

VK Multimedia Information Systems

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Dienstags, 16.00 Uhr c.t., E.1.42

Agenda



- Topics & goals
- Modalities & examination
- Schedule
- What is **information**?
- What are **information systems**?
- The information overload
- Current state in *MuMe* consumption



- Technische Mathematik an der TU Graz
- Doktoratsstudium Telematik
- 98-01 Entwicklung von Web-Applikationen
- 01-06 Know-Center in Graz (KPlus)
- 05-06 Ass. am KMI / TU Graz
- 06- ... Ass. am ITEC / Uni Klagenfurt

Course Topics



Multimedia Databases

Multimedia Management

Social Media Sharing

Video Analysis

Metadata

Data Mining

Digital Audio

Information Retrieval

Social Networks

Image Processing

Retrieval Evaluation

Goals I



Basic (and a little more) understanding of

- Multimedia retrieval
- Multimedia analysis
 - images in the spatial domain
 - audio & video processing
- Multimedia databases & meta data

Goals II



- Overview on state of the art
 - who is who in research
 - what to read if I want to know more?
 - available tools in development
 - de facto & de jure standards

Goals III



- Providing a solid base for
 - further research,
 - consulting and
 - practical development
- in the area of
 - multimedia information retrieval
 - multimedia information systems
- and: hands on experience!

Modalities



Multimedia Information Systems ist eine
„prüfungsimmanente Lehrveranstaltung“

A positive grade is based on

- some few mandatory exercises / readings
- ongoing collaboration
- a mid term and a final project

Modalities



Mid term projects are

- The same for everyone
- A simple VIR system + evaluation

Final projects are

- Practical implementations of MMIS
- Research work & studies

Projects topics will be

- ... assigned after Easter holidays
- ... assigned to groups or individual students

Team Work



- Preferably teams of 2 students
- TEAM = „Toll-Ein-Anderer-Machts“ ?



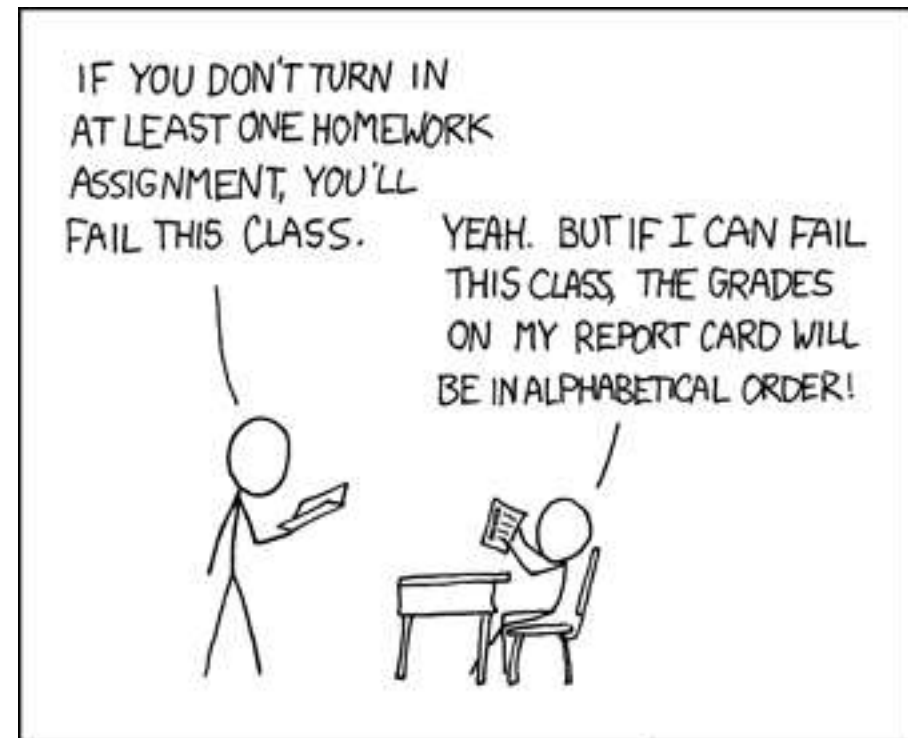
Grades



Grade is derived from:

- 1/4 Exercises
 - Pen & paper
 - Readings
- 1/2 Project
 - ¼ each
 - Implementation
- 1/4 Presentation

<http://www.xkcd.com>



Schedule



- Introduction, motivation, information theory & systems
- Information retrieval
- Web based IR, PageRank, HITS
- Network analysis & social networks (guest lecture)
- Multimedia meta data
- Image analysis and content based image retrieval
- Audio & sound analysis
- Video information systems
- Multimedia databases

Questions?



Any questions regarding organizational issues left?

Agenda



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What is Information?



Definition of Aamondt and Nygard (1995) :

- Data
- Information
- Knowledge

Aamodt, A. & Nygard, M. "Different roles and mutual dependencies of data, information, and knowledge - an AI perspective on their integration" Data Knowl. Eng., Elsevier Science Publishers B. V., 1995, 16, 191-222

Data

Aamondt und Nygard (1995)



Data are syntactic entities

- Patterns without meaning
- Input to an interpretation process

Example:

- Bits & Bytes of a JPEG encoded image

Information

Aamondt und Nygard (1995)



Information is interpreted data

- Information is data with meaning
- Output from interpretation
- Input to knowledge based process

Example:

- Decoded (and displayed) JPEG image

Knowledge

Aamondt und Nygard (1995)



Knowledge is learned information

- Incorporated in an agents (software / human) reasoning resources
- Ready for active use
- Output of learning process

Example:

- There is a dog shown on the JPEG image

What is Information?



Definition of Zeleny (1987):

- Data
- Information
- Knowledge
- Wisdom

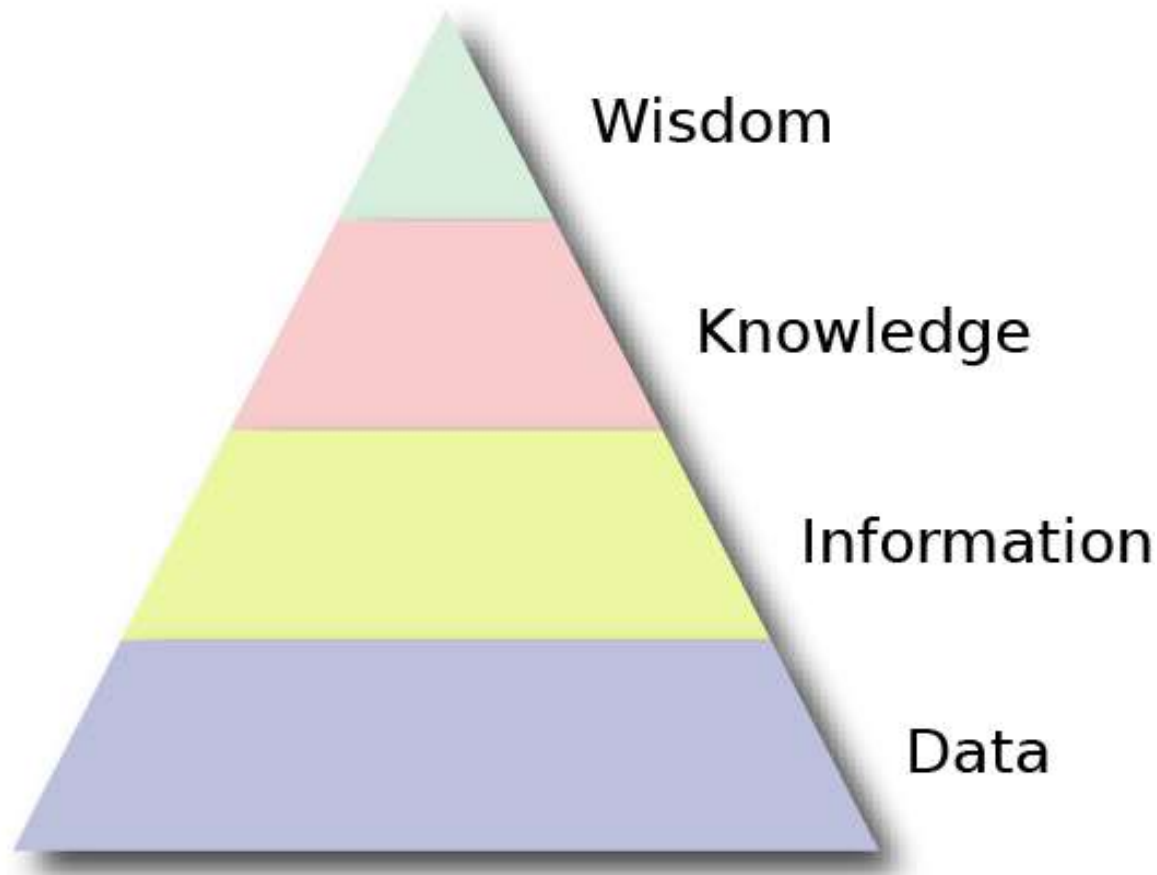
Zeleny, M. "Management Support Systems: Towards Integrated Knowledge Management" Human Systems Management, 1987, 7, 59-70

What is Information?



Image originally published in the December 1982 issue of THE FUTURIST, taken from http://www-personal.si.umich.edu/~nsharma/dikw_origin.htm

The DIKW Hierarchy



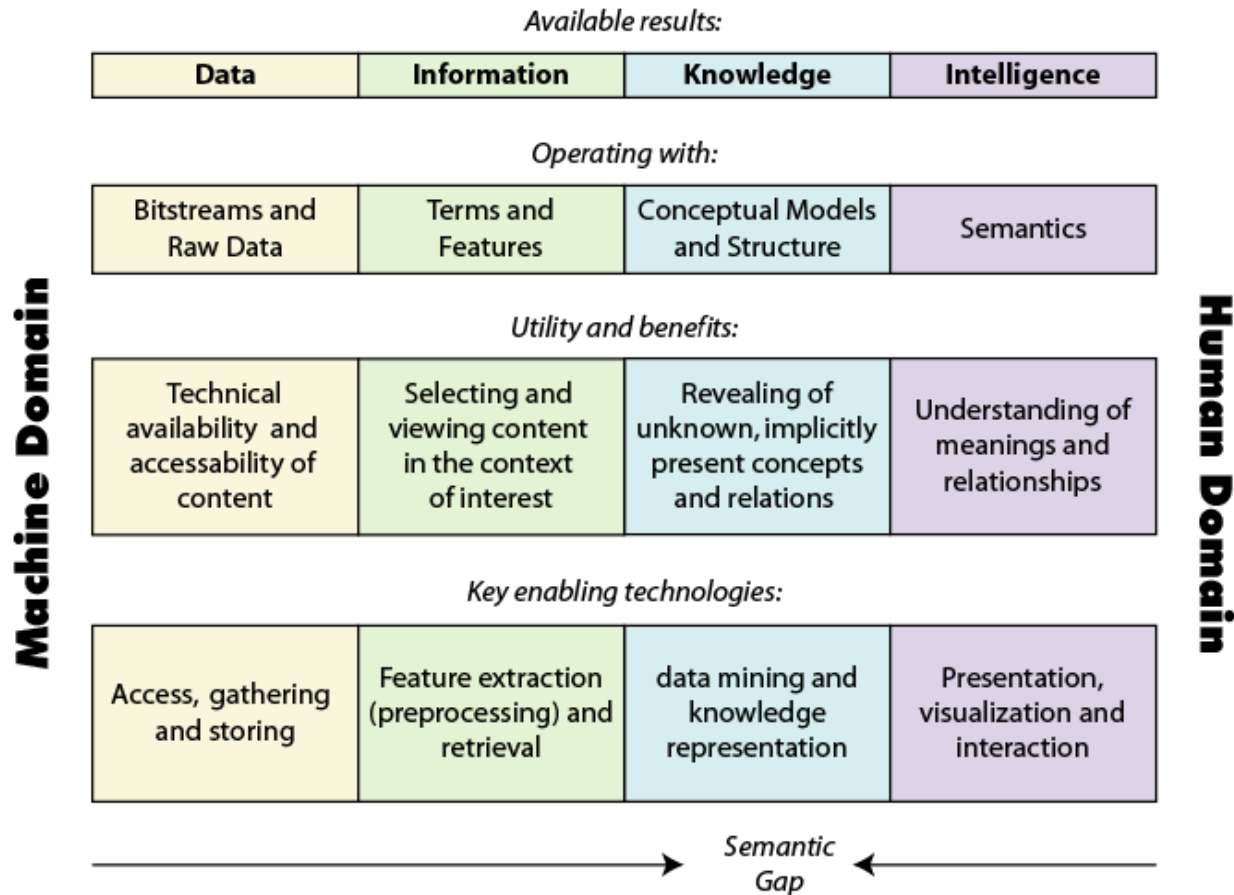
The DIKW Hierarchy



Definition of the DIKW levels:

Data	Know nothing
Information	Know what
Knowledge	Know how
Wisdom	Know why

Modified DIKW (IBM)



What is Information?



Shannon's information theory

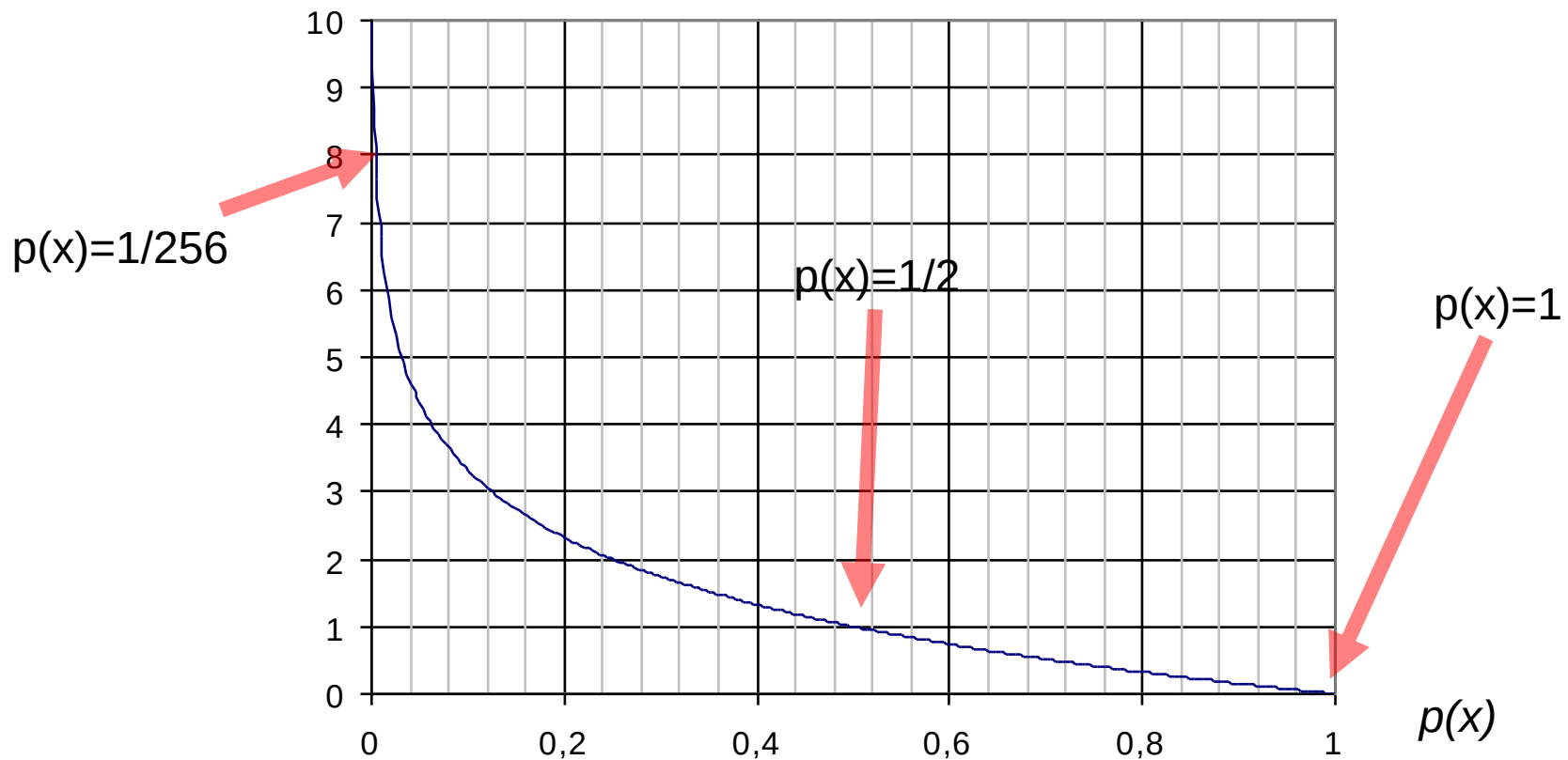
- Problem: communication over a noisy channel
- Fundamental finding:
 - Information content (measured in bits) of an event (e.g. letter) depends on the entropy (probability of occurrence)

$$I(A_n) = \log_2 \left(\frac{1}{P(A_n)} \right) = -\log_2(P(A_n))$$

Shannon's Information Theory



Anzahl der Bits



Grice's Maxims of Conversation



- As informative as required
- As correct as possible
- Relevant to the aims of the conversation
- Contribution should be clear, unambiguous and concise

Hauptmann, A. G. & Witbrock, M. J. "Story Segmentation and Detection of Commercials in Broadcast News Video" ADL '98: Proceedings of the Advances in Digital Libraries Conference, IEEE Computer Society, 1998

Agenda



- What is information?
- What are **information systems**?
- Information overload
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What are Information Systems?



- Systems for handling information
 - collect, store & organize
 - process, disseminate & transmit
- Three main parts in these systems
 - people,
 - machines &
 - methods



Memory Extender - Vannevar Bush

- Published in 1945 (Atlantic Monthly)
- An electromechanical device for
 - viewing books and films
 - adding information and comments
 - interlinking information
 - browsing links
- MEMEX is an early hypertext system

Geographic IS



- Focus on **spatially referenced data**
 - coordinates, height
 - distance, inclusion, neighboring
 - hierarchical organization



taken from Google Maps

Multimedia IS



- Focus on multimedia data & meta data
 - storage, transmission
 - search & retrieval
 - organization & dissemination
- Media types
 - textual / visual / auditive / haptic / olfactory
 - rastered or rendered / modelled
 - Midi vs. MP3
 - VRML vs. PNG
 - LASER vs. MPEG-2

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Information Overload



- 5 Exabytes of new information in 2002.
 - 92% of the new information was stored on magnetic media, mostly in hard disks.
 - that's 800 MB per person on the globe
 - that's 37.000 times the LoC
 - that's 30% more than in 1999

Lyman, Peter and Hal R. Varian, "How Much Information", 2003. Retrieved from <http://www.sims.berkeley.edu/how-much-info-2003> on [2007-02-07]

Information Overload



- 18 Exabytes of new information in information flow in 2002
- 98% of new information generated by phone calls
- Most radio and TV broadcast content is **not new** information.
 - ~ 70 out of 320 million h of radio is new, that's 3.500 TB
 - ~ 31 out of 123 million h of TV are new, that's 70.000 TB

Information Overload



Information Flow (ctd.)

- IM: 5 billion messages / day or 274 TB p.a.
- Email: 400.000 TB p.a.
- P2P: growing, but not yet estimated,
 - significant traffic has been observed on different backbones
 - Ranges from 20%-60% are mentioned

Information Usage



An average American adult:

- Telephone - 16.17 hours a month
- Radio - 90 hours a month
- TV - 131 hours a month
- 53% of the U.S. uses the Internet
 - ~ 25.5 h / month at home
 - ~ 74.5 h / month at work

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Current State in MuMe Consumption



- Digital photography
 - still images
- Digital video in general
 - streaming and download

Digital Imaging Devices (global)



- First question: how many devices exist?

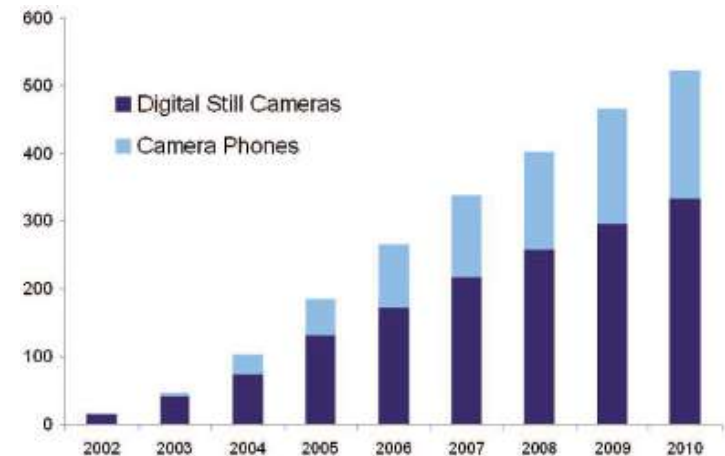
Device	# in 2006
digital cameras	$400 * 10^6$
camera phones	$600 * 10^6$

Source: IDC Study "Expanding Digital Universe"
http://www.emc.com/about/destination/digital_universe/

Number of Digital Photos (global)



- Estimate 2006
 - > 150 billion photos from cameras
 - > 100 billion photos from camera phones
- Forecast 2010
 - > 500 billion photos
 - + increased resolution

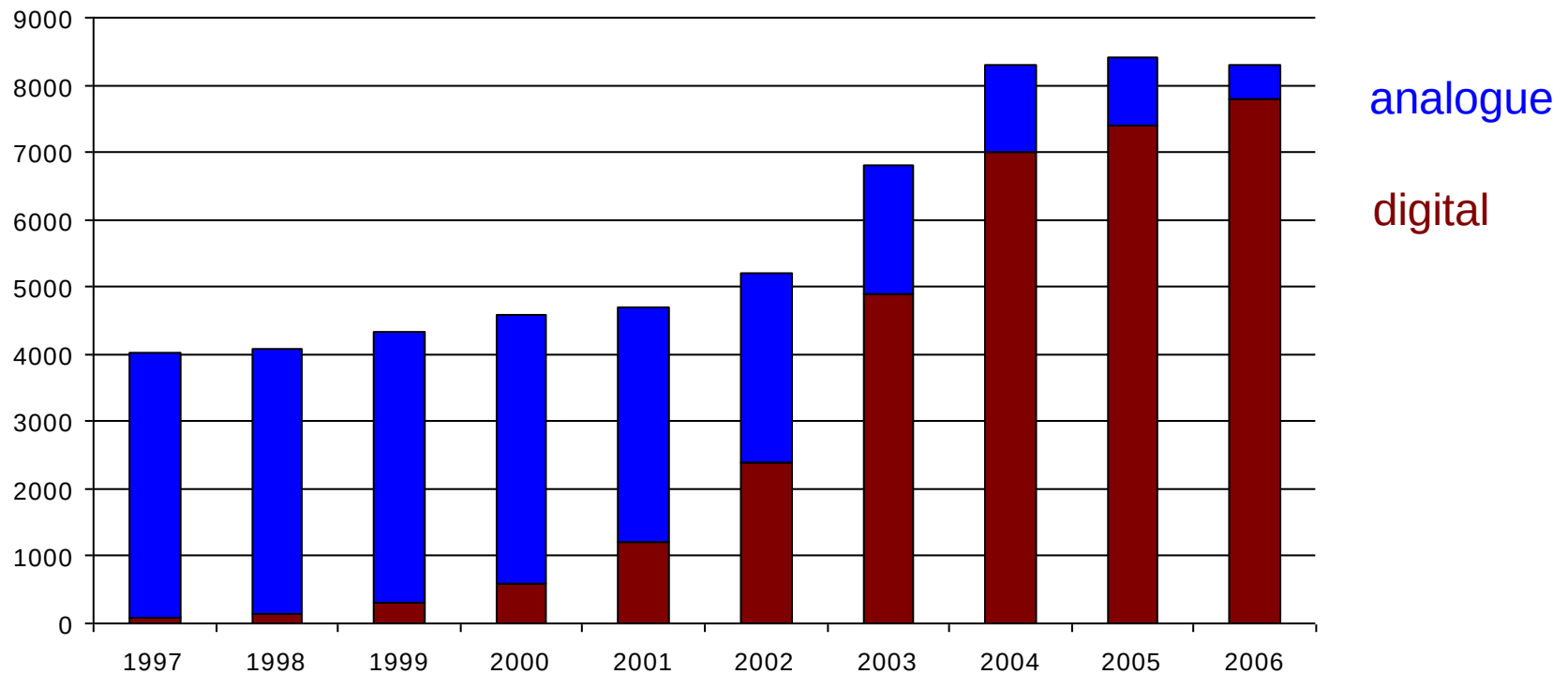


Source: IDC Study "Expanding Digital Universe" http://www.emc.com/about/destination/digital_universe/

Digital Imaging Devices (Germany)



Still image cameras sold in Germany (thousands)

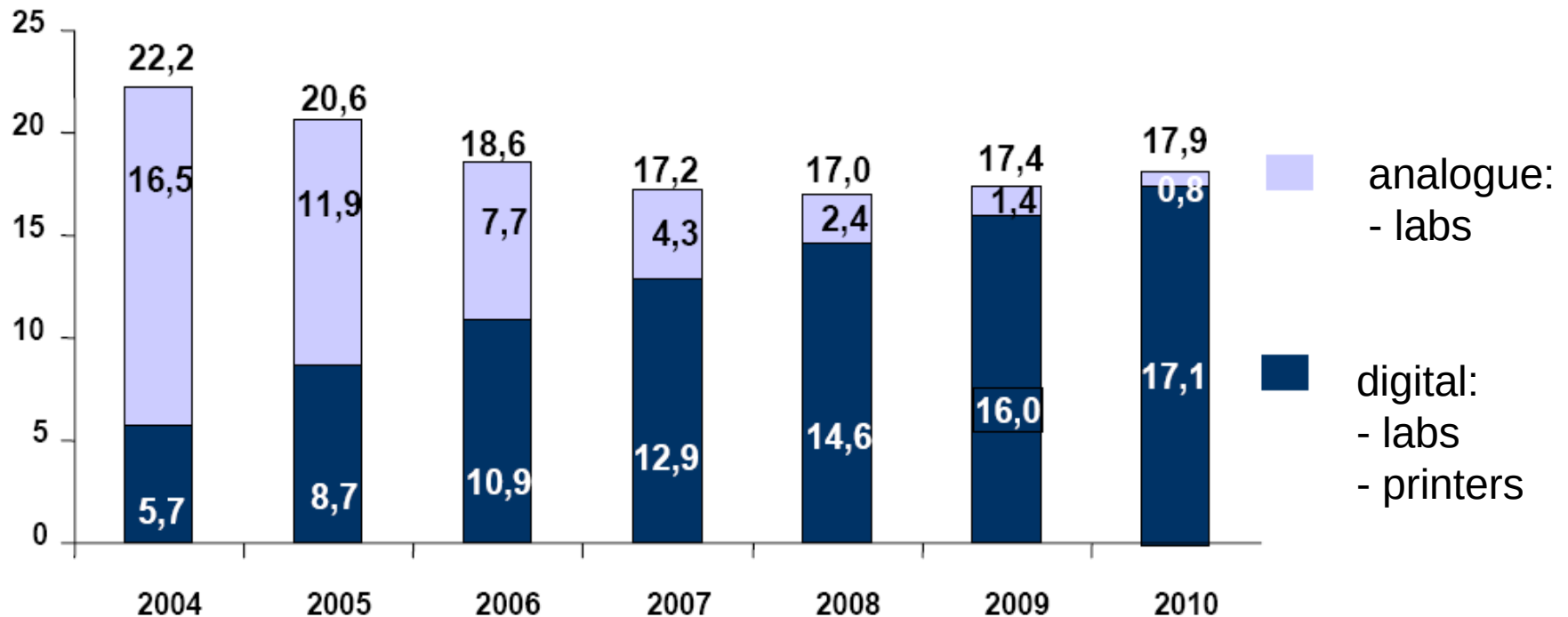


Source: Cewe Factbook, <http://www.cewecolor.de>

Photo prints market (Western Europe)



- Photo prints forecast (in billions)

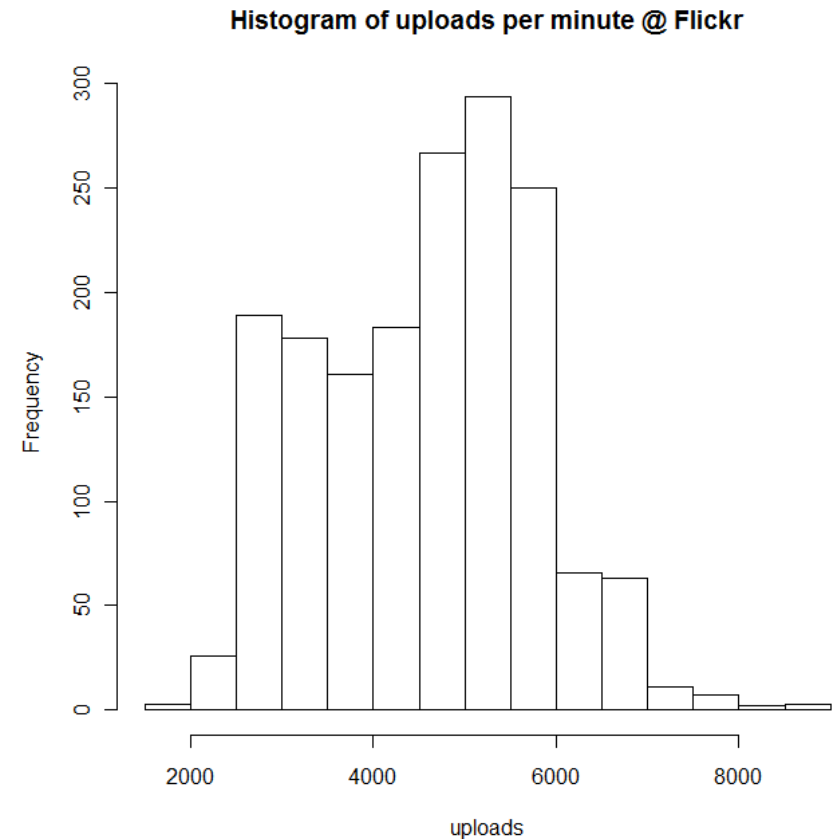


Source: Cewe Factbook, <http://www.cewecolor.de>

Flickr



- 3 billionth upload in November 2008
- Currently ~4,800 uploads per minute

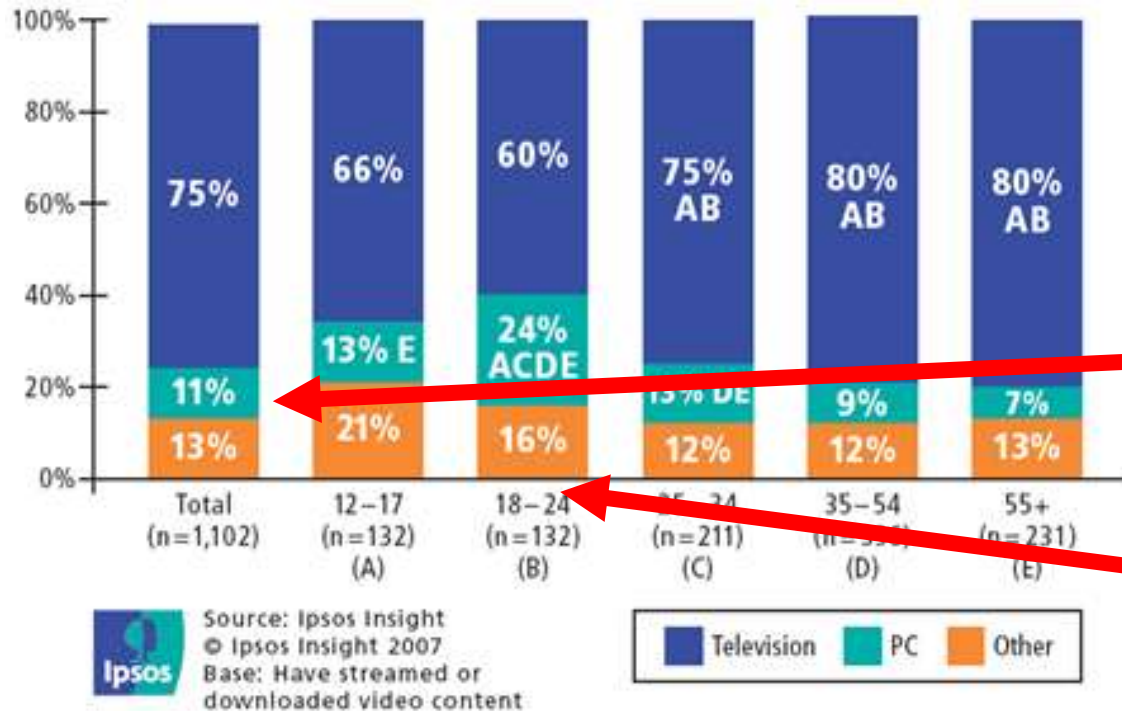


Content



- What is information?
- What are information systems?
- Information Overload
- Current state in MuMe consumption
 - digital photography
 - digital video in general

Where video content is watched? (US, 2007)



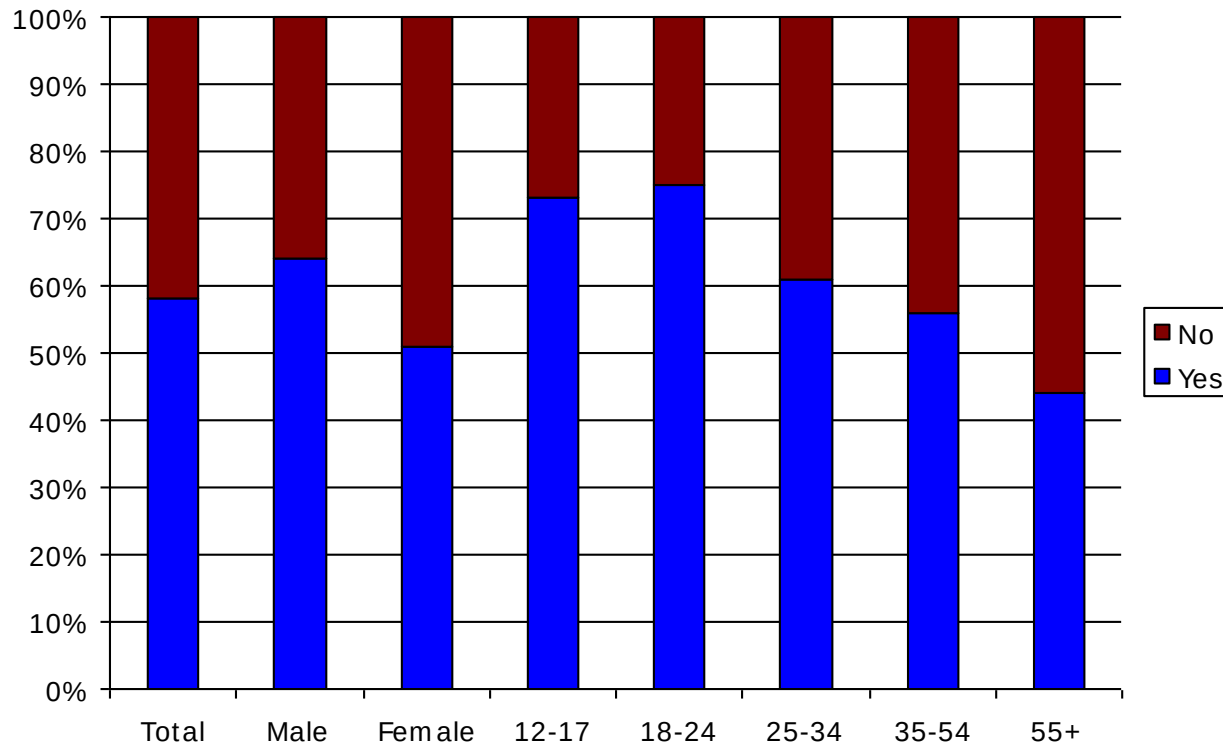
- Among people having downloaded / streamed content

11% in total watched on PC

24% in age 18-24

Source: Ipsos Insight's 2007 MOTION Study - <http://www.ipsosinsight.com/pressrelease.aspx?id=3500>

Ever Streamed a File Off of the Internet? (US, 2007)



- 75% of the 12-24 years old.
- More than half in total.

Source: Ipsos Insight's 2007 MOTION Study - <http://www.ipsosinsight.com/pressrelease.aspx?id=3500>

Short vs. Long Clips (US, 2007)



- Short clips are preferred
 - 3/4 of streamers have streamed short news or sports clips
 - 2/3 of streamers have streamed amateur or homemade clips
- Also due to YouTube ...
 - 40% of the streamers use YouTube
 - Common restrictions in video size & length

Source: Ipsos Insight's 2007 MOTION Study - <http://www.ipsosinsight.com/pressrelease.aspx?id=3500>

Most Common Barriers for payed DLs (US, 2007)



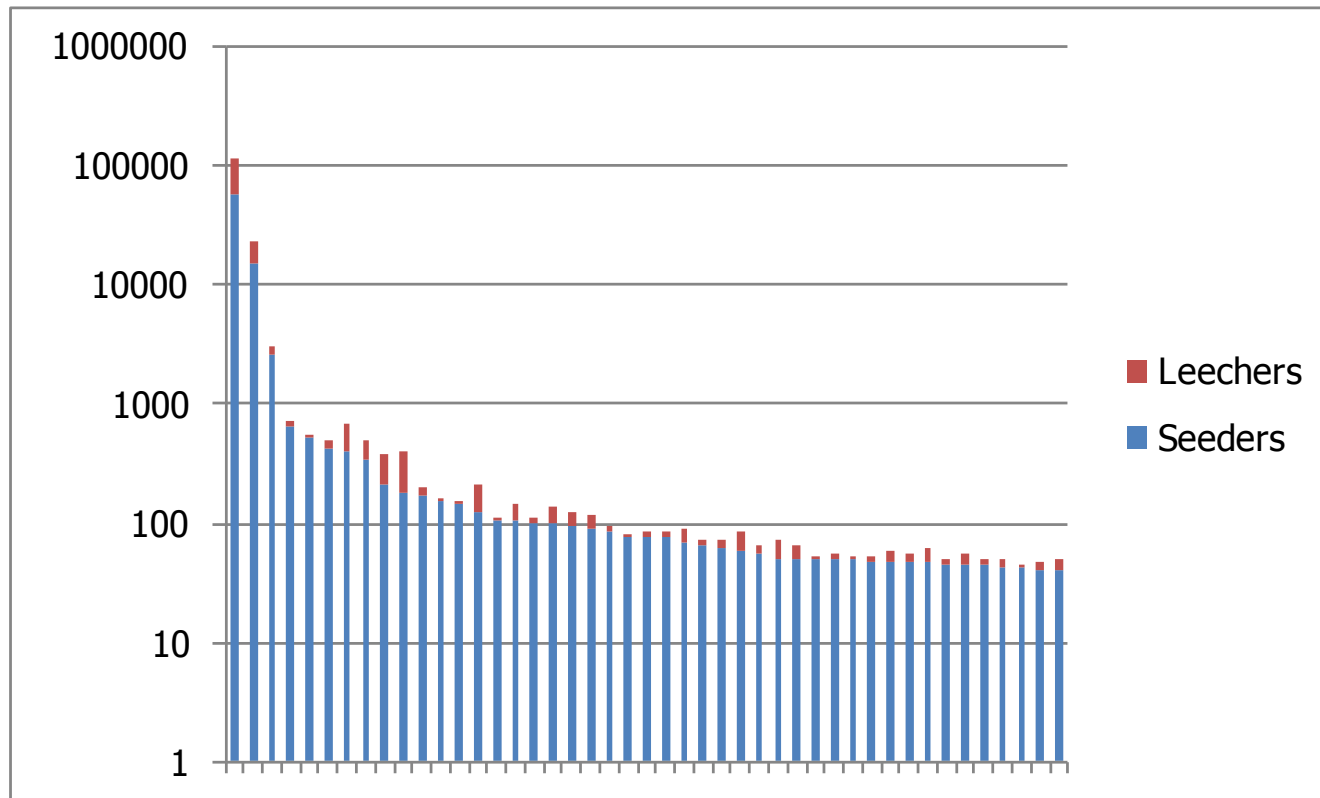
- Unwillingness to pay for this content,
- Difficulty or inability to
 - burn these files onto DVD
 - watch this content on their living room TV.

But there are also benefits in the future:

- 24/7 access
- reasonable fees or free (ad supported)

Bittorrent Movies

(query: jaybob, 2011-03-08)



Bittorrent Movies

(query: jaybob, 2011-03-08)



	Seeders	Leechers
Toy Story 3.DVDScr.XviD-Jaybob	58805	58814
Due Date {2010} DVDRIP. Jaybob	15369	8372
Knight And Day 2010 DVDRip Xvid-Jaybob	2625	479
Killers {2010} DVDRIP Jaybob	658	60
Marmaduke {2010} DVDRIP. Jaybob	519	37
Why Did I Get Married Too ? [2010] DVDRIP Jaybob	435	52
Main Street {2010} DVDRIP. Jaybob	404	290
The Fourth Kind {2009} DVDRIP jaybob	348	147
Inhale {2010} DVDRIP. Jaybob	213	167
TRON Legacy {2010} DVDRIP Jaybob	177	224
Dog Pound [2010] DVDRIP XVID Jaybob	170	27
The Karate Kid 2010 DVDRIP Jaybob	155	9
The Joneses {2009} DVDRIP Jaybob	143	15
How To Make Love To A Woman {2010} DVDRIP. Jaybob	127	87
Nanny McPhee Returns {2010} DVDRIP Jaybob	107	6
The Tournament {2009} DVDRIP Jaybob	105	43
Batman Under the Red Hood {2010} DVDRIP Jaybob	103	6
Basement [2010] DVDRIP XVID Jaybob	101	34
My Sister's Keeper {2009} DVDRIP Jaybob	94	31
Trick R Treat {2009} DVDRIP Jaybob	92	23
Twelve {2010} DVDRIP Jaybob (unrated)	87	6
A Nightmare On Elm Street {2010} DVDRIP Jaybob	79	3

Readings



C.J. van Rijsbergen: *Information Retrieval - Introduction*,
London, Butterworth, 1979

Available on homepage: mmis08 / multimedia

Your task:

- Read + answer questions
- Send me an **email** with the answers until next course.

Questions:

- What is the difference between Data Retrieval and Information Retrieval?
- What does “relevance” mean in the context of Information Retrieval?

Thanks ...



... for your attention!