

# NTCIR-12 MobileClick-2

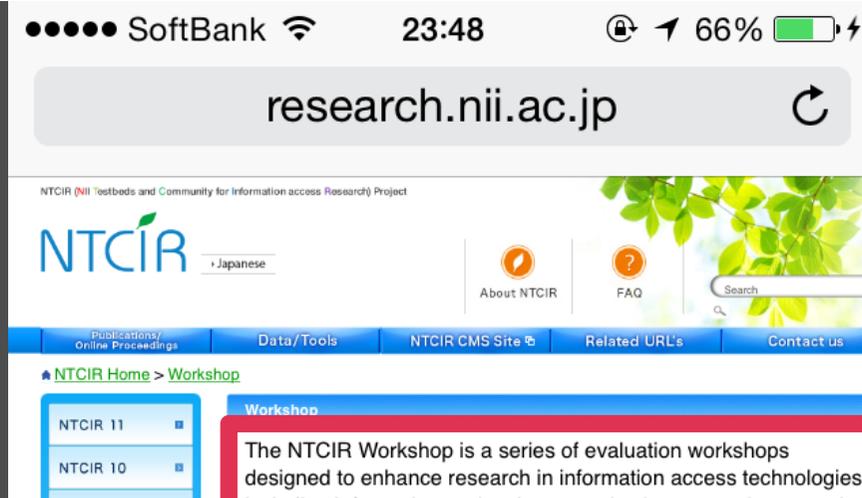
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**Let's see  
the current  
mobile search**

# "NTCIR"

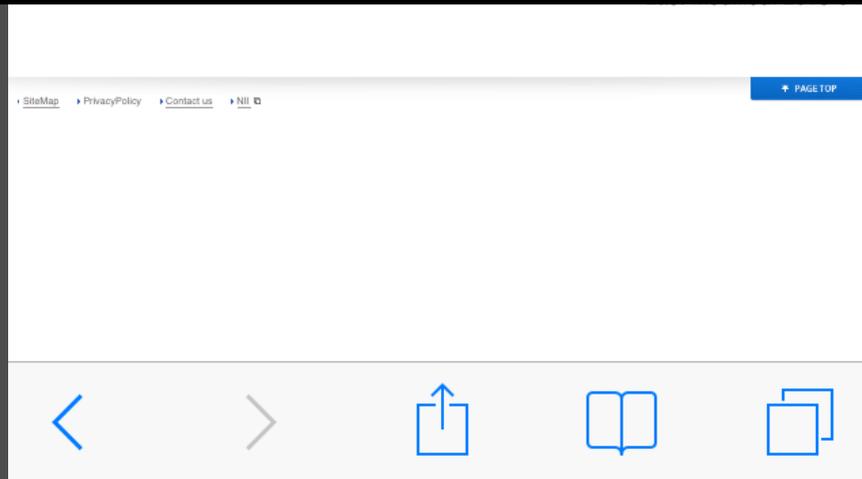
What's NTCIR?



## Your Search Stats

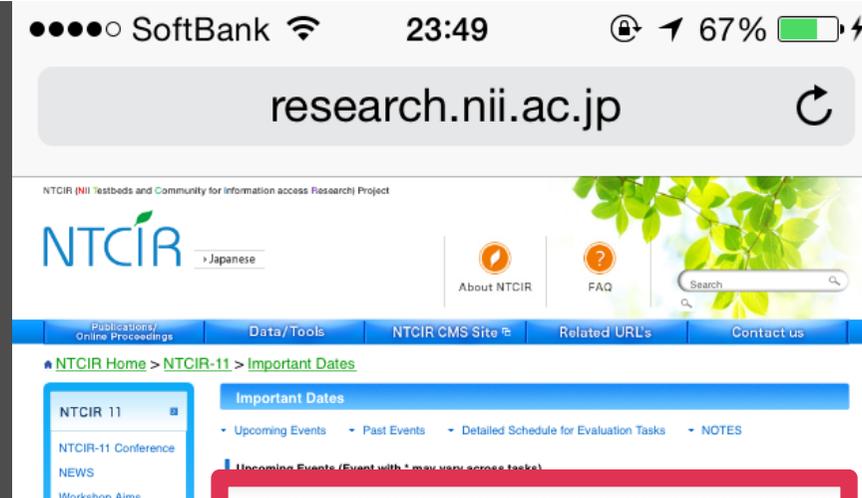
# Clicks: 2

# Time: 00:31

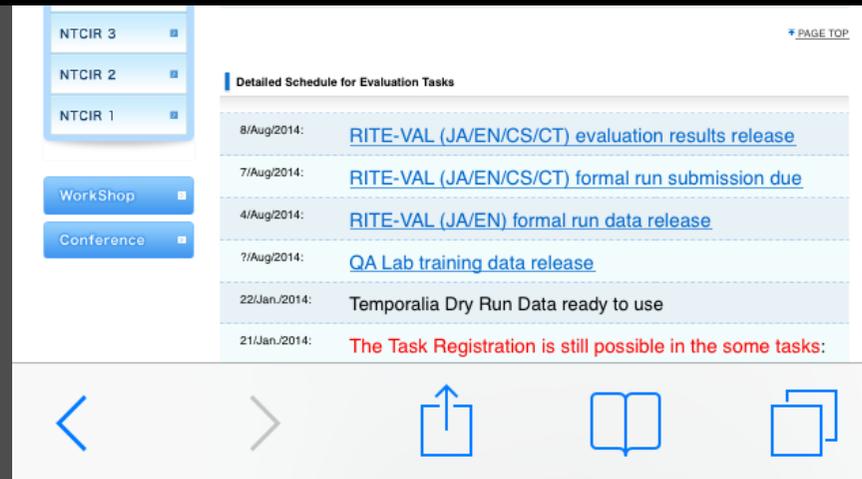


# "NTCIR"

When is the deadline of NTCIR?



Your Search Stats  
**Clicks: 2**  
**Time: 00:29**



**30**sec are  
too long for  
mobile users

**Let's do  
better!**

# "NTCIR"

What's NTCIR?



SoftBank 4G 21:07 72%

ntcir

Google

ntcir

Web Videos Images News More

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## Your Search Stats

**Clicks: 0**

**Time: 00:03**

[NTCIR-12 Schedule](#)

[NTCIR-12 Tasks](#)



# "NTCIR"

When is  
the deadline  
of NTCIR?



SoftBank 4G 21:07 72%

ntcir

## NTCIR-12 Schedule

20/Jan./2016:	Task Registration Due
06/Jan./2016:	Document Set Release
Jan.-May/2016:	Dry Run

**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**



Input: **iUnit set**

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



Output: **iUnit list**

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



nDCG  
**0.5**

**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

iUnit
A series of evaluation workshops
Designed to enhance IA research
...

Input: Subtopics

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.

News

Schedule →

2<sup>nd</sup> layer

20/Jan./2016:	Task Registration Due
06/Jan./2016:	Document Set Release
Jan.-May/2016:	Dry Run
Mar.-July/2016:	Formal Run
01/Aug./2016:	Evaluation Results Due
01/Aug./2016:	Task overview release
15/Sep./2016:	Paper submission Due

Evaluation metric designed for mobile information access

**M-measure**  
**0.5**

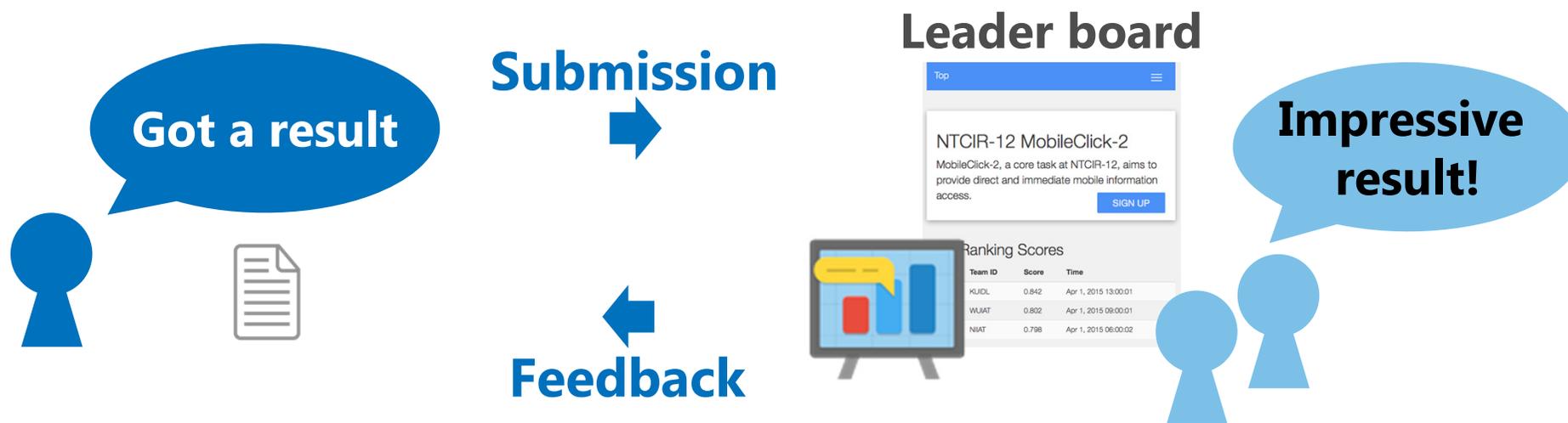
**Challenge**

**Lay out iUnits so that any types of users can be immediately satisfied (similar to the IMine task)**

# Leader Board System

**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**

# MobileClick-2 Schedule

Month	Event
<b>Apr, 2015</b>	First CFP <b>Evaluation system for training queries</b>
<b>Jun, 2015</b>	<b>Registration due</b>
<b>Aug, 2015</b>	Test query release <b>Evaluation system for training queries</b>
<b>Dec, 2015</b>	<b>Run submission due</b>
<b>Mar, 2016</b>	Participant paper submission due
<b>Jun, 2016</b>	NTCIR-12 Conference

# 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