use cases as a bridge between benchmarking and validation

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starting points from the CHORUS coordination action

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benchmarking is the main research method of information access research.
relevance as a target notion has served well in a constrained information and task space.
when moving to new text and to multimedia

• the space of possible application broadens;
• the leeway the data affords for individual interpretation is larger.

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topical text is one thing. going to multimedia will be different:

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- push vs pull?
- lean-back vs lean-forward?
- satisfaction rather than optimisation?
- shoulder-to-shoulder vs individual vs asynchronous?
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what characterises success for an information access multimedia project?

system algorithm performance?

interface design issues?

or is content everything?

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- benchmarking based on the wrong scenario? nope.
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we need more knowledge of user behaviour and task context.
central to all behavioural studies: reliability vs validity.
validation needs user studies to be true.
lack of overlap!

multi-media projects do not stress interaction design

generalisable guidelines need interaction craft.

the CHORUS project believes use case analysis bridges this gap.
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use cases can set parameters for benchmarking evaluation

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get rid of many user studies.

get rid of much hand-waving.

it is easy to say “user behaviour”.

how can we act on leverage information from them wrt algorithms?

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this session:

more on use cases

more on practice in projects meeting reality

more on evaluation
should we try to cut corners by agreeing on some standard use cases?