

Near2me: Off The Beaten Track

Media-based Recommender for Travel Destinations

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Objectives

Near2Me-OTBT should...

- integrate and merge technologies and algorithms developed within PetaMedia
- be suitable for evaluating the PetaMedia Triple Synergy (i.e., multimedia content analysis, user annotations, and social network structures) from a **user-centric** perspective

PetaMedia Technologies in use

Technology	People involved	Site
Geo-tag-based location recommendation	Maarten Clements	TUD
Place naming based on a geo-tag	Pavel Serdyukov, Yue Shi	TUD
Selection of representative and diverse images for a location	Stevan Rudinac	TUD
Determination of subject-related authority	Stephan Raaijmakers, Eric Boertjes, Almerima Jamakovic	TNO
Tag clustering and cluster naming	Christian Wartena	Novay

Conceptual design (by Luz Caballero)

Near to Me

http://neartome.eu

Paris >

Hi John, you're in Paris (France)!! [save](#) | [My travel plans](#) | [Image Search](#) | [Logout](#) | [Help](#)



Trocadero area



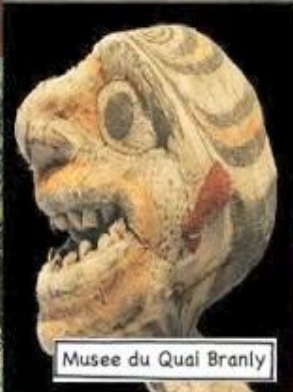
Oberkampf



Buttes Chaumont



Le Marais



Musee du Quai Branly



Centre Pompidou area



La Defense area

Your recommended places

- 1 Trocadero area
- 2 Parc Monceau
- 3 Le Marais
- 4 Oberkampf
- 5 Musee du Quai Branly

Paris Chroniclers



more

Things to see here

art skateboarding food markets
graffitti architecture paris people urban
fashion concert

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Demo of current prototype


Near2Me - Mozilla Firefox



File Edit View History Bookmarks Tools Help

http://127.0.0.1:8888/OTBT.html?gwt.codesvr=127.0.0.1:9997#show_main

Near2Me

Home > **A** Arc de Triomphe: Place de l'Étoile: Arc de Triomphe: Le Lido > Éole


Map Satellite Hybrid



POWERED BY Google

Map data ©2011 Google, Tele Atlas

- A** Arc de Triomphe: Place de l'Étoile: Arc de Triomphe: Le Lido
- B** Place de la Concorde: Place de la Concorde: Hôtel de Crillon: Musée de l'Orangerie
- C** Musée du Louvre: Louvre Pyramid: Palais du Louvre: Louvre
- D** Point zéro: Kilometre Zero: Notre Dame: Notre Dame de Paris
- E** Sacré Coeur: Basilique du Sacré-Coeur, Paris: Saint Pierre de Montmartre: Montmartre funicular
- F** Trocadéro - Palais de Chaillot: Trocadéro: Passy Cemetery: Pont d'Iéna

gimp fuji placecharlesdegaulle photoshop ave
 arch hibbiscus food view buil
 prodtriomphe thechallengefactory france dav stat

danorbit
cuellar
Prodrornos Sarigianis
eightfivezero
gadl
Stuck in Customs
Matthew Cachia
Éole

Done

User-centered Evaluation



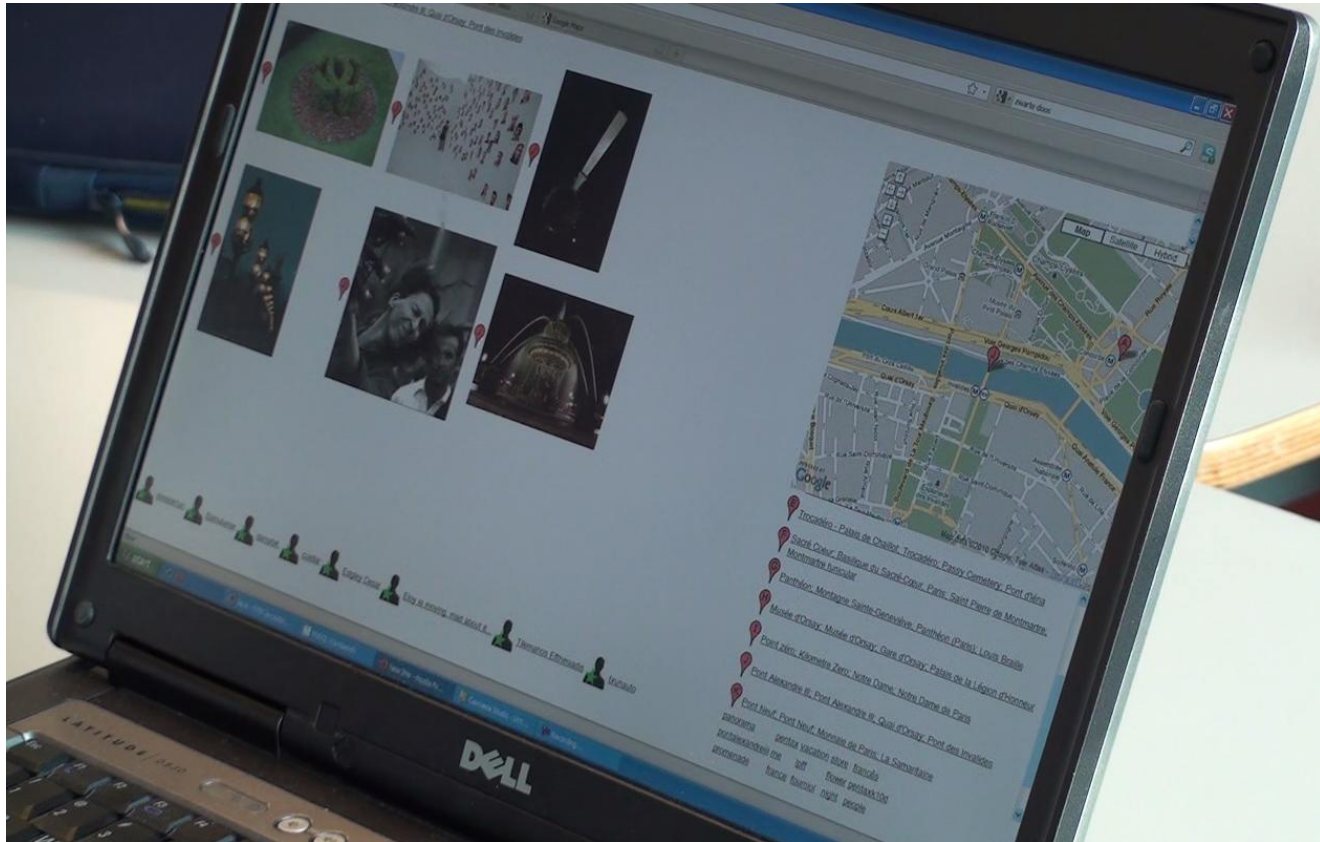
Evaluation goals

- The **user satisfaction** with the performance of the implemented PetaMedia technologies.
- The **interaction with the system**: the recommendation process is effortless and agreeable, it is an enjoyable activity in itself; prompts the user to engage in active exploratory behavior.

Methodology- Phase 1

- 12 participants
- 6 females
- Age from 23 to 31
- Conditions:
 - People who like to travel outside mainstream tourism, visiting places that match their personal interests and
 - they are familiar with the use of web applications (beyond very basic ones, like email or search engines), and
 - they have ever visited London.

Methodology- Phase 2



General Results

- Users were very enthusiastic about the concept and proposed potential applications
- Recommendations were perceived as personalized and authentic
- Users appreciate the strong visual approach of Near2me
- All the users found their way through the interface
- Many users liked the possibility of discovering by exploring

General Results

- Users would like to have more contextual information about the pictures
- Difference between landmark and location
- Tags should be meaningful
- Personal information about the authorities

Main insights derived from user studies

- Participants are interested in three perspectives, i.e., locations, topics, and experts.
- Participants want to:
 - explore these perspectives independently from each other
 - investigate how the interplay of these perspectives adds authenticity and personalization to their perception of the system
 - distinguish which locations, topics, and experts to chose from
 - understand why they were given specific recommendations by the system

Thank you for listening! Q & A