

ACTIVE

Deliverable D11.5.1

Report on 1st year Impact Creation

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Abstract

This deliverable quantifies the impact of the ACTIVE project by establishing a number of Key Performance Indicators (KPI). These KPI's will be periodically evaluated and reviewed annually.

[End of abstract]

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Executive summary

This deliverable quantifies the impact of the ACTIVE project at the end of the first year by reporting on a number of initial Key Performance Indicators (KPI). These initial KPI's were established as "dissemination measures" in deliverable D13.2, "Project measurements and metrics manual". The KPI's will be periodically evaluated and reviewed annually. Additional impact will be created as the project progresses.

Measure (KPI)	Definition	Target year 1	Achievements year 1
Visitors to web-site	Number of visitors to ACTIVE web-site, per day.	30/ day	Over 80/day average over the first 12 months of the project
Update of ACTIVE web	Provide public Deliverables immediately after finalisation, provide news or other updates	One news update / month	47 individual items have been publicised over the initial 12 month period.
Peer-reviewed publications	Number of peer-reviewed publications accepted per project year.	15+	18 peer-reviewed publications have been accepted over the initial 12 month period.
Active participation at key events	Active participation additional to presenting a paper.	1 event	Active arranged the INSEMTIVE08 workshop to complement ISWC08. (In addition, Active has also co-sponsored 4 major events during the year)
Number of filmed tutorials	Number of filmed tutorials available on the internal training web site	10 films / 10 hours	AKOM – <ul style="list-style-type: none"> • 3 Public Tutorials, • 4 internal Lectures • 4 internal workshops • 8 hour total duration. With the welcome and other introductions we have a total of 32 separate videos, with a total duration of approx. 12 hours. In addition, we have 184 separate videos, with a total duration of 180 hours, from co-sponsored events.
Number of views/downloads of the filmed material	Number of views and downloads of filmed material measured	1000 views	<ul style="list-style-type: none"> • AKOM - 758 views • ICWSM08 – 812 views • ESWC08 – 1122 views • ISWC08 – 4163 views Total views: 6855

It is expected that the planned summer schools in 2009 and 2010 will contribute significantly to the dissemination effort. IPR protection will most likely be appropriate in the future, as the project progresses.

Note:

- AKOM is the Active Kick Off Meeting, Bled, 10th - 12th March 2008
- ICWSM08 is the International Conference on Weblogs and Social Media, Seattle, 30th Mar -2nd Apr
- ESWC08 is the 5th European Semantic Web Conference, Tenerife, 1st to 5th June 2008
- ISWC08 is the 7th International Semantic Web Conference ,Karlsruhe, 26th to 30th October 2008
- ESTC08 is the 2nd European Semantic Technology Conference , Vienna, ,24th to 26th Sept 2008

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1 Introduction

This deliverable quantifies the impact of the ACTIVE project at the end of the first year by reporting on a number of initial Key Performance Indicators (KPI). These initial KPI's were established as "dissemination measures" in deliverable D13.2, "Project measurements and metrics manual". The KPI's will be periodically evaluated and reviewed annually. Additional impact will be created as the project progresses.

This forms part of work package 11, "Exploitation and Dissemination". The overall objectives for this work package include the creation of shared resources to aid partner exploitation and the dissemination of project knowledge to create an impact with European industry and research. Part of the later objective is the creation of peer-reviewed papers, white papers, brochures and online media, but this also includes representation at key external events

The initial KPI's relate to:

- The success of the project website,
- The number of peer-reviewed publications generated
- The level of participation at key external events
- The volume and success of the filmed video material (lectures, tutorials etc.)

During the first year of the project, the majority of the dissemination has been academically focused and has targeted academic conferences. However, one of the co-sponsored events – the European Semantic Technology Conference (ESTC) in September 08 – was specifically targeted at industry. Two of the ACTIVE peer-reviewed papers were presented at this event. A third paper was presented at the Semantic Technology Conference, which is also targeted at industry. It is expected that the proportion of industry focused dissemination will increase during the second year of the project.

Another indication of the user groups that have been impacted by the project is the number of visitors to the website. Over the most recent 4 months of the project, over 800 unique visitors have been recorded per month. ACTIVE has about 62 internal project partners. Assuming that some (non ACTIVE) colleagues of these partners have been triggered into visiting the website, it is reasonable to infer that no more than 200 of the unique visitors are directly related to the ACTIVE project. This implies that about three quarters of the website visitors are interested external users.

2 Initial Dissemination Key Performance Indicators

2.1 Visitors to web-site

2.1.1 Measure

The following KPI's were defined as Dissemination Measures in deliverable D13.2, "Project measurements and metrics manual".

Measure	Definition	Target	Reported
Visitors to web-site	Number of visitors to ACTIVE web-site, per day.	30/ day	Quarterly

2.1.2 Achievements to Report

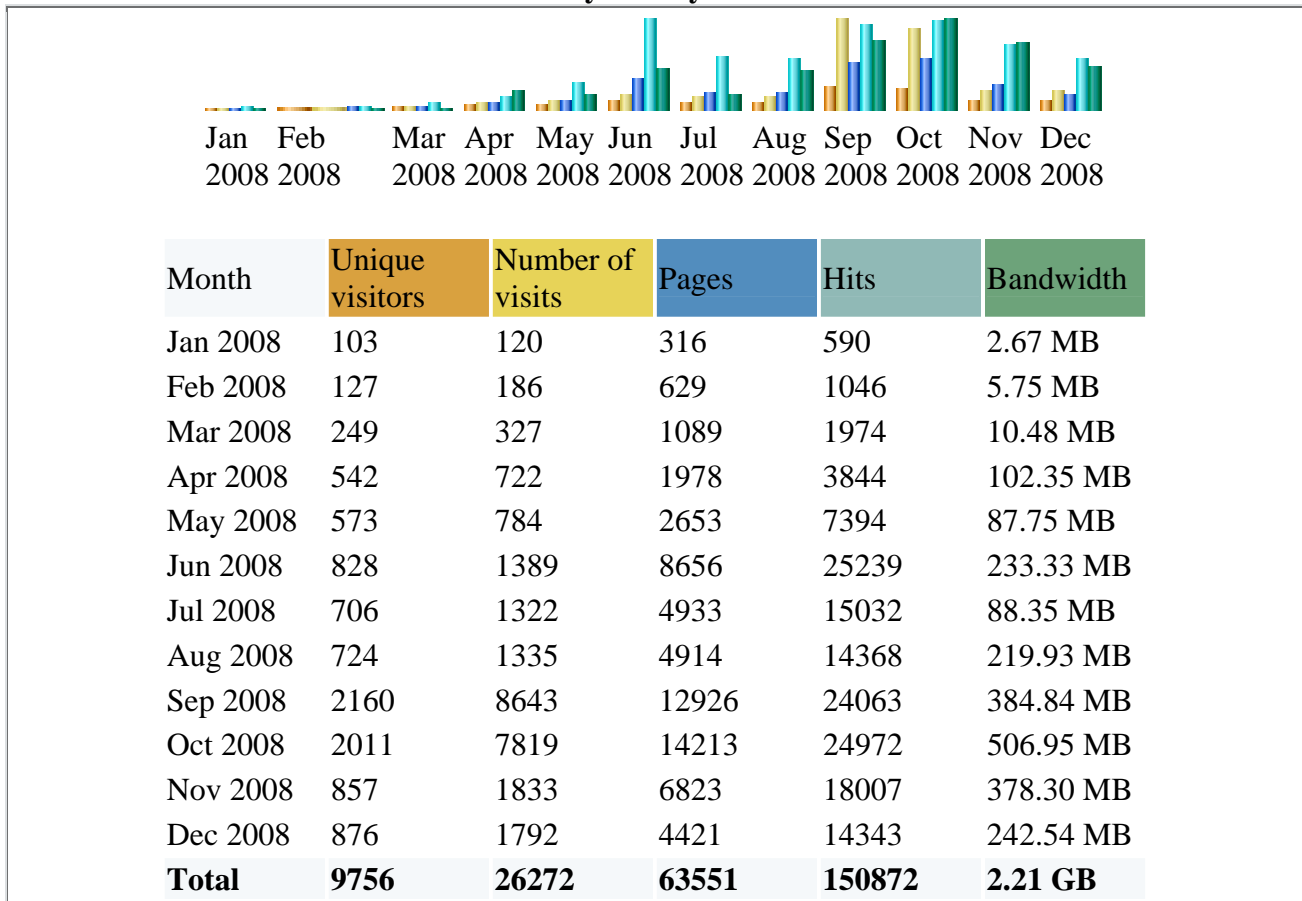
As expected, there was a gradual increase in visitors to the website over the first three months of the project (From formal launch in March 2008). The target of 30 visits per day equates to a total of 10950 per year. The actual number has been more that double that figure at 26272. The equivalent monthly target would be 930 visits per month, which has been consistently exceeded since June 2008 (based on "Number of visits" below)

The annual average over 2008 has been over 70 visitors per day. (71.97)

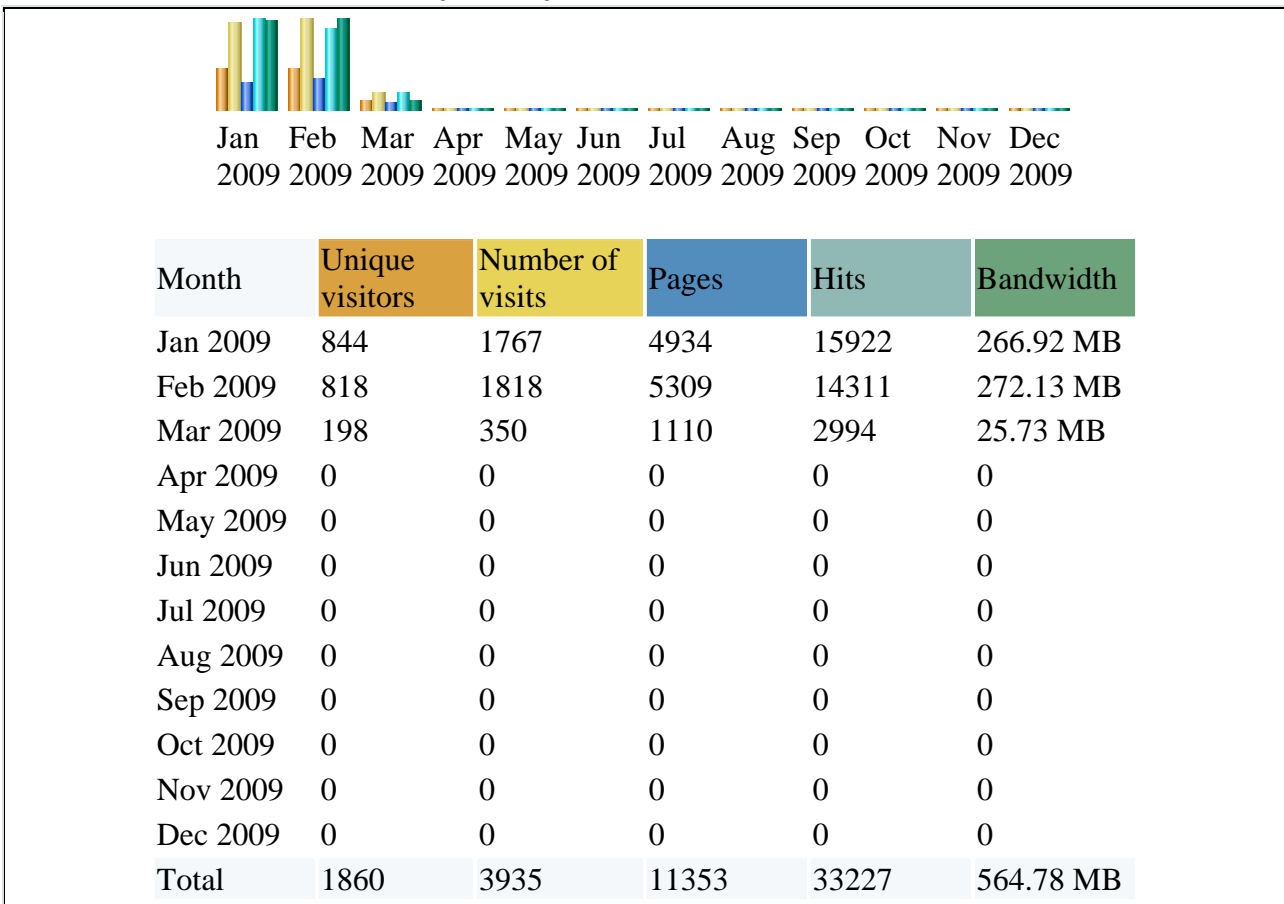
The average for 2009 up to 5th March has been over 60 visitors per day. (61.48)

The average for the first 12 months of the project, from March 2008 to February 2009, has been over 80 visitors per day. (80.96)

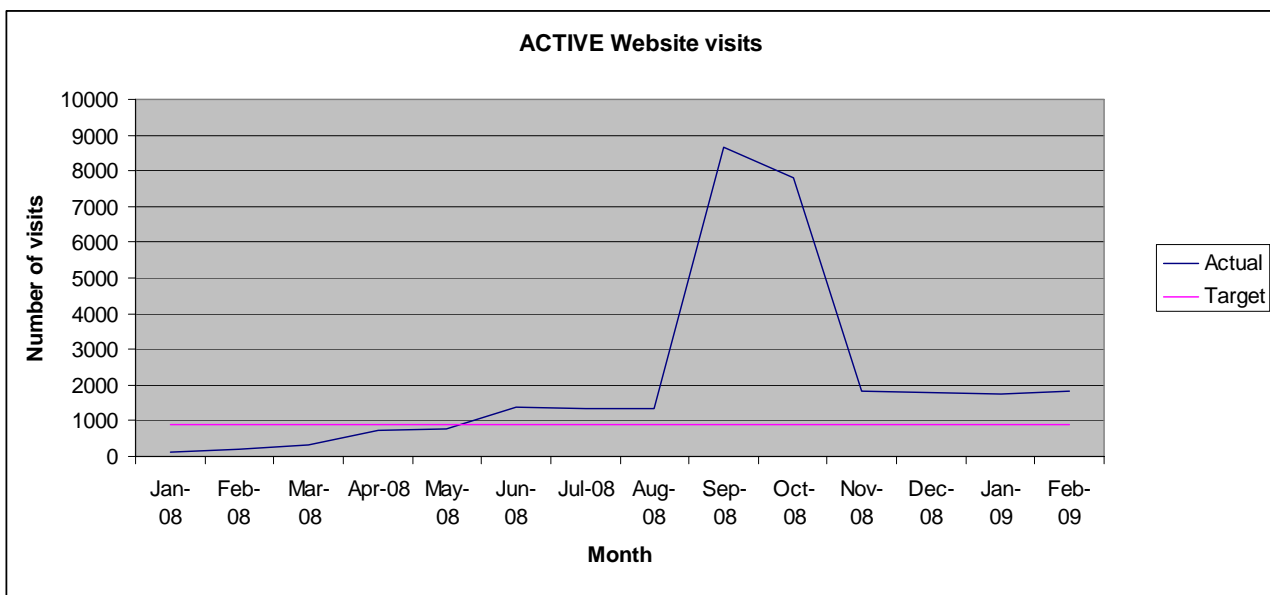
Monthly history for 2008



Monthly history for 2009 (to 5th March 2009)



Plotting the growth of website visits, it is clear that September and October 2008 showed an uncharacteristic peak. This coincides with the last two co-sponsored events. Smaller peaks can be detected during the earlier two co-sponsored events in April and June. Discounting these peaks, the underlying growth curve would suggest that we can expect circa 1800 visits per month over the next few months (average of 60 per day). This should become our new target for the second year of the project.



2.2 Update of ACTIVE web

2.2.1 Measure

The following KPI's were defined as Dissemination Measures in deliverable D13.2, "Project measurements and metrics manual".

Measure	Definition	Target	Reported
Update of ACTIVE web	Provide public Deliverables immediately after finalisation, provide news or other updates	One news update / month	Quarterly

2.2.2 Achievements to Report

The website is a dynamic publicity medium that is updated on a regular basis. Over the first 12 months of the project a number of identifiable changes/updates have been made:

- a page with the public deliverables available: 4 items are already publicly available;
- a page with the newsletter issues: currently we produced 1 issue in December;
- a page for the news about events: currently has 6 news items;
- another page for generic news like sponsorships and seminars or tutorials presentations: currently has 11 news items;
- a page with press releases and media coverage: currently with 6 items;
- the pages with the publications (journals and conferences) are themselves regularly updated: 2 journal and 16 conference papers;

In addition, the homepage (<http://www.active-project.eu/home.html>) has been updated with various dissemination materials such as synopsis, brochures, posters, presentations and a case study white paper.

A total of 47 items have been publicised on the website over the 12 month period.

2.3 Peer-reviewed publications

2.3.1 Measure

The following KPI's were defined as Dissemination Measures in deliverable D13.2, "Project measurements and metrics manual".

Measure	Definition	Target	Reported
Peer-reviewed publications	Number of peer-reviewed publications accepted per project year.	15+ in year 1 25+ in year 2 25+ in year 3	Annually

2.3.2 Achievements to Report

Over the initial 12 months period, the project team have published a total of 18 peer-reviewed publications: 16 conference papers and 2 journal papers. See <http://www.active-project.eu/publications.html> for details. The target of 25 in the second year appears to be suitable and achievable.

Conference Papers				
Title of the paper	Author(s)	Event Name	Location	Date
Measuring the Benefits of Ontologies	Tobias Bürger and Elena Simperl, STI Innsbruck	Ontology content and evaluation in Enterprise Workshop, OnToContent'08	Monterrey, Mexico	9 - 14. November 2008
ELP: Tractable Rules for OWL 2	Markus Krötzsch, Sebastian Rudolph, Pascal Hitzler	7th International Semantic Web Conference, ISWC-08	Karlsruhe, Germany	26 - 30. October 2008
Description Logic Reasoning with Decision Diagrams – Compiling SHIQ to Disjunctive Datalog	Sebastian Rudolph, Markus Krötzsch, Pascal Hitzler	7th International Semantic Web Conference, ISWC-08	Karlsruhe, Germany	26 - 30. October 2008
ACTIVE - Enabling the Knowledge-Powered Enterprise	Paul Warren, Jose Manuel Gomez-Perez, Carlos Ruiz	7th International Semantic Web Conference, ISWC-08	Karlsruhe, Germany	26 - 30. October 2008
Cost, Benefit Engineering for Collaborative Knowledge Creation within Knowledge Workspaces	Ali Imtiaz, Astrid Giernalczyk, John Davies, Nicholas J. Kings and Ian Thurlow	eChallenges, e-2008	Stockholm, Sweden	22 - 24. October 2008
Next Challenges for Semantic Technologies in Corporate Knowledge Management	Jose Manuel Gómez-Pérez, iSOCO	16th International Conference on Knowledge Engineering and Knowledge Management Knowledge Patterns, EKAW2008	Acitrezza, Catania, Italy	29 - 3. October 2008
Cheap Boolean Role Constructors for Description Logics	Sebastian Rudolph, Markus Krötzsch, Pascal Hitzler	11th European Conference on Logics in Artificial Intelligence, JELIA-08	Dresden, Germany	28 - 1. October 2008
ACTIVE – Enabling the Knowledge-Powered Enterprise	Paul Warren	2nd European Semantic Technology Conference, ESTC2008 (Industry focused event)	Vienna, Austria	24 - 26. September 2008
A Paradigm Shift: From Business to Knowledge Processes	Carlos Ruiz, José-Manuel Gómez-Pérez, José-Manuel López-Cobo	2nd European Semantic Technology Conference, ESTC2008(Industry focused event)	Vienna, Austria	24 - 26. September 2008
Description Logic Rules	Markus Krötzsch, Sebastian Rudolph, Pascal Hitzler	18th European Conference on Artificial Intelligence, ECAI-08	Patras, Greece	21 - 25. July 2008
Terminological Reasoning in SHIQ with Ordered Binary Decision Diagrams	Sebastian Rudolph, Markus Krötzsch, Pascal Hitzler	23rd AAAI Conference on Artificial Intelligence, AAAI-08	Chicago, Illinois	13 - 17. July 2008
A Benefit Estimation Model for Ontologies	Tobias Bürger, STI Innsbruck	5th Annual European Semantic Web Conference, ESWC2008	Tenerife, Spain	1 - 5. June 2008
OntoGame: Weaving the Semantic Web by Online Gaming	Katharina Siorpaes, STI Innsbruck; Martin Hepp, STI Innsbruck	5th Annual European Semantic Web Conference, ESWC2008	Tenerife, Spain	1 - 5. June 2008

Development Effort Estimation for Large Scale Business Ontologies	Elena Simperl, STI Innsbruck; Christoph Tempich, Detecon	Semantic Technology Conference 2008, SemTech2008(Industry focused event)	San Jose (CA), U.S.A.	18 - 22. May 2008
All Elephants are Bigger than All Mice	Sebastian Rudolph, Markus Krötzsch, Pascal Hitzler	21st International Workshop on Description Logics, DL-08	Dresden, Germany	13 - 16. May 2008
ONTOCOM Revisited: Towards accurate cost predictions for ontology development projects	Simperl, E., Popov, O. I., Bürger T.	European Semantic Web Conference 2009	Heraklion, Greece	31 - 4. June 2009

Journal Papers				
Paper	Authors	Journal	Vol./No.	Date
Games with a Purpose for the Semantic Web	Katharina Siorpaes, STI Innsbruck; Martin Hepp, STI Innsbruck	IEEE Intelligent Systems	vol.23/No.3	May/June
Methodologies for the creation of semantic data	Elena Simperl, STI Innsbruck; Christoph Tempich, Detecon; Tobias Bürger, STI Innsbruck	Handbook of Metadata, Semantics and Ontologies; Publisher: World Scientific Publishing Co., Editor: Dr. Miguel-Angel Sicilia	See note 1	Scheduled to be printed winter 09

Note 1 - See <http://www.worldscibooks.com/compsci/7077.html>

In addition to these technical papers, a comprehensive Foundational Paper has been prepared that gives an overview of the objectives and benefits of the ACTIVE project in general. This is intended to appeal to a wider audience than the technical papers. It will be published in the BT Technical Journal (BTTJ) in April 09. The BTTJ has a wide readership in the ICT sector.

See <http://www.springerlink.com/content/101778/?v=editorial> for online examples of this journal.

2.4 Active participation at key events

2.4.1 Measure

The following KPI's were defined as Dissemination Measures in deliverable D13.2, "Project measurements and metrics manual".

Measure	Definition	Target	Reported
Active participation at key events	Active participation additional to presenting a paper.	1 event in the first year; 2 events per year thereafter	Annually

2.4.2 Achievements to Report

The specific measure was intended to capture activities such as ACTIVE partners being invited to speak at key events or ACTIVE arranging publicity exhibitions/stands at such events. One activity falls into this broad category from the first year of the project.

ACTIVE researchers organised a workshop on "Incentives for the Semantic Web" (INSEMTIVE 2008). This was arranged to complement the ISWC2008 conference on 27th October 2008. The Researchers were Elena Simperl and Katharina Siorpaes from the University of Innsbruck, and Denny Vrandecic from the Karlsruhe Institute of Technology. The topic directly supports Deliverable D4.3.1 "Analysis of incentives in knowledge management and Web2.0 applications".

In addition, ACTIVE has co-sponsored 4 major European and international conferences over the initial 12 month period. See <http://www.active-project.eu/news.html> for details.

- International Conference on Weblogs and Social Media, (ICWSM08), 30th Mar -2nd Apr 2008
- 5th European Semantic Web Conference (ESWC2008), 1st to 5th June 2008
- 2nd European Semantic Technology Conference (ESTC 2008), 24th to 26th September 2008
- 7th International Semantic Web Conference (ISWC2008), 26th to 30th October 2008

There are additional benefits gained from these sponsored events as a result of deploying PR material (in the form of fly sheets) into the conference bags, having the ACTIVE logo on the conference website etc.

Specifically, the tables in section 2.1.2 demonstrate a significant increase in ACTIVE website access during each of the sponsored events listed above. The access rate has fallen again since the last sponsored event in October 08. Discounting these peaks, the graph in section 2.1.2 suggests that the underlying growth in website visits may be approaching a plateau.

Plans are already underway for CIAO2009, "Context Information and Ontology's". This is a workshop to be held during the ESWC2009 conference on 1st June 2009.

A second such event is likely, so the target remains suitable and achievable.

2.5 Number of filmed and downloaded tutorials

2.5.1 Measure

The following KPI's were defined as Dissemination Measures in deliverable D13.2, "Project measurements and metrics manual".

Measure	Definition	Target	Reported
Number of filmed tutorials	Number of filmed tutorials available on the internal training web site	10 films / 10 hours	Annually
Number of views/downloads of the filmed material	Number of views and downloads of filmed material measured	1000 views	Annually

2.5.2 Achievements to Report

In addition to the ACTIVE Kickoff meeting (AKOM) in March 2008, ACTIVE has co-sponsored a number of key international and European conferences which have a number of recorded seminars and tutorials. See <http://videolectures.net/active/> for details of both the AKOM and the co-sponsored events.

The following videos have been recorded from the AKOM:

- 3 Public Tutorials,
- 4 internal Lectures
- 4 internal workshops

The total duration of these videos is 8 hours.

With the welcome and other introductions at the event, we have a total of 32 separate public and internal videos, with a total duration of approx. 12 hours. The website shows a total of 441 separate visits to view or download these specific videos, but this only records views of greater than 1 minute duration. If all views are included, then the total figure is 758 views.

In addition, we have 184 separate videos, with a total duration of 180 hours, from co-sponsored events.

- International Conference on Weblogs and Social Media (ICWSM'08) –27 videos, 812 views
- European Semantic Web Conference (ESWC2008)– 78 videos, 1122 views
- International Semantic Web Conference (ISWC2008) –79 videos, 4163 views

Total duration: more than 180 hours of video.

There have been limited online feedback/comments to these videos, ranging from informal comments to clarification notes from the speaker themselves. One user thought that Kristin Stecher's talk at ICWSM08 was an "Awesome Lecture".

The target appears to be suitable and achievable for the second year of the project.

3 Future Impact Creation

The initial KPI's reported in section 2 above also have measures that relate to the 2nd and 3rd years of the project, which will be reviewed annually. As the project progresses, additional opportunities will arise for the project to create impact. There are two specific areas that have been identified at this stage.

3.1 IPR Exploitation

At the end of the first year of the project, only early versions of software modules have been developed and the integration into user interfaces has only recently started. As the software develops, and the user experience refined, it is expected that a number of IPR (patent) opportunities will arise. We anticipate that such patents will be used for a combination of supporting partners' direct exploitation of ACTIVE technology, exploitation via spin out companies; and licensing.

3.2 Summer Schools

The Summer Schools scheduled for 2009 and 2010 are expected to significantly influence the thinking within the Semantic community and to generate valuable feedback for the project.

Key Performance Indicators (KPI's) were established as "dissemination measures" in deliverable D13.2, "Project measurements and metrics manual" for these summer schools. These KPI's will be evaluated and reviewed after each summer school.

Measure	Definition	Target	Reported
Participation level at ACTIVE Summer schools	Number of participants at ACTIVE Summer schools	first summer school: 40 second summer school: 80	Annually
Customer satisfaction	Satisfaction of summer school participants measured by grades given in feedback forms	Average satisfaction of "Good" or better	Quarterly / Annually

3.3 Exploitation Plans

Details of exploitation plans from individual consortium partners are given in Deliverable D11.2.1, Initial Exploitation Strategy. This deliverable defines the exploitation plans for the remainder of the project which will lead to further impact creation in a number of ways.

Conclusions

The optimum impact that could be created by the project is when the technology is exploited in industry or in further academic research. The objective of the dissemination tasks is to raise the profile of the ACTIVE technology and encourage exploitation outside the project. Exploitation within the project is detailed in deliverable D11.2.1 “Initial Exploitation Strategy”. This deliverable currently focuses on the industry exploitation, but academic exploitation should not be discounted

The website has proven to be very successful in providing a vehicle for the wider dissemination of knowledge. The project has achieved major exposure at four key events during the year, in addition to the formal ACTIVE launch event. These events have generated a significant volume of collateral in the form of papers and recorded video. Access to the ACTIVE website has also shown significant increases during these events. The underlying growth curve would suggest that the target for website visits should be raised from 30 per day to 60 per day. Other measures appear to remain suitable and achievable.

It is expected that the planned summer schools in 2009 and 2010 will contribute significantly to the dissemination effort.