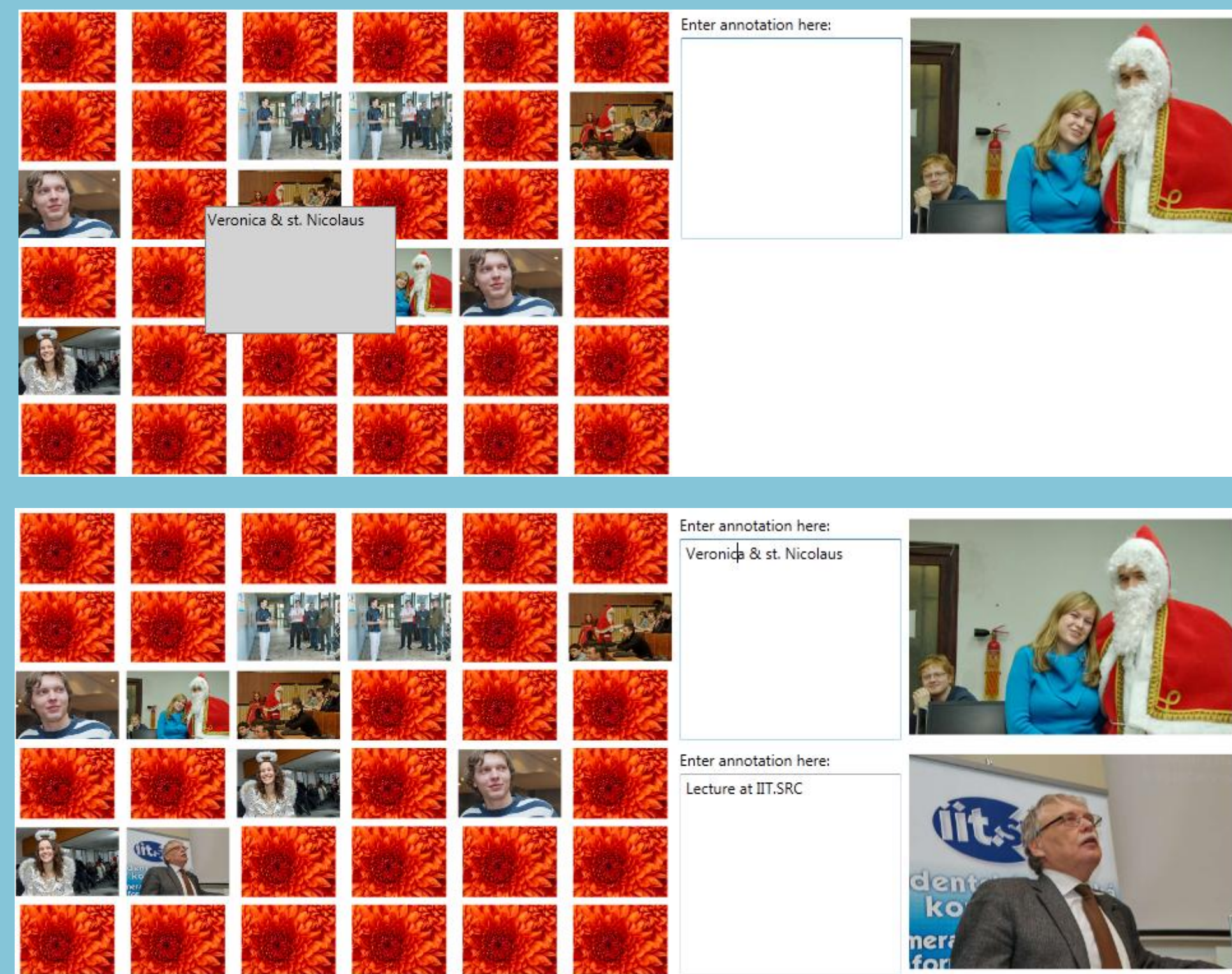


# Personal multimedia tagging

Exploiting Motivation and Player-Specific Expertises in Image Annotation Game



## Personal images in game:

- Game as a presentation tool
- Annotations are personal
- Attractive to players

## PexAce game:

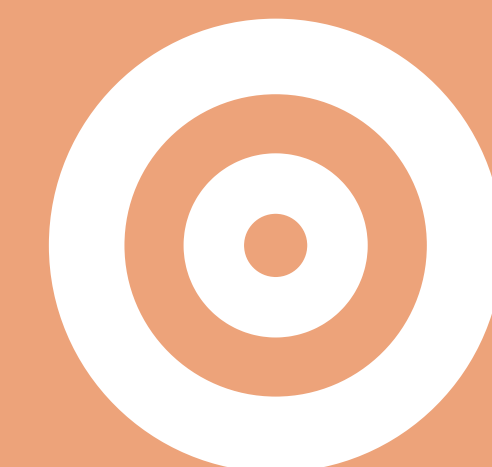
- Flip cards, find pairs
- Less flips = more points
- Annotate images
- Use annotations as reminders

PLAYER'S VIEW

GOALS

### Motivation:

More organized personal images



### Problems:

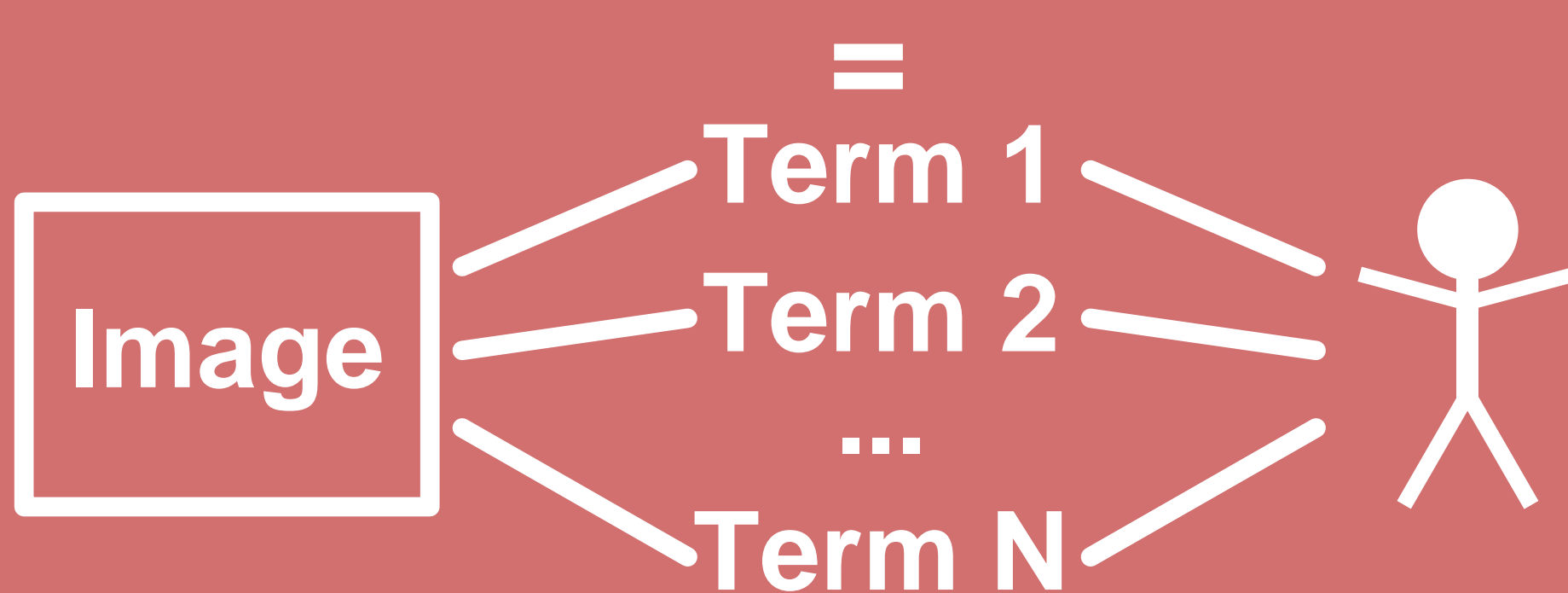
- Unavailable specific metadata
- Need for human work

### Goal:

Costless personal image annotation

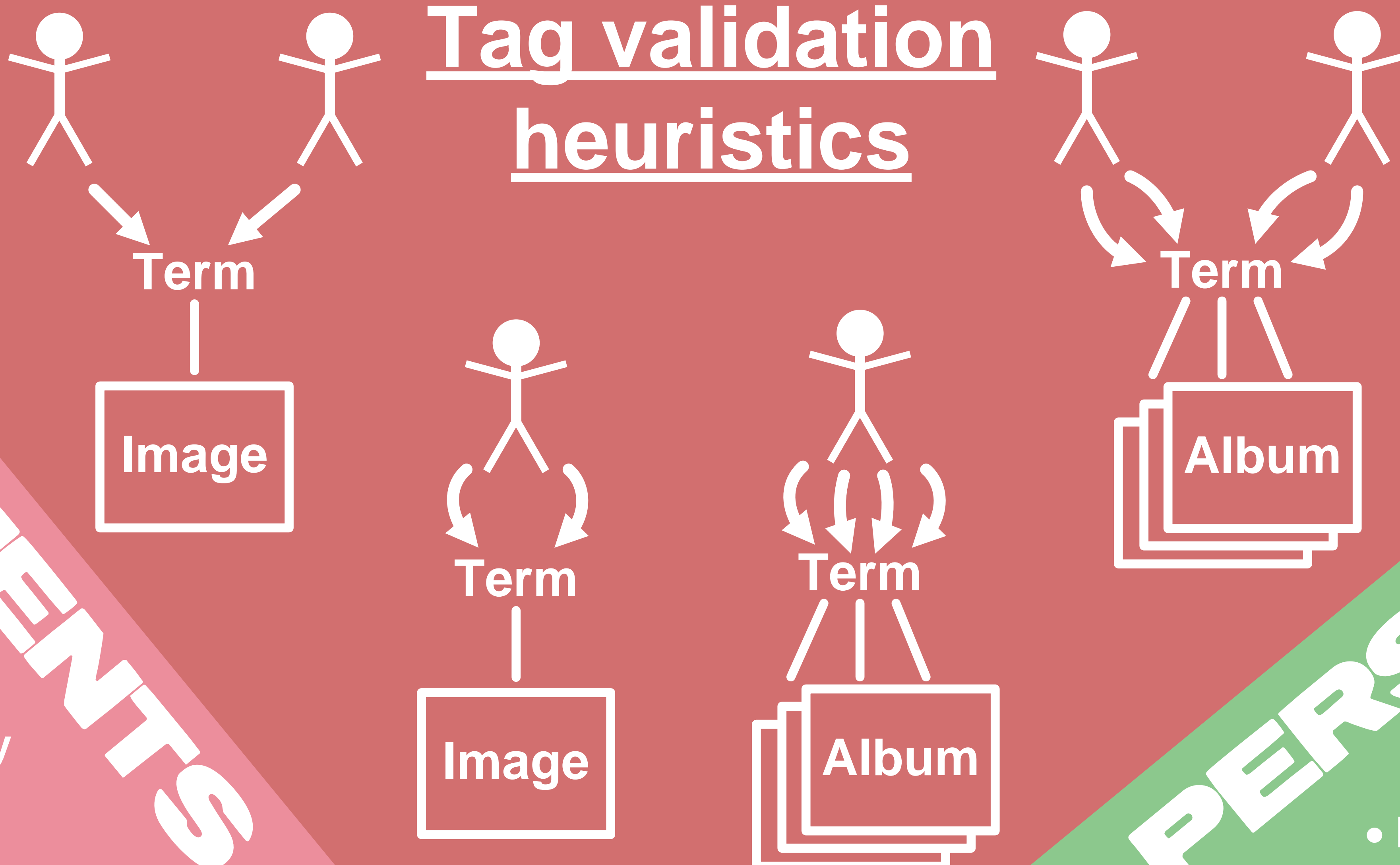
## Preprocessing:

Tokenization + Lemmatization + Stopword removal



TAG EXTRACTION

## Tag validation heuristics



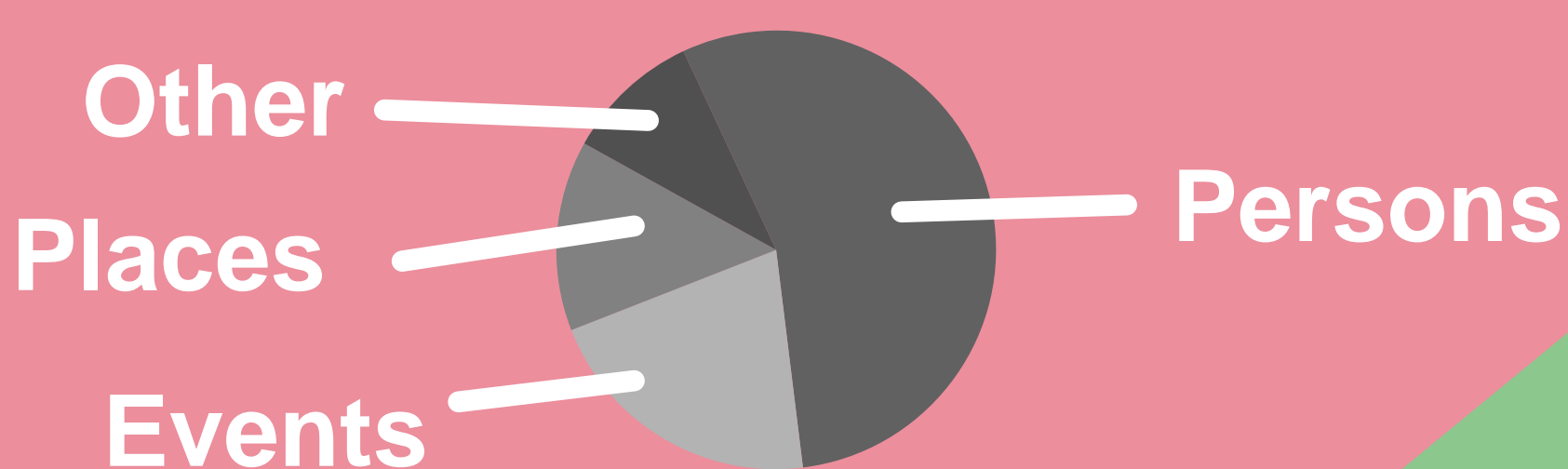
EXPERIMENTS

## Measured:

- Tag correctness
- Tag personal specificity
- Tag understandability

## Results:

	Aware			Unaware		
	Corr.	Spec.	Und.	Corr.	Spec.	Und.
Portraits	0,98	0,61	0,71	0,77	0,53	0,87
Groups	0,97	0,57	0,74	0,76	0,45	1
Situations	0,92	0,41	0,77	0,93	0,19	1
Other	0,98	0,18	0,82	0,88	0,15	1
Average	0,96	0,44	0,76	0,84	0,33	0,97



GENERAL VS. PERSONAL

- Crowdsourced
- Automated methods
- Used for general search
- Descriptive, but too general

Stará Lesná Znalosti 2011

Hotel Dušan Tomáš Michal

Dinner Jakub Marián Milan

Banquet

Cheers

Food

Men

Standing

