Monitoring Reputation in the Wild Online West

Julio Gonzalo
UNED
Madrid, Spain

Abstract

Monitoring Online Reputation has already become a key part of Public Relations for organizations and individuals; and current search technologies do not suffice to help reputation experts to cope with the vast stream of online content flooding reputation management experts.

In the talk we will summarize some of the main challenges that Information Access Technologies must face to assist online reputation monitoring tasks, and present some of the results obtained by the UNED research group in the areas of entity name disambiguation, topic tracking for reputation analysis, identification of opinion makers, and reputation-oriented summarization. We will make a special emphasis on the Replab test collections for Online Reputation Monitoring, which provide over half a million manual annotations provided by reputation experts on Twitter data.

Biography

Julio Gonzalo (UNED, Madrid, Spain) is head of the UNED research group in Natural Language Processing and IR (nlp.uned.es). He has recently been co-organizer of the RepLab Evaluation Campaign for Online Reputation Management Systems, co-organizer of the WePS evaluation campaign for Web People Search systems, and co-recipient of a Google Faculty Research Award. His research interests include Entity-Oriented and Semantic Search, Evaluation Methodologies and Metrics in Information Access, and Information Access Technologies for Social Media. A list of his publications can be found at Google Scholar:

`https://scholar.google.com/citations?user=opFCmpYAAAAJ.`