

Informal Research Meeting

“Social Computation and Agents“ Lab

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Agenda

- **Guest: Oge Marques**
Associate Professor, Department of Computer Science and Engineering,
Florida Atlantic University
"Image organization, annotation, and retrieval from a human-centered perspective"
- Presentation and discussion of current research at the „**Social Computation and Agents**“ lab at KMI, Graz University of Technology
Short presentations by:
 - Mark Kröll (PhD student)
 - Christian Körner (MSc student)
 - Monika Schubert (PhD student)
 - Christoph Ruggenthaler & Andreas Haselsberger (MSc students)

Detailed Agenda

- Oge Marques, Associate Professor (15-20 min)
Guest: „*Image organization, annotation, and retrieval from a human-centered perspective*“
 - Mark Kröll, PhD student (15-20 min)
Paper presentation: „*Acquiring Knowledge about Human Goals from Search Query Logs*“

Mark will continue to work on these issues during a summer internship at University of Southern California, in cooperation with Prof. Andrew Gordon
 - Christian Körner, MSc student (15-20 min)
Work-in-Progress: „*Constructing Goal Association Graphs from Search Query Logs*“
 - Monika Schubert, PhD student (5-10 min)
Problem Statement: „*Reconstructing Problem Structures from Software Repositories through (Social) Network Analysis: The Eclipse Bugzilla Case*“

This is a cooperation with Open University UK, Prof. Yijun Yu
 - Christoph Ruggenthaler und Andreas Haselsberger, MSc students (15 min)
Demonstration: „*A Working Prototype of a Social Goal Tagging Application*“

<http://webdev.know-center.tugraz.at:8080/GT/>
- + 5-10 min Discussion / Presentation**

Guest Lecture

- **Oge Marques**

Associate Professor, Department of Computer Science and Engineering,
Florida Atlantic University

*"Image organization, annotation, and retrieval
from a human-centered perspective"*

From *Content* to *Intent*

Goal-Oriented Analysis and Engineering of Social-focused Web Applications

context of our work

From Content to Intent

We can observe that

- Many activities on the web are **driven by goals** (“plan a trip to Italy”)
- Especially high-level goals benefit from **social interaction**

Yet

- the web lacks intentional structures, i.e. it is mostly **non-intentional**
- Difficult for users to **formulate their needs** or **collaboratively achieve goals**

From Content to Intent

- Goal acquisition and –mining
 - harvesting “traces of intent”
- Goal representation and modeling
 - identifying relations between goals
- Social goal discovery and intentional translucence
 - goals as “first class citizens”

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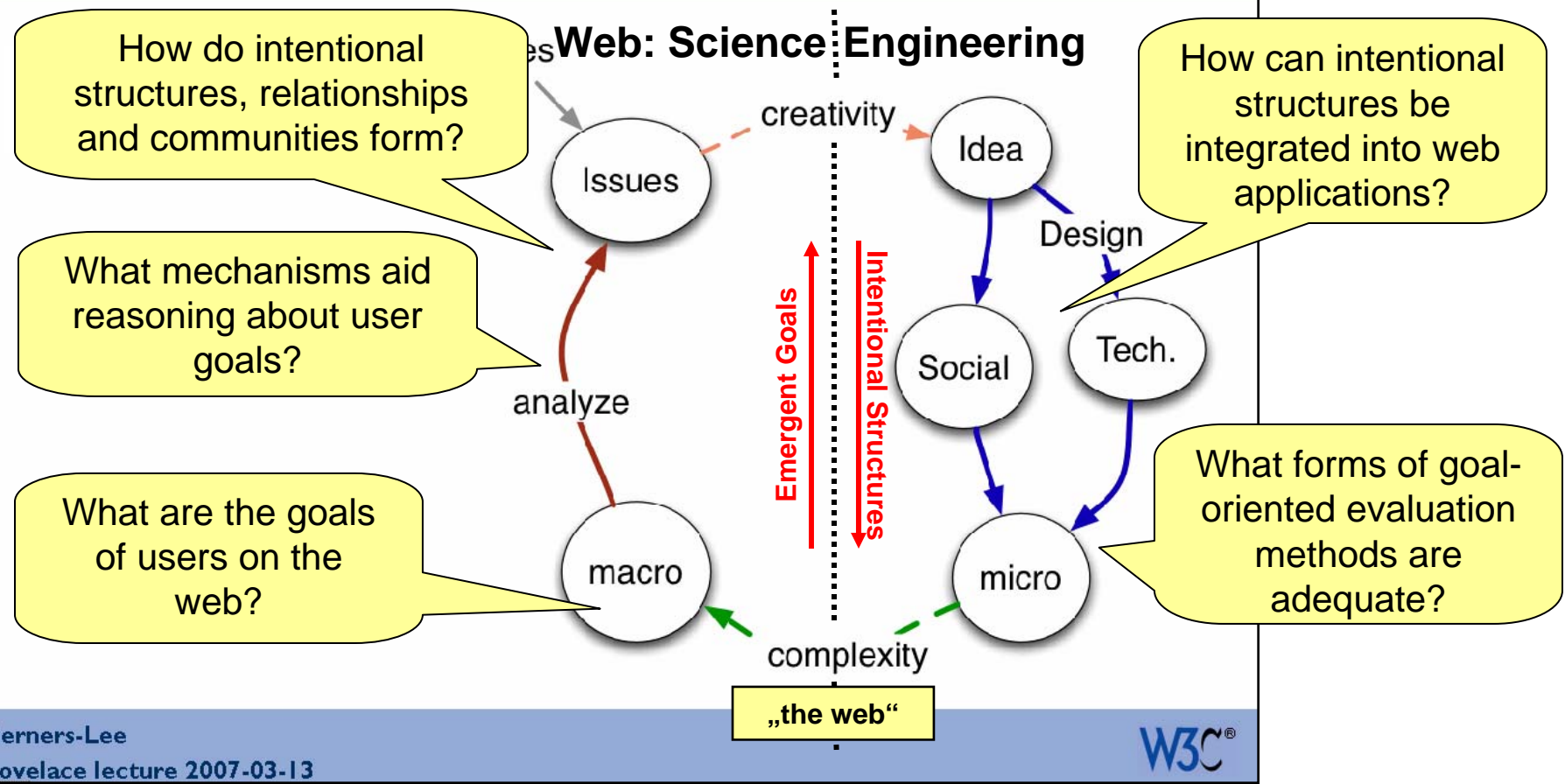
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An Intentional Web

Goal-Oriented Analysis and Engineering of Social-focused Web Applications

The process of web science



Berners-Lee
Lovelace lecture 2007-03-13

W3C®

Overview

From an intentional perspective, we look at

- Search Query Log Analysis
 - „What are the goals of users who search the web?“
 - The AOL Search Query Log
 - Software Repository Mining
 - „What are the goals of software developers?“
 - Eclipse Bugzilla Dataset
 - Engineering of Social-focused Web Applications
 - „How can intentional structures be integrated into applications?“
 - A Social-focused Web Application Prototype
-
- Web Science**
- Web Engineering**

Work-in-Progress Presentations

- Mark Kröll, PhD student (15-20 min)
Paper presentation: „Acquiring Knowledge about Human Goals from Search Query Logs“

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Scope:

Goal Acquisition

Goal Modeling

Goal Modeling

Goals as First Class Citizens

End of meeting

Markus Strohmaier

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