A Semantic Ecosystem for the Promotion of Conferences

ESWC 2012 - Summer School

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Conference Attendee

- Which conferences are relevant for me?
- Where can I present my paper?
- To which conferences do my peers go?

Conference Organizer

- How do I reach as many of those who might want to visit my conference?
- How do I attract the most relevant work?

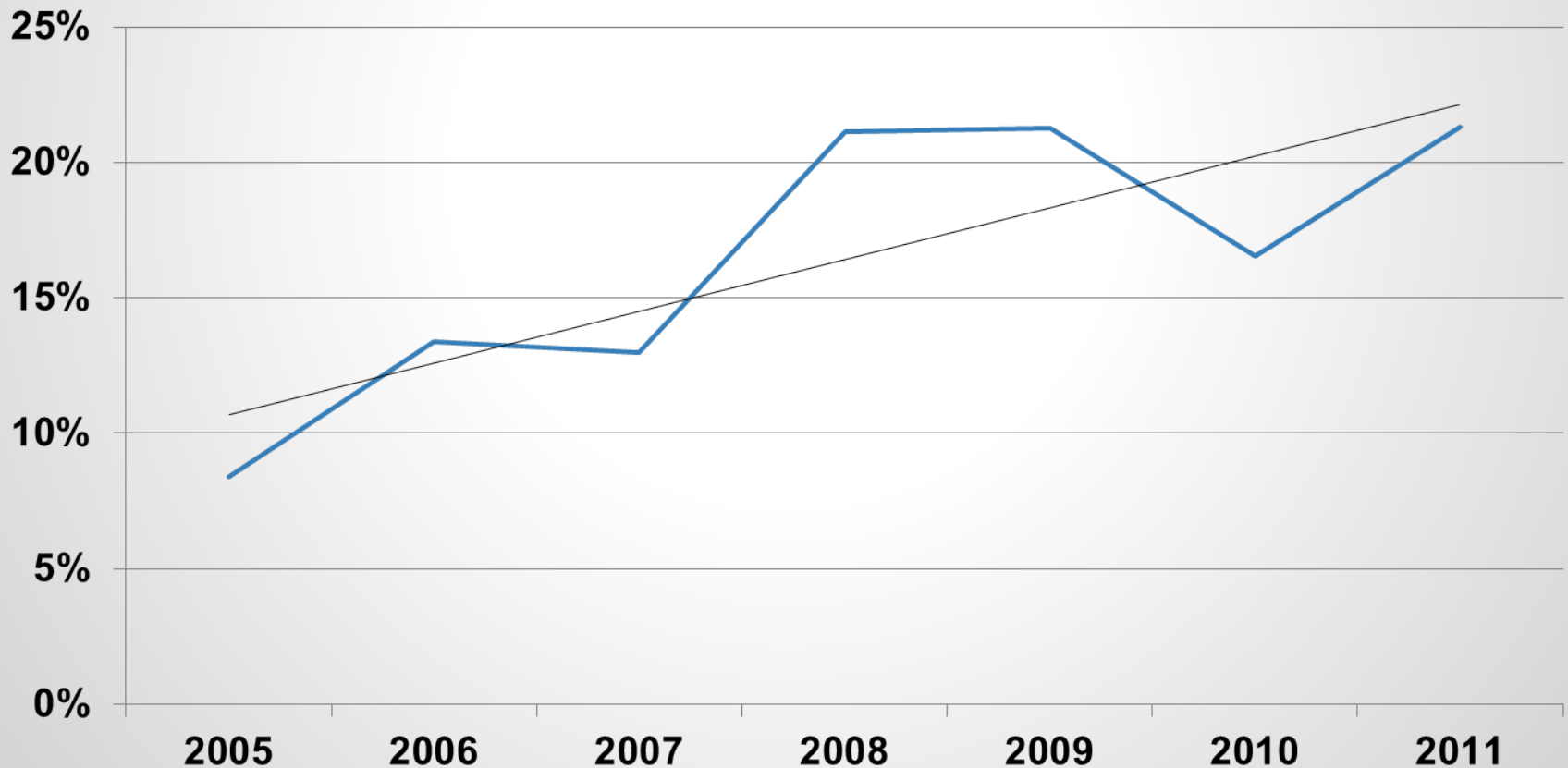# Current practice

Main form of communication

Call-for-papers to mailing lists

Problem:
- cross-posting
- increasing number of conferences
- floods mailing lists
- gets easily overlooked

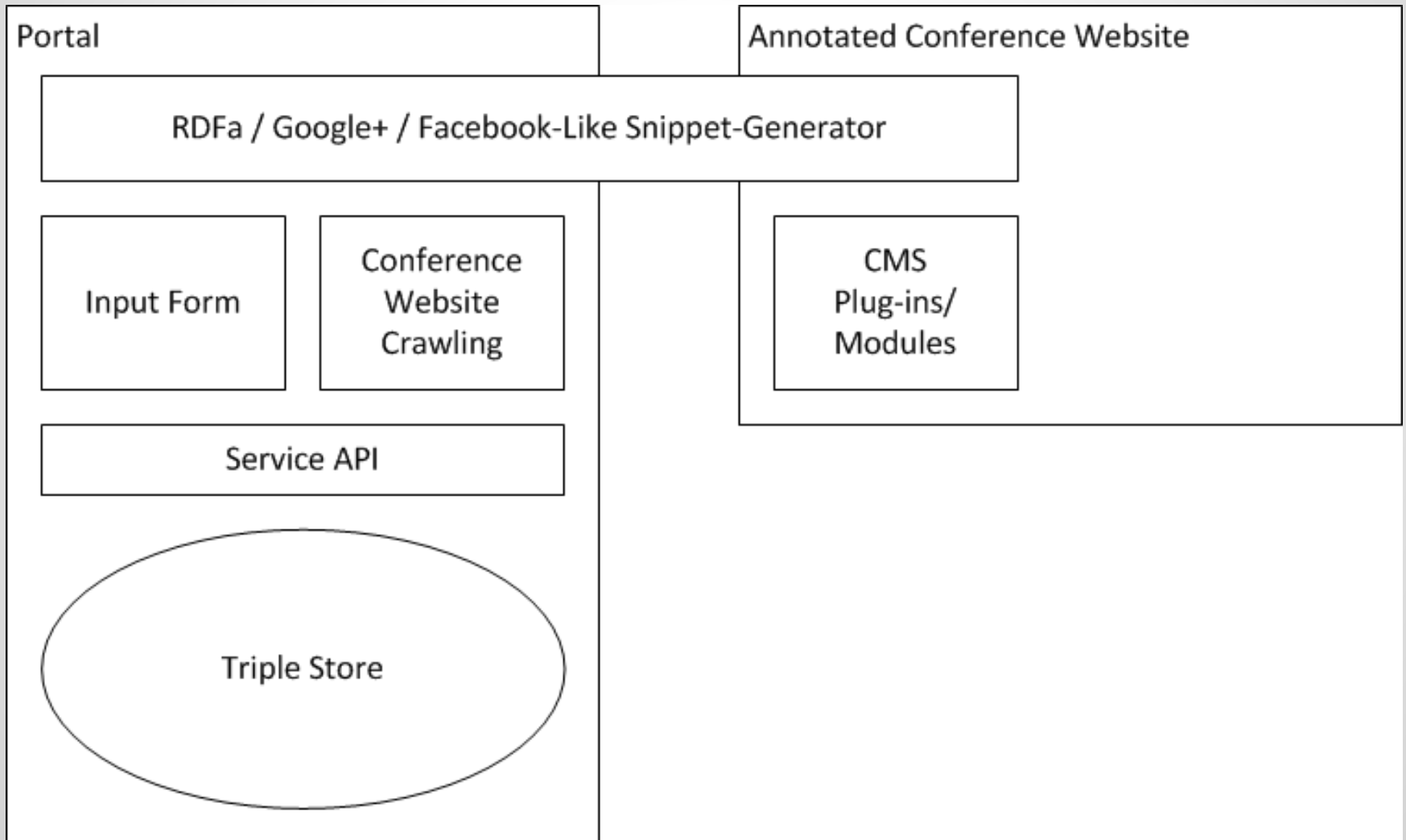# Mailing List Statistics (semantic-web@w3.org)

CfP / Total (as percentage)

Our Solution

- An in-depth analysis of the conference ecosystem
- Tools for publishing annotating conference Web pages
- Providing personalized conference recommendations

System Architecture Draft

Demo System: Input

Demo System: Output


```
 9  <table>
10  <tr><td><span itemprop="name">2nd ESWC Summer School 2012 </span></td></tr>
11  <tr><td><span itemprop="description">The 2nd ESWC Summer School will run in southern Crete in the week b
12  <tr><td><img itemprop="image" src="http://www.semantic-web.at/newsletter/nl_dec_11/pics/eswc2011_0.jpg"
13  <tr><td>Available at: <a itemprop="url" src="http://summerschool2012.eswc-conferences.org/">http://summe
14  </table>
```

Next Steps

- Contact Metadata Chair of ESWC 2013
- Create project plan for implementation:
  - assemble ontology
  - plugins for popular CMS
  - implement service

Thank you

Any questions?

Survey

- 10 conference attendees
- 3 conference organizers
- 3 mailing list managers

Mailing List Manager

- How can I keep my list free of unwelcome cross-postings (spam)?

Survey: Other Findings

- total number of conferences is increasing
- there is a need for an intelligent service directly at the conference (what relevant talk to visit, which friends to meet where,...)
- CfP for magazine submissions is different:
  - (mailing list CfPs are important)
  - RSS feed by publishers would be helpful

Outline

1. use case for
   a. conference manager
   b. for conference attendee
2. how is it done today? -> mailing-lists
   a. flooding (show statistics)
   b. how many people read CfP's in mailings? (Cord's survey)
3. our proposal: linked data, almost trivial but:
   a. we focus on how to get people to annotate their pages
   b. chances of succeeding increased now because of facebook & google+
4. what is the impact if successful?
   a. conference organizers get better publicity, reach their audience
   b. conference attendees can do cool queries
5. system architecture (say something ontology)
   a. issues: easychair, URI's, dblp name duplication, etc.
6. demo (screenshots and stuff)
7. outlook (we will actually implement this project after comments)
   a. what are the next steps in the coming weeks?

Motivation

1. Observation: People (even in SW community) do not use structured CfPs!
2. Why don't conference organizers use structured data in CfPs?
3. Why should there be structured CfPs? (What are the side effects if it is not there?)
   - we cannot provide an answer to the question: "show me all conferences that are relevant to me and that have currently a CfP"
   - we SHOULD be able to answer this question because it improves the communication between conference attendees and conference organizers (communication mismatch)
   - Why can't we answer the question?
     i. majority of people use mailing list. It is annoying, unstructured,...
4. What does our solution mean for atteendees and organizers?
   - attendees benefit because they don't have to spit through all the cfp's in the mailing lists
   - organizers benefit because they get easier access to attendees that might have missed the CfP because of the huge amounts of CfP's on the mailing lists
5. How would we answer the question that we cannot answer right now?

1. What is the problem, why is it hard? (roles/problem slide 2)
2. How is it solved today? (slide 2, mailing lists)
3. What is the new technical idea; why can we succeed now?
4. What is the impact if successful? (
5. How will the program be organized?
6. How will intermediate results be generated?
7. How will you measure progress?
8. What will it cost?

Survey Findings: Attendees

- visit 3-6 conferences per year
- most important channel: personal recommendations / word of mouth from supervisors and colleagues
- second path: active internet search and looking for citation of conference proceedings in relevant papers
- mailing list CfPs mostly ignored, but used as reminders
- own publication major reason to go to a conference

Survey: Conference Managers

- there is a fear of being overlooked / not gathering enough interest (esp. with new conferences and workshops)
- there is a need for a press release service (but money constraints)
- Channels:
  - personal recommendations
  - mailing Lists
  - Twitter
  - Facebook
  - conference portals (WikiCfP, eventseer,...)

Semantic Dogfood

- populated easychair export
- data about Semantic Web conferences:
  - 3803 papers
  - 8980 people and
  - 2605 organisations at
  - 36 conferences and
  - 177 workshops

Related Work

- www.wikicfp.com
- www.conferencealerts.com
- www.lanyrd.com

Current State

- ESWC 2012   basic (Drupal 7)
- ISWC 2012   minimal (Drupal 7)
- Artificial Intelligence: AAAI 2012 🙁
- World Economic Forum 2012 :-(
- Chemistry: Gordon Conferences :-(
- Psychology: ICPSB 2012 :-(

Survey

- Channels:
  - mailing list call-for-papers (CfP)
  - personal recommendations
  - active internet search
  - looking for citations
  - Facebook, Twitter, ...
  - conference portals
- Organizers
  - fear of being overlooked
  - need for a press release service (money constraints)
- Attendees
  - 3-6 conference visits per year
  - own publication major reason to go to a conference
  - mailing list CfPs mostly ignored, but used as reminders

Survey

Organizers
- fear of being overlooked
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