ummarises the World's
ıottest celebrity gossip
news! Read more

ate Blanchett
ctivity

0 1 2 3 4 5 6 7 8 9

ate Blanchett share

- Cate Blanchett
- Barack Obama
- Britney Spears
- Other

map | timeline | social network | bar chart | word cloud

Cate Blanchett (39)

Atonement' leads tglitz-free Globes (AP)

14 Jan 2008 05:01:07 GMT

AP - BEVERLY HILLS, Calif. (AP) The first Golden Globe of the night went to Cate Blanchett for her supporting role in "I'm Not There" and that pretty much said it all about the awards ceremony Sunday that was wiped out by the Hollywood writers strike.

Read more...

Atonement' leads tglitz-free Globes (AP)

14 Jan 2008 05:01:07 GMT

AP - BEVERLY HILLS, Calif. (AP) The first Golden Globe of the night went to Cate Blanchett for her supporting role in "I'm Not There" and that pretty much said it all about the awards ceremony Sunday that was wiped out by the Hollywood writers strike.

Read more...

Search

People today

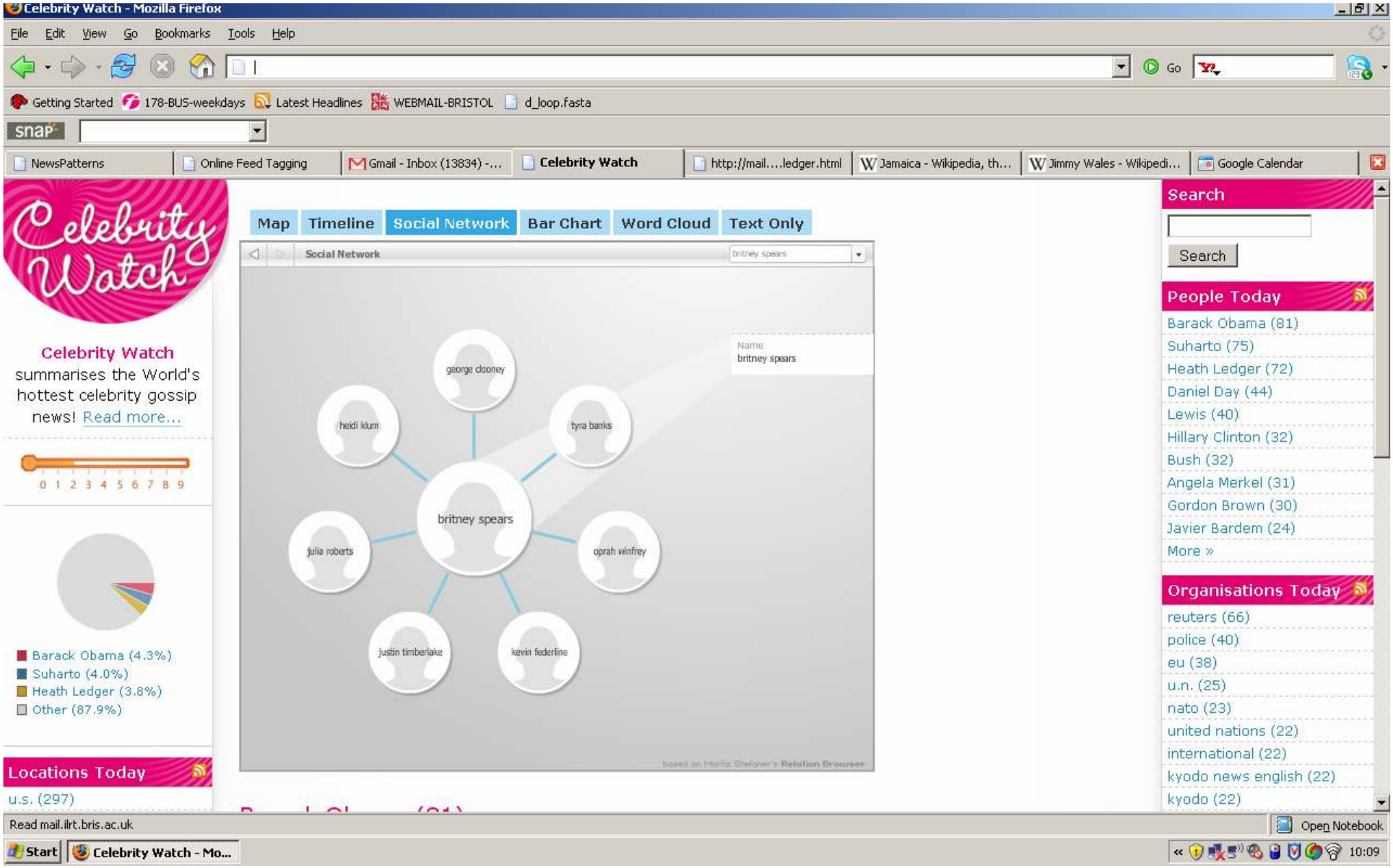
- Cate Blanchett (39)
- Barack Obama (24)
- Bob Dylan (21)
- Gordon Brown (20)
- Clara Rojas (20)
- Singh (19)
- Hillary Clinton (17)
- Bjork (16)

Organisations

- Reuters (67)
- Eu (51)
- International Depar
- International (49)
- Kyodo News Englis
- Kyodo News (49)
- Kyodo (49)
- U.N. (42)
- Police (41)
- Un Security Council

Locations

- U.S. (273)
- Israel (117)
- Japan (98)
- Tokyo (82)
- New York (75)
- China (71)
- Gaza Strip (63)


Celebrity Watch - Mozilla Firefox
File Edit View Go Bookmarks Tools Help
Getting Started 178-BUS-weekdays Latest Headlines WEBMAIL-BRISTOL d_loop.fasta
NewsPatterns Online Feed Tagging Gmail - Inbox (13834) -... Celebrity Watch http://mail....ledger.html Jamaica - Wikipedia, th... Jimmy Wales - Wikipedi... Google Calendar
Celebrity Watch
Celebrity Watch summarises the World's hottest celebrity gossip news! Read more...
0 1 2 3 4 5 6 7 8 9
Barack Obama (4.3%)
Suharto (4.0%)
Heath Ledger (3.8%)
Other (87.9%)
Locations Today
u.s. (297)
Map Timeline Social Network Bar Chart Word Cloud Text Only
Social Network
britney spears
Name
britney spears
george clooney
heidi klum
tyra banks
britney spears
julia roberts
oprah winfrey
justin timberlake
kevin federline
Search
Search
People Today
Barack Obama (81)
Suharto (75)
Heath Ledger (72)
Daniel Day (44)
Lewis (40)
Hillary Clinton (32)
Bush (32)
Angela Merkel (31)
Gordon Brown (30)
Javier Bardem (24)
More »
Organisations Today
reuters (66)
police (40)
eu (38)
u.n. (25)
nato (23)
united nations (22)
international (22)
kyodo news english (22)
kyodo (22)
Read mail.ilrt.bris.ac.uk
Open Notebook
Start
Celebrity Watch - Mo...
10:09

Celebrity Watch - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

Getting Started 178-BUS-weekdays Latest Headlines WEBMAIL-BRISTOL d_loop.fasta

NewsPatterns | Online Feed Tagging | Gmail - Inbox (13834) -... | Celebrity Watch | http://mail....ledger.html | Jamaica - Wikipedia, th... | Jimmy Wales - Wikipedi... | Google Calendar

Celebrity Watch

Celebrity Watch summarises the World's hottest celebrity gossip news! Read more...

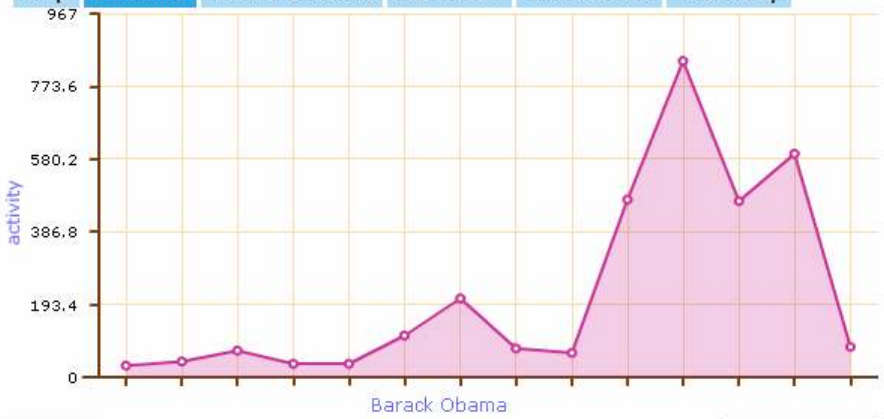
0 1 2 3 4 5 6 7 8 9

- Barack Obama (4.3%)
- Suharto (4.0%)
- Heath Ledger (3.8%)
- Other (87.9%)

Locations Today

u.s. (297)

Map | Timeline | Social Network | Bar Chart | Word Cloud | Text Only



Period: last 3 months

Barack Obama (81)

Obama and Clinton prepare for next battle

28 Jan 2008 11:09:24 GMT

The Democrat contenders are preparing for their next battle for the White House following Barack Obama's landslide win in South Carolina.

Read more...

Kennedy Chooses Obama, Spurning Bill Clinton Plea

28 Jan 2008 11:09:23 GMT

Search

Search

People Today

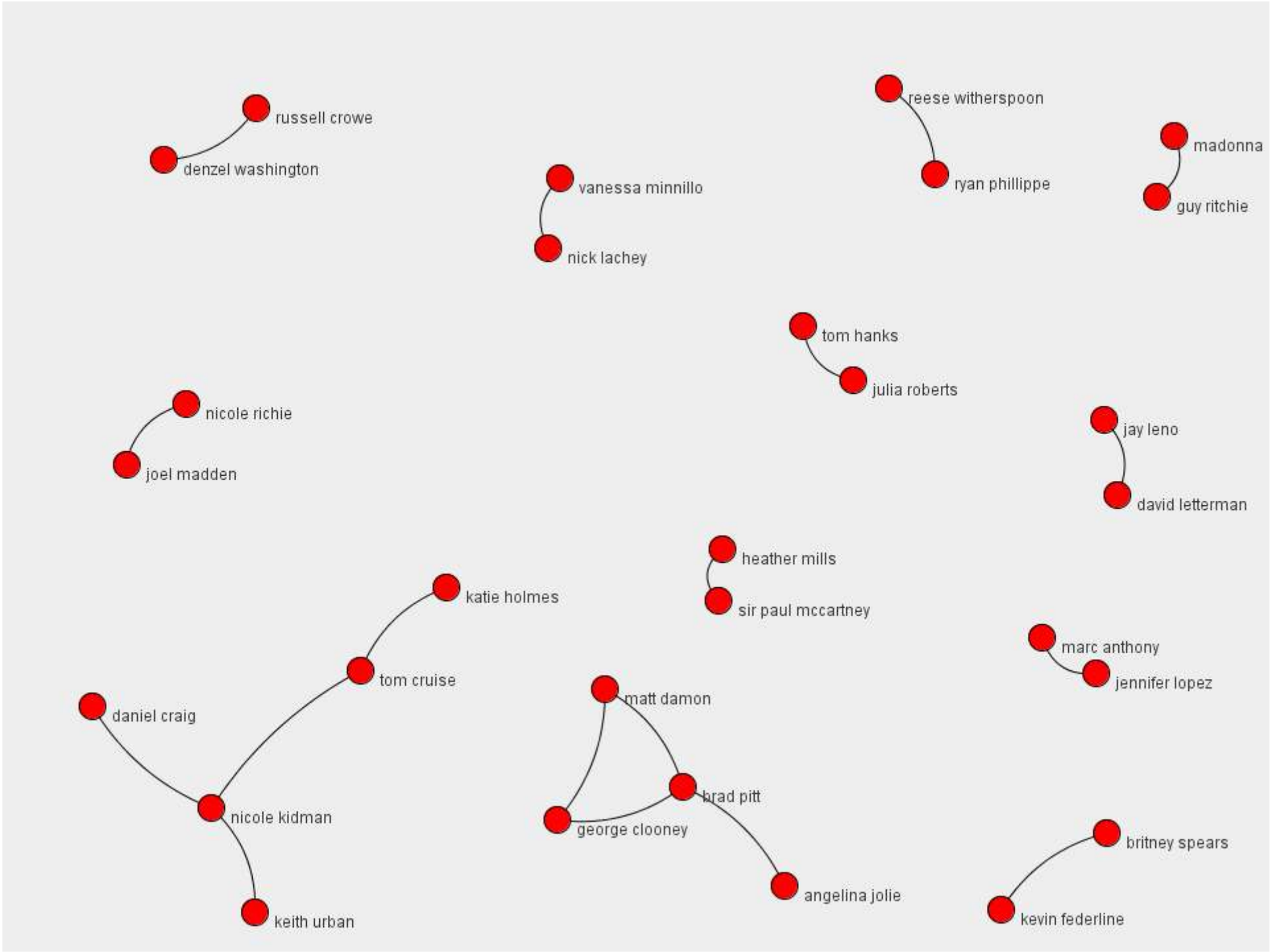
- Barack Obama (81)
- Suharto (75)
- Heath Ledger (72)
- Daniel Day (44)
- Lewis (40)
- Hillary Clinton (32)
- Bush (32)
- Angela Merkel (31)
- Gordon Brown (30)
- Javier Bardem (24)
- More »

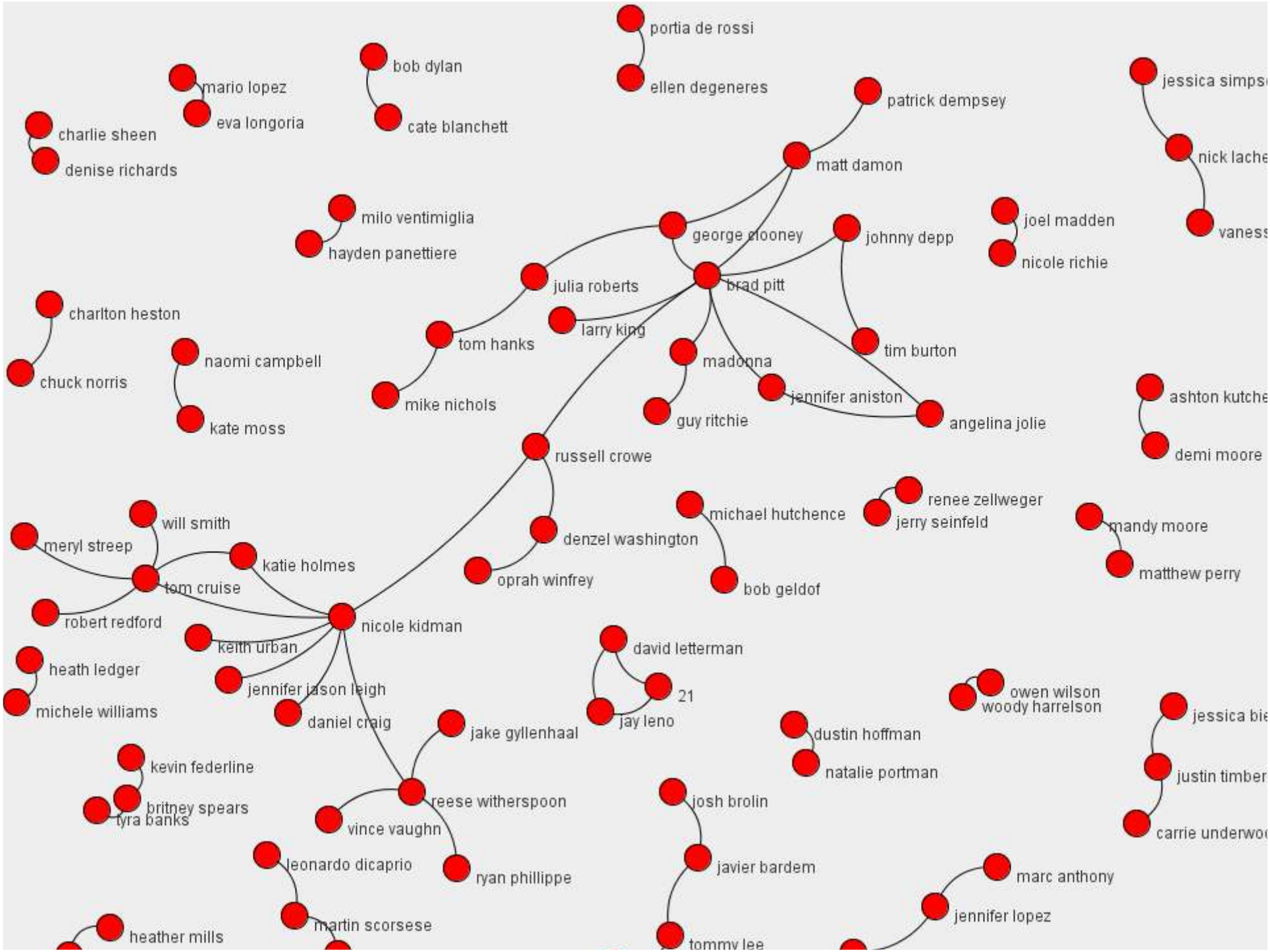
Organisations Today

- reuters (66)
- police (40)
- eu (38)
- u.n. (25)
- nato (23)
- united nations (22)
- international (22)
- kyodo news english (22)
- kyodo (22)

Read mail.ilrt.bris.ac.uk | Open Notebook

Start | Celebrity Watch - Mo... | Microsoft PowerPoint - [... | 10:10


russell crowe
denzel washington
vanessa minnillo
nick lachey
reese witherspoon
ryan phillippe
madonna
guy ritchie
tom hanks
julia roberts
nicole richie
joel madden
jay leno
david letterman
heather mills
sir paul mccartney
katie holmes
tom cruise
daniel craig
nicole kidman
keith urban
matt damon
brad pitt
george clooney
angelina jolie
marc anthony
jennifer lopez
britney spears
kevin federline


portia de rossi
ellen degeneres
bob dylan
cate blanchett
mario lopez
eva longoria
charlie sheen
denise richards
patrick dempsey
matt damon
jessica simps
nick lache
vaness
milo ventimiglia
hayden panettiere
george clooney
johnny depp
joel madden
nicole richie
julia roberts
brad pitt
larry king
tom hanks
mike nichols
tim burton
charlton heston
chuck norris
naomi campbell
kate moss
madonna
guy ritchie
jennifer aniston
angelina jolie
ashton kutche
demi moore
russell crowe
renee zellweger
jerry seinfeld
michael hutchence
bob geldof
mandy moore
matthew perry
will smith
meryl streep
katie holmes
tom cruise
denzel washington
oprah winfrey
robert redford
nicole kidman
keith urban
jennifer jason leigh
daniel craig
david letterman
21
jay leno
heath ledger
michele williams
owen wilson
woody harrelson
jessica bie
justin timber
carrie underwo
dustin hoffman
natalie portman
jake gyllenhaal
kevin federline
britney spears
tyra banks
reese witherspoon
vince vaughn
ryan phillippe
josh brolin
javier bardem
leonardo dicaprio
martin scorsese
marc anthony
jennifer lopez
heather mills
tommy lee

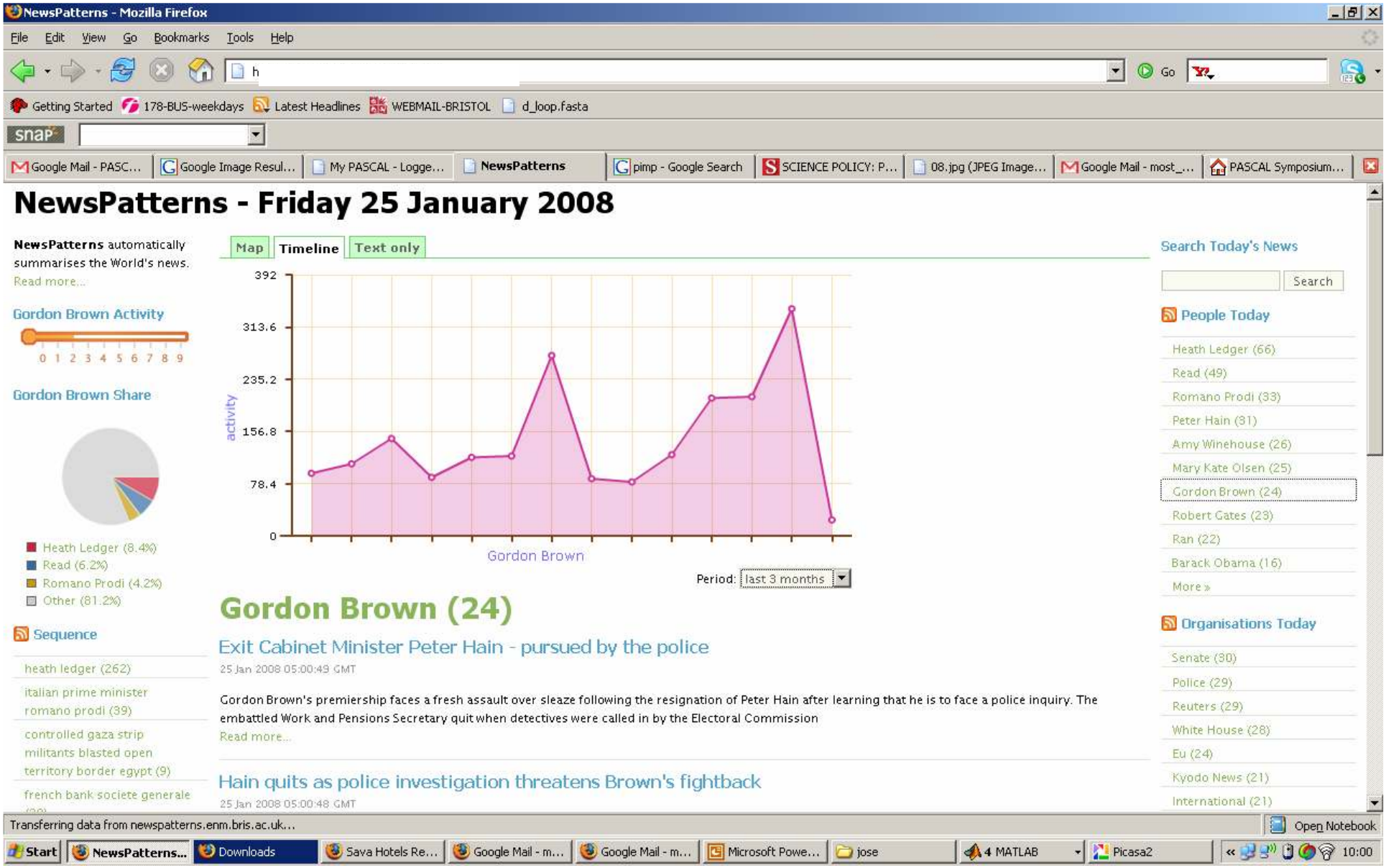
Path Analysis

- david letterman->ellen degeneres->steven spielberg->elton john
- brad pitt->natalie portman->kate moss
- oprah winfrey->jennifer hudson->tori spelling->heather mills

(Social) Authority

- brad pitt
- britney spears
- tom cruise
- angelina jolie
- kevin federline
- nicole kidman
- george clooney
- hayden panettiere
- katie holmes
- justin timberlake

Other Audience: News


NewsPatterns - Mozilla Firefox
File Edit View Go Bookmarks Tools Help
Getting Started 178-BUS-weekdays Latest Headlines WEBMAIL-BRISTOL d_loop.fasta
Google Mail - PASC... Google Image Resul... My PASCAL - Logge... NewsPatterns pimp - Google Search SCIENCE POLICY: P... 08.jpg (JPEG Image... Google Mail - most_... PASCAL Symposium...
NewsPatterns - Friday 25 January 2008
NewsPatterns automatically summarises the World's news.
Read more...
Gordon Brown Activity
0 1 2 3 4 5 6 7 8 9
Gordon Brown Share
Heath Ledger (8.4%)
Read (6.2%)
Romano Prodi (4.2%)
Other (81.2%)
Sequence
heath ledger (262)
italian prime minister romano prodi (39)
controlled gaza strip militants blasted open territory border egypt (9)
french bank societe generale
Map Timeline Text only
392
313.6
235.2
156.8
78.4
0
activity
Gordon Brown
Period: last 3 months
Gordon Brown (24)
Exit Cabinet Minister Peter Hain - pursued by the police
25 Jan 2008 05:00:49 GMT
Gordon Brown's premiership faces a fresh assault over sleaze following the resignation of Peter Hain after learning that he is to face a police inquiry. The embattled Work and Pensions Secretary quit when detectives were called in by the Electoral Commission
Read more...
Hain quits as police investigation threatens Brown's fightback
25 Jan 2008 05:00:48 GMT
Search Today's News
Search
People Today
Heath Ledger (66)
Read (49)
Romano Prodi (33)
Peter Hain (31)
Amy Winehouse (26)
Mary Kate Olsen (25)
Gordon Brown (24)
Robert Gates (23)
Ran (22)
Barack Obama (16)
More »
Organisations Today
Senate (30)
Police (29)
Reuters (29)
White House (28)
Eu (24)
Kyodo News (21)
International (21)
Transferring data from newspatterns.enm.bris.ac.uk...
Open Notebook
Start NewsPatterns... Downloads Sava Hotels Re... Google Mail - m... Google Mail - m... Microsoft Powe... jose 4 MATLAB Picasa2 10:00

NewsPatterns - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

Getting Started 178-BUS-weekdays Latest Headlines WEBMAIL-BRISTOL d_loop.fasta

Google Mail - PASC... | Google Image Resul... | My PASCAL - Logge... | NewsPatterns | pimp - Google Search | SCIENCE POLICY: P... | 08.jpg (JPEG Image... | Google Mail - most_... | PASCAL Symposium...

NewsPatterns - Friday 25 January 2008

NewsPatterns automatically summarises the World's news.
Read more...

Heath Ledger Activity

0 1 2 3 4 5 6 7 8 9

Heath Ledger Share

- Heath Ledger (8.4%)
- Read (6.2%)
- Romano Prodi (4.2%)
- Other (81.2%)

Sequence

- heath ledger (262)
- italian prime minister romano prodi (39)
- controlled gaza strip militants blasted open territory border egypt (9)
- french bank societe generale

Map | Timeline | Text only

Heath Ledger (66)

'Gay cowboy' Ledger found dead near bed

25 Jan 2008 05:00:56 GMT

Shocked Australians were yesterday mourning the death of actor Heath Ledger in a New York apartment possibly from a drug overdose, but his family said the death was a tragic accident.
Read more...

Ledger 'to be buried in Perth'

25 Jan 2008 05:00:51 GMT

Search Today's News

Search

People Today

- Heath Ledger (66)
- Read (49)
- Romano Prodi (33)
- Peter Hain (31)
- Amy Winehouse (26)
- Mary Kate Olsen (25)
- Gordon Brown (24)
- Robert Gates (23)
- Ran (22)
- Barack Obama (16)
- More »

Organisations Today

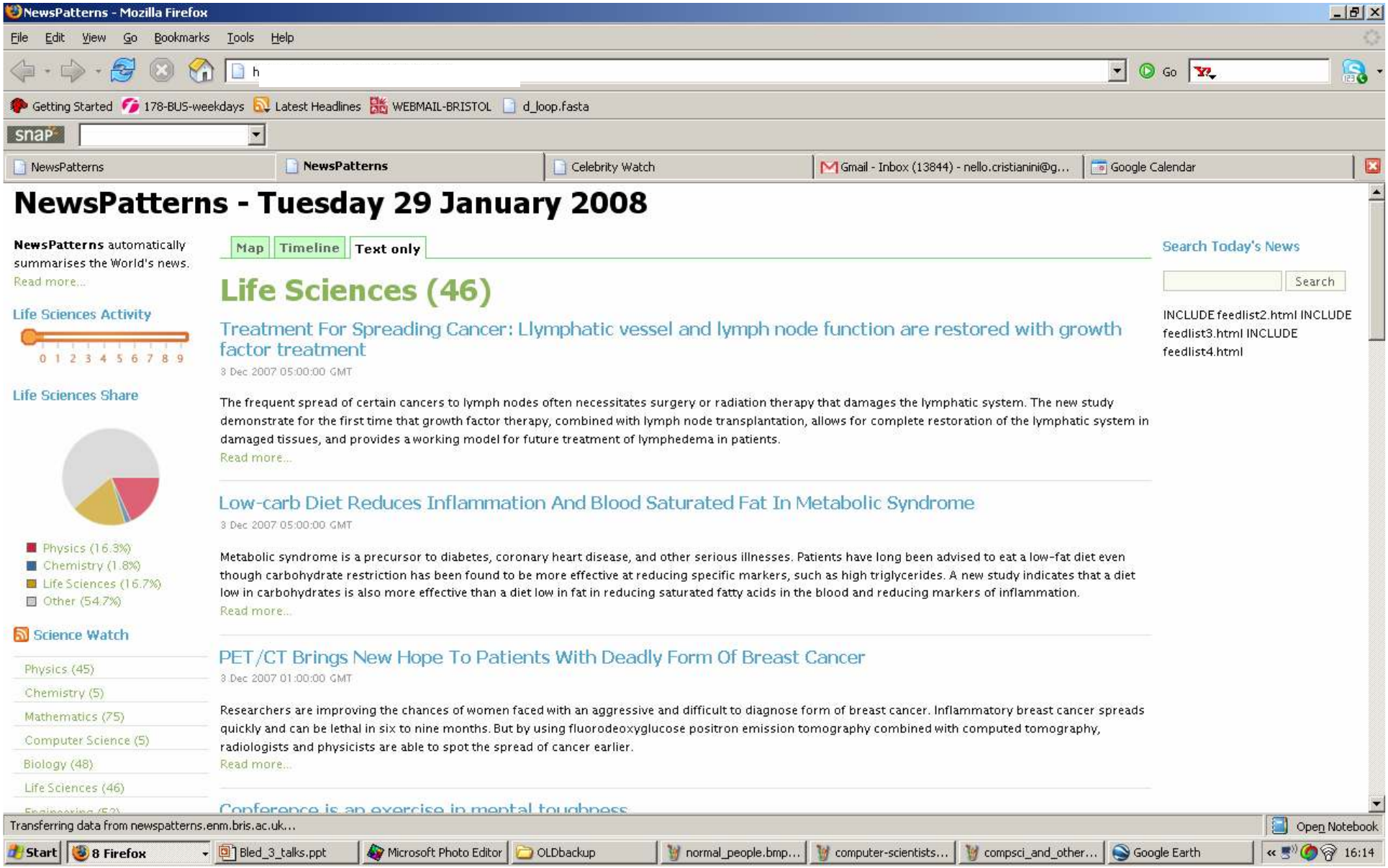
- Senate (30)
- Police (29)
- Reuters (29)
- White House (28)
- Eu (24)
- Kyodo News (21)
- International (21)

Transferring data from newspatterns.enm.bris.ac.uk...

Open Notebook

Start | NewsPatterns... | Downloads | Sava Hotels Re... | Google Mail - m... | Google Mail - m... | Microsoft Powe... | jose | 4 MATLAB | Picasa2 | 10:01

Science Watch



Next

- We have a PLATFORM to deploy new results
- We will finish and go live within few weeks
- We will keep adding to it a series of algorithms, and explanations, etc

- Intent: use it as a showcase outlet for Pascal 2 too…

END OF FILE