



Social Semantic Emotion Analysis for Innovative Multilingual Big Data Analytics Markets

D7.5 Dissemination Plan

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Executive Summary

MixedEmotions includes comprehensive dissemination activities derived from the results of other WPs. It will aim at: disseminating the results of the project at technology fairs, scientific conferences and publications; collaborating with other projects and providing contributions to selected standardisation bodies.

Making sense of accumulated user interaction from different data sources, modalities and languages is challenging and has not yet been explored in fullness in an industrial context. Commercial solutions exist but do not address the multilingual aspect in a robust and large-scale setting. Given this lack of commercial solutions, we expect that the dissemination plan will provide quick visibility to the project resources and will facilitate the inclusion of new resources outside the consortium.

The dissemination strategy followed in MixedEmotions consists of three fundamental steps, also referred to as independent strategies, as explained in section 2. These are: **Awareness**, in which promotion of the project and its aims has to be pursued; **Engagement**, a compound of activities that aim at involving more companies and individuals in the development of the different tools and schemas of MixedEmotions, as well as getting them to use them and provide feedback; and finally **Demonstration**, whose intention is to show specific results of the project. The difference between Demonstration and Awareness is the focus on results and dissemination of outcomes.

1. Introduction

This document aims at describing the overall dissemination strategy of MixedEmotions project. The current version of the document states the basis of the dissemination plan. Nevertheless, the detailed planning of dissemination activities will be done during the project in an interactive way.

The document is structured as follows. First, section 2 describes the dissemination strategy to be followed in the project. Then, several sections describe different aspects of the dissemination plan, such as publications and presentations (section 3) and Online presence (section 4). Finally, section 5 summarises the initial dissemination plan.

2. Dissemination strategy

Dissemination of the knowledge gained is an important element of the MixedEmotions project. A great deal of the success of the project can be measured by the number of

companies that test the developed applications and provide feedback, or make use of applications developed under the MixedEmotions project. It does not only indicate that the decisions taken in the development of the final solution are right, but it also adds value by means of new content, data sources, and profiles.

There are mainly two sides to cover in the dissemination of the project: academia and practitioners. Both are important for the growth of the project, but the approach to each one should be different. In the following sections, we will specify which group we are aiming at with each action or channel, and will give a succinct description.

The dissemination strategies set the guidelines to advertising and introducing the MixedEmotions project. An important part of this task is to communicate and spread the ideas within the project, the expected (in an early stages) or achieved (in late stages) results, and to manage to gather users and collaborators along the way.

In that regard, the dissemination strategies of MixedEmotions will be focused on three directions: Awareness, Engagement and Demonstration. These strategies, which will be further elaborated in the following sections, have the following timeline:

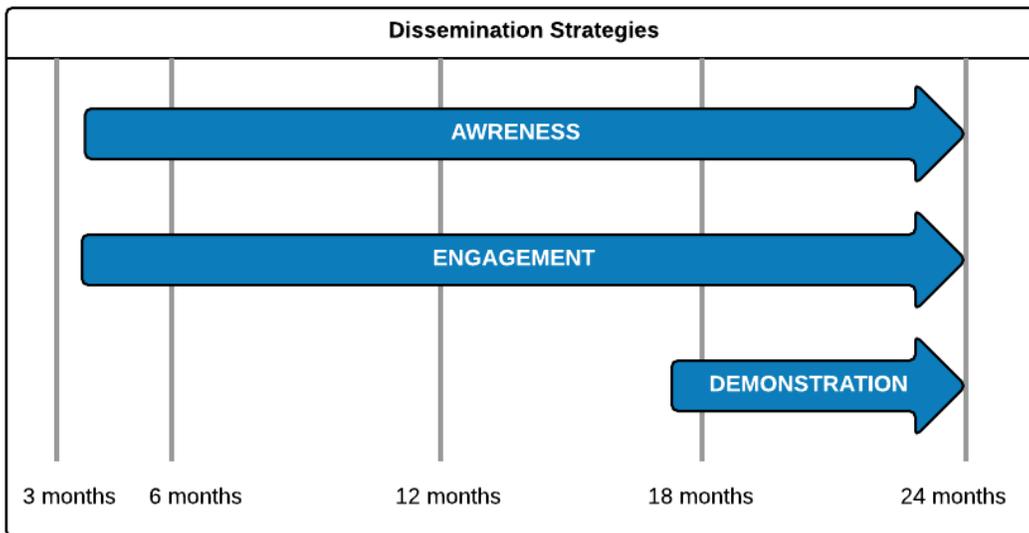


Illustration 1: MixedEmotions Dissemination Strategies Timeline.

2.1. Awareness

Before being able to take any further actions, it is vital to spread the word about the MixedEmotions project, inform possible users and clients, and reach potential collaborators. This phase will be started as soon as the project starts being shaped, and will last for as long as the project does.

Several awareness activities have been identified, depending on the targeted users. This differentiation allows us to better define our approach to each one. In the academic area, publications and academic events are described in sections 3.

And a more general campaign will be conducted on the internet (section 4), including social networks, targeting from academic peers to end users.

2.2. Engagement

Along with the awareness actions, potential contributors must be contacted and encouraged to participate or engage in the actions conducted by the consortium and other related tasks that may reflect positively in the outcomes of the project.

For obvious reasons, engagement actions will overlap in time with those described in the previous section, even before having a demonstrator. This is so because the benefits of cooperation with other parties also reflect in the development and design of the cited Demonstrator. But that is not the only aspect in which engaging third parties can incur in better outcomes. For instance, another aim of this project is to obtain a shared resources pool, an area where having cooperation beyond the members of the consortium translates into richer and wider results. Hence exploiting early engagement is highly beneficial.

Social networks play an important role in the Engagement activities. It is possible to reach other companies and individuals in a bidirectional way, allowing them not only to subscribe to the news related to the project, but also to give comments and get involved.

Moreover, Open Source and Social Coding in particular (section 4.2) enable third parties to easily join and contribute to the developing stage. Furthermore, it allows them to check the progress and internals of certain parts of the project without the need to contribute at that very moment. This facilitates a dynamic and powerful engagement strategy.

2.3. Demonstration

Least, but not last, it is important to demonstrate the capabilities of the tools under the MixedEmotions frame, as well as the advantages of the concepts exposed and defined within.

MixedEmotions will develop innovative multilingual multimodal Big Data analytics applications that will analyze a more complete emotional profile of user behavior using data from mixed input channels: multilingual text data sources, A/V signal input

(multilingual speech, audio, video), social media (social network, comments), and structured data. In particular, several commercial applications will be implemented as pilot projects. These will be in Social TV, Brand Reputation Management and Call Centre Operations.

3. Publications

3.1. Journals and Conference Papers

Journals and conference papers represent an important channel for academic initiatives. Presentations and conferences aim to shorten the gap between idea producers and consumers, introducing early adopters and early partners by means of direct human interaction. Moreover, conferences usually gather experts in a certain field, making it easier to exchange ideas and strengthen bonds with fellow researchers and practitioners.

Scientific journals and conferences are highly specialised, and thus provide information on the cutting edge of technologies and trends in each field. The number of journals and conferences published in, and their importance, has become an indicator of the relevance of projects and authors. For this reason, being present in the main scientific journals and conferences is vital. The following is a list of potential journals and conference that MixedEmotions plans to submit to: European Social Services Conference, Foundations of Computer Science (FOCS), Symposium on Theory of Computing (STOC), Symposium on Discrete Algorithms (SODA), ACM SIGMOD International Conference on Management of Data, Very Large Database Conference (VLDB), International Conference on Data Engineering (ICDE), International Speech Communication Association (INTERSPEECH), International Conference on Acoustics, Speech and Signal Processing (ICASSP), International Conference on Affective Computing and Intelligent Interaction (ACII, ICACII), International Conference on Multimodal Interaction (ICMI), ACM DEBS - Distributed Event-Based Systems, ESWC Extended Semantic Web Conference, ISWC International Semantic Web Conference, IEEE expert, IEEE Intelligent Systems, IEEE Transactions on Audio, Speech and Language Processing (TASLP), IEEE Transactions on Affective Computing, Pattern Recognition Letters (Elsevier), Speech Communication (Elsevier), SIAM Journal of Computing, Journal of the ACM, Journal of Computer Information Systems, Decision Support Systems, Journal of Intelligent Information Systems, Industrial Management and Data Systems, Journal of Web Semantics.

3.2. Master and PhD theses

PhD and Msc theses are important indicator of the maturity, potential and relevance of a research project. Therefore, the MixedEmotions project will also be focused on producing and encouraging quality theses related to the topic in question. The currently planned theses are as follows:

Institution	Phd 2015	Master Thesis 2015	Phd 2016	Master Thesis 2016
UPM	0	0	1	1
NUIG	1	0	1	1
UP	0	0	0	1
BUT	0	0	2	3

Table 2: Master and PhD thesis plans

The following table will be used to report on the publication and dissemination activities of the MixedEmotions partners. This table will be continuously updated and reported in the context of the 6-monthly, annual and final reports (D1.1, D1.3, D1.4, D1.5) as well as in the dissemination reports (D7.6., D7.7).

Conference	Partner	Date	Talk / Paper title	Website

4. Online Presence

MixedEmotions is heavily linked to the Internet in many aspects. It aims at interconnecting parties to share resources, parties that develop their activities on the Internet to one extent or another, and that probably use data that has been created or transferred through the Internet.

For this reason, and many others, the promotion of MixedEmotions has to be conducted on the Internet through different channels.

4.1. Social Networks

There is an obvious shift towards the so-called social networks. Many users are substituting their feeds or traditional subscription with subscriptions to certain users, channels or aggregators in the handful of social networks they are present in.

For MixedEmotions we will try to exploit this new behaviour by sharing the public news related to the project through one of the most active and spread social networks around the world: Twitter (https://twitter.com/mixed_eu).



Illustration 2: MixedEmotions' Twitter account.

4.2. Social Coding

One of the advantages of developing Open Source solutions and tools is that there are countless of online platforms that allow other developers to join your efforts and start using your code for free.

This plays an important role in the dissemination strategy. In particular, in MixedEmotions we will make public code and documentation available through the most widespread platforms at the time.

GitHub is the biggest online code repository, popular among Open Source developers. The set of online tools and integration with other services make it a great and easy to adopt choice. Moreover, there is a vast community behind it, which is encouraged to fork and contribute on other projects. GitHub users will find it easy to include our tools in their projects and contribute to MixedEmotions as easily as they contribute to their own projects.

Most of the more active and successful open source projects make use of these or very similar portals to gather attention and collaborators. These tools are not only useful for developers willing to collaborate, but for developers that use third party tools or libraries as part of their projects. Using them in MixedEmotions comes with little effort and will potentially boost the promotion and growth of the project.

A forge has been created at <http://github.com/MixedEmotions> that will contain the software results of the project.

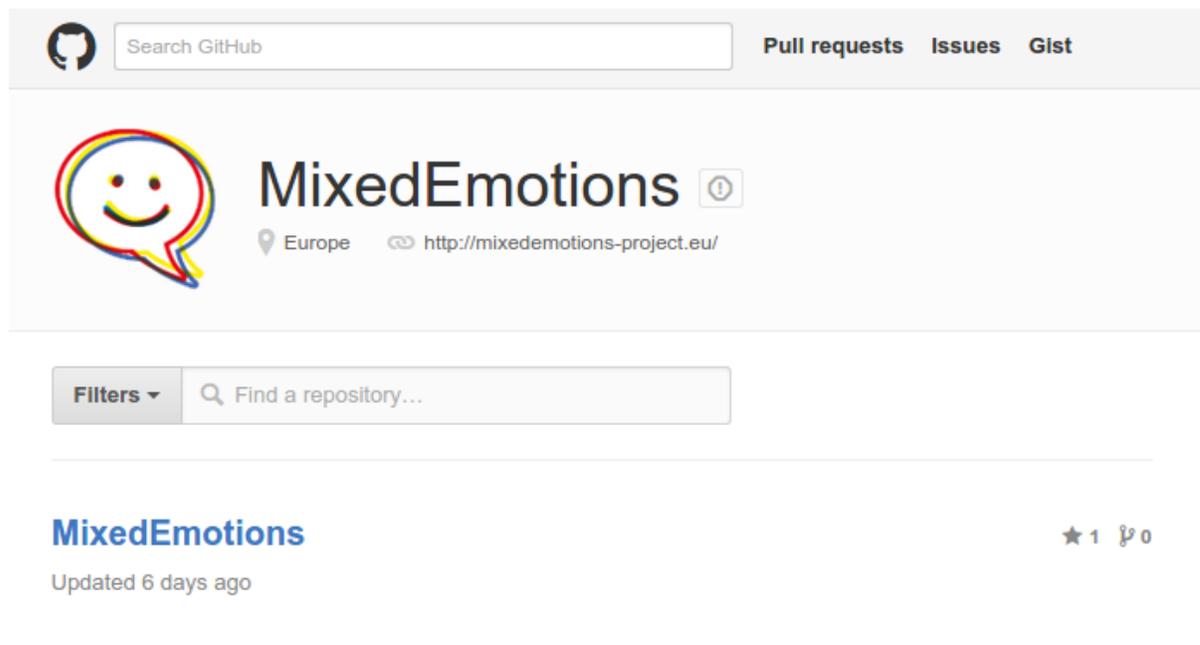


Illustration 3: MixedEmotions social coding repository at GitHub.com.

5. Conclusions

This document has presented an initial version of the dissemination strategy and plan of the MixedEmotions project. This initial plan is divided in three different strategies carried out in parallel: Awareness, Engagement, and Demonstration. Furthermore, scientific journals and conferences will be used to shorten the gap between idea producers and consumers. Nevertheless, the dissemination plan will be continuously updated and monitored along the project.