

## **ACTIVE**

### **Deliverable D11.5.2**

### **Report on 2nd year Impact Creation**

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#### ***Abstract***

This deliverable reports on a number of key performance indicators (KPIs), relating to the impact of the ACTIVE project during the first two years of its project life. These KPIs were originally defined in D13.2 and first reported on in D11.5.1.

[End of abstract]

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## Executive summary

This deliverable quantifies the impact of the ACTIVE project at the end of the project's second 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". They were reported on at the end of the first year in D11.5.1.

<b>Measure (KPI)</b>	<b>Definition</b>	<b>Target year 2</b>	<b>Achievements year 2</b>
Visitors to web-site	Average number of visitors to ACTIVE web-site, per day.	30/ day	81 / day
Update of ACTIVE web	Provide public Deliverables immediately after finalisation, provide news or other updates	One event or news update / month	57 new items, of which 11 were event or news items.
Peer-reviewed publications	Number of peer-reviewed publications accepted per project year.	25+	22
Active participation at key events	Active participation additional to presenting a paper.	2 events in the year	ACTIVE researchers organized two workshops during the year: <ul style="list-style-type: none"> <li>• CIAO2009 <a href="http://semanticweb.org/wiki/CIAO2009">http://semanticweb.org/wiki/CIAO2009</a></li> <li>• Webcentives <a href="http://webcentives09.sti-innsbruck.at/">http://webcentives09.sti-innsbruck.at/</a></li> </ul>
Number of filmed tutorials	Number of filmed tutorials available on the internal training web site	10 films / 10 hours	202 videos / 103 hours
Number of downloads of the tutorials	Number of downloads of tutorials	1000 downloads	8464 downloads
ACTIVE summer school	Number of participants at ACTIVE summer school	40	There were 43 participants at the first ACTIVE summer school in September 2009, in addition to 15 invited speakers.

## List of authors

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# 1 Introduction

This deliverable quantifies the impact of the ACTIVE project at the end of the second 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" and were reported on at the end of the first year in D11.5.1.

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 latter objective is the creation of peer-reviewed papers, white papers, brochures and online media, but this also includes representation at key external events

The 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.)

## 2 Initial Dissemination Key Performance Indicators

### 2.1 Visitors to web-site

#### Measure

Measure	Definition	Target	Achievements year 2
Visits to web-site	Average number of visitors to ACTIVE web-site, per day.	30/ day	81 / day

From the analysis of the first year's results it was decided to establish a new target of 60 visits per day.

#### Achievements to Report

The original target was to have an average 30 visits per day, which equates to a total of 10950 per year. After the first year's results, though, it was decided to establish a new target of 60 visits per day, equating to a total of 21900 per year. The total number of visits during the second year was 29514, superior to both targets.

The target measure refers to visits to the web-site, without considering unique visitors (not considering multiple visits from the same visitor).

For this report both measures will be considered on a monthly basis, i.e. we report the total number of visits on a monthly basis and also the total number of different visitors in any given month.

**The annual average over the second year of the project has been of 81 (80.86) visits per day, and considering only the number of different visitors per month, the average has been 36 (36.12) visitors per day.**

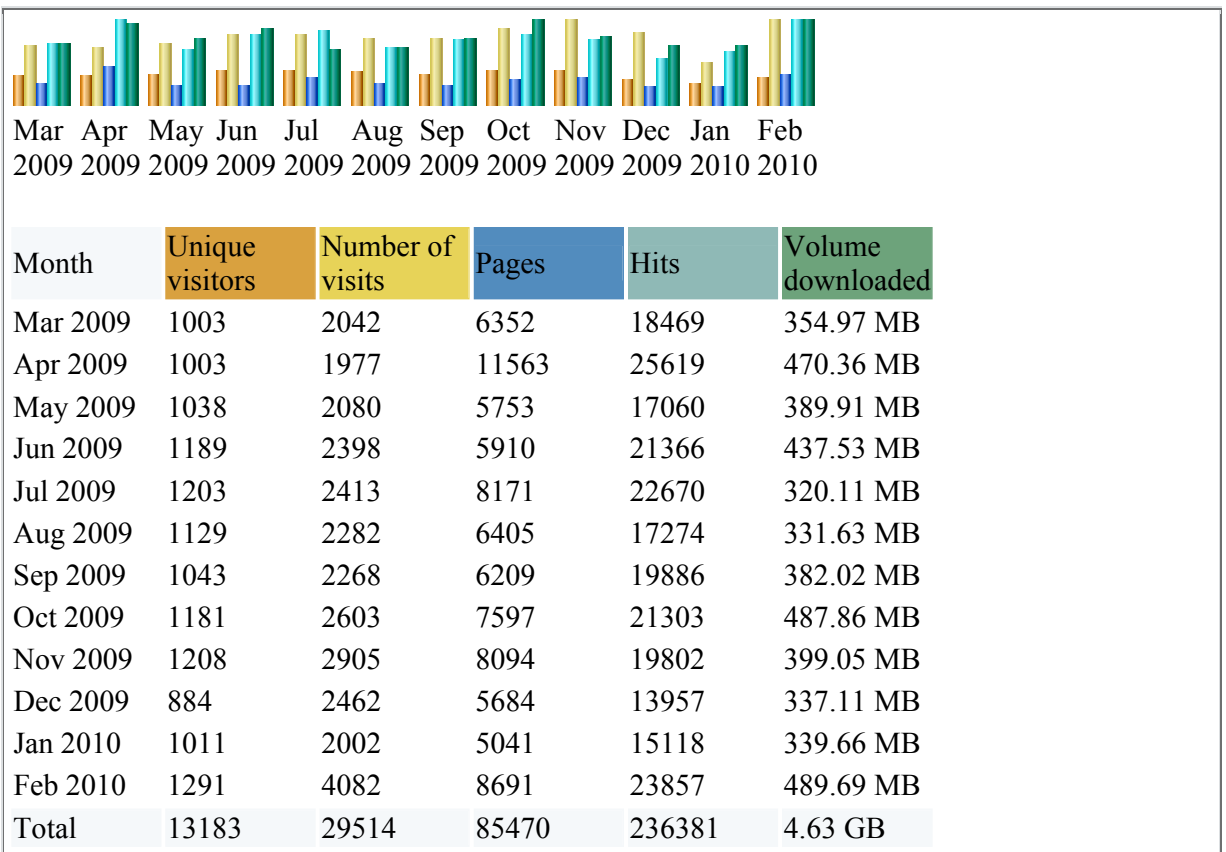
Other measures that are presented are the number of visited pages, the number of hits per page and the volume of material (in Megabytes) downloaded during all the visits. The values for these measures are presented in two separate categories, one is called the "viewed traffic", which only includes relevant traffic, and the other is called "not viewed traffic", which includes traffic generated by robots, worms, or replies with special HTTP status codes.

More precisely, each measure is defined as follows:

- **Unique visitors**- number of client hosts (IP address) who came to visit the site (and who viewed at least one page). This data refers to the number of different physical persons who had reached the site.
- **Number of visits**- a new visit is defined as each new incoming visitor (viewing or browsing a page) who was not connected to the site during last 60 min.
- **Pages**- number of times a page of the site is viewed (sum for all visitors for all visits). This data differs from "hits" in the sense that it counts only HTML pages as opposed to images and other files.
- **Hits**- number of times a page, image, file of the site is viewed or downloaded by someone.
- **Volume downloaded** - the amount of data downloaded, including all pages, images and files downloaded.

(all the data as on 26 February 2010)

<b>Reported period</b>	1 March 2009 to 26 February 2010				
<b>First visit</b>	01 Mar 2009 - 00:24				
<b>Last visit</b>	26 Feb 2010 - 10:17				
	<b>Unique visitors</b>	<b>Number of visits</b>	<b>Pages</b>	<b>Hits</b>	<b>Volume downloaded</b>
Viewed traffic	<b>&lt;= 13183</b>	<b>29514</b> (2.24 visits/visitor)	<b>85470</b> (2.90 pages/visit)	<b>236381</b> (8.01 hits/visit)	<b>4.63 GB</b> (160.76 KB/visit)
Not viewed traffic			<b>162118</b>	<b>174324</b>	<b>8.71 GB</b>



## 2.2 Update of ACTIVE web

### Measure

Measure	Definition	Target	Achievements year 2
Update of ACTIVE web	Provide public Deliverables immediately after finalisation, provide news or other updates	One event or news update / month	57 new items, of which 11 were event or news items.

### Achievements to Report

The website is a dynamic publicity medium that is updated on a regular basis. Over the two years of the project a number of updates have been made:

- page with the public deliverables available: 26 items are already publicly available;
- page with the newsletter issues: currently we produced 3 issues, 2 during the second year of the project, one in May 2009 and another in November 2009;
- page for generic news like sponsorships and seminars or tutorials presentations: currently has 14 news items;
- page for the news about events: currently has 10 event news items;
- the pages with the publications (journals and conferences) are themselves regularly updated: 8 journal or book chapters and 32 conference papers;
- page with other types of publications, such as white papers, presentations at events without an associated peer reviewed publication and annual reports: currently with 5 items;
- page with press events, such as press releases and media coverage: currently with 8 items;
- In addition, the homepage presents dissemination materials such as the project synopsis, flyer, poster, presentations and annual reports.

**A total of 105 items have been publicised on the website, from which 57 items were publicised over the second year of the project, of which 11 were news items or events.**

## 2.3 Peer-reviewed publications

### Measure

Measure	Definition	Target	Achievements year 2
Peer-reviewed publications	Number of peer-reviewed publications accepted per project year.	15+ in year 1 25+ in year 2 25+ in year 3	22

### Achievements to Report

Over the second year of the project, the project team had accepted for publication a total of 22 peer-reviewed publications: 16 conference papers and 6 journal papers.

The tables below list all the papers accepted during year 1 and year 2 of the project. In all there are 32 conference papers (16 of which were announced last year in D11.5.1) and 8 journal papers or book chapters

(2 of which have been already listed in D11.5.1). All publications are publicly listed at <http://www.active-project.eu/publications.html>

*In Conferences Proceedings:*

<b>Title of the paper</b>	<b>Author(s)</b>	<b>Event Name</b>	<b>Location</b>	<b>Date</b>
Semantic technologies to enable the knowledge-powered enterprise - the ACTIVE approach	Paul Warren, John Davies	SemTech 2010	San Francisco	June 21 <sup>st</sup> to 25 <sup>th</sup> 2010.
Entity Resolution in Texts Using Statistical Learning and Ontologies	Tadej Štajner, Dunja Mladenić	4th Asian Semantic Web Conference	Shanghai, China	6 - 9. December 2009
Achieving Maturity: the State of Practice in Ontology Engineering in 2009	Elena Simperl, Malgorzata Mochol, Tobias Bürger, and Igor O. Popov	8th International Conference on Ontologies, DataBases, and Applications of Semantics (ODBASE 2009)	Vilamoura, Portugal	2 - 4. November 2009
Wissensmanagement – Kooperation von Wissensarbeitern	Tom Bösser	Deutsche Gesellschaft für Luft- und Raumfahrt, FA Anthropotechnik, Kooperative Arbeitsprozesse	Braunschweig	27 - 28. October 2009
A predictive framework for value engineering within collaborative knowledge workspaces	Ali Imtiaz, Astrid Giernalcyk, Tobias Bürger, and Igor Popov	eChallenges 2009	Istanbul, Turkey	21 - 23. October 2009
Probabilistic temporal process model for knowledge processes: handling a stream of linked text	Marko Grobelnik, Dunja Mladenic, Jure Ferlez	Conference on Data Mining and Data Warehouses (SiKDD 2009)	Ljubljana, Slovenia	16. October 2009
Co-Creation of Value in IT Service Processes using Semantic MediaWiki	Rainer Schmidt, Frank Dengler, Axel Kieninger	2nd International Workshop on Business Process Management and Social Software (BPMS2 '09)	Ulm, Germany	7. September 2009
A Matter of	Markus Krötzsch,	22nd International	Oxford, United	27 - 30. July 2009

Principles: Towards the Largest DLP Possible	Sebastian Rudolph	Workshop on Description Logics (DL2009)	Kingdom	
ACTIVE - enabling the knowledge-powered enterprise	Paul Warren	SemTech 2009	San Jose, California	14 - 18. June 2009
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. May 2009 - 4. June 2009
Using Task Context to Achieve Effective Information Delivery	Jose Manuel Gomez-Perez, Marko Grobelnik, Carlos Ruiz Moreno, Marcel Tilly, Paul Warren	Workshop on Context, Information And Ontologies - CIAO 2009	Heraklion, Greece	31. May 2009 - 4. June 2009
Tran Semantic Wiki Search	Peter Haase, Daniel M. Herzig, Mark Musen, Duc Thanh	European Semantic Web Conference 2009	Heraklion, Greece	31. May 2009 - 4. June 2009
Tempus Fugit - Towards an Ontology Update Language	Uta Lösch, Sebastian Rudolph, Denny Vrandecic, Rudi Studer	European Semantic Web Conference 2009	Heraklion, Greece	31. May 2009 - 4. June 2009
Framework for Value Prediction of Knowledge-based Applications	Ali Imtiaz, Tobias Bürger, Igor Popov, and Elena Simperl	1st Workshop on Economics of Knowledge-Based Technologies (ECONOM 2009)	Poznan, Poland	29. April 2009
Collaborative Process Development using Semantic MediaWiki	Frank Dengler, Steffen Lamparter, Mark Hefke, Andreas Abecker	5th Conference of Professional Knowledge Management	Solothurn, Switzerland	25 - 27. March 2009
Towards Automatic Content Quality Checks in Semantic Wikis	Denny Vrandecic	AAAI Spring Symposium 2009	Stanford, CA	23 - 25. March 2009
Behavioral research on the WWW	Tom Bösser	Websci 09	Athens, Greece	18 - 20. March 2009
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,	7th International Semantic Web	Karlsruhe, Germany	26 - 30. October 2008

	Pascal Hitzler	Conference, ISWC-08		
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. September 2008 - 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. September 2008 - 1. October 2008
ACTIVE – Enabling the Knowledge-Powered Enterprise	Paul Warren et al.	2nd European Semantic Technology Conference, ESTC2008	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	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	Sebastian Rudolph, Markus Krötzsch,	23rd AAAI Conference on	Chicago, Illinois	13 - 17. July 2008

SHIQ with Ordered Binary Decision Diagrams	Pascal Hitzler	Artificial Intelligence, AAAI-08		
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	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

*Papers in Journals and Book Chapters:*

<b>Paper</b>	<b>Authors</b>	<b>Journal</b>	<b>Vol./No.</b>	<b>Date</b>
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 2008
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		expected date: Aug 2009
Improving knowledge worker productivity – the ACTIVE integrated approach	P Warren, N Kings, I Thurlow and J Davies, T Bürger and E Simperl, C Ruiz and JM Gómez-Pérez, V Ermolayev, R Ghani, M Tilly, T Bösser, A Imtiaz	BT Technology Journal	Vol 26 No 2, pages 165 to 176	April 2009
Semantic Technology for Capturing Communication Inside an Organization	Marko Grobelnik, Dunja Mladenic, Blaz Fortuna	IEEE Internet Computing	vol. 13(4): 59-67	2009
Ontology Reuse - Is it Feasible?	Elena Simperl and Tobias Bürger	"Data Management on the Semantic Web", Nova Science Publisher		expected date: 2010

<b>Paper</b>	<b>Authors</b>	<b>Journal</b>	<b>Vol./No.</b>	<b>Date</b>
Supporting a distributed sales force	Davies, J., Thurlow, I., and Warren, P.	Knowledge Management for Sales and Marketing, edited Young, T.		expected date: 2010
Knowledge Management in large organisations	Davies, J. and Warren, P.	Handbook of Semantic Web Technologies, edited Hendler, J., Fensel, D., Domingue, J.		expected date: 2010
Knowledge management at the customer front line	Warren, P., Thurlow, I., Kings, N., Davies, J.	Journal of the Institute of Telecommunications Professionals	Vol. 4, Part 1	2010

## 2.4 Active participation at key events

### 2.4.1 Measure

<b>Measure</b>	<b>Definition</b>	<b>Target</b>	Achievements year 2
Active participation at key events	Active participation additional to presenting a paper.	1 event in the first year; 2 events per year thereafter	2 workshops organized, plus one conference exhibition stand.

### 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.

During the year ACTIVE researchers collaborated to organise a number of workshops. These were:

- CIAO2009 workshop (<http://semanticweb.org/wiki/CIAO2009>) on Context, Information and Ontologies. The workshop was an all-day event organised colocated ESWC2009.
- Webcentives '09 workshop (<http://webcentives09.sti-innsbruck.at/>) on motivation and incentives on the Web, colocated with WWW2009.

ACTIVE also organised a stand at the ESTC conference in Vienna in December 2009.

Similarly to the first year, during the second year of the project ACTIVE has sponsored 4 major European and international conferences:

European Semantic Web Conference- 2009ESWC 2009, 31 May - 4 June 2009, Heraklion, Greece (<http://www.eswc2009.org/>);

The European Conference on Machine Learning and Principles and Practice of Knowledge Discovery in Databases- ECMLPKDD 2009, 7-9 September 2009, Bled, Slovenia (<http://www.ecmlpkdd2009.net/>);

Semantic Technology Conference- SemTech 09, 14-18 June 2009, San Jose, California (<http://www.semantic-conference.com/ata glance/>);

European Semantic Technology Conference- ESTC 2009, 2-3 December 2009, Vienna, Austria (<http://www.estc2009.com/>)

See <http://www.active-project.eu/news.html> for details.

There are additional benefits gained from these sponsored events as a result of deploying dissemination materials. It was verified that the number of visits to the website increased during and after each of the sponsored events listed above.

## 2.5 Number of filmed and downloaded tutorials

### Measure

Measure	Definition	Target	Achievements year 2
Number of filmed tutorials	Number of filmed tutorials available on the internal training web site	10 films / 10 hours	202 films / 103 hours
Number of downloads of the tutorials	Number of downloads of tutorials	1000 downloads	8464 downloads

### Achievements to Report

During the year, a number of videos have been made of conferences and presentations on topics related to ACTIVE. These are available for view on <http://videlectures.net/active>. The table below lists the events recorded during the second year of ACTIVE. In each case, the table shows the number of videos made at each event, the total viewing time, and the total number of downloads for the event for the period until 25<sup>th</sup> January 2010.

In all, 202 videos were created, with a total viewing time of 103 hours. There have been 8464 downloads of these videos.

Event	Number of videos	Total viewing time	Number of downloads
WWW 2009 Conference	26	13 hours 22 mins	2584
Tutorial on query log mining	4	5 hours 21 mins	226
Semantic Search 2009 workshop	16	5 hours 36 mins	959
ICWSM 09	36	17 hours 58 mins	2028
23 <sup>rd</sup> Annual Workshop on Qualitative Reasoning	19	7 hours 13 mins	578
6 <sup>th</sup> Annual European Semantic Web Conference	58	20 hours 50 mins	1165
1 <sup>st</sup> ACTIVE summer school	16	22 hours 15 mins	402
8 <sup>th</sup> International Semantic Web Conference	3	3 hours 5 mins	417
3 <sup>rd</sup> Annual European Semantic Technology Conference	24	7 hours 15 mins	105

## 2.6 ACTIVE summer schools

The following targets were defined for the two ACTIVE summer schools. The first was held in Bled, in September 2009, i.e. in the second year of the project. The second summer school will be held during the third year of the project.

### Measure

Measure	Definition	Target	Achievements year 2
Participation level at ACTIVE Summer schools	Number of participants at ACTIVE Summer schools	first summer school: 40 second summer school: 80	43 attendees plus 15 invited speakers

### Achievements to Report

The first ACTIVE summer school was held on September 4<sup>th</sup>-6<sup>th</sup> 2009 in Bled, see: <http://active09.ijs.si/>. The event attracted an audience of 43, in addition to the 15 invited speakers.

### **3 Conclusions**

The high level of dissemination begun during the first year has continued into the second year of the project. The Summer School was a particular success, as were the two workshops organised during the year. The high level of visits to the website is also particularly gratifying. The total number of publications accepted during the year is slightly lower than those accepted in the first year of the project. However, the total for the first two years is exactly on target (40).

This level of dissemination activity will continue during the project's third year, with continued emphasis on publications and with the second ACTIVE Summer School. During the final year the dissemination aimed at the industrial sector, already begun in the first two years of the project, will be increased. This will complement the continued high level of dissemination activity aimed at the research sector.