

Collaborative Project

Holistic Benchmarking of Big Linked Data

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Deliverable 1.4 Reachout Strategy Plan

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Abstract: This deliverable presents the strategy that will be followed by the HOBBIT project over the next year to build up the HOBBIT community. The approach is derived from the efforts carried out during the first project year to build up the project contact list. The 228 entries in the list suggest that our strategy can be derived from the efforts from year while being extended with the results from the upcoming year.

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Executive Summary

This report describes the strategy and approaches that the HOBBIT consortium will follow to gather the members necessary to establish a self-sustaining HOBBIT association. The association will aim to establish itself as a vendor-independent entity responsible for specifying benchmarks and benchmarking procedures, verifying and publishing results for software systems designed to manage Big Linked Data. In essence, the reachout strategy plan comprises the following parts:

- Survey contacts as well as relevant mailing lists to establish requirements for the HOBBIT association as well as to extend the HOBBIT community list.
- Presence at conferences events (both academic and industrial) to present the HOBBIT results and invite potential collaborators and members of the community.
- Disseminating of HOBBIT-related contents and challenges to the community and to potentially interested parties through multiple channels including social media, mailing lists and slide, project as well as paper repositories.
- Extension of the HOBBIT platform with industry-relevant datasets to attract potential members to the association.

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1 Introduction

One of the core aims of the HOBBIT project is the establishment of a HOBBIT association, which will continue the efforts commenced within HOBBIT even after the termination of the project. To achieve this goal, we regard the creation of an active community around HOBBIT as of central importance for the project. During the first project year, we have hence tested and evaluated an array of reachout strategies coupled with multi-channel dissemination strategies (see ??) to decide upon an effective and efficient reachout plan for year 2. While the numbers generated by the different approaches were limited by the content that could be offered by a project that was still at its beginning, we assume that the trends discovered throughout the first year res good indicators for the effectiveness of the strategies chosen. We hence begin by a short summary of the efforts undertaken in the first year, followed by the strategy plan that we derived from this effort. This plan is contrasted with the goals of the HOBBIT association, which is the core target we aim to achieve in terms of reachout by the end of the project.

Channel	Description
Mailing list	Subscriptions to the HOBBIT mailing list
Survey	Respondents to the survey sent out for requirements gathering
Flyers	Distribution of flyers at different events
Talks	Presentations of the HOBBIT project
Workshops	Organization of workshop at major conferences and events
Cooperations	Cooperation with relevant H2020 and national projects
Challenges	Organization of challenges at major conferences (ISWC, DEBS, ESWC)
Publications	Scientific publications about the core technologies of HOBBIT. Upcoming are publications which use the HOBBIT platform.

Table 1: Dissemination channels of HOBBIT

2 Current Reachout Strategy and Preliminary Results

Our current reachout strategy was governed by the aim to get companies and academics partners to reach the level of ownership for the results and tools derived from HOBBIT. In the first year, this meant reaching an engagement level, where companies and academic partners were willing to provide us with feedback pertaining to the KPIs, benchmarks and architecture of the platform. Our plan for the year hence comprised the following parts:

- **Open surveys:** The goal behind the open surveys was twofold. First, we wanted to make potentially interested parties aware of the existence of the HOBBIT project. Hence, we targeted mailing lists centered around Linked Data, Natural-Language Processing, Machine Learning and Databases. In addition, we wanted to get requirements for the HOBBIT project to ensure that the outcome of HOBBIT and therewith the tools, datasets and services underlying the HOBBIT association would address real needs of the clientele we target. For example, the distribution of interest of survey participants shown in ?? informed us pertaining to the importance that each benchmark should be given but also how it should be pushed.

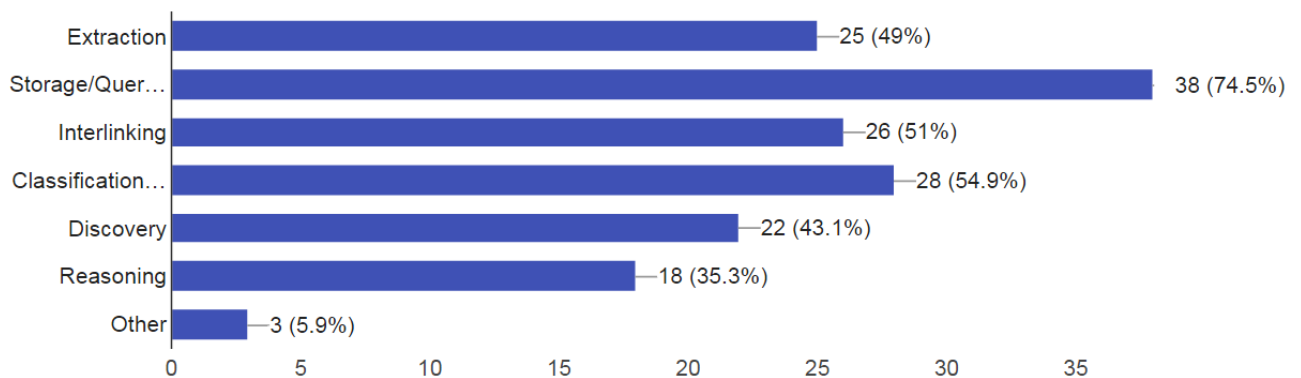


Figure 1: Distribution of interests of survey participants

- **Presence at events:** Again, the goal here was twofold. We first aimed to make HOBBIT known to companies and academia. We hence reached out to companies and researchers in more than 35 occasions (see ??) and were able to confront thousands of people directly. As with the surveys, the second goal was also to establish whether our purposes were aligned with those of our potential clientele.
- **Digital dissemination:** Here, we followed a multi-channel approach to gain a following and expose our results continuously (see ??). We established channels such as Twitter (see ??), SlideShare, Bibsonomy and ResearchGate to disseminate HOBBIT-related contents and to track the interest across different HOBBIT-related topics. Moreover, we established an open HOBBIT mailing list to serve as communication channel with the HOBBIT community. The 300+ followers on Twitter, 37,000 thousand monthly interactions with our tweets and more than 2,000 reads on Slideshare suggest that we were already able to make a large number aware of and interested in the HOBBIT project.

The results of the open survey and of our other dissemination activities suggested that the topic of benchmarking is of high interest for both academics and industry (see ??). 62.2% of the participants regarded themselves as non-academic and showed interest in exploiting the results of HOBBIT.

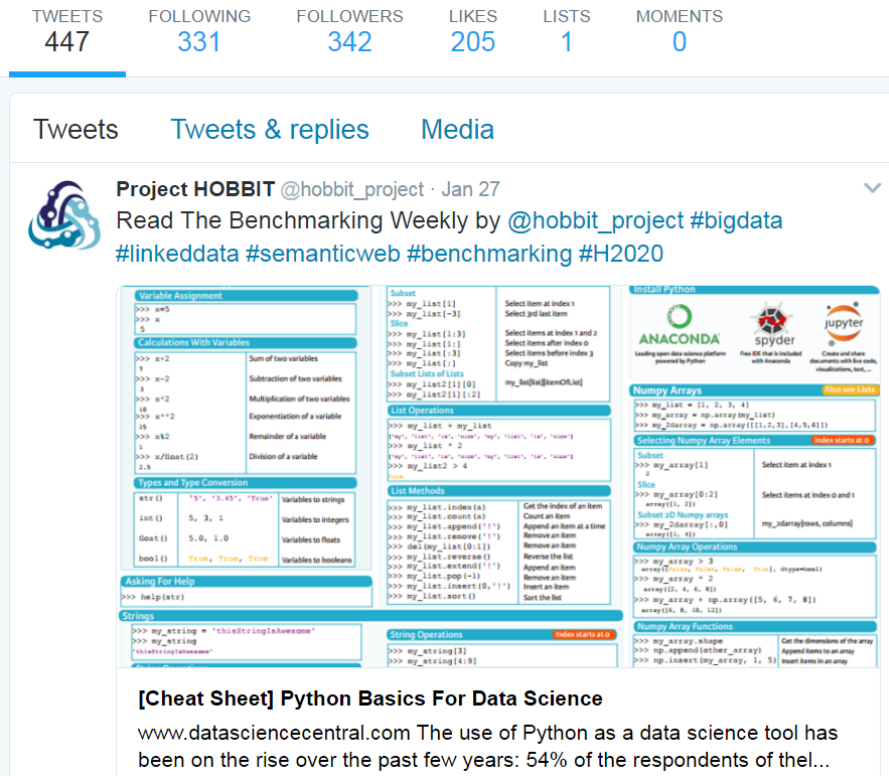


Figure 2: Snapshot of HOBBIT’s Twitter account

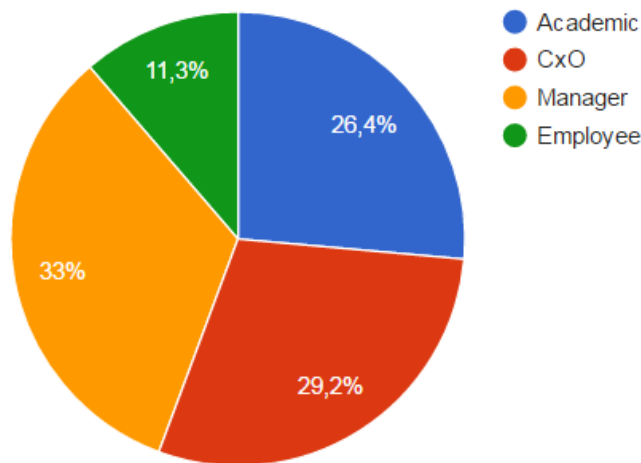


Figure 3: Distribution of roles of HOBBIT contacts

The academics participants displayed interest in using the platform as well as in developing it further. These results are in line with the results achieved on the GERBIL platform, where 13 unpaid contributors constantly develop and curate the results platform (see ??).

The presence at events gave us the highest exposition as we reached several thousands of persons through event participation (see ??). We also saw a clear boost of our followers and interaction in social media during and shortly after event attendance (see ??). Hence, we regard the participation in events as one of the most important components of our outreach strategy for the years to come. Our social media channels seem to serve best for retaining the attention of potentially interested parties.

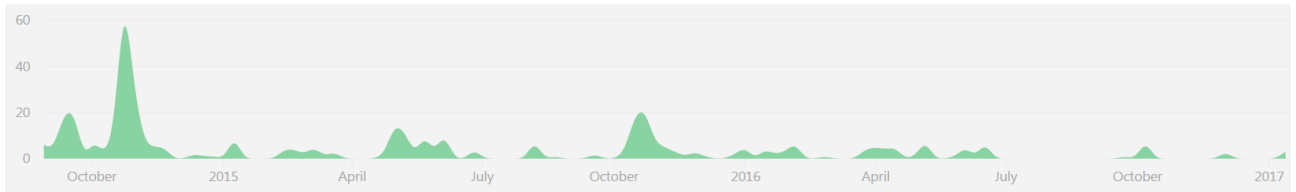


Figure 4: GERBIL activity

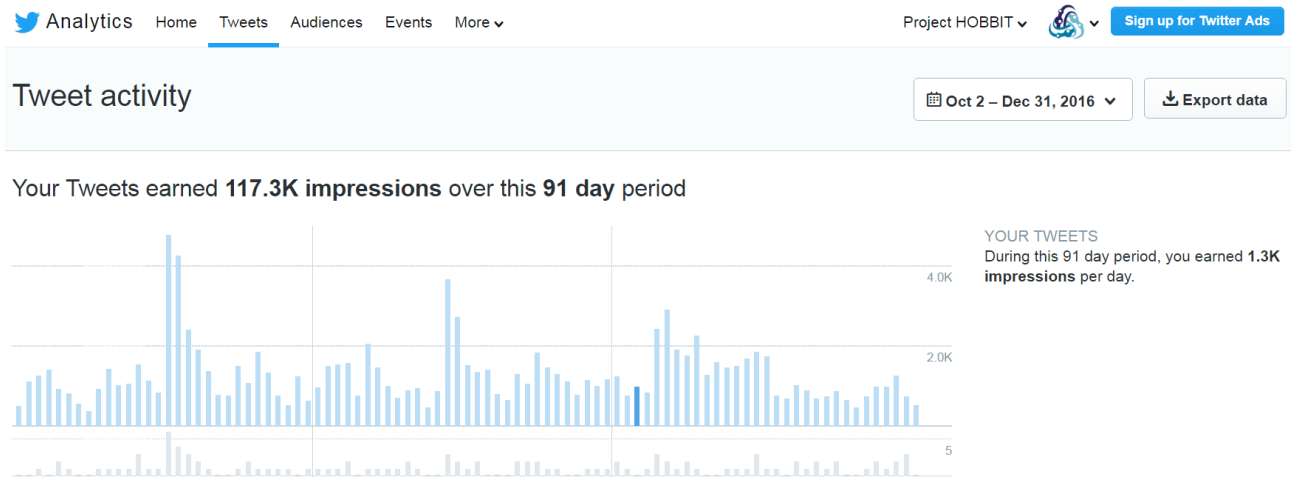


Figure 5: Twitter activity from October 2nd, 2016 to December 31st, 2016. Note that the peaks in impressions often correspond to event participations. For example, the first peak corresponding to ISWC 2016, where we organized the BLINK workshop. During this event, our tweets earned up to 4,000+ impressions per day.

Through the establishment of a social media network with participants from other projects, we already achieve significant interaction rates (for example, more than 1000 impressions for each of our tweets, see ??).

Overall, these results show that the foundation upon which we build our outreach strategy seem to perform well and to allow for HOBBIT to be known and parties to engage with the project. During the first project year, we were already able to gather 1,000 Euro for the challenges organized by the HOBBIT project through our companies contacts. While this sum is insufficient for running the association, it shows that there is already commercial interest in the results of the project. Interestingly, the companies from which the funds were gathered have also already indicated their intention to be members of the HOBBIT association. We regard this first success as a very important step towards building the association, as it clearly shows that companies are beginning to understand the advantages that the membership in the association can bring.

Overall, we currently have 228 contacts, from which 63 can be regarded as having reached the maximal engagement currently possible in the project. We expect approximately 10-20% of such entities to be willing and able to join the association and hence think that the association will consist of 10-20 members by the end of the project. How we aim to achieve these numbers is detailed in the section below.

Event	Description	Date
ICSWBIM	International Conference on Semantic Web Business and Information Management, Dubai, UAE	02/2016
GraphTA	4th Graph-based Technologies and Applications	03/2016
CEBIT	Global Event for Digital Business, Hannover	03/2016
Big Data	International Conference on Big Data, Alicante, Spain	05/2016
ESWC	European Semantic Web Conference, Crete	05/2016
DEBS	ACM International Conference on Distributed and Event-Based Systems, Canada	06/2016
EDF	Big Data Workshop at the European Data Forum, Eindhoven	07/2016
ACL	Association for Computational Linguistics, Berlin, Germany	08/2016
SEMANTICS	Semantics Conference, Leipzig, Germany	09/2016
IBC	International Broadcasting Convention, Amsterdam, The Netherlands	09/2016
OAEI	Ontology Alignment Evaluation Initiative, at ISWC 2016	10/2016
ISWC	International Semantic Web Conference, Kobe, Japan	10/2016
ApacheCon	Apache: Big Data Europe, Seville, Spain	11/2016
BDVA Summit	Big Data Value Association, Valencia, Spain	11/2016

Table 2: Summary of events attended by HOBBIT in year 1

3 Reachout Strategy Plan

Based on the results achieved in year 1, we decided to follow a similar reachout plan for year 2. Effectively, this means that our strategy plan consists of the following main pillars:

1. **Periodic surveys and opinion polls:** We aim to create at least 2 surveys/opinion polls during the rest of the project. With these surveys and opinion polls, we will target more potentially interested parties with the aim of ensuring that the degree of ownership felt by the community increases. We will hence continue to target the HOBBIT mailing list first as well as mailing lists centered around Linked Data, Machine Learning, Natural-Language Processing and Databases with the aim of gaining more community members. In addition, we will use the mailing lists above as well as the digital dissemination channels below to issue calls for membership, in which we will make the advantages of being a member of the community (see ??) clear and aim to attract members in this way.
2. **Presence at events:** We established that events allow us to reach out to large numbers of people and to interact with them directly in an efficient way. We have thus compiled a preliminary list of events (see ??) that we aim to attend in the second project year. The events selected in this list are both academic and commercial in nature, hence making different types of dissemination

possible. In contrast to last year, we will make the HOBBIT association central within the second year and ask for potentially interested parties to state their interest in the association. Therewith, we will be able to adjust deadlines and costs so as to optimize the entry into the association for as many potential members as possible. The presence in events will include the organisation of challenges, which will be opened to run as means of digital dissemination. In particular, a community meeting is foreseen for approximately project month 22 at a major Semantic Web conference.

3. **Digital dissemination:** Here, we will continue our multi-channel approach to gain more following and expose our results continuously. Our social media channels seem to support the digital dissemination of results in the best way. We will thus mainly continue along the line of micro-posting and sharing project results via means such as Twitter, Slideshare and Bibsonomy. We will also continue publishing blog posts and longer content through our other channels. These activities will however be announced continuously through our social media channels to ensure that the potential members of the association are made aware of our activities. In addition, we will update our website to contain more technical content (challenge results, platform specification and architecture, scientific publications, benchmarking reports, specification of generators, links to datasets, etc.) so as to attract ever more users.
4. **Liaison with other projects:** An important source of use cases and feedback were the project we are associated with (see also deliverable D1.1.1).¹ We will hence continue with gathering information from running projects to define use cases. We will be especially interested in gaining more popularity across potential users by making our solutions easy to use and pushing for their use beyond the consortium.
5. **Mailing list:** In this second year, we will push towards growing the HOBBIT mailing list by providing goodies such as early access to results and reports and the possibility of joining technical HOBBIT groups and discussions to have more influence (and therewith also more ownership) of the results of HOBBIT. Therewith, we aim to bind the members of the mailing list even tighter to the project, making them prime potential members of the HOBBIT association.

This strategy plan is aligned with the vision of the association described below.

4 Current Design of the Association

The self-sustainable HOBBIT association is designed to be akin to the LDBC Council and the DBpedia association in that it will have members of different kinds that will allow carrying the expenses of the association. We have designed a preliminary fee list (see ??) for the association. This will serve as foundation for the discussion with potential members and will be refined throughout year 2 of the project. By the launch of the association, a final list will be made public and serve for attracting the partners.

In addition to generating revenue through its members, the association will generate revenue by conducting benchmark evaluations for dedicated customers and continue the endeavour of the project after its completion. The association will collaborate with the Big Data Value Association and the LDBC Council as well as local companies and organizations to gather interested industrial partners ready to finance the HOBBIT organization.

¹<https://project-hobbit.eu/about/deliverables/>

Event	Description	Date
IEEE ICSC	International Conference on Semantic Computing, San Diego, USA	01/2017
LDBC	Linked Data Benchmark Council, Waldorf, Germany	02/2017
CEBIT	CEBIT 2017, Hannover, Germany	03/2017
WWW	World Wide Web Conference, Perth, Australia	04/2017
ESWC	European Semantic Web Conference, Portoroz, Slovenia	05/2017
ApacheCon	Apache: Big Data North America, Miami, USA	05/2017
Strata + Hadoop	Strata + Hadoop World, London, UK	05/2017
ACL	Annual Meeting of the Association for Computational Linguistics, Vancouver, Canada	07/2017
SEMANTICS	Semantics Conference, Amsterdam, The Netherlands	09/2017
ISWC	International Semantic Web Conference, Vienna, Austria	10/2017
BDVA Summit	Big Data Value Association	TBD

Table 3: Potential events to be attended by HOBBIT in Year 2

Membership Type	Benefits	Foreseen Yearly Fees
Services and Contribution	Academic dissemination against free services such as hosting hardware, providing benchmarks, real data, etc.	0 Euro
Academic	Priority in benchmarking services, more computation time on HOBBIT platform	100–250 Euro
Bronze	Early access to reports, priority in feedback queue (feature requests, bug repairs, enhancements) through mailing list plus above	250–500 Euro
Silver	Access to complete white papers, plus above	500–1000 Euro
Gold	25% discount on services, plus above	1000–2500 Euro
Platinum	Further 25% discount on services, plus above	2000–5000 Euro

Table 4: Preliminary membership fees