Body:

GLOCAL is an Integrated Project, funded by the European Commission and bringing together key players both from academia and industry. The key idea underlying GLOCAL is to use events as the primary means for organizing and indexing media, e.g., photos, videos, journal articles, email exchanges, etc. Instead of starting from media and seeing, a posteriori, how we can meaningfully understand their contents (e.g., by tagging them), we organize a priori our knowledge in terms of events and use media to populate them with memories, thus providing their experiential dimension.

The vision inspiring the GLOCAL project is that matching content and concept must be done while taking context into account. Context encompasses several different dimensions: nomenclature (the universal sphere, where concepts and their relationships are represented by "dictionary knowledge"); domain (where concepts are biased by a specific application scenario); personal experience (the subjective sphere, where contents take on a private meaning according to user events and semantics); and community experience (the social sphere, where groups of users can share events and semantics). The integration among all those dimensions of the context provides an impressive amount of information that can be used to enrich the semantics of data and to enable both personalization of global knowledge and sharing of local experience. We consider events as the primary means by which the local event context can be exploited towards this goal.

To achieve this, GLOCAL will have to pursue a number of key scientific and technological objectives, such as:

A. Support users in managing media according to context and events, to facilitate subsequent access and sharing.

B. Catch the media semantics in a natural way, without the need for complex user-system and/or user-community interactions.

C. Allow users to share consistent event schemas, built upon local and global interaction, to better access the requested media.

D. Allow networked communities to exchange media-populated events in a seamless and contextual way.

E. Provide advanced indexing and retrieval tools that fully exploit the contextual information.

F. Customize the developed instruments to fulfill specific application-oriented requirements in different user scenarios.

Besides offering a set of powerful platform-specific tools and applications, GLOCAL will provide an effective framework in which future incoming technologies in different related fields (such as new media, content analysis tools, networked communities instruments, etc.) can be progressively integrated and exploited. The new paradigm will be instantiated and demonstrated in different application domains thanks to the implementation inside three scenarios, two dealing with professional user communities and one focused on common users, based on a huge set of IPR licensed files (images, video, text, audio) to be tested and shared throughout the project. These scenarios have been selected so as to make possible a full validation and exploitation of project results, thanks to the variety of contents to be handled and the diversity of user experiences to be dealt with.

Logo:

![GLOCAL Logo](https://www.l3s.de)

Project abstract:

Life is a constellation of events which, one after the other, pace our everyday activities and index our memories. They are the lens through which we see and memorize our own personal experiences, or they allow us to share personal experiences as part of a more social phenomenon that we could call “collective events”. GLOCAL aims at creating a platform that permits to use events as the primary means for organizing and indexing media.

Project duration:

Bibsonomy show project publications: 0
Bibsonomy use tabs to list publications: 0

Members:
niederee
bischoff
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firan

Project manager:
Dr. Claudia Niederée

Project research areas:
Web Search

Project type:
Entity-Centric Search, Rich Media Search

URL:
http://www.glocal-project.eu

Research Area:
Intelligent Access to Information

Status of the Project: