NTCIR-12 MobileClick-2

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Let's see the current mobile search
What's NTCIR?

Your Search Stats

Clicks: 2
Time: 00:31
When is the deadline of NTCIR?
30 sec are too long for mobile users
Let's do better!
What's NTCIR?

Your Search Stats

Clicks: 0
Time: 00:03
When is the deadline of NTCIR?

Your Search Stats

Clicks: 1
Time: 00:15
Goal of MobileClick

Provide Direct and Immediate Mobile Information Access
What’s new?

- Two subtasks for En/Ja
- iUnits provided, not extracted
- Instant feedback
- Leader board
iUnit Ranking Subtask

• Given a query and a set of iUnits, rank them based on their estimated importance

Note: iUnits are information pieces relevant to a given query

Input: Query

NTCIR

Input: iUnit set

iUnit
A series of evaluation workshops
Designed to enhance IA research
Task Registration Due 20/Jun./2016

Output: iUnit list

1 A series of evaluation workshops
2 Task Registration Due 20/Jun./2016
3 Designed to enhance IA research
...

Challenge

Predict the importance of strings rather than documents
iUnit Summarization Subtask

- Given a query, a set of iUnits, and a set of subtopics, generate a two-layered summary.

Input: Query
- NTCIR

Input: iUnit set
- A series of evaluation workshops
- Designed to enhance IA research
- ...

Input: Subtopics

Output: Two-layered summary
- The NTCIR Workshop is a series of evaluation workshops designed to enhance research in information access technologies including information retrieval, summarization, extraction, question answering, etc.

Evaluation metric designed for mobile information access
- M-measure 0.5

Challenge
- Lay out iUnits so that any types of users can be immediately satisfied (similar to the IMine task)
Q. When can we get our evaluation result?

A. Right after you submit your run!

- Evaluation for training queries from Apr 2015
- Evaluation for test queries from Aug 2015
Who Should Participate?

• Those who are interested in
  – Mobile information access
  – Intent detection
  – Diversification
  – Summarization
  – Q&A
  – Nugget-based evaluation

• Those who participated in
  – 1CLICK tasks
  – INTENT, IMine tasks
  – RITE tasks
<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
</tr>
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<tbody>
<tr>
<td>Apr, 2015</td>
<td>First CFP</td>
</tr>
<tr>
<td></td>
<td>Evaluation system for training queries</td>
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<tr>
<td>Jun, 2015</td>
<td>Registration due</td>
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<tr>
<td>Aug, 2015</td>
<td>Test query release</td>
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<tr>
<td></td>
<td>Evaluation system for training queries</td>
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<tr>
<td>Dec, 2015</td>
<td>Run submission due</td>
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<tr>
<td>Mar, 2016</td>
<td>Participant paper submission due</td>
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<tr>
<td>Jun, 2016</td>
<td>NTCIR-12 Conference</td>
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MobileClick-2
Provide Direct and Immediate Mobile Information Access

Apr 2015
Evaluation system for training queries open at http://www.mobileclick.org/

Aug 2015 - Dec 2015
Real-time evaluation