

NTCIR-11 MobileClick Task

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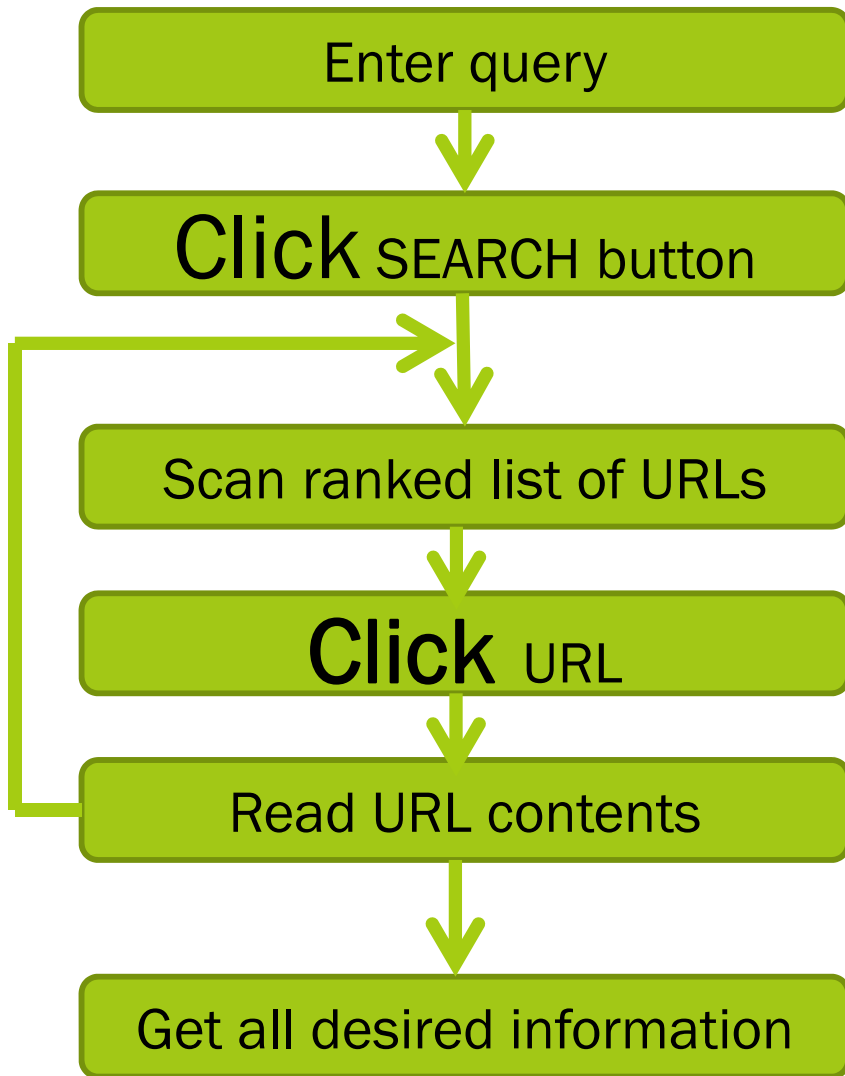


Suppose that ...

- ▣ You are finding answers for a question “what’s the difference between Organic EL and LCD?” in an electronics store

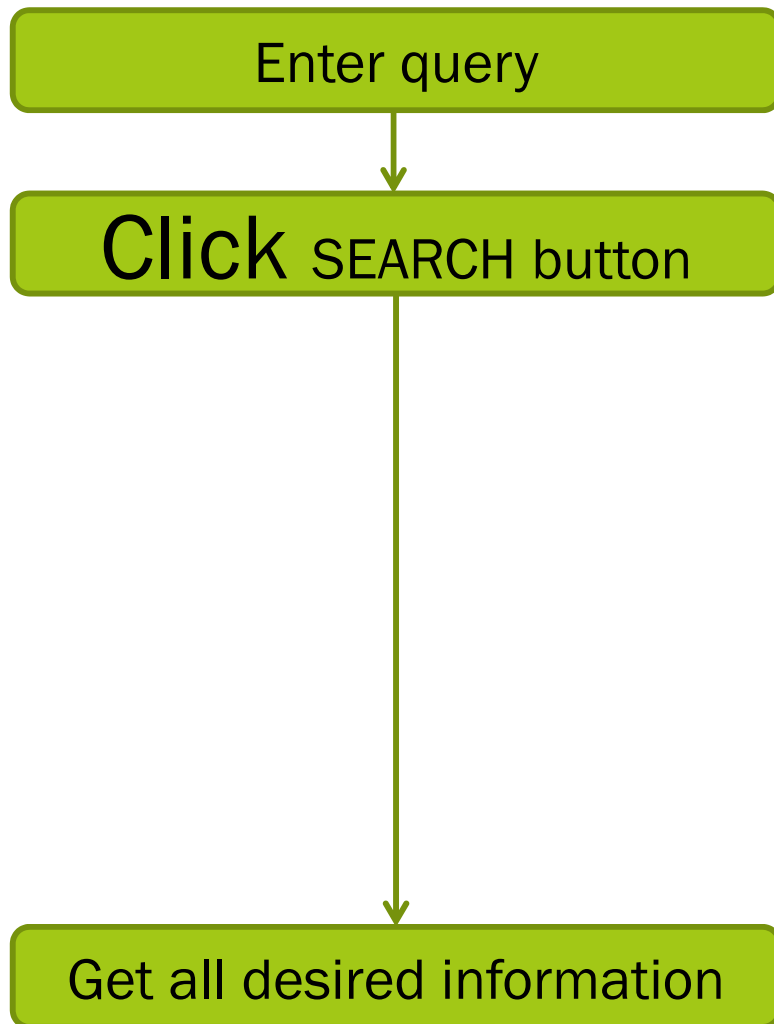


IR Systems in *Ten-Blue-Link* Paradigm



Long way to get all desired information

MobileClick System



The system outputs *X-string*



Task: Given a search query, return a structured textual output

Go beyond the "ten-blue-link" paradigm, and tackle *information* retrieval rather than document retrieval

MobileClick

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Immediate & Direct

Mobile Information Access

What's New in MobileClick?

■ A New Challenge: Two-layered Summarization



■ Two Subtasks for Easy Participations

- iUnit Retrieval Subtask (Information Extraction)
- iUnit Summarization Subtask (Summarization)

iUnit Retrieval Subtask

- Generate a list of *iUnits* ranked according to their importance for a given query
- *iUnits*: information pieces relevant to a given query

Input: Query

OLED LCD difference



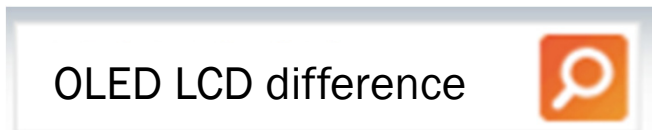
Output: List of iUnits

Rank	iUnit
1	LCD is lighter than OLED
2	OLED shows a better black color
3	OLED has a wider view angle
...	...

iUnit Summarization Subtask

- For a given query (and a list of *iUnits*), generate a two-layered textual output

Input: Query



Output:

Two-layered textual output

Input: List of iUnits

Rank	iUnit
1	LCD is lighter than OLED
2	OLED shows a better black color
3	OLED has a wider view angle
...	...



LCD is better in terms of the weight, size and energy saving, while OLED shows a better black color, a faster response speed, and a wider view angle.

Advantage of OLED

Advantage of LCD



OLED shows a better black color, a faster response speed, and a wider view angle.



LCD is better in terms of the weight, size and energy saving.

Who Should Participate in MobileClick?

- Researchers who are interested in:
 - Information Extraction
 - Query-driven information extraction and ranking
 - Passage Retrieval
 - Finer-grained information pieces retrieval
 - Question Answering
 - Intent estimation and answer finding
 - Summarization
 - Generating structured summaries
- Teams that participated in:
 - **Previous NTCIR 1CLICK tasks**
 - MobileClick is an extension of the 1CLICK task
 - **Previous NTCIR INTENT tasks**
 - Two-layered output may be suitable for handling ambiguous and faceted queries

Tentative Schedule

Aug 31, 13 First CFP, and Web page launch

Oct 31, 13 Sample queries and iUnits released

Mar 31, 14 Test queries released

Apr 30, 14 Run submissions due

Aug 15, 14 Evaluation results released

Dec 9-12, 2014 NTCIR-11

Summary

- MobileClick Task (inherits 1CLICK Task)

 - iUnit Retrieval Subtask

 - iUnit Summarization Subtask

- New challenges

 - Ranking information pieces

 - Two-layered summarization

- MobileClick Homepage

<http://www.dl.kuis.kyoto-u.ac.jp/ntcir-11/mobileclick/>