

THE LIVING KNOWLEDGE PROJECT

... OR DIVERSITY AS A FEATURE
... WHEN SEARCHING FOR FACTS AND OPINIONS

- FP7 FET IP, 3^o CALL -

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[HTTP://LIVINGKNOWLEDGE-PROJECT.EU/](http://livingknowledge-project.eu/)

Diversity?

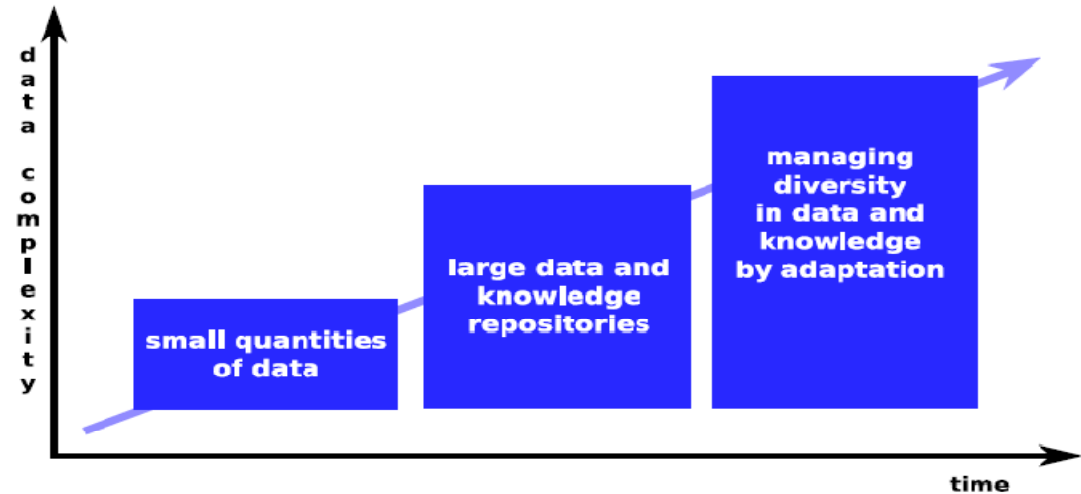


FIGURE 2. Increasing Complexity of Data over Time

Diversity as a bug (up to the “first” Web). *The current implementation of the web is an “implementational mistake”: we can pretend it is like querying a centrally designed data base*

Diversity as a must (the Semantic Web). *Diversity is unavoidable, it is the reason for diverging viewpoints and conflicts: we need semantics in order to “absorb” diversity and reduce it to the centrally designed data base approach*

Diversity as a feature. *Diversity is a local maximum: we should make it traceable, understandable, and use it to develop better technology, e.g., diversity aware classification, navigation and search in large scale, long living (eternal), heterogeneous multimedia datasets (e.g., the Web of today)*

The LIVING WEB

Diversity as *local maximum*



Diversity as *pervasive local maximum* ...

In language

- How many names do you have for snow? (*the role of weather*)
- “Bug as disease” **vs.** “bug as food” (*the role of domains*)

In data

- “Transportation is on foot” **vs.** “transportation is by plane” (*the role of time*)
- “The President is Obama” **vs.** “the President is Berlusconi” (*the role of space*)

In knowledge

- “There are 2 types of music: traditional and modern” **vs.** “there are 50 types of music further refined in 100 types (pop, pop-country, ...)” (*the role of goals/ needs/ competence*)

In opinions

- “Bugs are great food” **vs.** “how can you eat bugs?” (*the role of cuisine*)
- “Climate **is/ is not** an important issue” (*the role of schools of thought*)

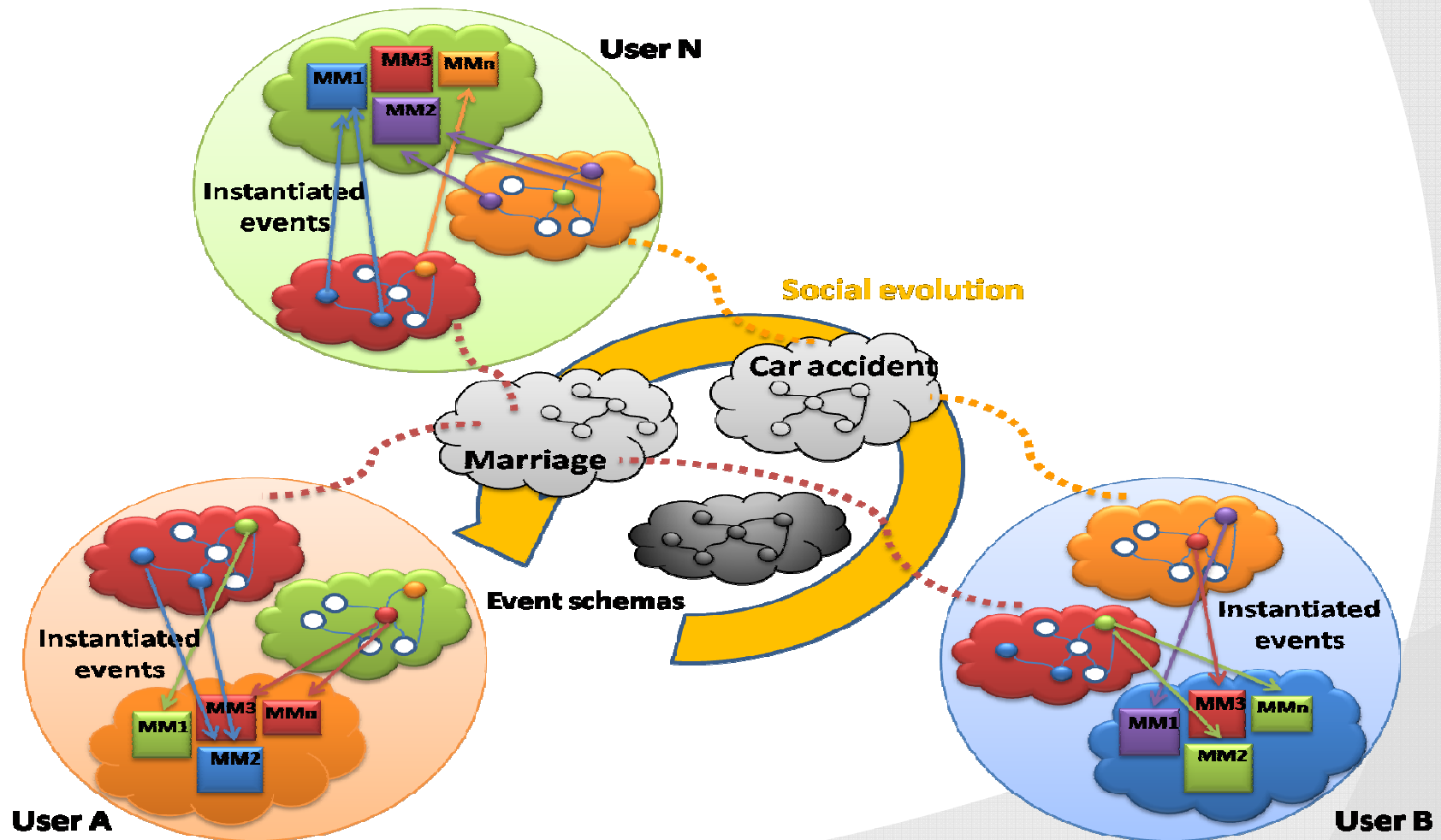
... which best fits the *world pervasive diversity*!



Cats?

The main cause of the ***semantic gap*** between our ***globalized conceptualizations*** of the world, expressed using *language*, and our ***local experience*** of the world, whose most direct representations are ***media***,

Events: from global concepts to local diversity in media

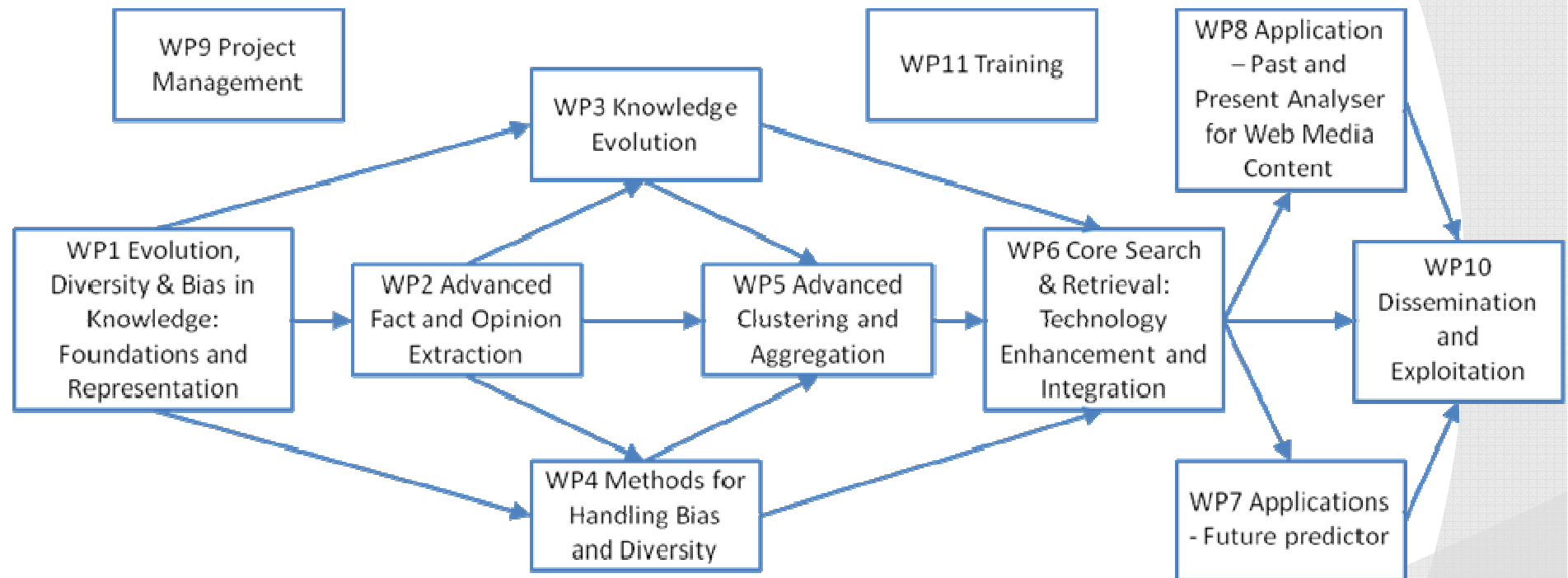


The Consortium

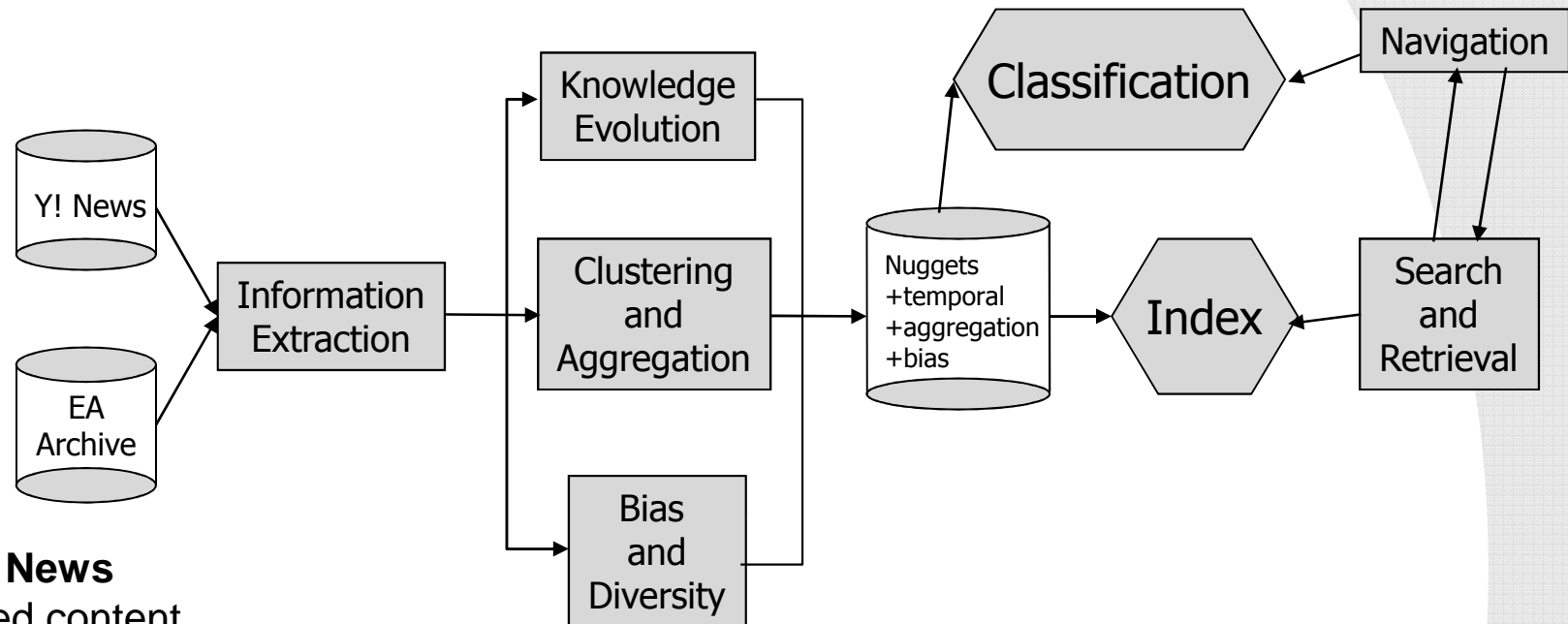
8 research partners, 3 companies, 4 interdisciplinary partners

1. University of Trento (Coordinator)
2. Yahoo! Research, Barcelona
3. L3S Research Center, Hannover Institute for Social Research and Analysis (SORA), Vienna
4. Max-Planck, SaarBruecken
5. University of Southampton
6. Stichting European Archive
7. University of Florence e Siena (CNIT)
8. Documentation Research and Training Center, Indian Statistical Institute
9. Università degli Studi di Pavia

Organization of work in WPs



TEST BED ... in detail



- ◎ **Yahoo! News**

- Varied content
 - Different Countries
 - Different Categories (Business, Sports, Politics, ...)

- ◎ **European Archive**

- From 2003-2004 up to now
 - News
 - Press Releases
 - Enterprise Web Sites

- **Examples:** Climate change, Oil prices,

September 15, 2008

THE *LIVING WEB* TESTBED

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