Social Semantic Emotion Analysis for Innovative Multilingual Big Data Analytics Markets

D7.11 Detailed Training Activities Plan

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Executive Summary

The purpose of this deliverable is to detail a plan of training activities than enables knowledge transfer from academy to industry. The training activities have been designed for the following users: industrial users, service developers and researchers. The plan includes two webinars to be organized after the main project milestones, M12 and M21. These webinars will cover the scientific and technological approaches to emotion recognition across languages and modalities, as well as their efficient large-scale integration into commercial offerings. In addition, the plan includes F2F training activities (summer schools, academic courses and tutorials).

1. Introduction

This deliverable describes the training plan scheduled to spread know-how in multimodal, multilingual emotion analysis based on a Big Linked Data platform. One of the main objectives of MixedEmotions is to provide business ready innovative data analytics solutions that can be deployed by European companies in global markets. MixedEmotions training activities will be designed so that potential users of MixedEmotions technologies can understand and use their full potential. Training activities bring the target user groups in contact with powerful technologies at their disposal.

The training program has been created taking into account the information gaps to be filled and the needs of the different target user groups, industrial users, service developers and researchers as detailed in section 2. The contents of the learning materials will be created under Creative Common licenses. Two types of training activities has been scheduled: web-based activities (section 3) and face-to-face activities (section 4). An online feedback questionnaire will be designed and administered to the participants in the webinars immediately after each event in order to assure the maximum survey response rate possible. The questionnaire will be designed in order to provide feedback and assessment about project results. The questionnaire will include personal data, an overall webinar assessment, and judgment about the results of the project regarding the impact on future industrial and commercial activities.

2. Target user groups

Training activities will be focused on three target user groups: researchers, industrial users and service developers. Differentiating between the needs and potential of the users groups will be necessary as user group has a different starting position, task profile and familiarity with MixedEmotions technologies.

2.1. Researchers

Users in this category will use MixedEmotions technologies as a support tool for researching a topic, mainly in the fields of affective computing, semantic technologies and big data. MixedEmotions will pay special attention to this kind of users, since they can ensure the evolution and constant innovation of MixedEmotions technologies.

2.2. Industrial Users

The potential industrial users of MixedEmotions are a wide range of European companies that can improve their business processes by providing emotion analysis decision support for consumers, marketers, competitors or managers. Specifically, MixedEmotions will have an impact on all actors in the emotion analysis data value chain:

- Content providers will be able to improve the services offered to their customers, by better understanding customer opinions and perceived value of their content, in order to improve their business effectiveness.
- Social media monitoring companies interested in analysing brand and product trends will have the possibility for the first time to analyse opinions across different languages and modalities/media, and perceive the cultural peculiarities of each region. MixedEmotions will provide a platform for accessing all relevant data and services in a seamless way.
- Contextual advertising companies interested in optimising the impact of online advertisements by measuring Europe-wide emotions and sentiment about products.

2.3. Service Developers

Service developers will be able to develop new services using the MixedEmotions platform for multilingual emotion analysis across different media/modalities. This will enable to increase the competitiveness of these companies and reducing the time-to-market, crucial for the success of

implemented solutions. Researchers and industrial partners can also take the role of service developers in case they develop new services.

Based on the open source strategy of MixedEmotions, MixedEmotions setup a repository with the project software assets in the forge github (https://github.com/MixedEmotions). This forge will include training material such as help pages and tutorials, screencasts, FAQs, forums, etc.

3. Webinars

3.1. 1st Webinar - A business perspective of MixedEmotions

Activity:	Webinar
When:	April 2016 (M12)
Where:	web-based
Target user group:	industrial partners (business background)
Objectives and methodology:	This webinar aims at showing the potential of Mixed Emotions to prospective industrial users. The webinar will follow a case study approach based on the pilots developed in the project. This webinar also aims at identifying additional business requirements.
Contents:	• Introduction to MixedEmotions • Business drivers in the pilots • Demo • Benefits of the solution • Discussion about additional business requirements and first impressions

3.2. 1st Webinar: A technical perspective of MixedEmotions

Activity:	Webinar
When:	April 2016 (M12)
Where:	web-based
Target user group:	industrial partners (technical profile), service developers and researchers
Objectives and	This webinar aims at showing the potential of Mixed Emotions to

methodology:	prospective technical users. The webinar will provide a hands-on training activity so that users can understand and use MixedEmotions platform
Contents:	• Introduction to MixedEmotions • MixedEmotions Platform • MixedEmotions services for multimodal and multilingual emotion analysis: API descriptions • MixedEmotions services for multimodal and multilingual emotion analysis: Usage examples • How to take advantage of the LD approach of MixedEmotions • Benefits of the solution

3.3. 2nd Webinar - A business perspective of MixedEmotions

Activity:	Webinar
When:	January 2017 (M21)
Where:	web-based
Target user group:	industrial partners (business background)
Objectives and methodology:	This webinar aims at presenting the potential of MixedEmotions to prospective industrial users. The webinar will follow a case study approach based on the pilots developed in the project. This webinar will be showing the achievements of the final version of the pilots. Depending on the interest of the attendants, this webinar will be more specific (i.e. Emotion Solutions for Social TV, Emotion Solutions for Brand Reputation Management, Emotion Solutions for Call Centers).
Contents:	• Introduction to MixedEmotions • Business drivers in the pilots • Demo • Benefits of the solution • Commercial offering

3.4. 2nd Webinar: A Technical perspective of MixedEmotions

Activity:	Webinar
When:	January 2017 (M21)

Where:	web-based
Target user group:	industrial partners (technical profile), service developers and researchers
Objectives and methodology:	This webinar aims at showing the potential of MixedEmotions to prospective technical users. The webinar will provide a hands-on training activity so that users can understand and use MixedEmotions platform. The webinar will be focused on the development of a simple emotion analysis service during the webinar.
Contents:	• Introduction to MixedEmotions • MixedEmotions Platform • Use of MixedEmotions services for emotion analysis of multimedia assets • How to take advantage of the LD approach of MixedEmotions • Benefits of the solution

4. F2F Training activities

4.1. Summer Schools

Activity:	EUROLAN 2015. School on Linguistic Open Data
When:	Jul 13, 2015 - Jul 25, 20 (M4)
Where:	Sibiu, Romania
Target user group:	Researchers in NLP, semantics, opinion mining
Partners:	NUIG
Description:	Training on the use of Linked Data principles and best practices in language resource definition and publishing, with specific emphasis on language resources for opinion mining and emotion analysis, and their use in connection with background domain knowledge as specified in knowledge graphs

4.2. Hackathons

Activity:	Hackathon

When:	December 2016 (M20)
Where:	Madrid, UPM
Target user group:	service developers
Partners:	UPM, all
Objectives and methodology:	A hackathon (also known as a hack day, hackfest or codefest) is an event in which computer programmers and others involved in software development, including graphic designers, interface designers and project managers, collaborate intensively on software projects. Hackathons typically start with one or more presentations about the event, as well as about the specific subject, if any. Then participants suggest ideas and form teams, based on individual interests and skills. Then the main work of the hackathon begins, which can last anywhere from several hours to several days. For hackathons that last 24 hours or longer, especially competitive ones, eating is often informal, with participants often subsisting on food like pizza and energy drinks. Sometimes sleeping is informal as well, with participants sleeping on-site with sleeping bags. At the end of hackathons, there is usually a series of demonstrations in which each group presents their results. MixedEmotions hackathon aims at fostering the development of new services by service developers. The activity will be coordinated with the Entrepreneurship activities of UPM.
Contents	• MixedEmotions introduction • Present the platform and resources • Tutorial: Developing emotion services • Set-up working teams and define project ideas • Team project development • Team projects presentation • Fill in evaluation survey • Final vote (among participating groups) • Prize award (optional)

4.3. Academic Education

Several of the academic partners of the project will disseminate MixedEmotions through training activities in their institutions.

4.3.1. Universidad Politécnica de Madrid

Activity:	Seminar on Emotion Analysis
When:	October 2016
Where:	Madrid, UPM
Target user group:	researchers / service developers
Partners:	UPM
Objectives and methodology:	The seminar will introduce emotion analysis principles and will present the role of a Big Linked Data Platform. The seminar will be based on talks and a practical project in groups.
Contents	• MixedEmotions introduction • Emotion Analysis principles • MixedEmotions Big Linked Data Platform • Lab • Project presentation

4.3.2. National University of Ireland Galway

Activity:	Erasmus student exchange BUT - NUIG
When:	September-December 2016
Where:	Galway, NUIG
Target user group:	Bc. and MSc. students from BUT
Partners:	NUIG, BUT
Objectives and methodology:	As a part of their training Erasmus visits, students from BUT will work on a project-related topic defined in cooperation between NUIG and BUT
Contents	• Topic specification and formal assignment • Regular teleconferences monitoring progress • Group work on the particular problem • Integration to a use case • Final assessment

4.3.3. University of Passau / Imperial College

Activity:	Intelligent Audio Analysis Course
When:	March–June 2016
Where:	University of Passau
Target user group:	Master/PhD students
Partners:	UP
Objectives and methodology:	The course will cover the key topics related to the project and present preliminary results of the project with the focus on presenting use-cases of the project as examples for possible applications related to the course.
Contents	• Multimodality and multilinguality emotion analysis • Machine learning techniques for emotion analysis • Fusion techniques for multimodal data processing • Data annotation techniques

4.3.4. Brno University of Technology

Activity:	Natural Language Processing Course
When:	September-December 2015, September-December 2016
Where:	Brno, BUT
Target user group:	Master students, including Erasmus students coming to BUT
Partners:	BUT
Objectives and methodology:	The course will be extended to cover key topics related to the project and initial/advanced finding resulting from the project work. We will take advantage of the project focus on business aspects of advanced emotion analysis and present project use cases as examples of practical applicability of concept taught in the course.
Contents	• Motivational applications corresponding to project business cases • Collection of big data relevant for emotion analysis from web Multimodality and multilinguality

	• Pre-processing and indexing the data • Machine-learning methods for emotion classification

5. Conclusions

MixedEmotions has defined a training plan focused around the target groups to ensure they use MixedEmotions technologies to their full potential. The table below shows an overview of all scheduled training activities.

Month	Activity	Target User Group
M4	Summer School EUROLAN 2015	Researchers
M12	1st Webinar - A Business perspective of MixedEmotions	Industry
M12	1st Webinar - A Technical perspective of MixedEmotions	Industry, Service Developers, Researchers
M19	Seminar on Emotion Analysis (UPM)	Researchers
M20	Hackathon	Service Developers
M21	2nd Webinar - A Business perspective of MixedEmotions	Industry
M21	2nd Webinar - A Technical perspective of MixedEmotions	Industry, Service Developers, Researchers
M3-M21	Online Github community training material (FAQ, tutorials, screencasts, forums, etc.)	Service Developers, Researchers
M6-M9 M18-M21	Natural Language Processing course BUT	Researchers
M12-M16	Intelligent Audio Analysis UP	Researchers
M18-M21	Erasmus student exchange BUT - NUIG	Researchers