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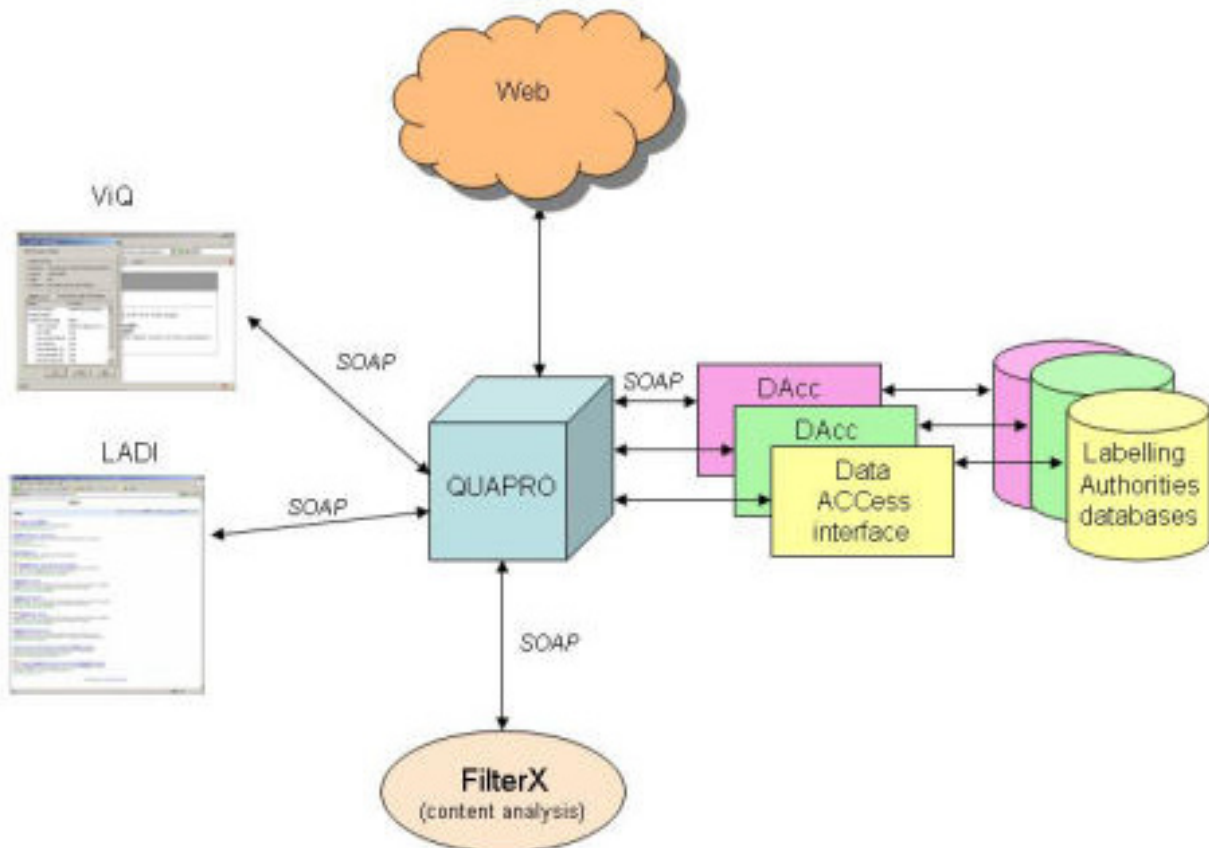
QUATRO Progress Update

QUATRO is generating a lot of interest with key stakeholders. The Technical Manager, Phil Archer of ICRA spent a week visiting companies including Yahoo!, RuleSpace (who provide filtering for 75% of the web services on the Net), Mozilla Google and Digimarc in the US discussing QUATRO with them. A further labelling authority, EIQA, which is based in the republic of Ireland, have also indicated that they want to use the QUATRO platform and we are in discussion with them.

Considerable progress has been in the QUATRO project over the last 6 months. Two demonstrators and a proxy have been developed and will shortly be available to the public. The project is currently working on the communication and

Newsletter

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Coolwave



**INTERNET CONTENT
RATING ASSOCIATION**



access between the three labelling authorities databases so that data can be read directly in response to queries to the QUATRO Proxy, QUAPRO. The diagram on page 1 illustrates the current system and the demonstrators.

At the centre is QUAPRO which intermediates between the metadata visualiser, ViQ the label display interface, LADI and the Labelling Authority databases which contain further information about labels found by QUAPRO. ViQ is a browser extension which displays labels that are present on a website, indicating their validity and further information if the user requires it. The LADI works in conjunction with search engines, forwarding user queries and displaying quality labels as logos next to the returned search results. Both these applications send URLs to QUAPRO who visits them to find if labels are present and returns the relevant information. QUAPRO also communicates directly with the LA databases via the Data Access Interface (DAcc) to perform the label integrity check. Finally, an optional additional check can be used such as a content filter (FilterX in this case) to verify label integrity. A special leaflet has been produced to explain how QUATRO works in detail and is available in English, French, German, Dutch, Spanish, Italian and Greek. All versions can be downloaded from the QUATRO website <http://www.quatro-project.org/>.

Other activities in which project is represented in include the W3C Mobile Web Initiative and the PEGI Online Working Group. In addition, ICRA is leading the first W3C Incubator Activity and looking at content labels. Known as WCL-XG, it was launched in February and also involves QUATRO partner NCSR along with labelling authorities Segala and Centre Virtuel de la Connaissance sur l'Europe, plus Yahoo,

T-Online, Vodafone, Opera Software and others. It is highly likely that this group will bring an improved version of RDF-CL to the wider standards community.

Finally, the project partners each attended their national events for the Safer Internet Awareness day on the 7th February. Although the key focus of these is to do with child protection, one theme which emerged from the different workshops was the need to educate parents – and provide them with tools such as QUATRO so in addition to blocking out inappropriate content, they can also tell which is good content.

Web Médica Acreditada



Web Médica Acreditada (WMA) is an initiative of the Medical Association of Barcelona, Spain. Web Médica Acreditada

is a service to develop quality and ethical standards for health information published on websites. The number of websites on the Internet with health information and services is increasing day by day. It is known that the quality of these websites is very variable and difficult to assess. On the other hand, patients continue to find new ways of reaching health information and more than four out of ten health information seekers say the material they find affect their decisions about their health itself. Thus the choice of appropriate evaluation criteria for the information is both crucial and challenging.

The WMA accreditation process is as follows:

1. The person in charge of a Website sends a request to WMA through the web to begin the process. He or she then enters some data in

WMA's database (using the request on the web) and checks the criteria of WMA (based on the Code of Conduct and the Ethical Code) (step/level 1) accepting these recommendations,

2. The Standing Committee assesses the website based on the WMA criteria (step/level 2/ medical expert),

3. WMA sends a report to the person in charge to implement the recommendations,

4. When the recommendations are implemented, it is possible to obtain the quality seal and WMA sends an HTML seal code to include in the accredited website, and WMA adds the name and URL into the index of accredited websites.

Nowadays, there are nearly four hundred accredited Websites and there are more than one hundred and fifty in progress. The WMA criteria are based on the Code of Conduct and on The Ethics Code of the Council of Medical Associations of Spain. The criteria of the code of conduct covers identification, content, confidentiality, control and validation, advertising and sponsorship, virtual consultation and non-compliance.

National SIAP Awareness Days

A number of events were held across Europe in 30 different countries on the 7th February which were organised by the national Safer Internet co-ordinators. This is the third year running that the awareness day has been held and which is designed to raise awareness about the issues surrounding safe use of the Internet, especially by children. A number of presentations were made about current initiatives to raise awareness and create safer environments as well as blocking and reporting of inappropriate materials for minors.

The UK appears to be very active in this area. For example, British Telecom developed a filtering technology called Cleanfeed for use by ISPs which blocks requests to blacklisted sites, preventing access regardless of where the site is hosted. Around 80% of UK ISPs are now using this technology and it has been made available free of charge for all ISPs to implement. Another heartening aspect is the involvement and commitment of the major technology providers such as Microsoft and Yahoo who have been very active in the provision of blocking and filtering tools in order to protect minors from inappropriate content. Finally, the UK is setting up CEOP, the Child Exploitation and Online Protection Centre in April which will focus on creating a partnership with the various different agencies such as law enforcement, specialist charities, government agencies and industry in order to:

- identify, locate and protect children from sexual exploitation and online abuse
- to engage and empower through information and education
- enforce the law.

Another theme which was very much evident was the lack of knowledge of parents - children are often more technologically skilled with regard to use of the Internet technologies. Belgium and the Netherlands co-operated in an initiative for schools called 'Ik zal je leren!' ('I will teach you!'). Pupils and children taught adults, among which the Dutch Minister of Economic Affairs, Mr Laurens Jan Brinkhorst!

Not only in Belgium and the Netherlands, but all over Europe activities that focused on children took place. In Denmark, for example, there was a Children's Top Meeting and Safer Internet

Ambassadors were appointed in 6th grade school classes. In Finland, a web-based competition for children was held and an event was organised for parents and children to discuss Safer Internet use with experts. Throughout Europe a range of initiatives was launched, such as:

- an 'Internet-Rally' for children and parents in Austria
- Safer Internet Week at the national children's libraries in Denmark
- activities with Cyberbase network in France
- broadcast of a klicksafe-TV spot on eleven channels in Germany
- public Internet safety lesson for parents and teachers in Lithuania

Besides these activities, media campaigns, press releases, and online games were launched in different countries to support the Safer Internet Day.

An overview of the organisations that were engaged with the Safer Internet Day 2006, and the events that were organised, can be found via:

http://www.saferinternet.org/shared/data/saferinternet.org/blogathon/organisations_events%20060126.pdf.

More information

Safer Internet Day, INSAFE network, and INSAFE newsletter:

<http://www.saferinternet.org/>

The European Commission's safer Internet programme:

<http://europa.eu.int/saferinternet>

Contacts

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Follow-on project launched ...

Project partners NCSR and WMA are continuing their quality labelling work in the medical field. The MedIEQ project aims to automate the quality labelling process for medical information web-sites through use of web crawling and spidering, multi-lingual information extraction, semantic resources and quality labelling. See the project website for further information at <http://www.medieq.org/>.

Coming Next ...

Launch of the demonstrators, ViQ and LADI, which will be finished by May. These will be available for downloading from the QUATRO website at <http://www.quatro-project.org/>.