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

1. Enter query
2. Click **SEARCH** button
3. Scan ranked list of URLs
4. Click **URL**
5. Read URL contents
6. Get all desired information

*Long way to get all desired information*
MobileClick System

Enter query

Click SEARCH button

Get all desired information

The system outputs **X-string**

OLED LCD difference

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

**Advantage of OLED**

**Advantage of LCD**

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
= 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**

**Output: List of iUnits**

<table>
<thead>
<tr>
<th>Rank</th>
<th>iUnit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LCD is lighter than OLED</td>
</tr>
<tr>
<td>2</td>
<td>OLED shows a better black color</td>
</tr>
<tr>
<td>3</td>
<td>OLED has a wider view angle</td>
</tr>
<tr>
<td>...</td>
<td>...</td>
</tr>
</tbody>
</table>
For a given query (and a list of *iUnits*), generate a **two-layered** textual output.

**Input: Query**

OLED LCD difference

**Input: List of iUnits**

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**Output:**

**Two-layered textual output**

- **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
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 31, 13</td>
<td>First CFP, and Web page launch</td>
</tr>
<tr>
<td>Oct 31, 13</td>
<td>Sample queries and iUnits released</td>
</tr>
<tr>
<td>Mar 31, 14</td>
<td>Test queries released</td>
</tr>
<tr>
<td>Apr 30, 14</td>
<td>Run submissions due</td>
</tr>
<tr>
<td>Aug 15, 14</td>
<td>Evaluation results released</td>
</tr>
<tr>
<td>Dec 9-12, 2014</td>
<td>NTCIR-11</td>
</tr>
</tbody>
</table>
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/