

PROSPECTIVE IN MULTIMEDIA SEARCH

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To Understand Future of Search:

Name 3 most popular companies that emerged in the last 3 years.

- **YouTube**
- **Facebook**
- **Twitter**

Twitter's Growth



This is a growth pattern I have never seen in terms of speed - not in the nearly 25 years I've been watching this industry. --- **John Battelle**



Name 3 most popular Internet concepts in the last 3 years.

- **Social Networks**
- **Micro-blogging (Ambient Awareness)**
- **Tags**

Interestingly, they did not come from GYM or Academia.

Interesting!!!

- YouTube
- Facebook
- Twitter
- Social Networks
- Microblogging
- Tags

What does this tell us?

Message for Multimedia Search Community

People want:

- New media: Text based media is not enough.
- Experiences: People want to experience and share experiences – **with minimal latency**.
- Socialize: Family and friends remain a strong influence in all facets of life.
 - Family and friends are closer to each other today than ever!!!

Emerging Landscape of Search

- People, particularly media and venture capitalists, like to talk about the NEXT GOOGLE.



Swine Flu

Search

[Advanced Search](#)
[Preferences](#)

Web [Show options...](#)

Results 1 - 10 of about 12,800,000 for **Swine Flu** [\[definition\]](#). (0.15 seconds)

Related searches: [japan swine flu](#) [swine flu china](#)

[CDC H1N1 Flu](#)

Novel influenza A (H1N1) is a new **flu** virus of **swine** origin that was first detected in April, 2009. The virus is infecting people and is spreading from ...

[www.cdc.gov/swineflu/](#) - 39k - [Cached](#) - [Similar pages](#) - [Review this site](#)

[CDC H1N1 Flu | Key Facts About Swine Influenza](#)

Swine Influenza (**swine flu**) is a respiratory disease of pigs caused by type A influenza virus that regularly causes outbreaks of influenza in pigs. ...

[www.cdc.gov/SWINEFLU/KEY_FACTS.HTM](#) - 37k - [Cached](#) - [Similar pages](#) - [Review this site](#)

[More results from www.cdc.gov »](#)

[Swine influenza - Wikipedia, the free encyclopedia](#)

Swine influenza (also called **swine flu**, **hog flu** and **pig flu**) refers to ... In humans, the symptoms of **swine flu** are similar to those of influenza and of ...

[en.wikipedia.org/wiki/Swine_influenza](#) - 228k - [Cached](#) - [Similar pages](#) - [Review this site](#)

[2009 swine flu outbreak - Wikipedia, the free encyclopedia](#)

However, other scientists have stated that analysis of the 2009 **swine flu** (A/H1N1) viral genome suggests that all RNA segments are of **swine** origin, ...

[en.wikipedia.org/wiki/2009_swine_flu_outbreak](#) - 422k -

[Cached](#) - [Similar pages](#) - [Review this site](#)

[More results from en.wikipedia.org »](#)

Video results for **Swine Flu**



H1N1 (Swine Flu)

6 min

[www.youtube.com](#)



Swine Flu SKANK - THE ORIGINAL TRACK

3 min 51 sec

Sponsored Links

[Info On The Swine Flu](#)

Get The Facts. What You Need To Know About The **Swine Flu** Outbreak.
[www.AOLhealth.com](#)

[Swine Flu](#)

Objective and unbiased coverage of the emerging **Swine Flu** pandemic
[www.npr.org/news](#)

[Swine Flu Treatment](#)

Treat **Swine Flu** with drugs from CanDrugstore. Order today!
[www.CanDrugstore.com/Tamiflu](#)

[Swine Flu facts & info](#)

Swine Flu fact sheet
Swine Flu information & resources
[stopgerms.org/swineflu](#)

[Swine Flu:](#)

The New Terror in the Middle East
Watch Middle East News Analysis
[LinkTV.org](#)

[swine flu](#)

How to protect yourself against

swine flu - Cuil

← → ↻ ☆

http://www.cuil.com/search?q=swine+flu

▶ ⌵ ⌵

Customize Links 10 Things to Be Clea... Apple - MobileMe - ... VB VentureBeat VB OffiSync integrates ... FriendFeed E A New Take on Incu... E Business & Small Bu... » Other bookmarks

swine flu

Search

Preferences | English ▾

cuil

All Results Safe Search on

Web | Video 86,332 results for swine flu

Swine Flu Epidemics

While it was later discovered that the disease, called Legionnaire's Disease, was caused by a relatively unknown bacteria, and was in no way connected to **swine flu**, the press had already played its part. First of all, it would be ridiculous to renounce the NIIP because the **swine flu** never occurred.

www.haverford.edu/biology/edwards/disease/viral_essays/warnervirus.h...

Swine Flu and the Fog of Epidemics | CDC EID

In the case of **swine flu**, we may have acted too soon. Read the book by Neustadt and Fineberg (3) for a full account of our perceived folly in regard to **swine flu**. Throughout the spring and summer, we monitored carefully for **swine flu** elsewhere in the world, particularly in the Southern Hemisphere, where it was winter.

www.cdc.gov/ncidod/EID/vol12no01/05-1132.htm

CDC - Swine Influenza (Flu) | Key Facts About Swine Influenza...

In follow-up studies, 76% of **swine** exhibitors tested had antibody evidence of **swine flu** infection but no serious illnesses were detected among this group. What other examples of **swine flu** outbreaks are there? Probably most well known is an outbreak of **swine flu** among soldiers in Fort Dix, New Jersey in 1976.

www.cdc.gov/flu/swine/

Swine Flu Virus Turns Endemic | swine influenza virus (SIV)

Home » Magazine Articles » **Swine Flu Virus Turns Endemic**.

Swine Flu Virus Turns Endemic

As we look at genetic differences between the various **swine flu** virus strains isolated in our practice area, and within farms, we will see the virus change

Reflections on Swine Flu Vaccination Program | CDC EID

When cases of GBS were identified among recipients of the **swine flu** vaccines, they were, of course, well covered by the press. What NIIP did not and could not survive, however, was the second blow, finding cases of Guillain-Barré syndrome (GBS) among persons receiving **swine flu**

Explore by Category

Anti-influenza Agents

Amantadine, Rimantadine, Zanamivir, Oseltamivir

Pandemics

Black Death, Pandemic, Epidemic, Plague

Animal Virology

Influenzavirus A, Avian influenza, Cowpox

Zoonoses

Influenzavirus A, Ebola, Salmonellosis, Plague, Marburg virus, Tularemia, Lassa fever, West Nile virus, Borrelia burgdorferi, Lyme disease

Hemorrhagic Fevers

Ebola, Marburg virus, Lassa fever, Dengue fever


Epidemics


Pandemic, Epidemic, Great Plague of London

Microbiology

Orthomyxoviridae, Avian influenza, Vaccine, RNA virus, West Nile virus, Mycobacterium

[More Categories](#)





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Real Time Search

The screenshot shows the Twitter search results for the query "UCI Gun". The browser address bar shows the URL: <http://twitter.com/#search?q=UCI%20Gun>. The Twitter interface includes a navigation bar with links: Home, Profile, Find People, Settings, Help, and Sign out. The main content area displays "Real-time results for UCI Gun" with a "Save this search" button. The results list includes tweets from users like geewhipped, AnaheimNews, dccoulombe, beemyfriend, vppatel2011, and vitobcn, all mentioning a "gun" scare at UCI. The right sidebar shows the user's profile for neiljain83, with 64 following and 97 followers, and a list of trending topics including American Idol, Kris Allen, #ravelry, Adam Lambert, #SaveEarl, Memorial Day, Dick Cheney, #budgetbond, Gitmo, and Wolfram Alpha.

Twitter / Twitter / Search ... x
http://twitter.com/#search?q=UCI%20Gun

twitter

Home Profile Find People Settings Help Sign out

What are you doing? 140

Latest: ex duracell chairman to lead new chrysler.. sorry this doesnt keep going and going and going <http://bit.ly/17H8tW> about 11 hours ago

update

Real-time results for UCI Gun + Save this search

geewhipped Confuse a paintball **gun** with a real **gun** = campus-wide panic at UCI. Somebody will think of a law to "fix" this. <http://tinyurl.com/qxsj4b>
19 minutes ago from TweetDeck

AnaheimNews **Gun** scare at UCI serves as test for text-alert system: Safety officials now think the man reported to be carryin.. <http://tinyurl.com/qaq9po>
about 9 hours ago from twitterfeed

dccoulombe earthquakes, "**gun**"men, what's next **uci**? what more are you gonna throw at me three weeks before graduation?! better be animal-related.
about 9 hours ago from web

beemyfriend **Gun** scare at UCI serves as test for text-alert system - Los Angeles Times: **Gun** scare at UCI serves as test for t.. <http://migre.me/1IGP>
about 10 hours ago from twitterfeed

vppatel2011 So it ends up..the guy who had a "rifle" at my school (UCI) really just had an air soft **gun**...great work informants..
about 11 hours ago from web

vitobcn Sniper at UCI...!? Turns out to be student with paintball **gun**. Let's keep it real... <http://tr.im/lXkO>
Irvine
ago from web

neiljain83

64 63 97
following followers See all your updates

y-frog
n. a photo sharing service for Twitter by ImageShack.

Home

@neiljain83

Direct Messages 2

Favorites

UCI Gun

Trending Topics

American Idol

Kris Allen

#ravelry

Adam Lambert

#SaveEarl

Memorial Day

Dick Cheney

#budgetbond

Gitmo

Wolfram Alpha

Following

Twitter / Twitter / Search ...

← → ↺ ☆

http://twitter.com/#search?q=Swine%20Flu

twitter

Home Profile Find People Settings Help

What are you doing?

140


Latest: ex duracell chairman to lead new chrysler... sorry this doesnt keep going and going and going <http://bit.ly/17H8tW> about 11 hours ago

update

Real-time results for Swine Flu

✕ Remove this saved search


37 more results since you started searching. [Refresh](#) to see them.



frenchiie

<http://www.newstin.co.uk/tag/uk/122595571> NO! Marc has Swine Flu?!


less than 5 seconds ago from web



el_friendo

RT: @TheOnion Swine Flu Season Is Really Flu-ing By! <http://bit.ly/zBALB>


less than 20 seconds ago from web



cybillegayle

Swine Flu in the Philippines. OH NO <http://bit.ly/3dr1V>


half a minute ago from web



vvurdsmyth

H1N1 (swine flu) susceptibility linked to common levels of arsenic exposure- <http://twurl.nl/kmi50v>


1 minute ago from TweetDeck



Mountiehunter

wonder if I caught swine flu on the boat or in Amsterdam hmmmmmm

2 minutes ago from Power Twitter



neiljain83

64 following 63 followers 97 updates

Twit-goo
n. a quick and easy way to share images on Twitter.

Home

@neiljain83

Direct Messages

Favorites

Swine Flu

Saved Searches

Swine Flu

Trending Topics

#ravelry

American Idol

Kris Allen

#budgetbond

Dick Cheney

Adam Lambert

Memorial Day

#SaveEarl



Search the realtime

Web Video

Swine Flu

Search

Trending Topics: Dollhouse, Twitter, NBA, American Idol, Silicon Valley, Middle East, Lost, Montauk Monster

Realtime results: **Monday, May 18 at 11:28am**Sort by: **Realtime** | Pulse

Most shared today

Maryland Has 33 Confirmed Swine Flu Cases - Health News Story - WBAL Baltimor...

BALTIMORE — Maryland health officials said the number of confirmed **swine flu** cases in the state has risen to 33. Health department spokeswoman Karen...

<http://www.wbal.com/health/19492526/detail.html>

Last shared: 1 minute ago | 1 shares (expand) ▼ | Tweet It

First shared on Twitter by [wbaltv11](#)
TwitR - The No.1 Twitter Directory
twitr.org

 First shared by [BjorkA](#)
U.S. needs comprehens immigration reform -...
fresnobee.com

 First shared by [vernon](#)
£1.4 Billion: That's What EU Has Stolen f...
bnp.org.uk

 First shared by [Wundu](#)

The 25 Weirdest Lookin

**YouTube - Mass. Readies For Martial Law Over Swine F...**

4:31 mins
YouTube

Last shared: 1 minute ago | 40 shares (expand) ▼ | Tweet It

First shared on Twitter by [marangyi](#)**BBC NEWS | Americas | Teacher with swine flu dies in ...**

Tributes have been paid to Mitchell Wiener An assistant headteacher with **swine flu** has died in New York - the city's first death linked to the disease.

<http://news.bbc.co.uk/2/hi/americas/8056204.stm>



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Swine influenza

From Wikipedia, the free encyclopedia
(Redirected from [Swine flu](#))

This article is about the swine influenza virus. For the 2009 outbreak in humans, see [2009 swine flu outbreak](#).

Swine influenza (also called **swine flu**, **hog flu** and **pig flu**) refers to [influenza](#) caused by those strains of [influenza virus](#), called **swine** (SIV), that usually infect (is endemic in) [pigs](#).^[2] As of 2009 these strains are all found in [Influenza C virus](#) and the subtypes of [Influenza A](#): [H1N2](#), [H3N1](#), [H3N2](#), and [H2N3](#). Swine influenza is common in pigs in the midwestern United States (and occasionally in other states), Me America, Europe (including the United Kingdom, Sweden, and Italy), Kenya, Mainland China, Taiwan, Japan and other parts of eastern As

Transmission of swine influenza virus from pigs to humans is not common and does not always cause [human influenza](#), often only resultin [antibodies](#) in the blood. The meat of the animal poses no risk of transmitting the virus when properly cooked. If transmission does cause h called [zoonotic](#) swine flu. People who work with pigs, especially people with intense exposures, are at increased risk of catching swine flu century, identification of influenza subtypes became possible, this allows accurate diagnosis of transmission to humans. Since then, fifty transmissions have been recorded, Rarely, these strains of swine flu can pass from human to human. In humans, the symptoms of swine of influenza and of influenza-like illness in general, namely [chills](#), [fever](#), [sore throat](#), [muscle pains](#), severe [headache](#), [coughing](#), [weakness](#) discomfort.

The [2009 flu outbreak](#) in humans, known as "swine flu", is due to a new strain of [influenza A virus subtype H1N1](#) that contains genes clos influenza.^[3] The origin of this new strain is unknown. However, the [World Organization for Animal Health](#) (OIE) reports that this strain has pigs.^[4] This strain can be transmitted from human to human,^[5] and causes the normal symptoms of influenza.^[6]

Pigs can become infected with [human influenza](#), and this appears to have happened during the [1918 flu pandemic](#) and the [2009 flu outbre](#)

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- 2 Surveillance
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 - 3.2 1976 U.S. outbreak
 - 3.3 1988 zoonosis



swine flu

Input interpretation:

H1N1 (Influenza A)

Totals as of May 14, 2009:

More

	cases	deaths
world	7728	69
United States	4298	3

Daily new reports for world:

More | Show plots | Show local reports

date	cases	deaths
Friday, May 15, 2009	7728	69
Thursday, May 14, 2009	7454	65
Wednesday, May 13, 2009	6302	63
Tuesday, May 12, 2009	5691	61
Monday, May 11, 2009	4779	53

New to

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more »

Example

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Search t

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searchme: **search**
web

Welcome Latest News Featured Sports Entertainment Music Videos

Searchme, the first multimedia search engine

Search for [information](#), [videos](#), [music](#), [images](#), [news](#) and more, and find the most relevant results displayed in a comprehensive blend of multimedia and non-multimedia web pages.



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Good 660 - 749

Fair 620 - 659

Poor 340 - 619

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Direct access
to web search
& your stacks

[install now](#)

share: [twitter](#) [facebook](#)

Symptoms

Influenza differs from Flu and Colds.

Respirators

195 respirators In...

Pig-Flu

Free Advice

Immunizers

Immunizers

Flu News

Flu News

Twitter: swine flu

Current Tweets about 'swine flu' on twitter.com

<http://search.twitter.com/search?q=%22Swine%2...>

add to stack

Swine Influenza

Swine influenza

Swine influenza is a viral infection that causes the flu in pigs. It is caused by a virus called the swine influenza virus. The virus is spread by direct contact with infected pigs or by contact with their secretions. Swine influenza is not a zoonotic disease, meaning it does not spread from pigs to humans. However, it can spread from humans to pigs. Swine influenza is a major concern for the pork industry because it can cause significant economic losses. The disease is characterized by fever, cough, sneezing, and difficulty breathing. It can also cause pneumonia. Swine influenza is diagnosed by testing nasal secretions for the virus. Treatment is supportive, meaning it focuses on relieving symptoms. There is no specific treatment for swine influenza. Vaccines are available for pigs, but they are not widely used. The CDC has 5,123 confirmed and probable cases of swine influenza as of May 18, 2009.

Emerging Landscape of Search

- **User Generated Content (Multimedia)**
- **Real Time/Live Sensor**
- **Answers/Stories**

Lets talk about Multimedia Search

- **Historical Perspective**
- **Current Research**
- **Re-Defining the problem**
- **Challenges**
- **Some examples**

History of Multimedia Search: A personal perspective

- **Databases of images**
- **My personal interest**
 - **Feature indexed hypothesis**
- **NSF workshop in 1991**
 - **Jain and Petkovic in Redmond, CA**
- **VIMSYS and Xenomania (at U. Michigan)**
- **QBIC, Virage, Query by Pictorial Example**
- **Features, Video Segmentation, Tags**
- **MPEG 7, LSCOM, COMM**

Current Approaches

- **Feature-based indexing: remains strong.**
- **Tags: initial resistance; quite popular now.**
- **Text-based approaches: Gained popularity.**
- **Context: Started receiving attention.**
- **Social networking: becoming popular.**

Observations: ACM MIR2008 Submitted (264) Papers

- Most papers are on **media processing**. In particular, most papers address single media processing. Most common topic was images, followed by image sequences, and then by audio. In fact, in a similar list for a conference on similar topic in 1998, topics of many papers will be the same. Clearly, there is a big overlap between media processing and computer vision.
- Most papers dealt with **archived media**. There were a few papers that talked about live applications related to surveillance and monitoring and immersive media. Even in these cases, live MIR was not the major emphasis.
- **Machine learning** approaches remain **popular** for annotation and concept detection. Manual tags and Folksonomy is receiving some attention.

Observations: ACM MIR2008

- **Semantic Gap is mentioned by many papers.** It appears that many papers allude to that, but no paper addressed the issue of semantic gap directly.
- Web environment is considered by many papers.
- **Semantic Web tools are slowly finding their way** into this community. Influence of TRECVideo is clear on video processing [39].
- **Query environment remains dominated by keywords and query by pictorial examples.** There is some attention to interactivity at query time. It is clear that 'search' based on one query remains a dominant theme.
- **Presentation** and distribution environment is considered **similar to** the dominant environment in **text search**. Research has started in mobile, but here also, the approaches seem to be early straightforward extension of existing approaches.

Observations: ACM MIR2008

- **Indexing** is almost an **unknown** problem.
- Influenced by success of 'word' and 'Bag of Words', some effort has started in defining visual words and BoW models.
- Personal photo album is becoming an important topic. This and some video problems have resulted in popularizing the role of human faces.
- I particularly liked that very few papers talked about Corel Data set. People are emphasizing other datasets. Flickr dataset is becoming more common than Corel – a very good development for the long-term health of the field.
- **System building is not very popular.** Most papers address a very narrow aspect of MIR.

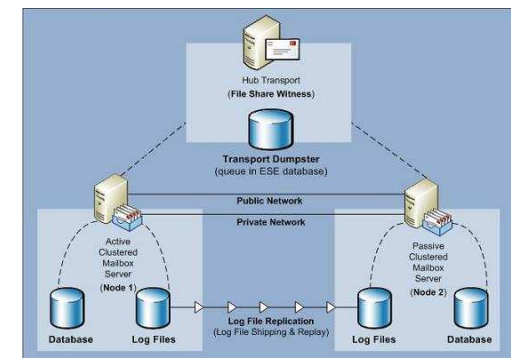
What is the Real Problem in (MM) Search?

SEMANTIC GAP



Data

T	C	E	R	I	D	N	A	I	D	R	A	U	G	L	A	G	E	L	I	D	L	E
E	F	A	M	I	L	Y	F	R	I	E	N	D	L	Y	L	T	S	D	D	F	D	E
B	R	E	M	P	L	O	Y	E	E	G	H	S	O	Y	O	N	C	I	L	D	L	S
E	R	I	G	H	T	S	A	N	H	I	N	T	R	D	U	E	P	E	M	I	I	I
T	E	P	X	O	S	W	C	H	I	L	D	E	L	V	I	M	X	A	E	S	H	T
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E	E	E	A	F	I	N	D	I	R	E	C	T	A	L	B	R	E	I	E	D	D	N
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J	O	B	A	P	P	L	I	C	A	N	T	Z	L	E	S	E	P	D	P	A	A	I
K	A	B	E	Y	P	B	S	F	P	M	D	I	O	O	T	D	R	A	G	N	R	O
T	N	E	R	A	P	D	N	A	R	G	T	E	F	L	L	P	R	Y	E	T	G	E
Q	S	I	B	L	I	N	G	A	T	Y	D	E	C	S	R	T	O	R	I	A	L	N
W	O	R	K	L	I	F	E	B	A	L	A	N	C	E	N	L	S	D	L	G	T	U
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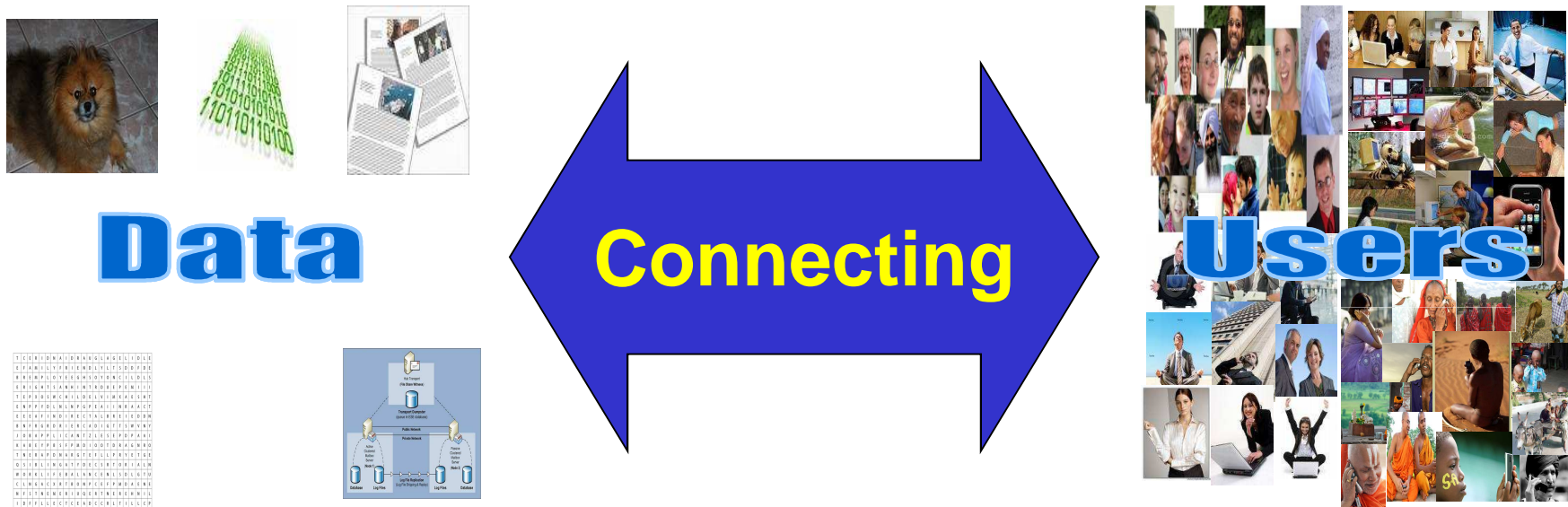


Users

BREN:ICS
INFORMATION AND COMPUTER SCIENCES

CHO

The Challenge



Semantic Gap

The semantic gap is the lack of coincidence between the information that one can extract from the (visual) data and the interpretation that the same data have for a user in a given situation. A linguistic description is almost always contextual, whereas an (image) may live by itself.

Content-Based Image Retrieval at the End of the Early Years

Found in: [IEEE Transactions on Pattern Analysis and Machine Intelligence](#)

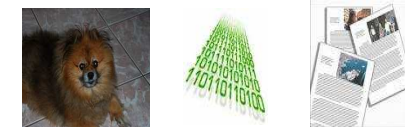
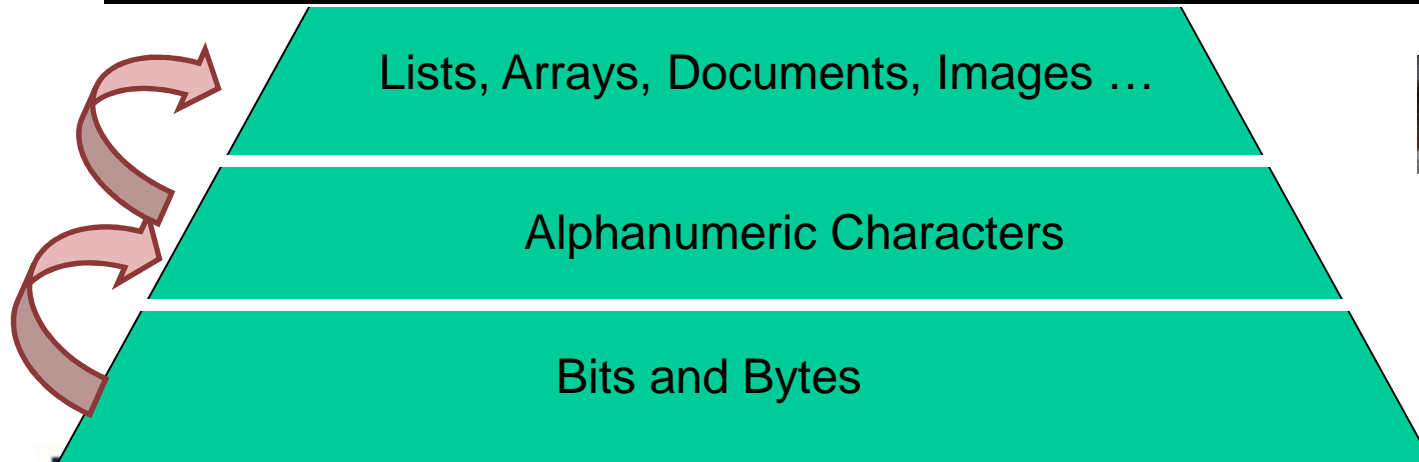
Arnold Smeulders , et. al., December 2000

Transformations

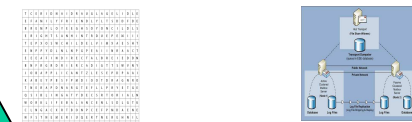
Users



Semantic Gap



Data

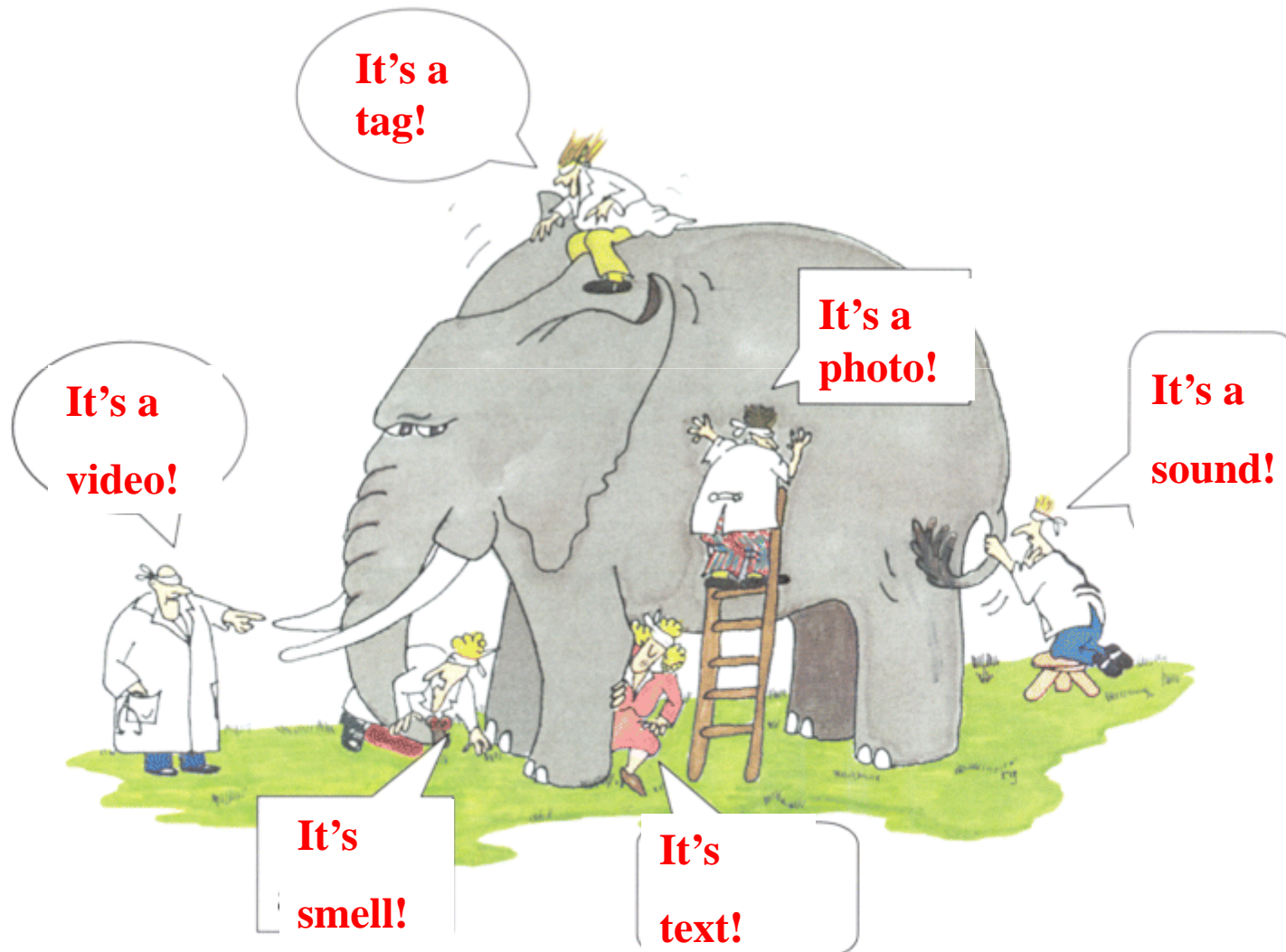


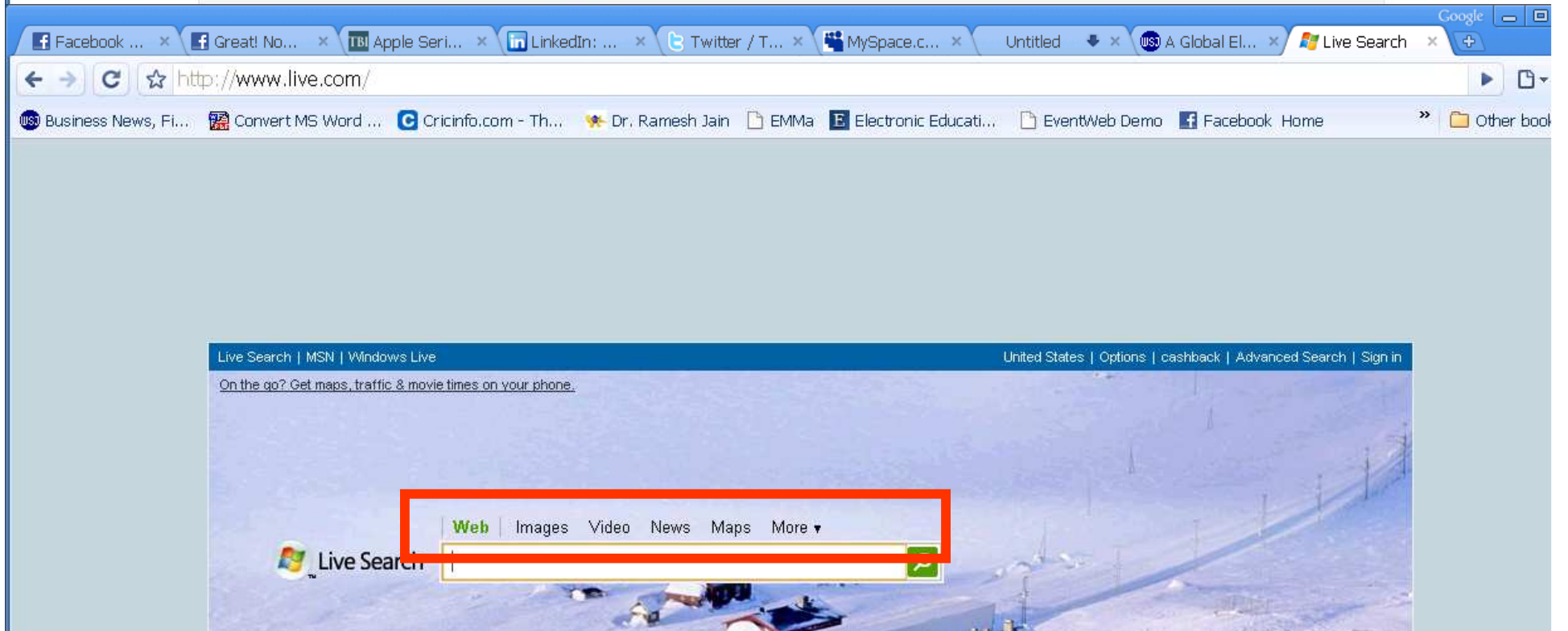
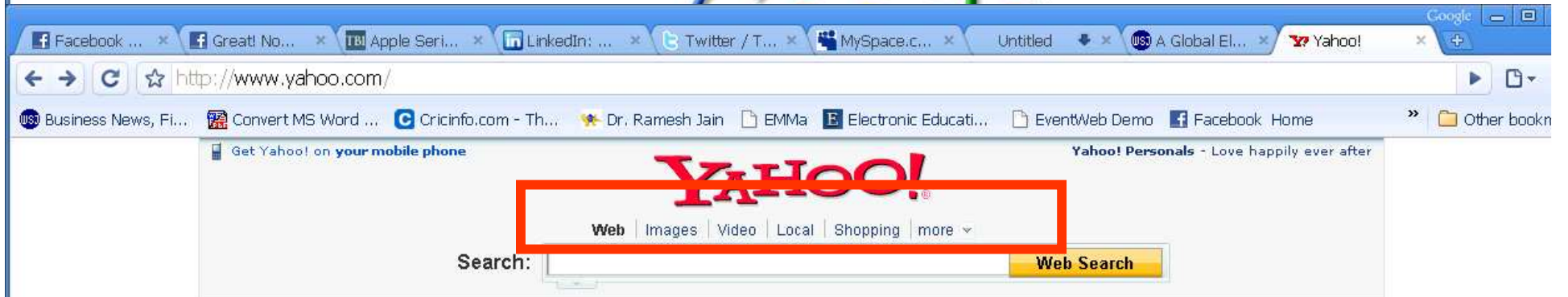
Modeling the World

- **Data (Semantic Web)**
- **Objects (Search Companies, ...)**
- **Events (Relationships among objects and attributes)**

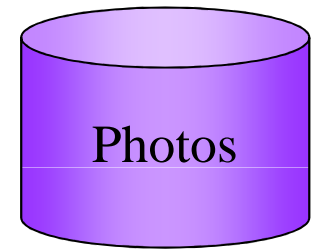
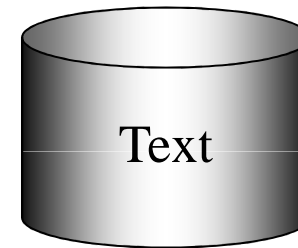
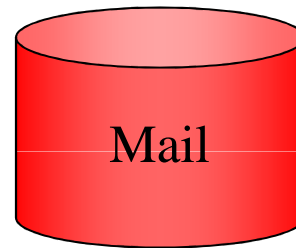
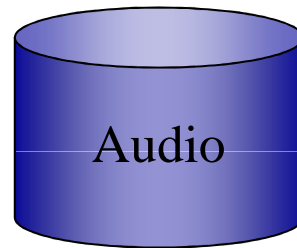
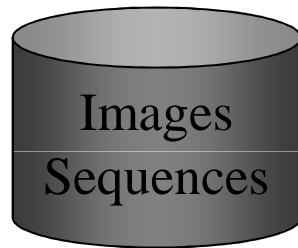
Both Objects and Events are essential to model the world.

What is Multimedia: Elephant and the Blind Men

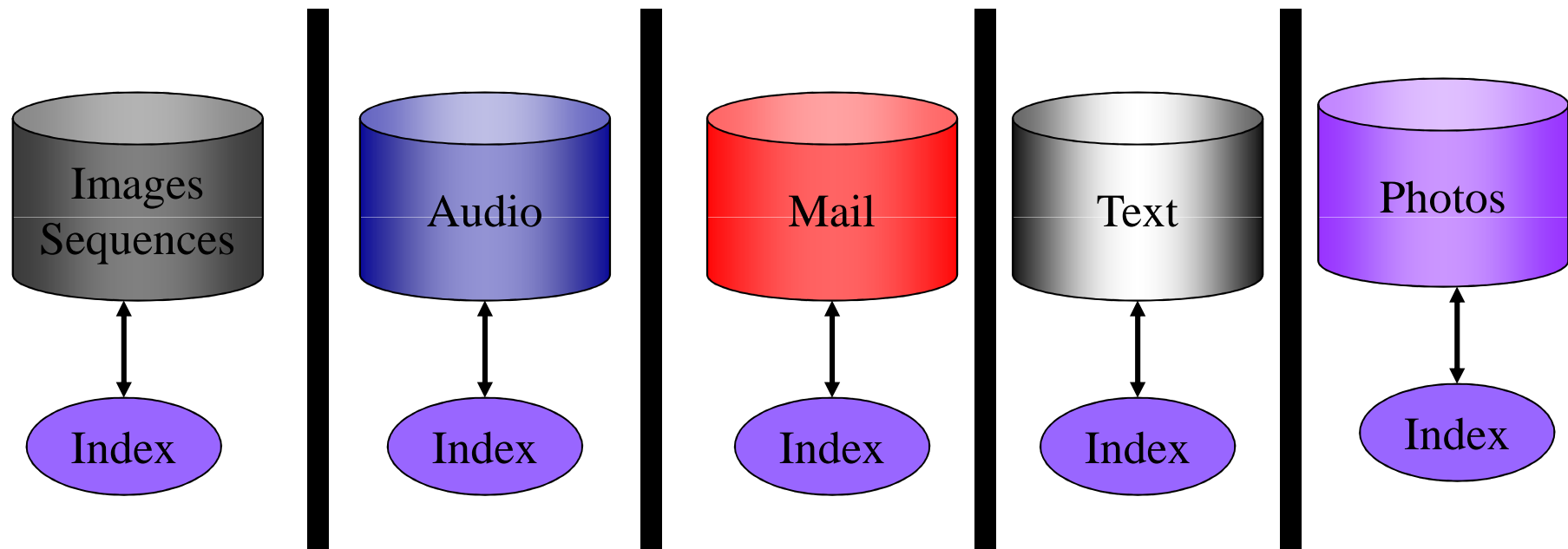




Multimedia Information



Multimedia Information: Retrieval Today

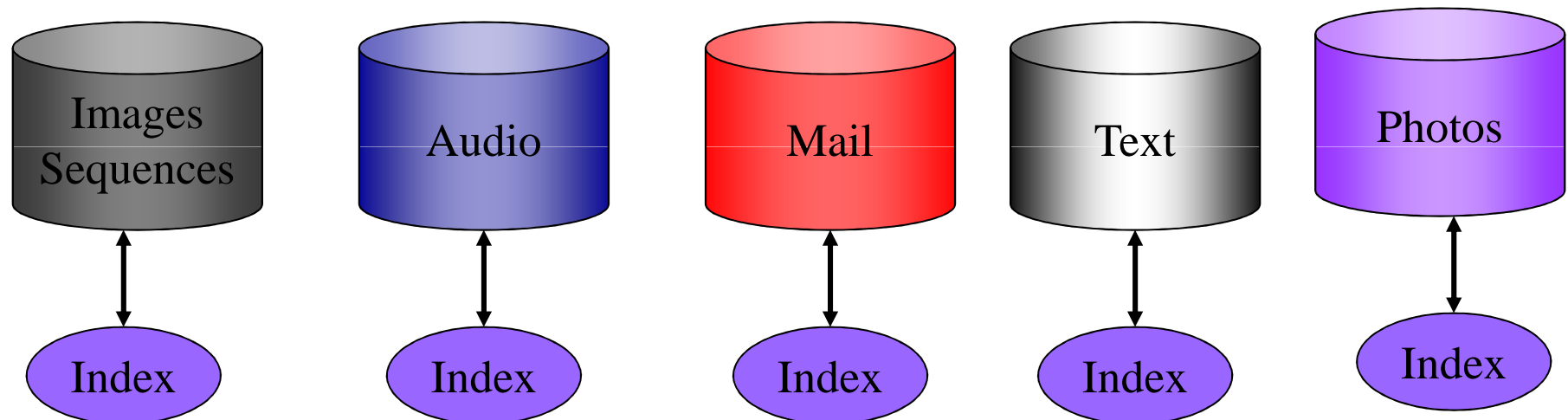


Indexing audio, images, and video has been extremely difficult.

Events, Experiences, and Multimedia

- Experiences are associated with Events.
- Events take place in *the real world*.
- We experience using our sensors and capture them using multimedia data.
 - Multimedia data is a just medium to understand real world events

Bridge: Unified Indexing



A nighttime photograph of a large suspension bridge, likely the Golden Gate Bridge, spanning a body of water. The bridge is illuminated with warm lights, and its reflection is visible on the water's surface. A bright light source, possibly the moon, is visible in the dark sky above the bridge.

Events

Transformations

Users

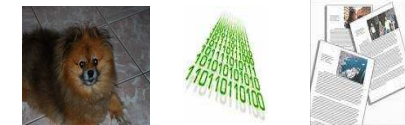


Semantic Gap

Text, Images, Audio, Video, Tactile...

Alphanumeric, Pixel, Characters

Bits and Bytes



Data



Future Internet:

Can we take the Web beyond the Cyberspace?

- **Can things in real world be connected to other things?**
- **Does this even make sense?**

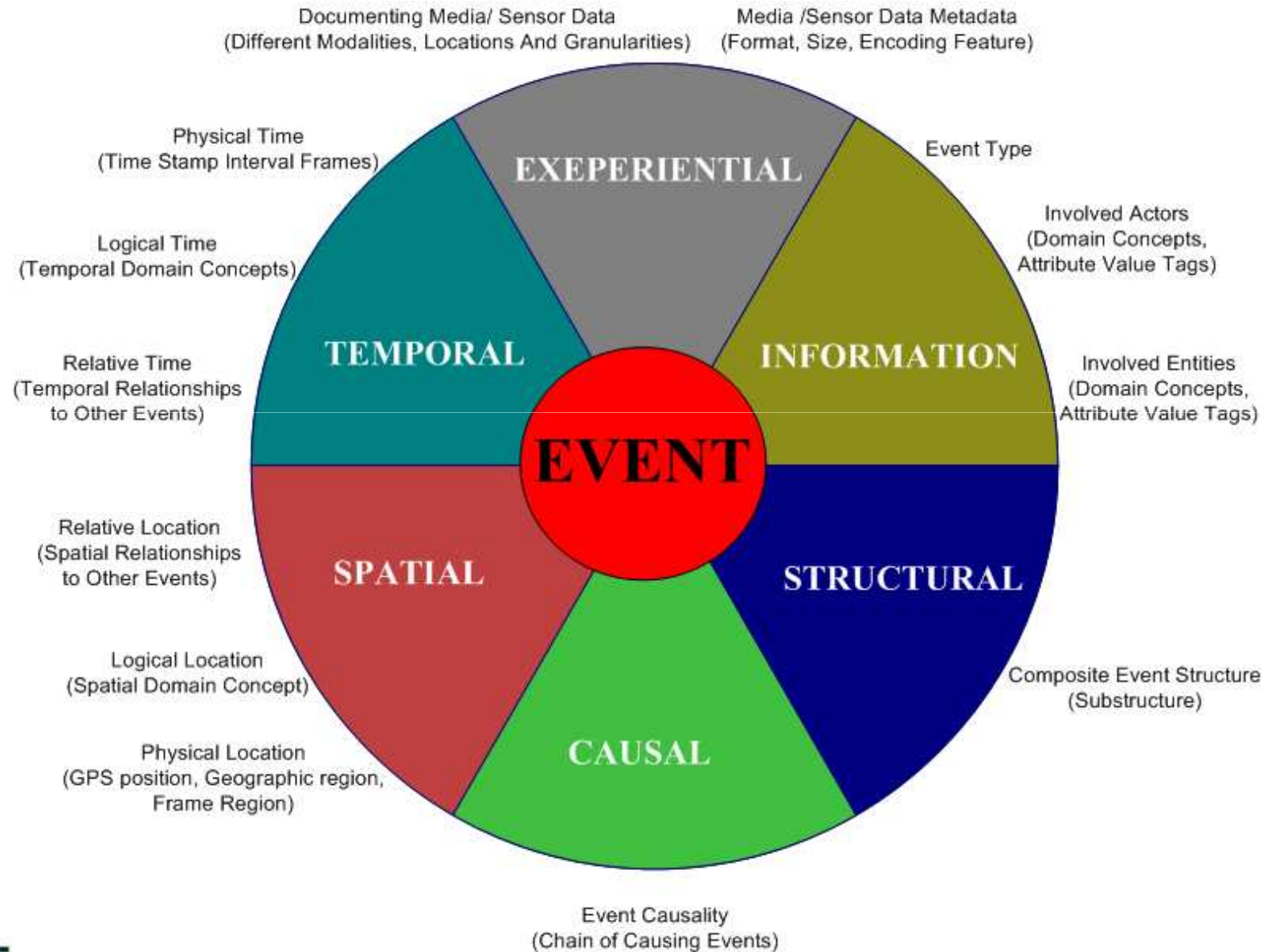
Connectors

- My 5 **Senses** are connectors between 'me' and the world.
- We use our sensors (vision, audio, ...) to experience the world.
- Sensors could be the interface between the Cyberspace and the Real World.
- Sensors are placed for '**detecting events**'.
 - How do you decide what sensors to put at any place?
 - Would you put a sensor if nothing interesting ever happens at a place?

Continuing the Evolution of the Web

- Consider a Web in which each node
 - Is an **event**
 - Has informational as well as **experiential** data
 - Is connected to other nodes using
 - Referential links
 - Structural links
 - Relational links
 - Causal links
 - Explicit links can be created by anybody
- This EventWeb is connected to other Webs.

Event Representation



Content

Contenxt

Context

- **Contenxt = Content + Context**
- **Context is as powerful as, possibly more than, content in understanding audio-visual information.**
- **Events facilitate utilization of context.**

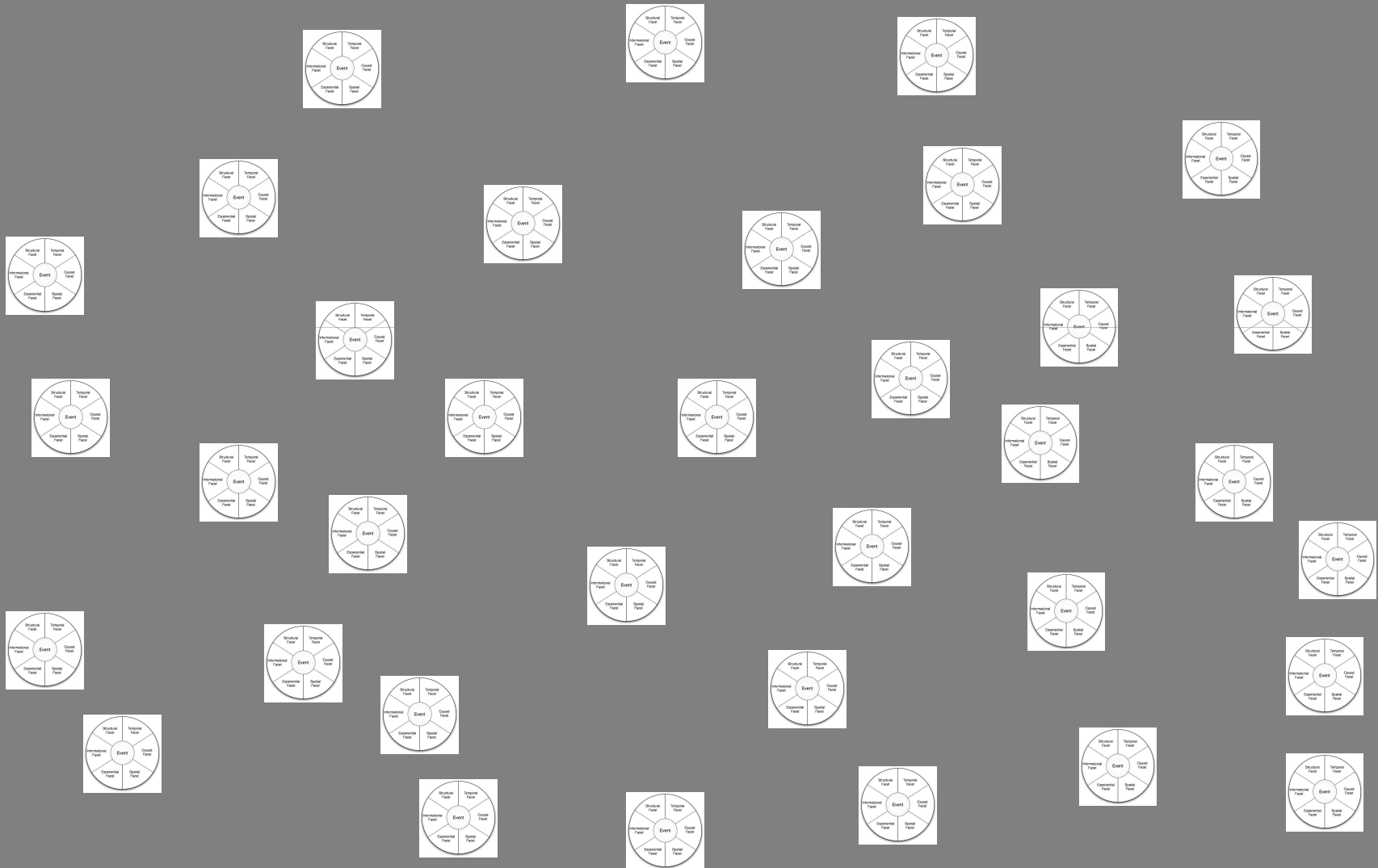
Towards EventWeb

- Isolated Events are good, but
- Things really become interesting when we create an EventWeb.

Events

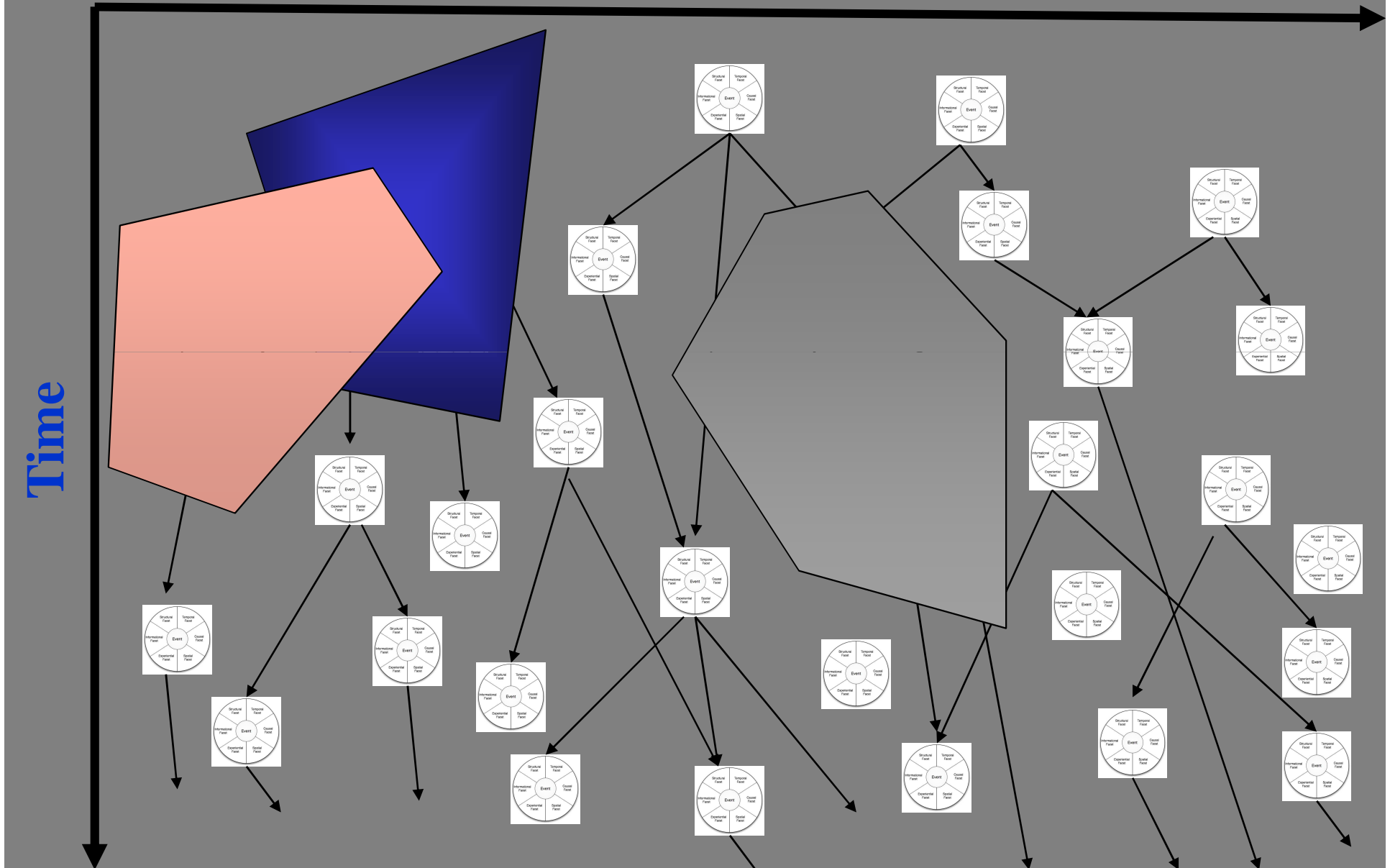
1- dimensional Space

Time



EventWeb

1- dimensional Space



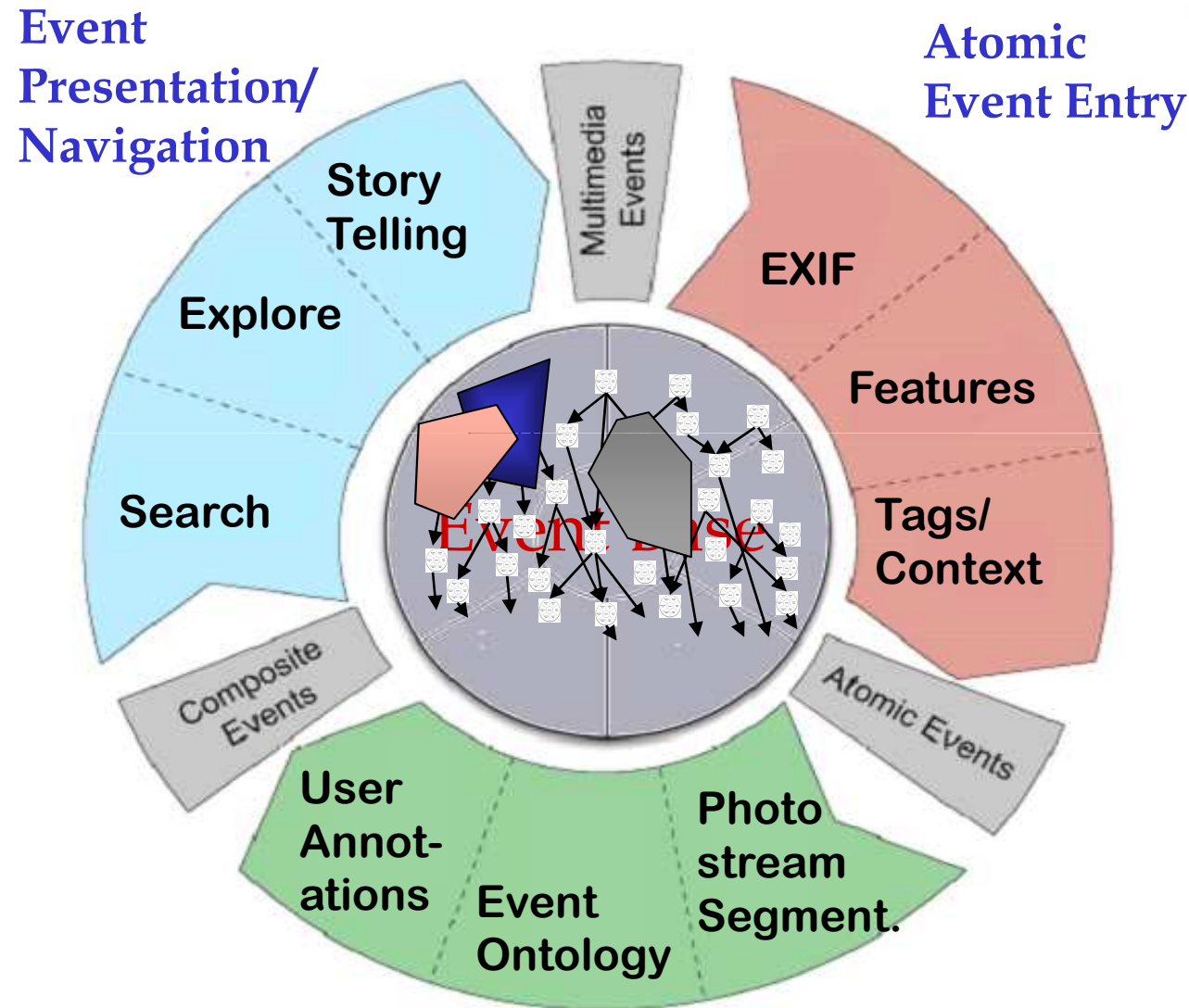
Potential Questions that use EventWeb

- How is a sheep herder in Mongolia affected by actions of Californians? **(Answer in recent Wall Street Journal.)**
- What does Roe Vs. Wade has to do with reduction of crime in US cities? **(Answer in Freakonomics)**

MMSE: 3 Key Guidelines

- **Should be able to deal with ‘multimedia’**
 - **Photos**
 - **Audio**
 - **Video**
 - **Text**
 - **Information and data**
 - **...**
- **Searching based on events, objects, and media.**
- **Provide Answers/Stories using appropriate media.**

Event Cycle: Searching Based on Events



Event Grouping, Linking, Assimilation

EventWeb Demo - Mozilla Firefox

File Edit View History Bookmarks Yahoo! Tools Help

http://tracker.ics.uci.edu/DrunkenMaryWithTomcat/advanced_search.jsp.html

Most Visited Getting Started Latest Headlines

Search Web Fall TV Mail My Yahoo! News Games Travel Finance Answers Sports Sign In

Norton Phishing Protection on Identity Safe Log-ins

When? **Where?**

Select Date Range Country/City/Venue


Choose Tags

☒ Outdoor Day ☐ Indoor ☐ Outdoor Night
☐ No Face ☐ Portraits ☐ People/Group

Keywords Search

Enter Keyword

Search Result

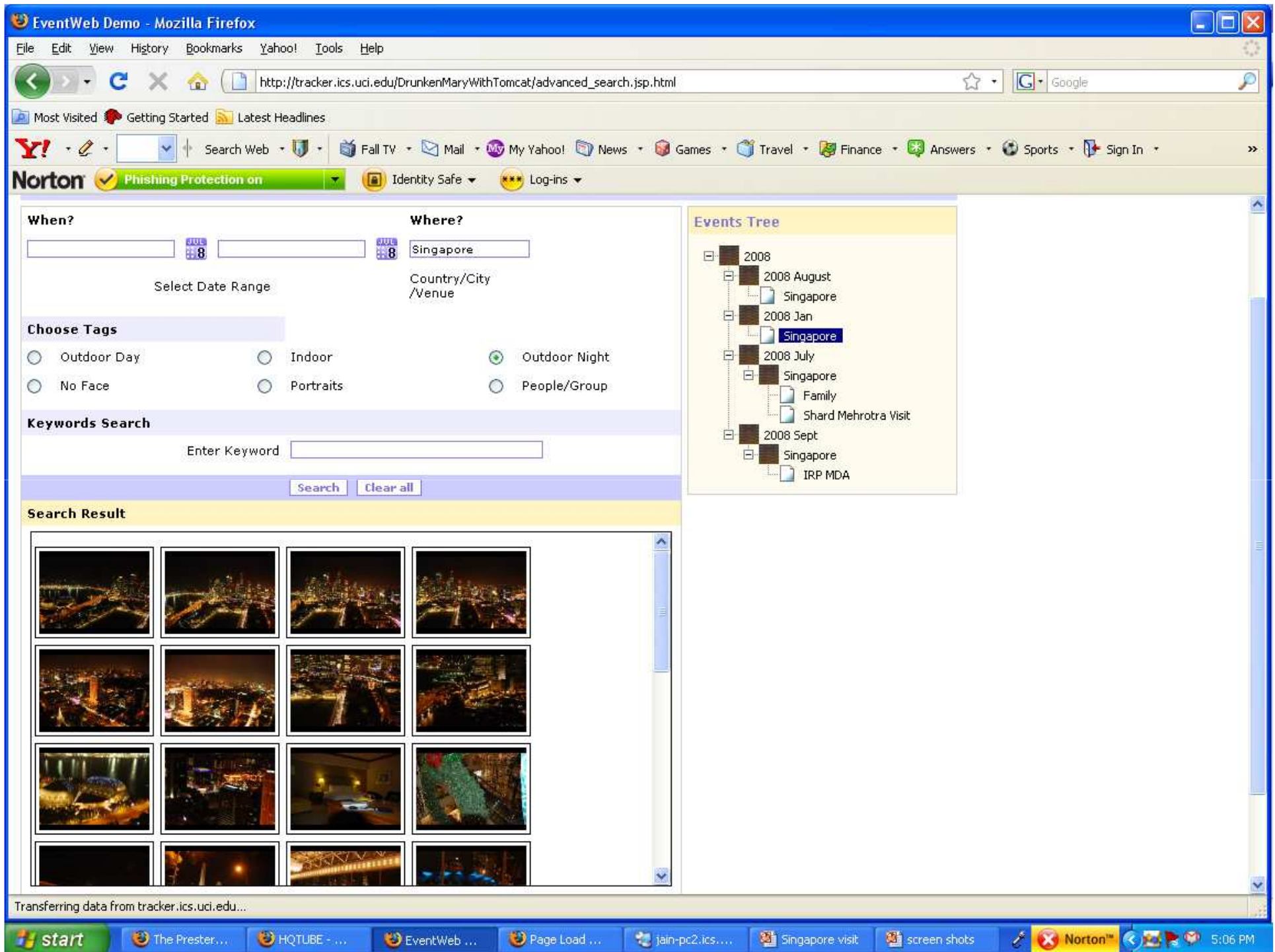


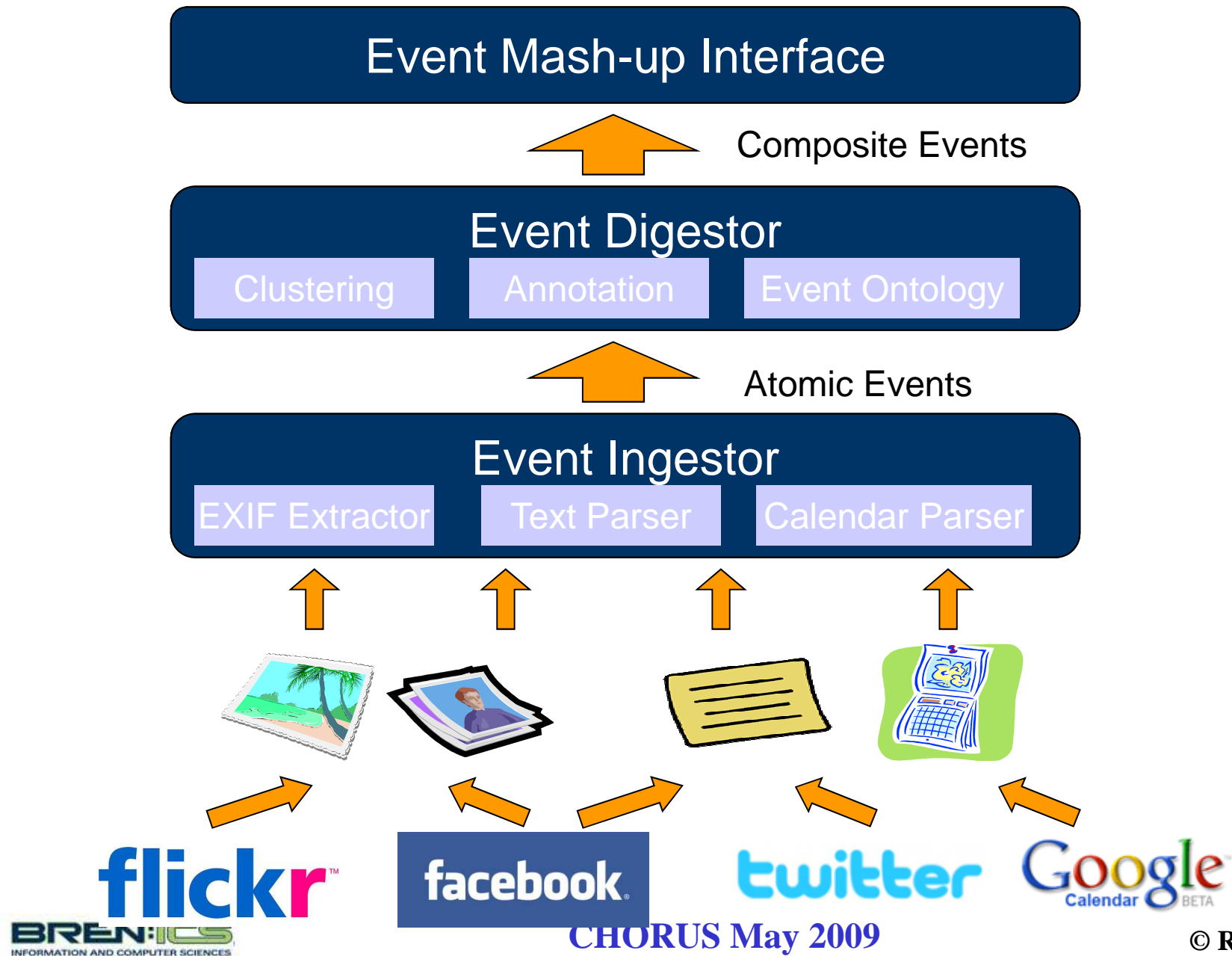
Events Tree

- 2008
 - 2008 August
 - India
 - Nagpur
 - Nagput-Train Station
 - Shankarnagar
 - ShankarNagar-Rakhi
 - ShantiBhavan Visit
 - Delhi-Gurgaon
 - Delhi - New Delhi
 - Ramtek
 - Singapore
 - 2008 Sept
 - Family in Irvine
 - Singapore
 - IRP MDA
 - Changi Terminal 3
 - 2008 Jan
 - Singapore
 - New Delhi
 - Capital Area
 - IIT Delhi
 - Noida
 - Irvine
 - Irvine Home
 - Irvine ICS
 - 2008 July
 - Carlsbad-July 4th
 - Chicago-Sudha Trip
 - Irvine-Rawat visit
 - Singapore
 - Family
 - NUS-F2F Workshop

Done

start The Pretera Team - ... HQTUBE - World of st... EventWeb Demo - Mo... Page Load Error - Mo... jain-pc2.ics.uci.edu - ... Norton 5:03 PM

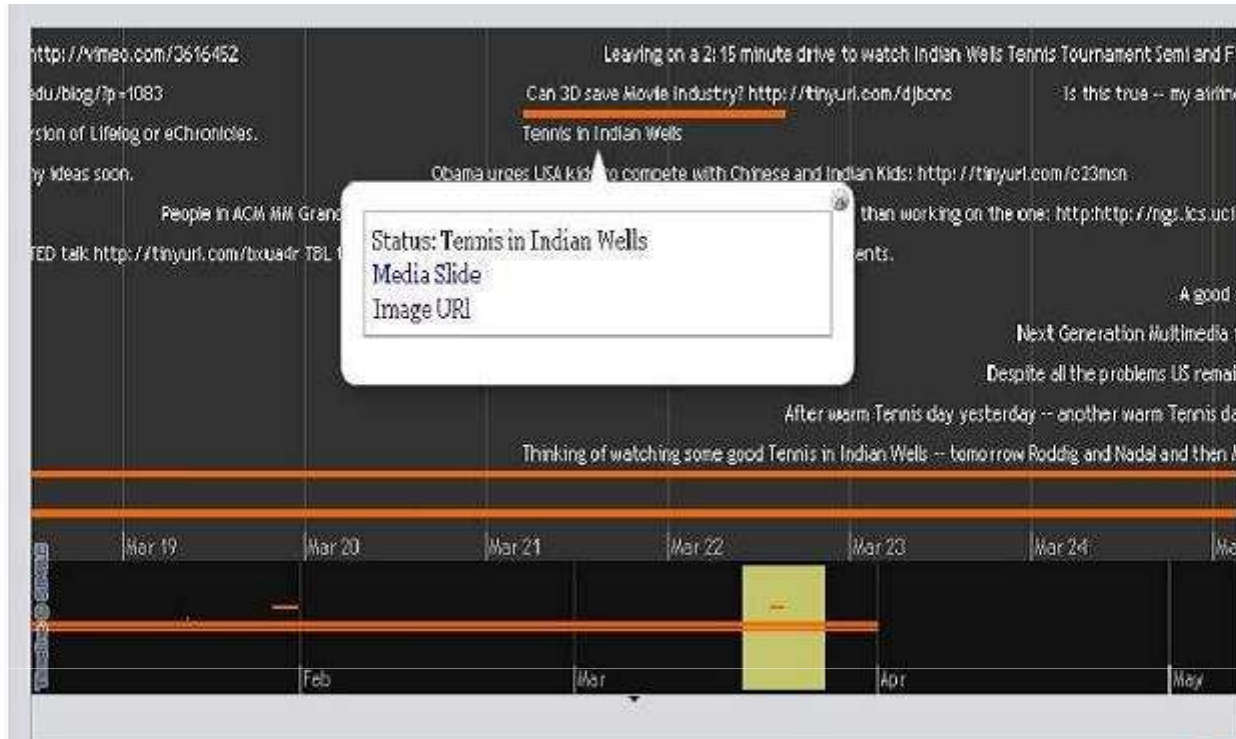




Event Explorer Search:

Message Topic

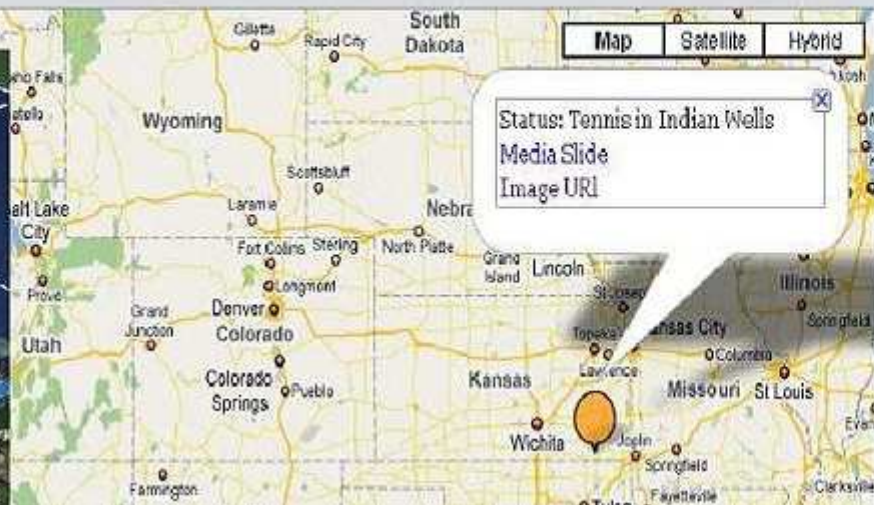
- 5 (missing this field)
- 5 finance
- 6 holiday
- 13 life
- 2 movie
- 43 multimedia
- 9 politics
- 7 sports
- 7 travel

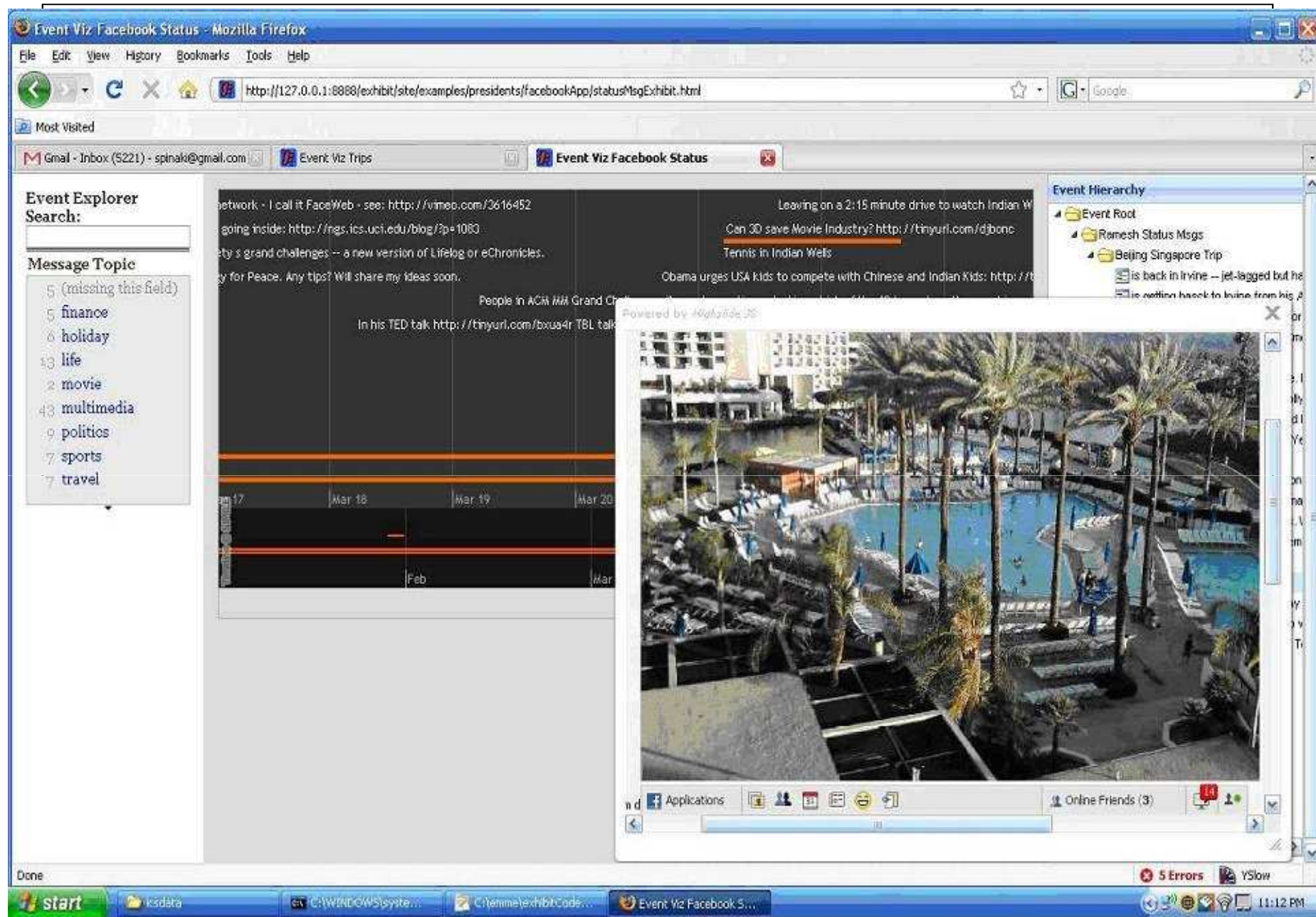


Event Hierarchy

- Event Root
 - Ramesh Status Mags
 - Beijing Singapore Trip
 - 2008 Holiday Season
 - is relieved -- grading c
 - is thinking how to mak
 - is Wishing a Joyous P
 - is finally thinking about
 - Watching Obama haugur
 - MAST Workshop
 - Tennis in Indian Wells
 - After warm Tennis da
 - Leaving on a 2.15 min
 - Thinking of watching s
 - Uncategorized

89 results out of 96 cannot be plotted.



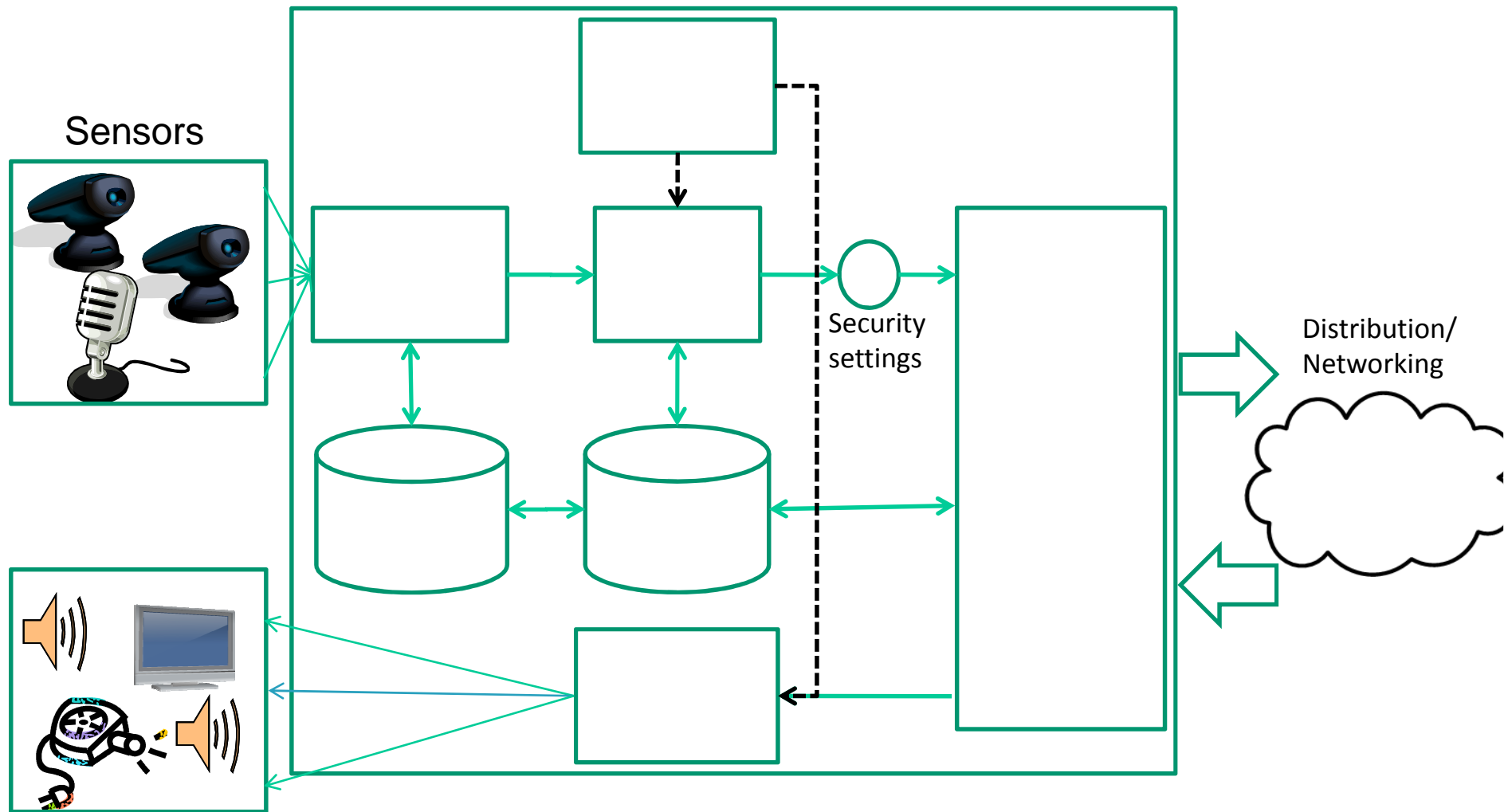


Sentient EventWeb

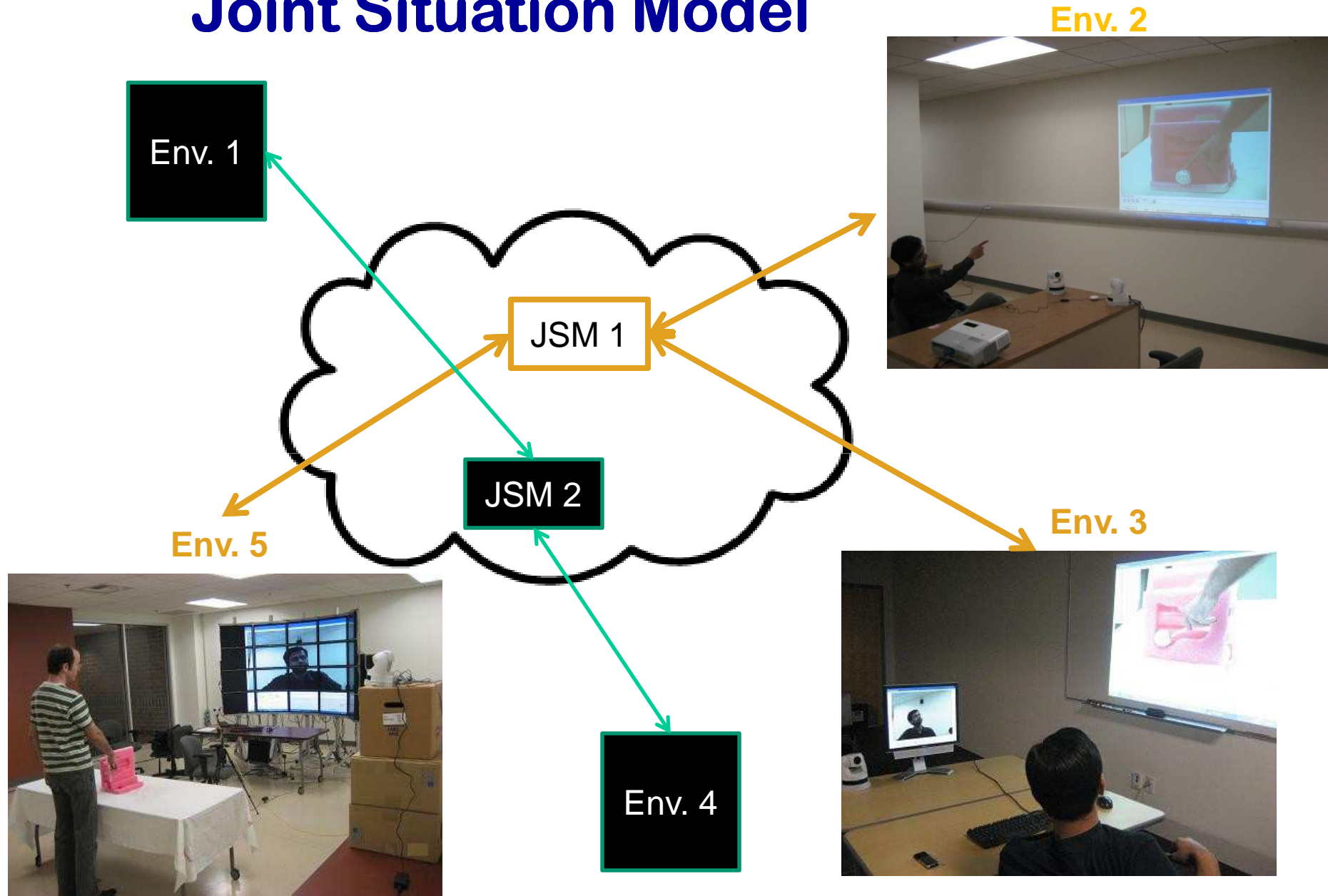
- Use sensors to create events.
 - This conference
- Infrastructure to create and link all such events.
 - Index
 - Search
 - Present
- Capture events and put them on the Web.

Imagine each sensor tweeting.

Node Architecture



Joint Situation Model




**These Concepts are already
finding applications for 'Folk
Computing' using *Mobile Phones*.**

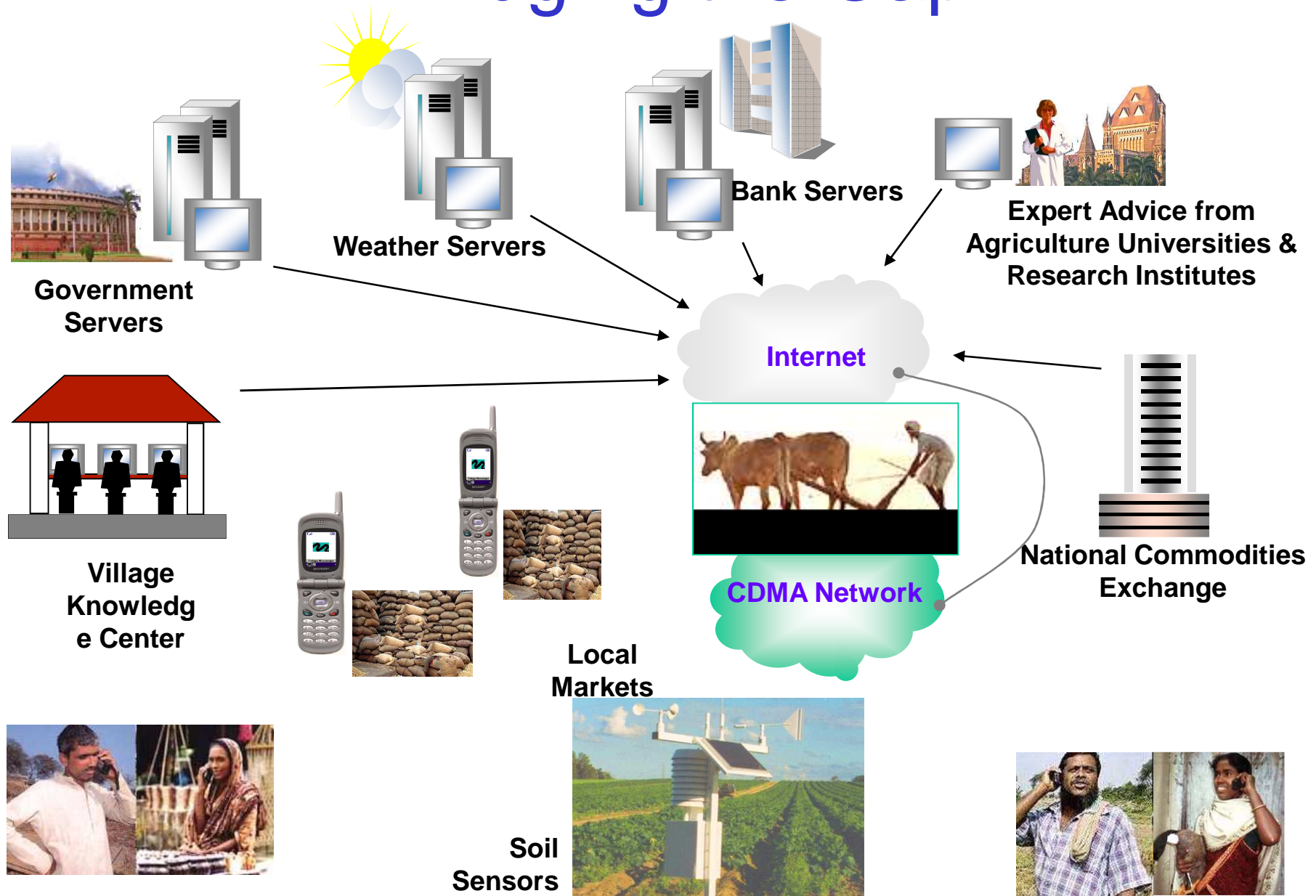
**TATA Consultancy Services started a working
project in this area.**

(Disclosure: I am working with them.)

Farmer's Queries

My Soil Which crop I should grow ? Which fertilizer I should apply ? In what quantity ? When ? Can I grow grapes ? I plan to dig a well. Will it hit water?		My Crop Which seeds I should buy ? Should I spray pesticide ? Which one ? When ? Leaves look Yellowish ? What should I do? Can I get Rs 25000 loan in a week for sowing operation ?
My Produce What is the rate for cotton in nearby market ? How can I get better rates ? Is there a space in nearby warehouse for storage for a month?		My Family Where can I find doctor nearby? My son will complete high school this year? Should he do computer courses? How I can earn additional income?

Bridging the Gap



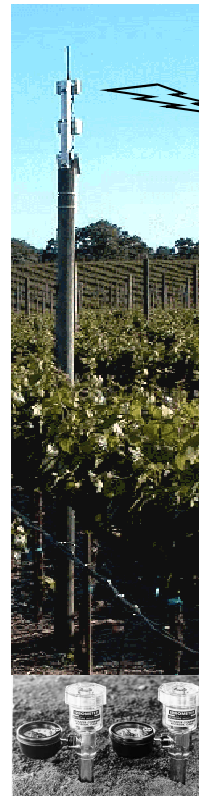
Solution Architecture



1. Sensors collect soil data



5. SMS to farmer in local language



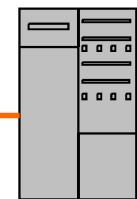
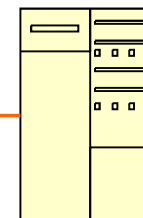
Data
consolidation
unit

2. Consolidate

3. Parse information
and retrieve
accurate advice

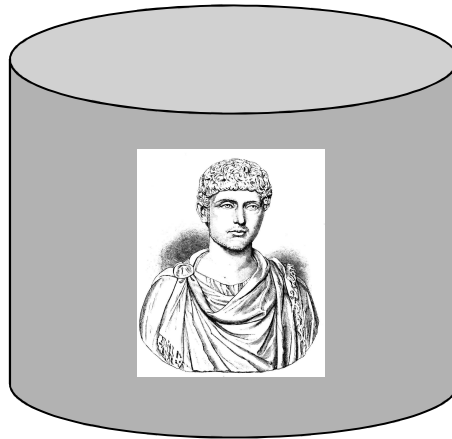
4. Prepare
and send SMS in local
Language.

Agriculture
expert
database

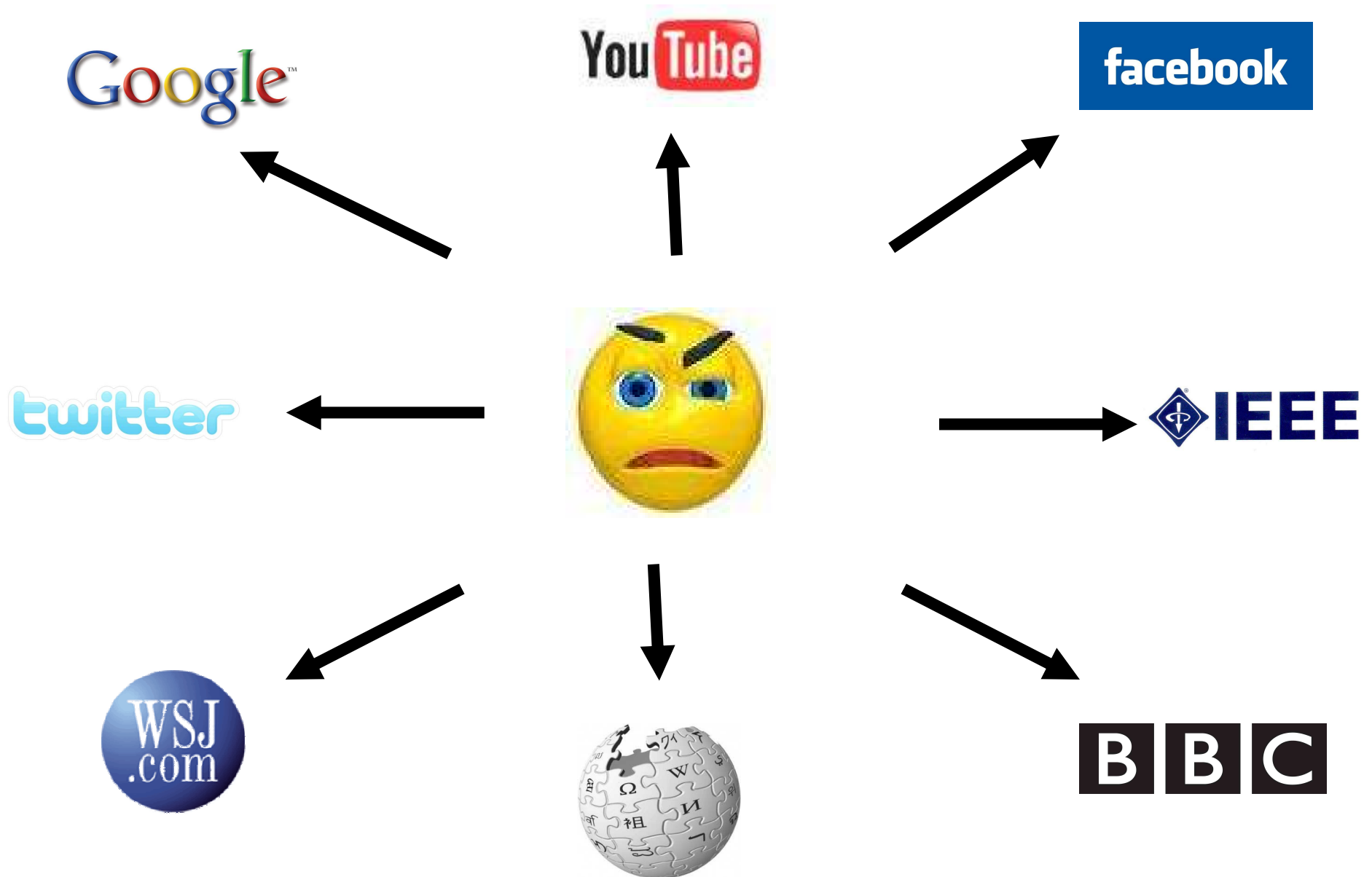


Copernican Revolution in Computing

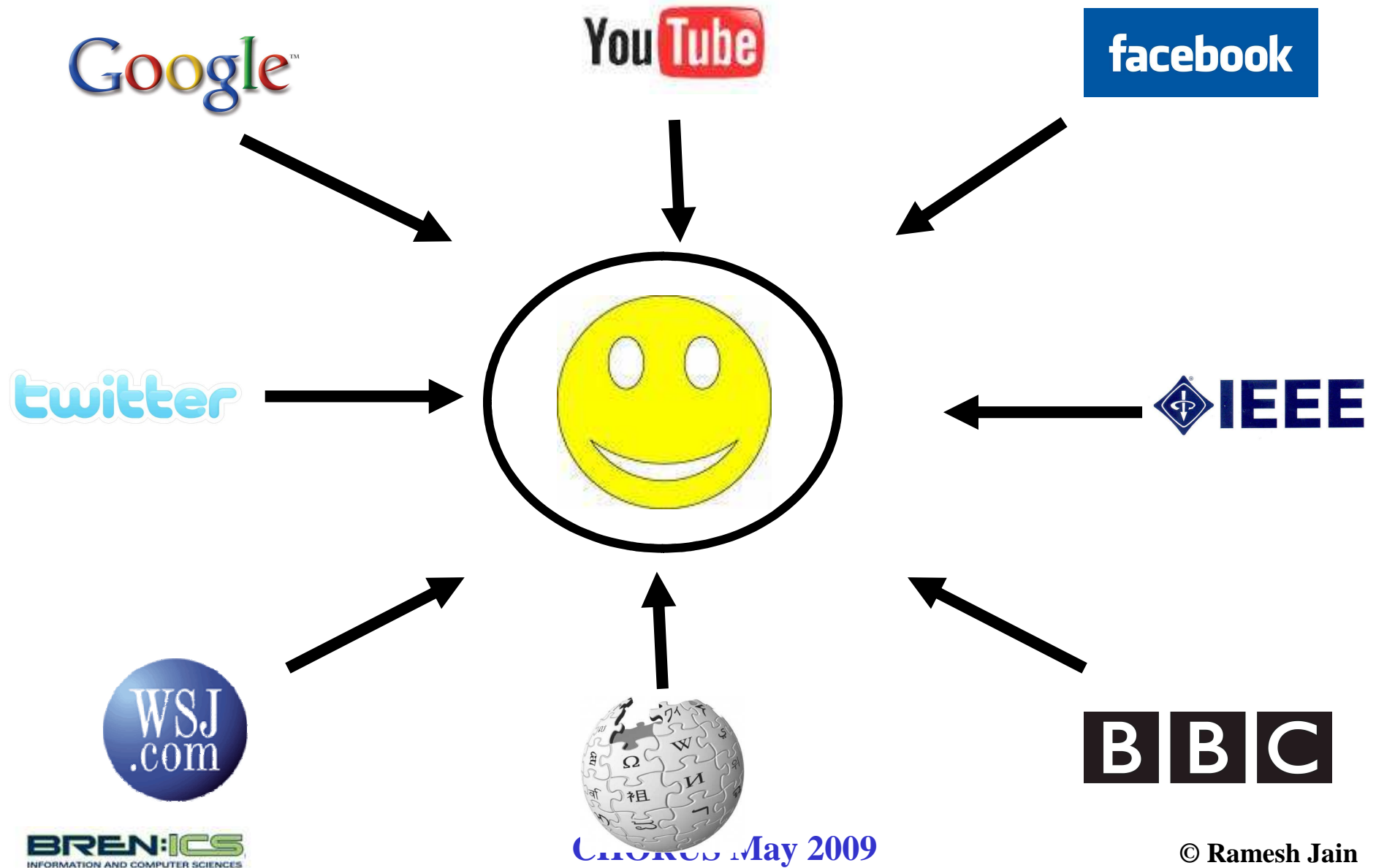
**Who is the King:
Content (Data) or User?**



All Information is Available, BUT



Right Information, at Right Time, at Right Place.



Exciting Directions

- **Information/Experiences are important – medium is just that the medium.**
- **In the days of abundance of data, user-centric approaches are critical.**
- **Real time (Live) multimedia data is becoming the norm.**
- **Events are critical for bridging the semantic gap.**

Thanks.

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