

FollowMyLink

Individual APT Presentation

First Talk

February 2009

Overview

- General Principles
- Reading List
- Tasks involved
- Schedule

General Principles

- Plagiarism
- Referencing
- [ACM Digital Library](#), [IEEE Digital Library](#),
[Springer-Verlag Digital Library](#)

Reading List

- Kraft, R., *et al.*, “Y!Q: Contextual Search at the Point of Inspiration”, in Proceedings of CKIM’05, 2005
http://www.soe.ucsc.edu/~rekraft/papers/yq_cikm.pdf. Also see
<http://yq.search.yahoo.com/publisher/firefox.html>
- Lieberman, H., *et al.* Why Surf Alone? Exploring the Web with Reconnaissance Agents”, in Communications of the ACM, August 2001, pp. 69-75.
<http://web.media.mit.edu/~lieber/Lieberary/Letizia/Why-Surf/Why-Surf.doc>
- Finkelstien, L., *et al.*, “Placing Search in Context: The Concept Revisited”, in Proceedings of WWW10, 2001.
http://www.cs.technion.ac.il/~gabr/papers/context_search.pdf
- Mozilla Development Center, 2006, “Building an Extension”.,
https://developer.mozilla.org/en/Building_an_Extension

Nelson vs. W3C

- Definitions of hypertext
 - ‘Well, by “hypertext” I mean *non-sequential writing*--text that branches and allows choices to the reader, best read on an interactive screen’ Ted Nelson, 1987. Literary Machines, Edition 87.1.
 - “Hypertext is text which is not constrained to be linear. Hypertext is text which contains links to other texts.” <http://www.w3.org/WhatIs.html>
- Static vs. Dynamic₁ links vs. Dynamic₂ links
- Dynamic₁ is computed end of fixed source anchor
- Dynamic₂ is computed end of user-created source anchor (can we call it an “ephemeral link”?)

Firefox File Edit View Go Bookmarks Tools Window Help Mon 11:11

University of Malta Squash Ladder

http://campus.um.edu.mt/squash/

Plug-in FAQ SoccerStand Walford Web: Spoilers The Official Formula... Sporting Life | Get th... The Championships, ... Firefox Help Firefox Support


new players to get started. No matter where you start on the ladder, after a period of time you will end up playing games with people of similar ability.

Challenges are made online and the challenger and challengee receive emails to notify them by which date they need to play the match. Reminders are sent out if the game is unplayed and if no result is recorded by a certain time the match is forfeited and the challenger wins! [more.....]

2005-10-02

How to participate

In order to join the squash ladder, go to the [login](#) page and insert your CSC User Id. and its related password. You will be registered immediately.


To check out the squash ladder rules, please click on [information](#). There you will also find useful links including the  rules and online lessons.

To check your current position or challenge [Yahoo! Search Results for ladder](#) ings.


To insert a new result click on [results](#).

2005-10-02

Sponsors



We would like to thank Kunsill Malti għall-iSport for their support. One squash court at the National Pool Complex is being made available at no cost between noon and 1.30pm daily (Mon-Fri excluding public holidays) for squash ladder matches. An [online court booking facility](#) is now available.



2005-12-20

- contact ladder administrator -

squash ladder PHP v0.7.9 (build 145) © Matt Evans 2001-2006
Released under GNU GPL Licence
www.deepblue.uk.net

http://yq.search.yahoo.com/search?p=ladder&ei=UTF-8&sourceURL=http://campus.um.edu.mt/squash/

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2005-10-02

How to participate

In order to join the squash ladder, go to the [login](#) page, enter your User Id. and its related password. You will be re-directed to the ladder page.


To check out the squash ladder rules, please click on [rules](#). You will also find useful links including the game rules and the ladder page.

To check your current position or challenge someone, click on [challenges](#).

To insert a new result click on [results](#).

2005-10-02

Sponsors



We would like to thank Kunsill for their support. One squash court at the University of Malta is being made available at no cost to the public on a daily basis (Mon-Fri excluding public holidays). Bookings for matches. An [online court booking form](#) is available.

2005-12-2

contact ladder administrator

squash ladder PHP v0.7.9 (build 14)
Released under GNU GPL
www.deepblue.org


http://yq.search.yahoo.com/search?p=ladder&ei=UTF-8&sourceURL=http://campus.um.edu.mt/squash/

http://yq.search.yahoo.com - Mozilla ...

YAHOO! SEARCH

ladder Search

Related Yahoo! Images for ladder



store.di... bamart.c... photo.st... www.sain...

[More ladder images](#)

Web Results (1 - 3 of about 9,260,000)

- Ladder**
Originally played on CPM computers, this ASCII-based game similar to Donkey Kong has been rewritten in java.
ostermiller.org/ladder
- Ladder Theory Master Page**
Theory of adult male/female interaction based on many years of sociological field testing.
www.intellectualwhores.com/masterladde...
- Ladder Theory**
Funny, scientific explanation of how men and women are attracted to each other.
www.laddertheory.com

[Show All Related Web Results...](#)

[YIQ Home Page](#) [Got feedback?](#)

Tasks

- User Model
- Identifying User Interests
- Making Recommendations
- User Feedback
- Evaluation

Task: The Page & User Models

- Page Model
 - What is the current page about?
- User Model
 - What is the user interested in - at the time that the user selects text to FollowMyLink?
 - Can be extracted from the page model
 - Can be extended over a sequence of pages the user has already visited (and followed links or FollowMyLink links from)

Task: The Page & User Models

- At least an attribute-value pair list.
 - More complex user model representations may be used.
- UM guides the adaptation process.
- Where do the models reside?
 - Either “Outside” of the adaptation process
 - Or part of the browsing environment (e.g., part of a Web browser)

Task: The Page & User Models

- When are the models updated?
 - PM - every time a new page is loaded
 - UM - every time the user selects text and FollowMyLink
- From where do we get the attributes?
- Should the attribute values be “aged”?
- How do we ‘reset’ the UM?
- How do we include normally followed links in the UM?
- Should we include links from the bookmarks, keyed in directly?

Task: Identifying User Interests

- How can we distinguish between what a user is interested in, and what a user is not interested in?
 - Or at the very least, what evidence is there that a user is interested in something?
 - The page that the user is visiting. All of it?
 - The anchor text of the link the user clicked on to get here?
 - The region surrounding the link?
 - The heading/title/other descriptive text surrounding the link that the user followed
 - If attribute-value pairs are used, a *term* can be used as an attribute, and its value can either be binary or real.

Task: Identifying User Interests

- Once the user's interests have been identified the user model can be updated.
- Should all terms be used, or only meaningful and significant ones? Word “as is” or root? And how do we submit query to search engine if root?
- Understanding where the user is in relation to his or her browsing pattern (optional).
 - Do we need to know if a user has backed up from a page? If we assumed that the user was interested in the info, and we added it to the user model, do we now need to remove it?

Task: Making Recommendations

- A suitable description of the user's interests must first be derived from the user model
 - For example, pick top n scoring terms from the user model if real values are used, and value exceeds some threshold
 - How can one distinguish between important terms if binary values are used?

Task: Making Recommendations

- Terms in the description are combined to form a *query* that can be submitted to a search engine, e.g., Google
- Page Recommender:
 - Submit query to Google and go to most relevant Web page
 - Check that ‘best’ page is not already current page, or page seen recently!
 - These recommendations should be:
 - User settable – the user may choose to turn off this feature
 - If user asks to see all relevant pages, then present them in a separate window (or frame, if preferred). If a user clicks on a recommended page, the page loads in a new window.

Task: User Feedback (optional)

- Documentation must contain section about this, but implementation is optional
- Should users be able to provide feedback about the system's performance?
- If so, how? And how will feedback change the system's performance?
 - That is, how will the system learn from User Feedback?

Evaluation

- Ideally, system is evaluated.
- How can the system be evaluated, to ensure that users are generally satisfied with the pages that they're shown?
- Compare your results to normal Web search and Y!Q search. Can you explain the differences, if there are any?

Pitfalls

- Selecting an image/non-textual data and then selecting “FollowMyLink”
- What should happen if the ‘best’ page according to Google is missing/cannot be loaded?
- What should happen if Google makes no recommendation?
- Should the user be able to modify the query submitted to Google?

Schedule

- Until w.c. 19th Feb inc: Discussion, talks once/week
- w.c 16th March: Submit Table of Contents/chapter overview for feedback (optional)
- w.c. 24th Apr: Demo 1 (optional)
- 20th Apr-11th May: Submit one chapter of your choice for feedback (optional)
- w.c. 4th May: Demo 2 (optional)
- May 22: Submit APT report
- June: Demo under exam conditions