Preface

A mashup is a lightweight (web/mobile) application that offers new functionality by combining, aggregating and transforming resources and services available on the web. Combination alone is not enough as a feature to call an application a mashup; the emphasis is not on simply providing and consuming markup, but rather on using intelligence to mashup these resources in a semantically more powerful way.

The AI Mashup Challenge accepts and awards mashups that use AI technology, including but not restricted to machine learning and data mining, machine vision, natural language processing, reasoning, ontologies in the context of the semantic web. Such services may run on any medium, including web browsers, hand-held devices, mobile phones, etc. As a challenge heavily leaning on semantic web concepts, the AI Mashup Challenge finds an apt home, co-located together with the Extended Semantic Web Conference (ESWC).

Topics of interest for the 2014 edition of the AI Mashup Challenge were:

- Information extraction or automatic text summarization for the creation of task-oriented overview mashups for mobile devices

- Semantic Web technology and data sources adapting to user and task-specific configurations

- Semantic background knowledge (such as ontologies, WordNet, Freebase or Cyc) for improving search and content combination

- Machine translation for mashups that cross language borders

- Machine vision technology for novel ways of aggregating images, for instance mixing real and virtual environments

- Intelligent agents taking over simple household planning tasks

- Text-to-speech technology creating speech mashups with intelligent and emotional intonation

- Speech-to-text technology for interactive speech mashups and multimodal services

- Display of Pub Med articles on a map based on geographic entity detection referring to diseases or health centers

- Integration of enterprise data

The Program Committee of AI Mashup conducted a thorough review process, based on the evaluation of both working mashup demos and submitted research papers, selected five of the contestant teams to participate as finalists in the AI Mashup Challenge event, during the ESWC 2014 Conference. The research papers of the five finalist mashups, as well as an invited paper, are presented in the proceedings of the this volume.

The proceedings opens an invited paper by Brigitte Endres-Niggemeyer, exploring the evolution of mashup applications from the very beginning to the future and advocating the ultimate intelligent reuse of networked resources in next generation mashups. Three of the following research papers present mashups for entity resolution and content enrichment, while the remaining two papers explore ways to build intuitive but also powerful mashup platforms for the broad user audience.

In order to determine the final winner of the 2014 finalist mashups, the Conference participants were asked to vote for their favorite mashups during the poster session of the AI Mashup Challenge.

The voting scores of each mashup were added to the review scores of the Program Committee, yielding the final ranking for the 2014 Challenge:

1. conTEXT: A Mashup Platform for Lightweight Text Analytics. By Khalili Ali, Soren Auer, and Axel-Cyrille Ngonga Ngomo

2. OMP: Open Linked Widgets Mashup Platform. By Tuan-Dat Trinh, Peter Wetz, Ba-Lam Do, Amin Anjomshoaa, Elmar Kiesling, A Min Tjoa

3. ECSTASYS: Augmented Participation to Live Events through Social Network Content Enrichment. By Marco Brambilla, Daniele Dell'Aglio, Emanuele Della Valle, Andrea Mauri, Riccardo Volonterio

4. SEMashup: Making Use of Linked Data for Generating Enhanced Snippets. By Mazen Alsarem, Pierre-Edouard Portier, Sylvie Calabretto, and Harald Kosch

5. IncResEnt: An Approach for Incremental Entity Resolution at the Example of Social Media Data. By B. Opitz, T. Sztyler, M. Jess, F. Knip, C. Bikar, B. Pfister, A. Scherp

The Organizing Committee would like to thank the members of the Program Committee for their valuable contribution in the reviewing process, the Chair of ESWC 2014 dr. Valentina Presutti, as well as the Challengers for helping in the success of the AI Mashup Challenge 2014.

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