



Near2me: Off The Beaten Track

Media-based Recommender for Travel Destinations

Christoph Kofler, Delft University of Technology

Martha Larson, Delft University of Technology

Luz Caballero

Valentina Occhialini

Maria Menendez, University of Trento

Objectives

Near2Me-OTBT should...

- integrate and merge technologies and algorithms developed within PetaMedia
- be suitable for evaluating the PetaMedia Triple Synergy (i.e., multimedia content analysis, user annotations, and social network structures) from a **user-centric** perspective

PetaMedia Technologies in use


Technology	People involved	Site
Geo-tag-based location recommendation	Maarten Clements	TUD
Place naming based on a geo-tag	Pavel Serdyukov, Yue Shi	TUD
Selection of representative and diverse images for a location	Stevan Rudinac	TUD
Determination of subject-related authority	Stephan Raaijmakers, Eric Boertjes, Almerima Jamakovic	TNO
Tag clustering and cluster naming	Christian Wartena	Novay

Conceptual design (by Luz Caballero)

Near to Me

http://neartome.eu

Paris > Hi John, you're in Paris (France)!! [save](#) [My travel plans](#) [Image Search](#) [Logout](#) [Help](#)



Trocadero area

Oberkampf


Buttes Chaumont

Le Marais

Parc Monceau

Musee du Quai Branly

La Defense area



Your recommended places

- 1 Trocadero area
- 2 Parc Monceau
- 3 Le Marais
- 4 Oberkampf
- 5 Musee du Quai Branly

Paris Chroniclers

markets food people

fashion skateboarding

parks architecture

graffiti urban people

art concert people

more

Things to see here

art skateboarding food markets graffiti architecture paris people urban fashion concert

PetaMedia Technologies in use

Technology	People involved	Site
Geo-tag-based location recommendation	Maarten Clements	TUD
Place naming based on a geo-tag	Pavel Serdyukov, Yue Shi	TUD
Selection of representative and diverse images for a location	Stevan Rudinac	TUD
Determination of subject-related authority	Stephan Raaijmakers, Eric Boertjes, Almerima Jamakovic	TNO
Tag clustering and cluster naming	Christian Wartena	Novay

Demo of current prototype

Near2Me - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://127.0.0.1:8888/OTBT.html?gwt.codesvr=127.0.0.1:9997#show_main

Near2Me

Home >  Arc de Triomphe: Place de l'Étoile: Arc de Triomphe: Le Lido > Éole








-  Arc de Triomphe: Place de l'Étoile: Arc de Triomphe: Le Lido
-  Place de la Concorde: Place de la Concorde: Hôtel de Crillon: Musée de l'Orangerie
-  Musée du Louvre: Louvre Pyramid: Palais du Louvre: Louvre
-  Point zéro: Kilometre Zero: Notre Dame: Notre Dame de Paris
-  Sacré Coeur: Basilique du Sacré-Cœur, Paris: Saint Pierre de Montmartre: Montmartre funicular
-  Trocadéro - Palais de Chaillot: Trocadéro: Passy Cemetery: Pont d'Iéna

 danorbit  cuellar  Prodromos_Sarigianis  eightfivezero  gadl  Stuck in Customs  Matthew Cachia  Éole

[gimp](#) [fuji](#) [placecharlesdegaulle](#) [photoshop](#) [ave](#)
[arch](#) [hibbiscus](#) [food](#) [view](#) [buil](#)
[arcdetriomphe](#) [thechallengefactory](#) [france](#) [dav](#) [etal](#)

Done

User-centered Evaluation



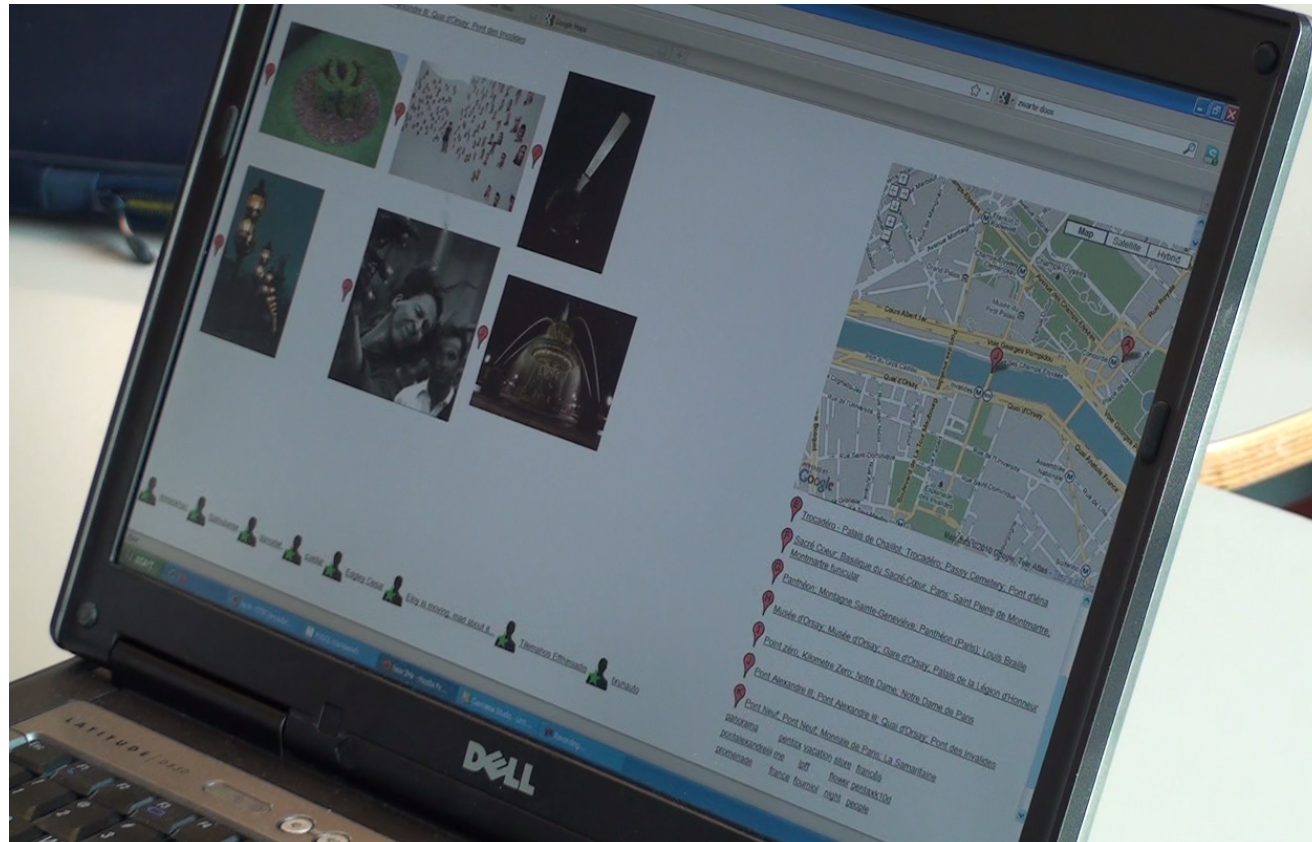
Evaluation goals

- The **user satisfaction** with the performance of the implemented PetaMedia technologies.
- The **interaction with the system**: the recommendation process is effortless and agreeable, it is an enjoyable activity in itself; prompts the user to engage in active exploratory behavior.

Methodology- Phase 1

- 12 participants
- 6 females
- Age from 23 to 31
- Conditions:
 - People who like to travel outside mainstream tourism, visiting places that match their personal interests and
 - they are familiar with the use of web applications (beyond very basic ones, like email or search engines), and
 - they have ever visited London.

Methodology- Phase 2



General Results

- Users were very enthusiastic about the concept and proposed potential applications
- Recommendations were perceived as personalized and authentic
- Users appreciate the strong visual approach of Near2me
- All the users found their way through the interface
- Many users liked the possibility of discovering by exploring

General Results

- Users would like to have more contextual information about the pictures
- Difference between landmark and location
- Tags should be meaningful
- Personal information about the authorities

Main insights derived from user studies

- Participants are interested in three perspectives, i.e., locations, topics, and experts.
- Participants want to:
 - explore these perspectives independently from each other
 - investigate how the interplay of these perspectives adds authenticity and personalization to their perception of the system
 - distinguish which locations, topics, and experts to chose from
 - understand why they were given specific recommendations by the system



Thank you for listening! Q & A