

tags: image\_search, multilinguality, interactivity, log\_analysis, web2.0



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### What CLIR researchers assume

User needs information.

Machine searches.

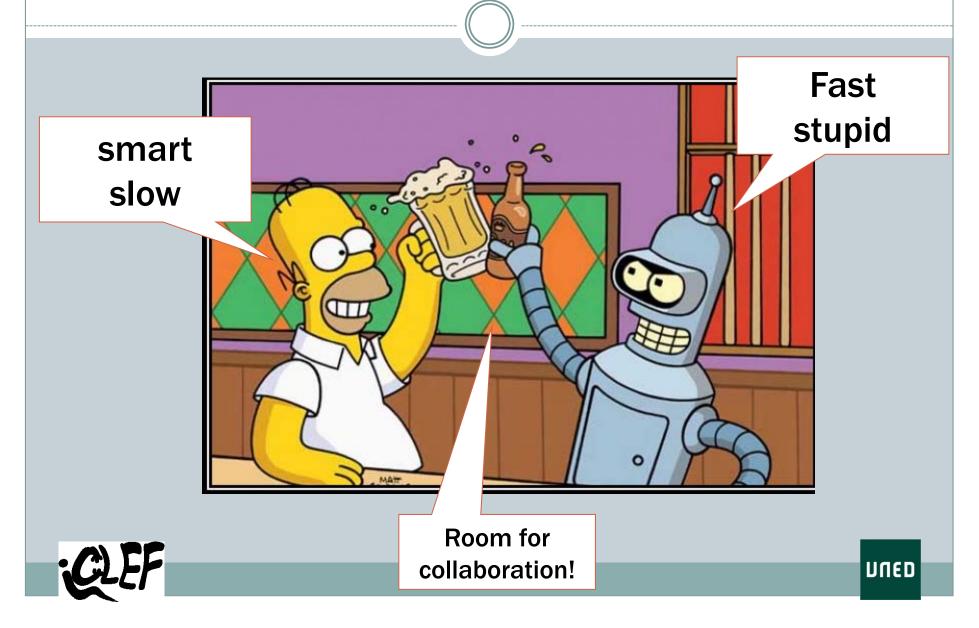
User is happy (or not).







## But finding is a matter of two



### "Users screw things up"

Can't be reset

Differences between systems dissappear

Differences between interactive systems too!

Who needs QA systems having a search engine and a user?





#### But CLIR is different



<u>Home</u>

Text and Web

Translated Search

Tools

#### Translated Search

Search for:	shell		Tran	slated to: 外壳- <u>Not quite right? Edit</u>
My language:	English	Search pages writt	en in:	Chinese (Simplified)
	Translate and Search			

#### Translated results from Simplified Chinese web pages

Results 1 - 10 of about 10.200,000 for 外壳.

#### **English translation**

#### China Air Force F-loaded column 14: F22 of the shell, F-11 core, car soldiers 7 Sina blog

7 soldiers blog, car, seven soldiers with vehicles, recently installed on China's F-14 column news a lot lately. I believe that these messages are not something out of nothing. I believe that China has the capability to produce such a F-14: F22 of the shell, F-11 core. blog.sina.com.cn/s/blog 5ce33beb0100emaa.html - 23k - Cached

Original Simplified Chinese - Hide Simplified Chinese results

#### 中国空军列装歼14:F22的外壳,歼11的内核 七连汽车兵 新浪博客

七连汽车兵的博客,七连汽车兵,最近,关于中国列装歼14的消息满天 飞。笔者认为这些 消息并非无中生有。笔者认为中国有能力制造这样一 种歼14: F22的外壳, 歼11的内核。

blog.sina.com.cn/s/blog\_5ce33beb0100emaa.html - 23k - <u>网页快照</u>

#### Posted eye-catching HP DV2-1005AX shell paste (smartec HP DV2-1005AX shell paste) notebook Beauty...

Eye-catching cover affixed HP DV2-1005AX Notebook paste beauty products, including eye-catching cover affixed HP DV2-1005AX Notebook beauty paste quotes, pictures, product parameters, Function, User reviews, product forums, concerned about the degree, eye-catching paste...

product.pconline.com.cn/nbmakeup/smartec/347936.html - 46k -Cached

Mobile Shell - mobile phone housings - mobile phone

housings do Alibaba - Shenzhen Tongda Golden Metal

#### 醒目贴惠普DV2-1005AX外壳贴(smartec 惠普DV2-1005AX外壳贴)笔记本美容 ...

醒目贴惠普DV2-1005AX外壳贴笔记本美容产品信息,包括醒目贴惠普 DV2-1005AX外壳贴 笔记本美容报价、图片、产品参数、功能介绍、网 友评论、产品论坛、关注度,醒目贴...

product.pconline.com.cn/nbmakeup/smartec/347936.html - 46k - 网页



手机外壳-手机外壳-手机外壳尽在阿里巴巴-深圳市通达金

#### Help! Google translate Home **Text and Web** Translated Search **Tools** Translated Search Translated to: 外壳 Search for: shell Search pages written in: | Chinese (Simplified) My language: English Translate and Search Translated results from Simplified Chinese web pages Results 1 - 10 of al **English translation** Original Simplified Chinese - Hide ! <u>中国空军列装歼14:F22的外壳,歼</u>1 China Air Force F-loaded column 14: F22 of the shell, F-11 core, car soldiers \_ \_ 7 Sina blog 新浪博客 七连汽车兵的博客,七连汽车兵, 最近,关于中 7 soldiers blog, car, seven soldiers with vehicles, recently installed on



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## iCLEF methodology: hypothesis-driven

- hypothesis
- Reference & contrastive systems, topics, users
- latin-square pairing between system/topic/user
- Features:
  - Hypothesis-based (vs. operational)
  - Controlled (vs. ecological)
  - Deductive (vs. inductive)
  - Sound



### iCLEF 2001-2005: tasks

#### On newswire

- Cross-Language Document Selection
- Cross-Language query formulation and refinement
- Cross-LanguageQuestion Answering

### On image archives

Cross-Language Image search.



### Practical outcome!

Recommendations (for user interface)	Based On			
Cross-Language Document Selection				
Try to offer high-quality translations to the user.	(Oard et al. 2004)			
Cross-language document summaries are often preferable to full machine translation of docs.	(Oard et al. 2004), (Llopis et al. 2003), (Navarro et al. 2004), (Richardson 2007)			
If possible, translating the whole document collection at index time pays off. Translating a document summary can also work.	(Ostenero et al. 2004), (Oard 2009), Treble CLEF User Communities Workshop (Gonzalo et al. 2009)			
Query translation & refinement				
Include user-assisted query translation facilities.	(He et al. 2003), (Dorr et al. 2004)			
Hide user-assisted query translation by default; make it available when things go wrong.	(Petrelli et al. 2003) and most observational studies at iCLEF; Treble CLEF User Communities Workshop (Gonzalo et al. 2009).			
Indirect user-assisted query translation that does not involve inspecting foreign-language terms is preferable.	(López-Ostenero et al. 2005a), feedback via suggestion of noun phrases related to the query and taken from the document collection.			
Document translation and query translation/formulation/refinement facilities must be consistently designed to fit together.	(López-Ostenero et al. 2005a)			

### iCLEF 2001-2005: problems

- Unrealistic search scenario, user sample opportunistic
- Experimental design not cost-effective
  - Only one aspect of CLIR at a time
  - High cost of recruiting, training, observing users.



### Pick a document for "saffron"

iCity YO

舌就像便便,每天拉出一個全新的自己... Welcome to jimmy zhuang's blog!



#### 2009-07-21

最喜歡的一張桌子 - [生活日誌]

一個人總有他習慣的老位置,比如說你走近某家餐廳,四周團一瀏覽,你大概就會知道你想一屁股坐到哪個老位置上...因為冥冥中那個位置屬於你或者說你屬於那個位置!

比如說好了,我每次我走五道營的藏紅花餐廳,總是只想坐一個位置--那就是靠近廁所角落的位置,因為只又這個位置是我能背對所有人而能專心寫博客的地方--能把我隱形起來的地方,而其他的位置不是要經常看著其他客人,要不就是必須跟別人聊天...因而不算是太合直我這種以博客或嘀咕為家的人,因為我已經墮落到只跟電腦平幕為伍的地步,哈!

所以就是那個位置,那個位置屬於我...所以每次藏紅花的人見到我來了,總是搶先一步的將廁所旁的這個位置 整理出來讓給我,我就氣也不吭一聲的將X60放在大桌上,開始了一段網上旅程...

在雕刻時光魏公村店,或五道口店或北師大店,更甚的西安交大店或南京大學店都可以找到我最喜歡的一張桌子...我甚至回憶起遙遠的80年代的夏日午後,我坐在台中女中後面那條巷子,阿Q茶社裡寫東西的情景,而如今 我過舊曆年回去時,看到阿Q茶社那間日本式房屋已然荒蕪成一片,又是個凋敗的記憶啊,不勝唏嘘...都!

Tag: 藏紅花餐廳 五道營 X60 雕刻時光 魏公村店 圧仔 发表于19:38:34 | 阅读全文 | 评论5 | 编辑 | 分享 0



Let's face it, you want both quality and value in saffron. As a saffron lover you appreciate the totally unique and seductive flavor, aroma and color saffron lends to a wide range of dishes. You don't want to pay an arm and a leg for saffron's uniqueness. But saffron is sold in the U.S. in many different grades from several different countries at many different prices. What's a consumer to do? Get educated! Vanilla, Saffron Imports wants you to know the truth about saffron. There are only three criteria you must look for every time you buy saffron:



- Saffron threads (Stigmas) are all red (no other color).
- Saffron threads must be dry and brittle to the touch.
- Saffron aroma is strong and fresh, never musty.

Keep these three criteria in mind every time you buy saffron. Study this drawings of the saffron crocus plant (Crocus Sativus L.), to learn more about what is and isn't saffron. And finally, do not be fooled into thinking that saffron's quality is tied to saffron's price. In other words, saffron's price is tied to how much saffron is harvested in a particular country and how many middlemen handle it before it reaches you.

We sell only the saffron stigma. We have sold what we believed was good quality saffron from other countries over the years but the Iranian Sargol is another category altogether. First, everything in the ounce, half ounce, five and two gram containers we sell is 100% pure red saffron and comes directly from the Iranian cooperatives. There are no other yellow or white plant parts (style) mixed in with the red threads (stigma), of the saffron croccus plant. This is the only part of the saffron croccus, which produces the saffron, the red stigmas. The way saffron-grading works is that the lower grades have more style left attached to the stigma. (see pictures © below).

At our low prices, you might wonder how we can claim to be selling the best saffron available in the U.S. The answer is simple. Iran's saffron production comprises more than 95% of the entire world production and we buy directly from the saffron co-operatives. Small saffron production and a long chain of middlemen between the farmer and you are the main reasons for saffron's high price. We pass the savings on to you because we want you to enjoy using saffron not just in cooking but in baking, as an iced or hot tea and in many desserts, including ice cream! We know that when it comes to saffron, you want quality and value, period.

If you calculate saffron's per recipe cost you will see how affordable it is. Our Sargol saffron is pure, potent and aromatic and flavors a recipe to feed six for just thirty cents. For example, at \$72.95 an ounce (28.35 grams), you are paying \$2.57 per gram (24 servings) or 10 cents per serving. So with just one gram of Sargol saffron you can give aromatic flavor and gorgeous yellow color to either four recipes different recipes or one dish large enough for a big group. And you do not need to worry about buying an ounce of Sargol saffron because it has a shelf life of several years. All you have to do is keep it sealed in the beautiful tin can it's pack in and away from light.

Finally, a note about the difference between Sargol saffron threads and powder. Both are excellent. Both are easy to use. It comes down to personal preference. For maximum flexibility, choose the threads. This way you can prepare dishes which show off the whole threads and you can easily crush the threads into powder for maximum color diffusion in dishes where this may be particularly important.

For a more in-depth information about our Sargol saffron, read and study the pictures and descriptions below. ©

### Pick an illustration for "saffron"

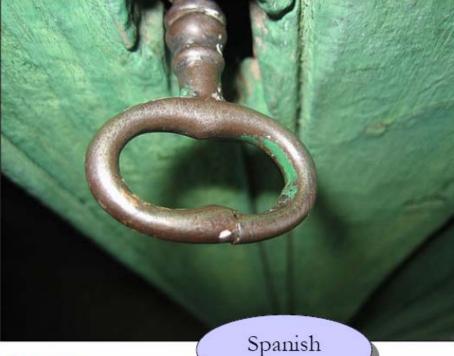












Comments



ramond says:

Muy buena Lou Rouge, a ver si, si me dejas tu camara que la mia no tiene tantos aumentos, tu sacas afotos buenas por tu camara, guapa,

poreso Posted 3 months ago.



Amelie -.- pro si

Italian

Bella foto mi piace molto what it opens?

Posted 3 months ago. ( permalink )



This photo also belongs to:

+ Color and Colors (Pool)



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### **iCLEF 2006**



#### Ad hoc: find as many photographs of (different) european parliaments as possible.

- **Creative**: find five illustrations for this article about saffron in Italy.
- Visual: What is the name of the beach where this crab is lying on?

#### **Methodology**

 Participants must propose their own methodology and experiment design



### **Explored** issues

### user's behaviour

- How users deal with native/passive/unknown languages?
- Do they actually use CLIR facilities when available?

# user's perceptions

- Satisfaction (all tasks)
- Completeness (creative,ad-hoc)
- Quality (creative)

### search effectiveness

- How many facets were retrieved (creative, ad-hoc)
- Was the image found? (visual)



### iCLEF 2008/2009

Produce reusable dataset

search log analysis task. Much larger set of users

online game



### iCLEF 2008/2009: Log Analysis

Online game: see this image? Find it! (in any of six languages)

Game interface features ML search assistance

Users register with a language profile

#### Dataset: rich search log

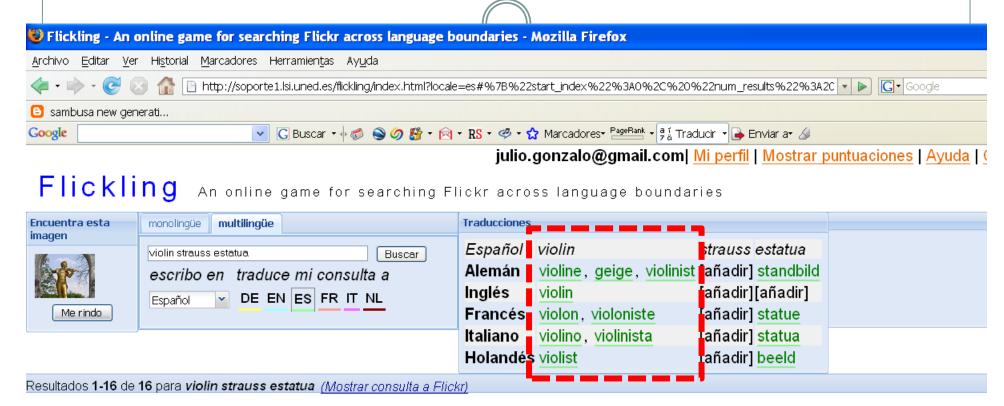
- All search interactions
- Explicit success/failure
- Post-search questionnaires

#### Queries

- Easy to find with the appropriate tags (→ typically 3 tags)
- Hint mechanism (first target language, then tags)



### Simultaneous search in six languages

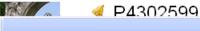


Tal vez quieras intentar con: <u>music</u>, <u>concert</u>, <u>instrument</u>, <u>strings</u>, <u>musician</u>, fiddle, guitar, live, bw, street... [<u>mostrar todo</u>]



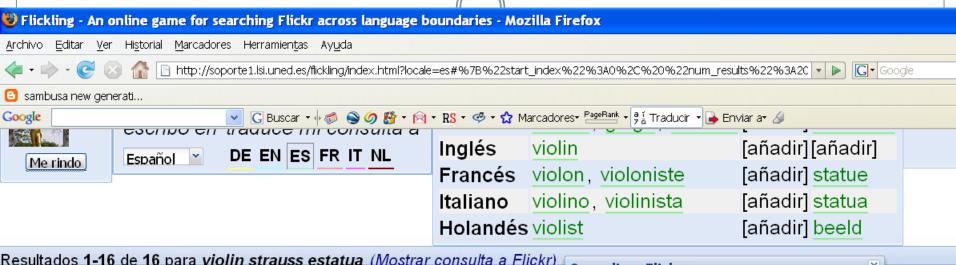
#### Strauss

vienna, park, parque, music, classic, austria, golden, viena, música... [mostrar todo]



http://soporte1.lsi.uned.es/flickling/index.html?locale=es#

### Boolean search with translations



Resultados 1-16 de 16 para violin strauss estatua (Mostrar consulta a Flickr)

Tal vez guieras intentar con: music, concert, instrument, strings, musician, fiddle, guitar, live, bw, street... [mostrar todol

#### Consulta a Flickr

(violine OR geige OR violinist OR violin OR violin OR violon OR violoniste OR violino OR violinista OR violist) AND (strauss) AND (standbild OR estatua OR statue OR statua OR beeld)



#### **Strauss**

vienna, park, parque, music, classic, austria, golden, violin, viena, música... [mostrar todo]



#### P4302599

vienna, wien, 2005, park, **statue**, austria, golden, europe, violin, violinist... [mostrar todo]

### Relevance feedback



Resultados 1-16 de 16 para violin strauss estatua (Mostrar consulta a Flickr)

Tal vez quieras intentar con: music, concert, instrument, strings, musician, fiddle, guitar, live, bw, street... [mostrar todol





vienna, park, parque, music, classic, austria, golden,



P4302599

... "parque" en Inglés ... "parque" en Alemán vienna, wier <u>europe</u>, **viol** 

violin, viena • Buscar park Añadir park a tu consulta y buscar park significa ...

"parque" en Holandés

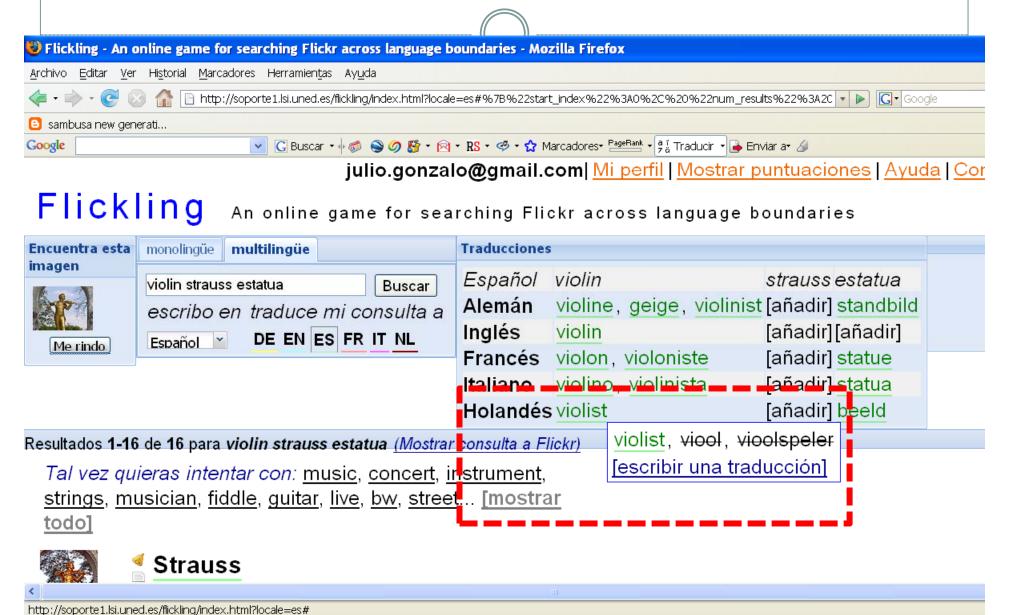
ria, golden,



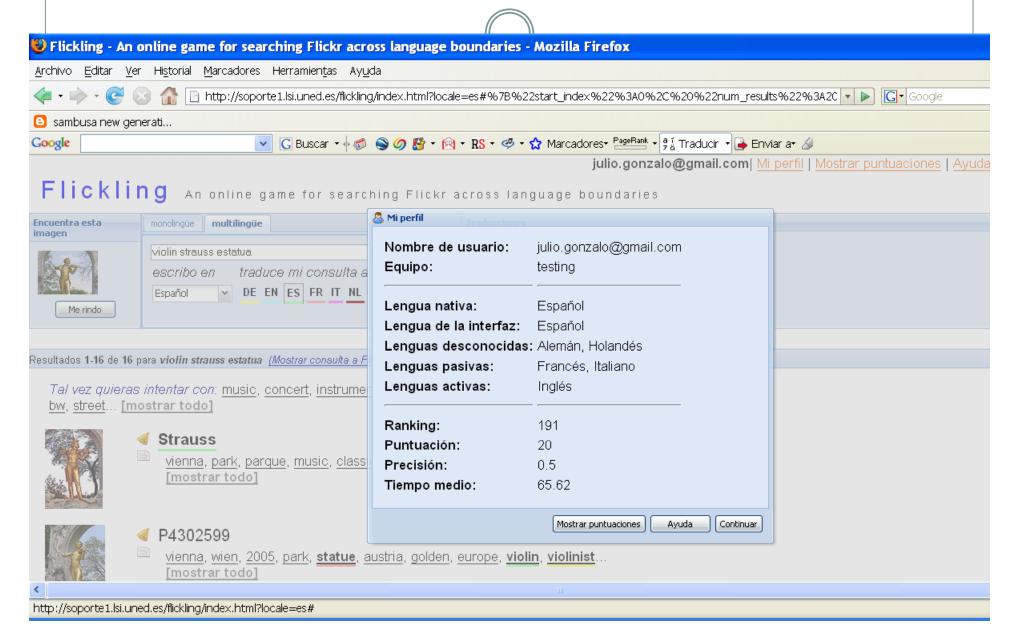
P4302607

http://soporte1.lsi.uned.es/flickling/index.html?locale=es#

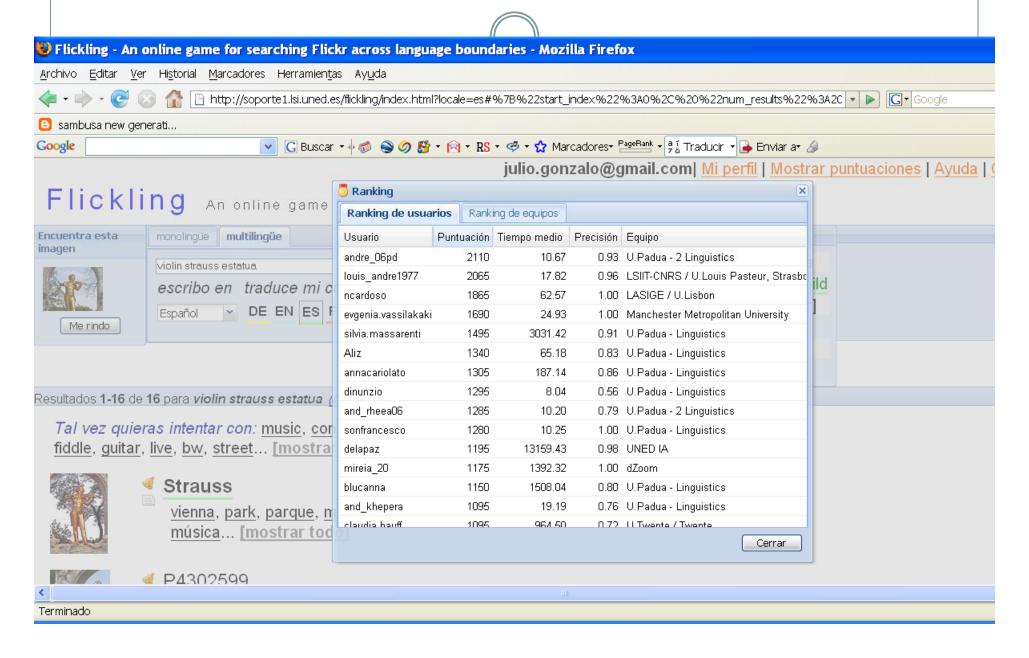
### Assisted query translation



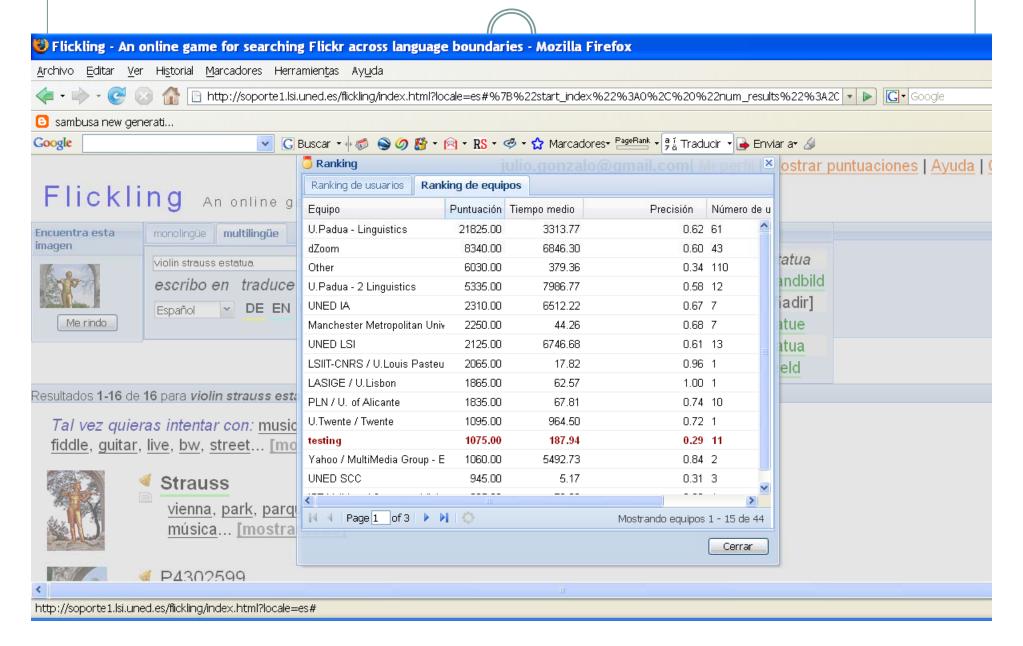
### User profiles



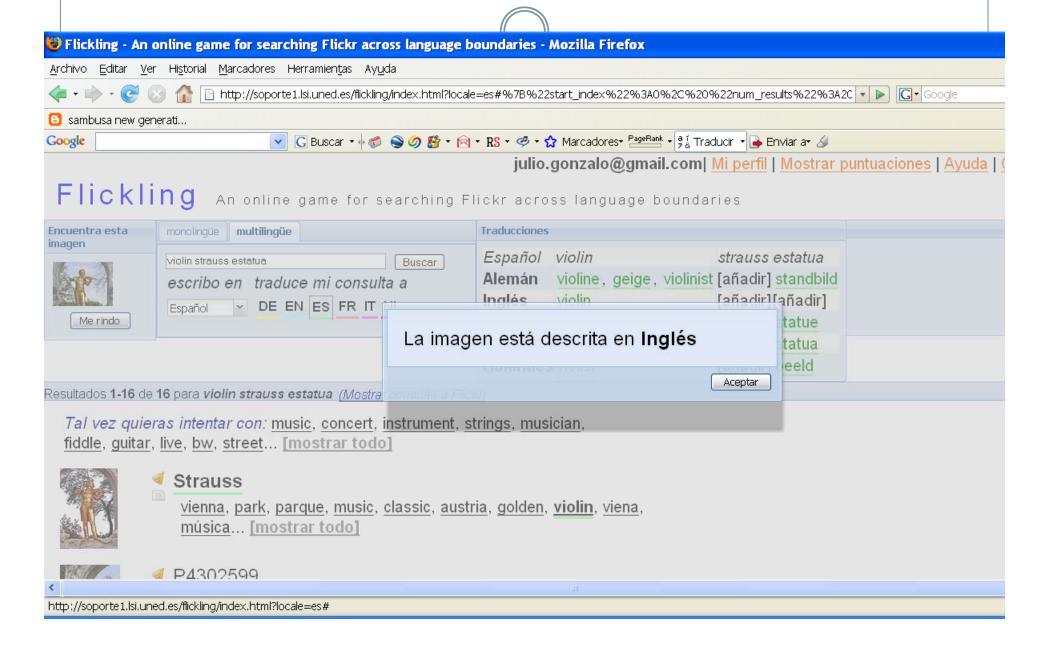
### User rank (Hall of Fame)



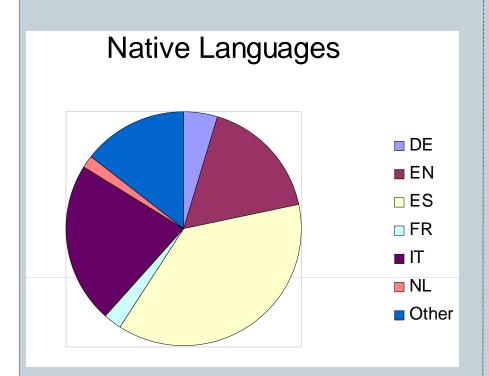
## Group rank

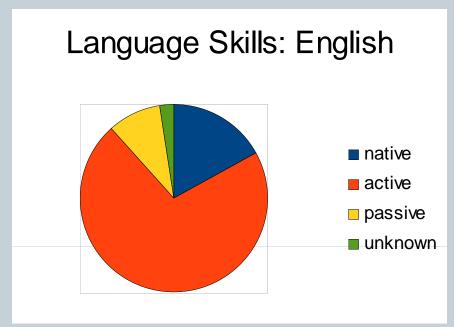


### Hint mechanism



## Language skills bias in 2008

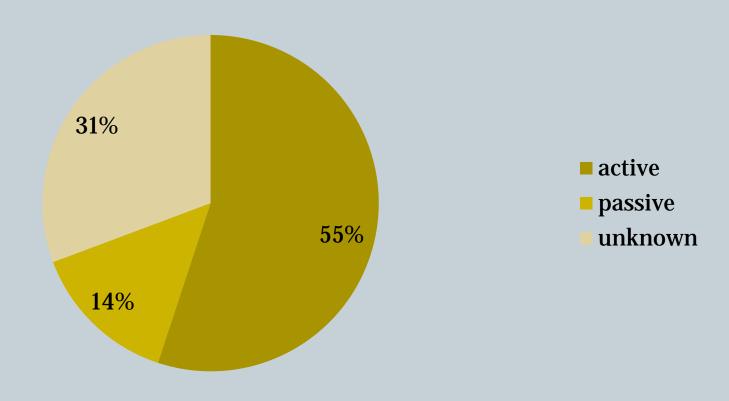






## Language skills bias in 2008

#### Target language was for the user...





## Selection of topics (images)

- No English annotations (new for 2009)
- Not buried in search results
- Visual cues
- No named entities



### Harvested logs

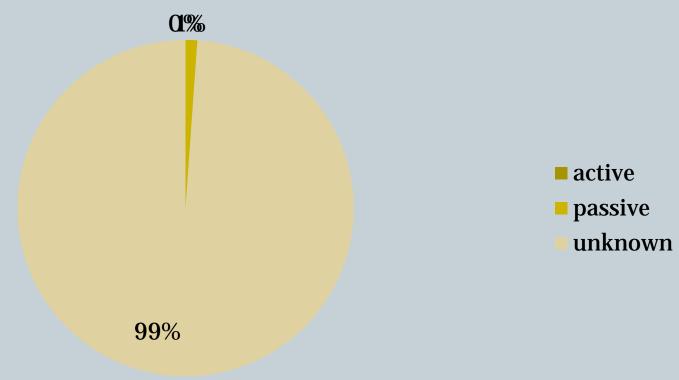
2008 2009

- 312 users / 41 teams
- 5101 complete search sessions
- Linguistics students, photography fans, IR researchers from industry and academia, monitored groups, other

- 130 users / 18 teams
- 2410 complete search sessions
- CS & linguistics students, photography fans, IR researchers from industry and academia, monitored groups, other.

## Language skills bias in 2009





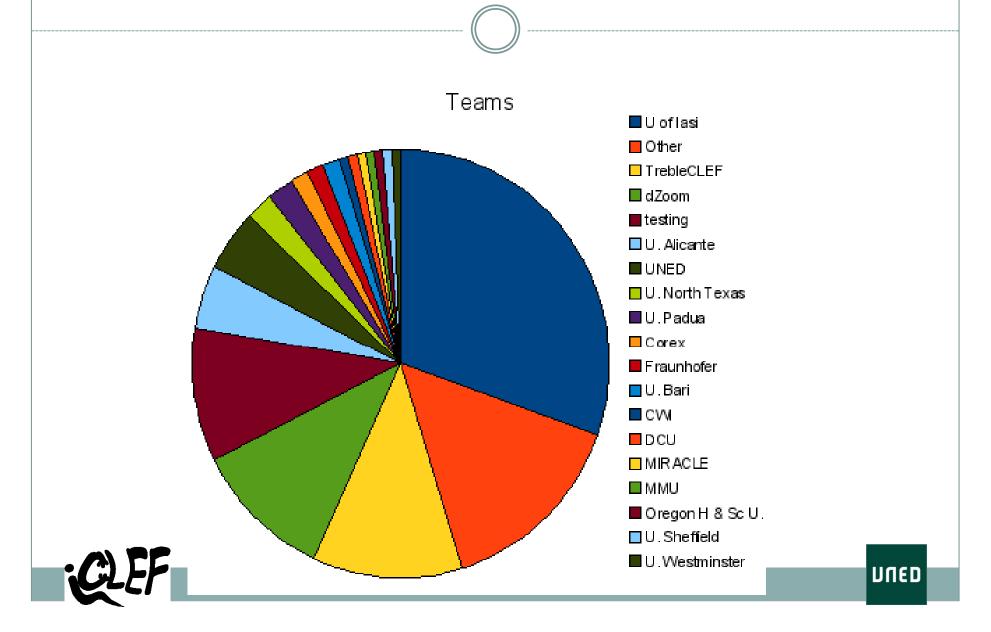


## Log statistics

	2008	2009
registered users	305	130
log lines	1,483,806	617,947
valid search sessions	5,101	2,410
images found	4,033	2,149
images not found	1,068	261
hints asked	11,044	5,805
monolingual queries	37,125	13,037
multilingual queries	<u> 36, 504</u>	17,872
promoted translations	584	725
penalized translations	215	353
image descriptions shown	418	100



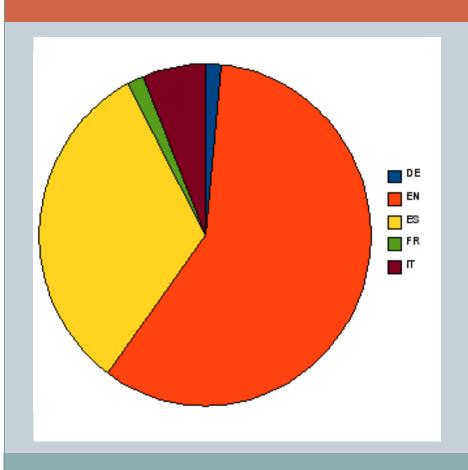
### Distribution of users

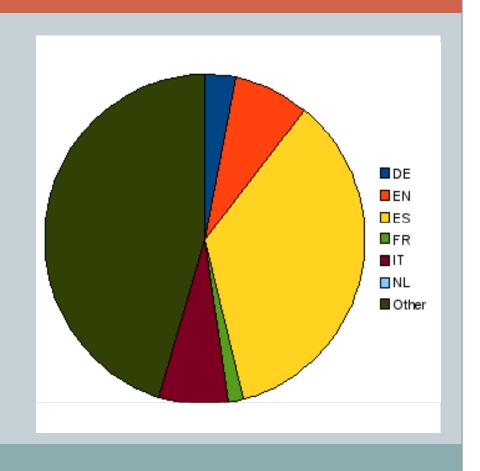


## Language skills

#### **Interface**

#### **Native languages**

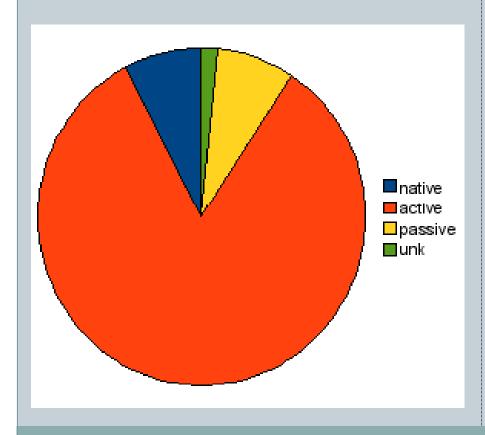


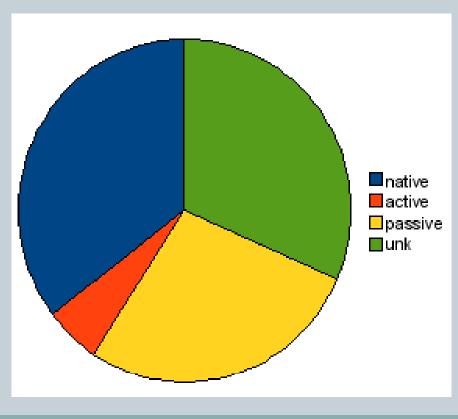


## Language skills (II)

### **English**

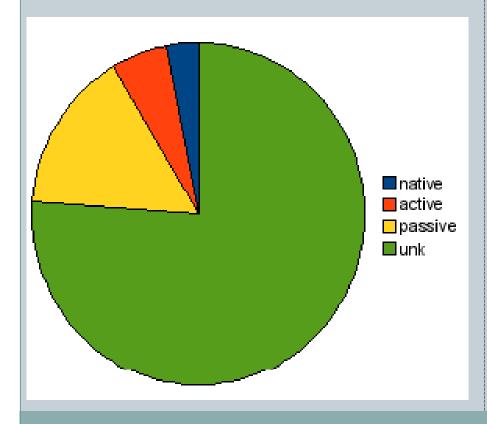
### **Spanish**

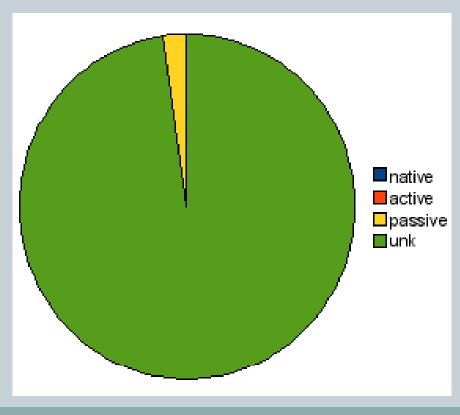




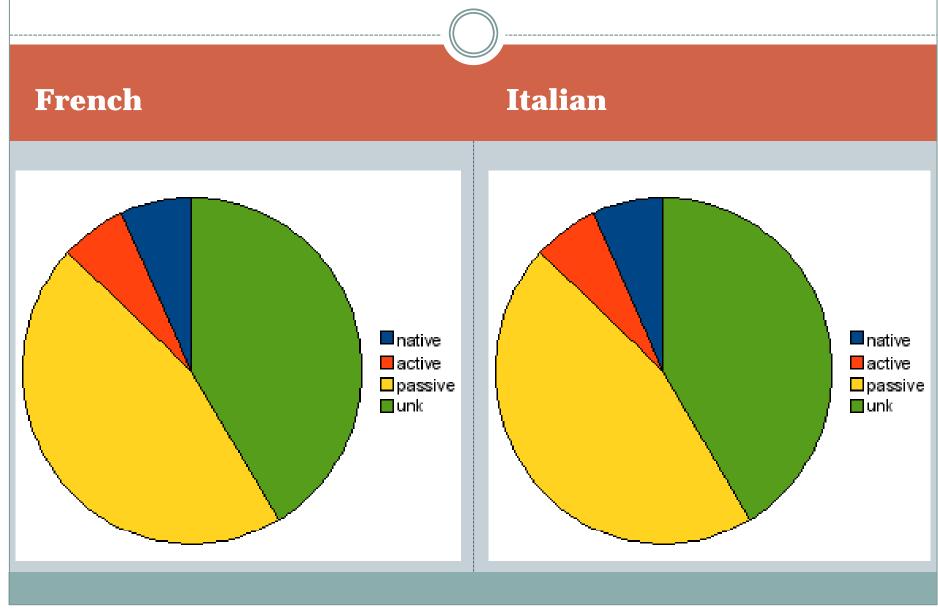
## Language skills (III)







## Language skills (and IV)



### Participants (I): log analysis

# University of Alicante

- Goal: correlation between lexical ambiguity in queries and search success
- · Methodology: analysis of full search log

#### **UAIC**

- Goal: correlations between several search parameters and search success
- Methodology: own set of users, search log analysis

#### UNED

- Goal: correlation between search strategies and search success
- Methodology: analysis of full search log

### **SICS**

- Goal: study confidence and satisfaction from search logs
- Methodology: analysis of full search log



### Participants (II): other strategies

## Manchester Metropolitan University

- Goal: focus on users' trust and confidence to reveal their perceptions of the task.
- Methodology: Own set of users, own set of queries, training, observational study, retrospective thinking aloud, questionnaires.

### University of North Texas

- Goal: understanding challenges when searching images that have multilingual annotations.
- Methodology: Own set of users, training, questionnaires, interviews, observational analysis.



#### **Discussion**

- 2008+2009 logs = "iCLEF legacy"
  - 442 users w. heterogeneous language skills
  - 7511 search sessions w. questionnaires
- iCLEF has been a success in terms of providing insights into interactive CLIR
- ... and a failure in terms of gaining adepts?



## So long!





### And now... the iCLEF Bender Awards

