Evaluation and Classification of Baidu Encyclopedia Entries: A Multi-Dimensional Perspective

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(Chair: Professor Maggie Wang)

Abstract
This talk will present a recent study on the evaluation and classification of Baidu encyclopedia entries from a multi-dimensional perspective. In particular, user behaviour is incorporated in a comprehensive evaluation framework that involves four dimensions and twelve indicators. Based on the Boston matrix and BP neural network method, a classification model is set up for automatic classification of Baidu encyclopedia entries. The results have shown promising effects of the approach in determining the category of an entry. In the evaluation system, the user behaviour indicators especially the linking indicators have played an important role by reflecting the position of an entry in the field and the development trend of the domain.

About the speaker
Professor Qinghua Zhu is a distinguished professor of the Cheung Kong Scholar Program of the Ministry of Education and Associate Dean in Research in the School of Information Management, Nanjing University. His research has focused on information behavior, social media and collaboration, and knowledge management. His research has been funded by Social and Natural Science Foundations of China. He is the recipient of a number of awards including the New Century Excellent Talents in University by the Ministry of Education, and the First Prize in Philosophy and Social Science Achievement by the Jiangsu provincial government of China.

~ The presentation will be delivered in Mandarin ~

~ ALL ARE WELCOME ~

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