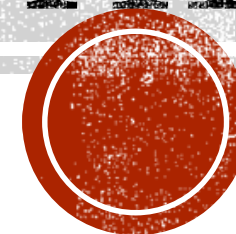


REFLECTION ON THE TEASE PROJECT AND CHARTING THE WAY FORWARD

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THE TEASE PROJECT

- Trust-Enabling Augmented-reality Support for information Environments
- Supporting human decision-making online through the use of trust metrics
- Providing users with a tool to measure information trustworthiness on the Web
- Incorporating the trustworthiness metadata in applications, and most importantly, presenting that information to the user in such a way as to tend to build trust and confidence in it where and only where deserved



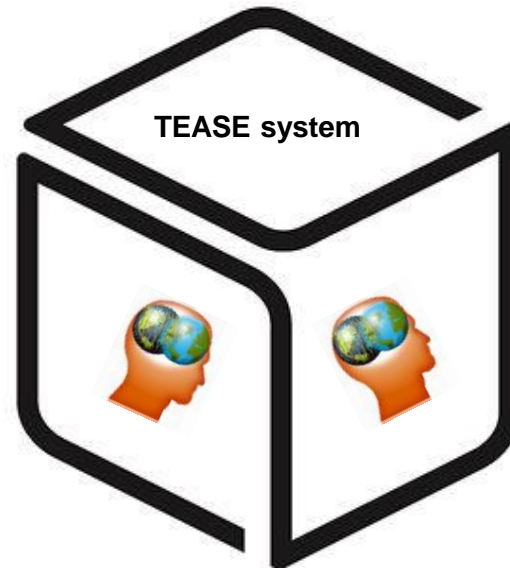
Trustworthiness	 Two buses have collided in London on Scarman street! (@Andy)
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Trustworthiness	 Definitely no collisions in Scarman street! I'm there now! (by Frankie)
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ASSESSING INFO. TRUSTWORTHINESS

Developed metrics for measuring **intrinsic trust factors** such as information's recency, relevance, source competence, reputation, corroboration, location, etc.

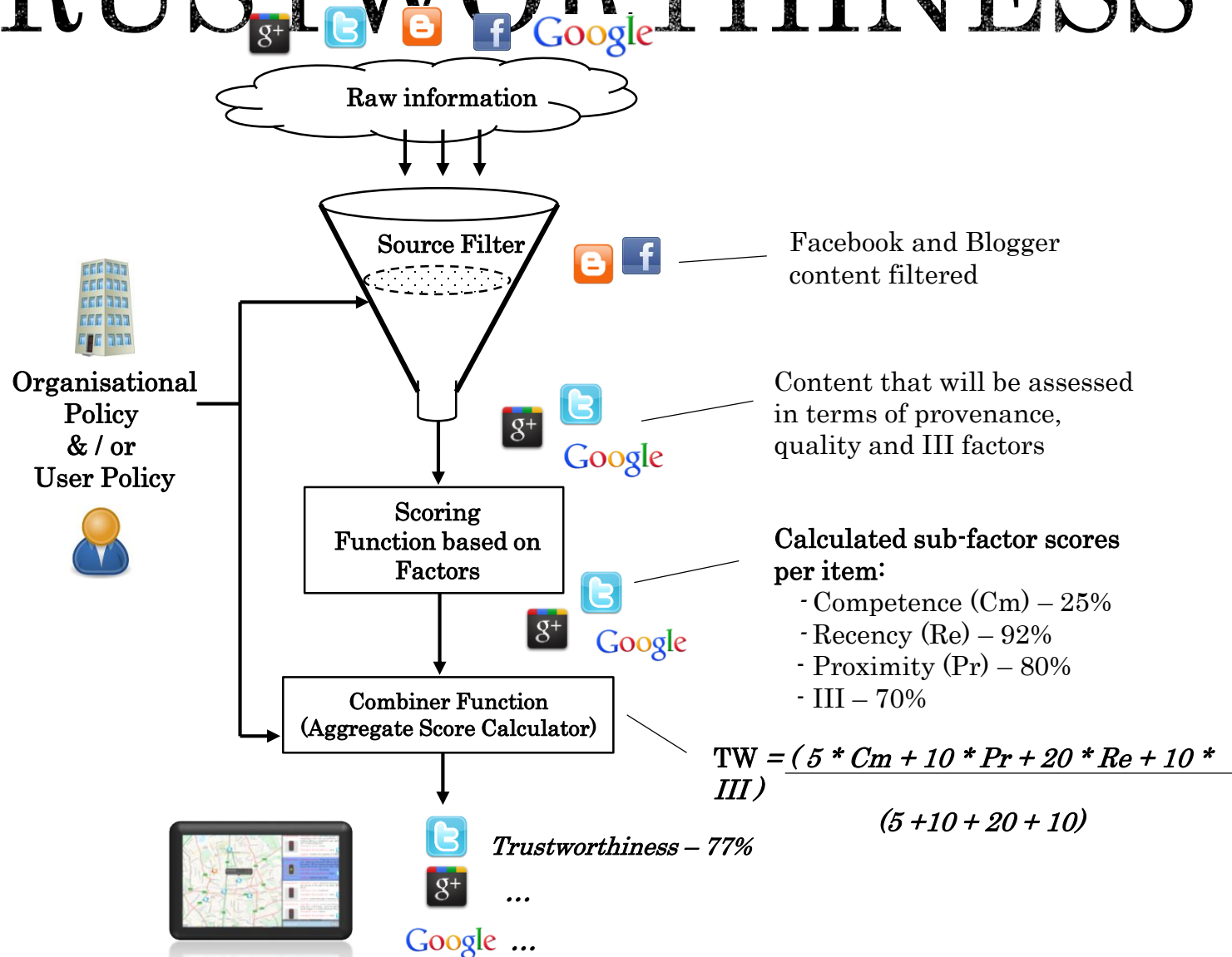


Developed metrics for measuring **information infrastructure vulnerability (IIV)**. Assessing exposure to risks associated with technological vulnerabilities / threats

Developed a **policy-based approach** to applying factors, and deciding how factor metrics should be **combined**



ASSESSING INFO. TRUSTWORTHINESS



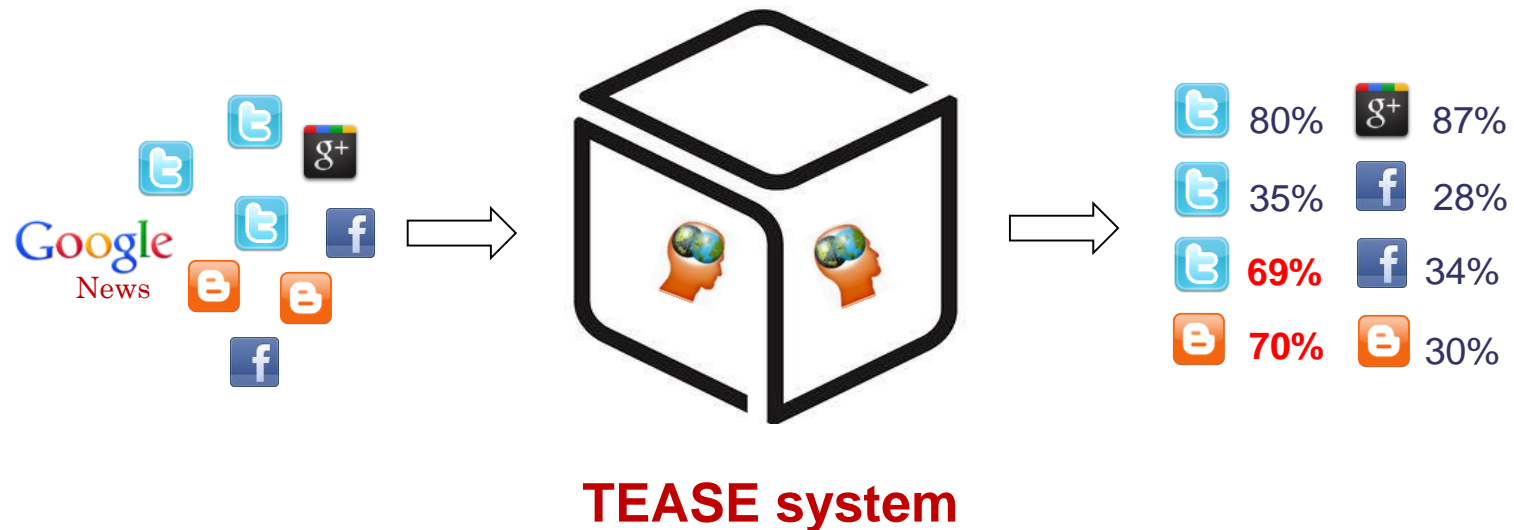
Key features

- Using quality and trust factors (e.g., competence, location, recency) to automatically assess information
- Allowing the definition of policies for filtering (e.g., 'blacklisted' sources), to setup preferred factor importance levels, and combiner functions



VISUALISING INFO. TRUSTWORTHINESS





- Similar to the approaches mentioned before, the aim in TEASE is to **use visualisation as a technique to maximise comprehension of trustworthiness values.**



VISUALISING INFO. TRUSTWORTHINESS

Key Finding 1


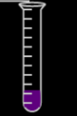
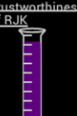

- Three levels of trustworthiness
- Real-world metaphor




 <p>The Samsung Galaxy Note</p>	<p>Trustworthiness of EP</p> 	<p>Review by EP</p> <p>The Galaxy Note is an amazing device. After having this smartphone for two weeks, I still cannot put it down and I'm yet to find any shortcomings. In terms of specs, some of the most noteworthy features include the Super AMOLED capacitive touchscreen display, 8 MP back camera and 2 MP front camera (great for pictures and video calls), and a battery life that blows even the iPhone 4S out of the water!</p>
	<p>Trustworthiness of TLD</p> 	<p>Review by TLD</p> <p>The Samsung Galaxy Note is a smartphone/tablet crossover that is guaranteed to turn heads. This hybrid piece of tech boasts a 1.4 GHz processor, 32 GB internal memory, great front and rear facing cameras and a massive 5.3inch 16M-colour Super AMOLED capacitive touchscreen display. To rate this product, we would give it 5 stars particularly because of the range of features, sleek design and vivid display, which is good for browsing, keeping track of calendars and meetings and the occasional film. The Note definitely has exploited a niche gap in the market and we expect it to continue to do very well.</p>
	<p>Trustworthiness of NIK</p> 	<p>Review by NIK</p> <p>The Galaxy Note is a 5.3inch Super AMOLED capacitive touchscreen smartphone with a 1.4 GHz processor, 32GB internal memory and a variety of other interesting features. Given these features, we expected a lot from the device but were unfortunately very underwhelmed by its performance in our field tests. Firstly, the battery life was poor, secondly, although there is a 2MP front camera, video calls over excellent WiFi connections were of very poor quality, and finally, the device is way too big for single-handed usage (texts, messaging) and looks quite clumsy when one has it to your ear.</p>

 <p>The Samsung Galaxy Note</p>	<p>Review by DFV</p> <p>The Samsung Galaxy Note is a smartphone/tablet crossover that is guaranteed to turn heads. This hybrid piece of tech boasts a 1.4 GHz processor, 32 GB internal memory, great front and rear facing cameras and a massive 5.3inch 16M-colour Super AMOLED capacitive touchscreen display. To rate this product, we would give it 5 stars particularly because of the range of features, sleek design and vivid display, which is good for browsing, keeping track of calendars and meetings and the occasional film. The Note definitely has exploited a niche gap in the market and we expect it to continue to do very well.</p>
	<p>Review by MFC</p> <p>Is it a tablet? Is it a smartphone? Who knows! The new Galaxy Note from Samsung is definitely turning heads but we pretty sure that it is for all the wrong reasons. The 5.3inch touchscreen device is too big to easily be used with one hand (unlike other smartphones) and it is definitely a no go unless you have enormous pockets. The 2500mAh battery is also less than impressive and the stylus that ships with the device is arguably redundant and considering that the situations in which it can be used are rather limited. These and other reasons leave us somewhat disappointed in this new entry from Samsung as they did seem to be gaining ground on Apple and HTC.</p>
	<p>Review by LTY</p> <p>Samsung's newest device to hit the market is the Galaxy Note. Amongst other things, some of its most salient characteristics are its 5.3inch touchscreen HD Super AMOLED display, advanced 8MP rear camera, 2500mAh battery (up to 13 hours talk-time) and 1.4GHz dual-core processor. From our trials with the device we think it is an excellent piece of kit which nicely bridges the smartphone/tablet space.</p>

- Three levels of trustworthiness
- Emphasis on 'hiding bad stuff'

- Many levels of trustworthiness
- Real-world metaphor

 <p>The Samsung Galaxy Note</p>	<p>Trustworthiness of HFQ</p> 	<p>Review by HFQ</p> <p>Is it a tablet? Is it a smartphone? Who knows! The new Galaxy Note from Samsung is definitely turning heads but we pretty sure that it is for all the wrong reasons. The 5.3inch touchscreen device is too big to easily be used with one hand (unlike other smartphones) and it is definitely a no go unless you have enormous pockets. The 2500mAh battery is also less than impressive and the stylus that ships with the device is arguably redundant and considering that the situations in which it can be used are rather limited. These and other reasons leave us somewhat disappointed in this new entry from Samsung as they did seem to be gaining ground on Apple and HTC.</p>
	<p>Trustworthiness of RJK</p> 	<p>Review by RJK</p> <p>The Samsung Galaxy Note is a smartphone/tablet crossover that is guaranteed to turn heads. This hybrid piece of tech boasts a 1.4 GHz processor, 32 GB internal memory, great front and rear facing cameras and a massive 5.3inch 16M-colour Super AMOLED capacitive touchscreen display. To rate this product, we would give it 5 stars particularly because of the range of features, sleek design and vivid display, which is good for browsing, keeping track of calendars and meetings and the occasional film. The Note definitely has exploited a niche gap in the market and we expect it to continue to do very well.</p>
	<p>Trustworthiness of RDW</p> 	<p>Review by RDW</p> <p>The Galaxy Note is a 5.3inch Super AMOLED capacitive touchscreen smartphone with a 1.4 GHz processor, 32GB internal memory and a variety of other interesting features. Given these features, we expected a lot from the device but were unfortunately very underwhelmed by its performance in our field tests. Firstly, the battery life was poor, secondly, although there is a 2MP front camera, video calls over excellent WiFi connections were of very poor quality, and finally, the device is way too big for single-handed usage (texts, messaging) and looks quite clumsy when one has it to your ear.</p>

 <p>The Samsung Galaxy Note</p>	<p>Trustworthiness of WVE</p> 	<p>Review by WVE</p> <p>The Galaxy Note is a 5.3inch Super AMOLED capacitive touchscreen smartphone with a 1.4 GHz processor, 32GB internal memory and a variety of other interesting features. Given these features, we expected a lot from the device but were unfortunately very underwhelmed by its performance in our field tests. Firstly, the battery life was poor, secondly, although there is a 2MP front camera, video calls over excellent WiFi connections were of very poor quality, and finally, the device is way too big for single-handed usage (texts, messaging) and looks quite clumsy when one has it to your ear.</p>
	<p>Trustworthiness of TZL</p> 	<p>Review by TZL</p> <p>The Samsung Galaxy Note is a smartphone/tablet crossover that is guaranteed to turn heads. This hybrid piece of tech boasts a 1.4 GHz processor, 32 GB internal memory, great front and rear facing cameras and a massive 5.3inch 16M-colour Super AMOLED capacitive touchscreen display. To rate this product, we would give it 5 stars particularly because of the range of features, sleek design and vivid display, which is good for browsing, keeping track of calendars and meetings and the occasional film. The Note definitely has exploited a niche gap in the market and we expect it to continue to do very well.</p>
	<p>Trustworthiness of RHB</p> 	<p>Review by RHB</p> <p>The Galaxy Note is an amazing device. After having this smartphone for two weeks, I still cannot put it down and I'm yet to find any shortcomings. In terms of specs, some of the most noteworthy features include the Super AMOLED capacitive touchscreen display, 8 MP back camera and 2 MP front camera (great for pictures and video calls), and a battery life that blows even the iPhone 4S out of the water!</p>

- Many levels of trustworthiness
- Real-world usage



VISUALISING INFO. TRUSTWORTHINESS

- Combining social media information with trustworthiness visuals allowed **accurate judgements** regarding scenes' level of risk / threat

Key Finding 2

TEASE SD

mapquest

Content set: 1 Next Screen

12:29

Trustworthiness	Information content	Information source	Information item provided via	Location
Red	#UK #riots groups of shopkeepers with clubs and pitchforks in hackney taking on vigilantes!! ugly sight to see!! #violenceallaround	craiyah	Twitter	Truman's Rd, Hackney, N16 8BD
Yellow	Things don't look too bad now - there are a few police officers patrolling the streets. Still be cautious though people, thieves and looters may still be about #riots	Glossology	Twitter	Hackney High Street
Red	#Hackney burning again, two cars are on fire right on my street. More #riots!	MattRyalls	Twitter	London Borough of Hackney, E8, UK
Red	Looters are kicking in the gates, this is #shocking... never thought this would happen in London #hackney #riots	heykim	Twitter	Hackney Area

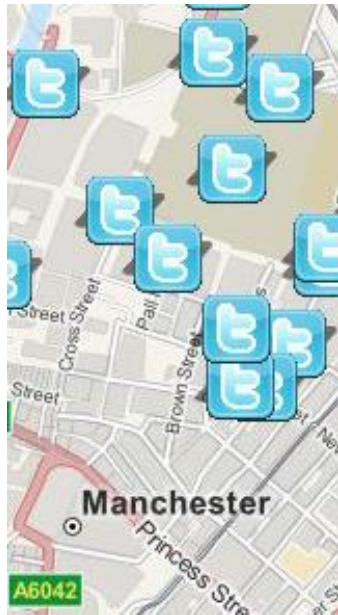
What is the level of risk faced in this scenario?



VISUALISING INFO. TRUSTWORTHINESS

- To communicate **large amounts** of trustworthiness information along with content, **word clouds** are a viable option

Key Finding 3



ND BD MCC1

amount big boarded centre city clashing clean ended greater group high home justice later

looter looting manchester manchesterriot name near nothing

person plan police report riot rioter rioting scene several shame shop street

uk ukriot video violence youth

Trustworthiness	 <p>Information content: Ongoing reports from Greater Manchester Police about looters on Manchester High street.. Seems a bit risky to be out! I'm staying in for a while! #manchesterriots</p> <p>Information source: SwindonG</p> <p>Information item provided via: Twitter </p> <p>Location: 104 High Street, Exchange, Manchester M4, UK</p>
Trustworthiness	 <p>Information content: Just saved a guy before the looters got him! We have ducked into an alley until they have passed by! #UKriots #Manchester</p> <p>Information source: ElmoTheOutlaw</p> <p>Information item provided via: Twitter </p> <p>Location: 17 China LN, Piccadilly, Manchester, Greater Manchester M1 2EL</p>
Trustworthiness	 <p>Information content: Dear vandals, thugs and looters... Now that the riots are over #whydidyoudoit? #EnglishDefenseLeague #ManchesterRiots #UKRiots #looting #riots</p> <p>Information source: piombo</p> <p>Information item provided via: Twitter </p> <p>Location: Back South Parade, Piccadilly, Manchester M3</p>
Trustworthiness	<p>Information content: #Manchester shop owners defiant after dozens of instruments were #looted from a music shop during #riots</p>

Click Words to Filter the List
Content set:5
Map View
Next Screen



NEXT STEPS...

- 1 ■ Implement fully automated system
 - TEASE provided a framework and a proof-of-concept, the next natural step therefore is the development of a full system



- 2 ■ User-based evaluation of the completed system
 - Two-staged experimentation, assuming its application to a crisis situation:
 - (i) usage of the system by responders in a controlled crisis scenario
 - (ii) usage in a real-world context, likely within a Emergency Operations Centre feeding relevant data to first responders



THANKS FOR LISTENING! QUESTIONS?



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