

A VOLUNTEER STATUS AND BACKGROUND

- 1 Participant 1 The teacher of design art in the university
- 2 Participant 2 Cultural Research Researcher
- 3 Participant 3 Postgraduate of History Department of Peking University
- 4 Participant 4 Postgraduate of the Department of Literature, Peking University
- 5 Participant 5 Staff of Capital Museum
- 6 Participant 6 The chef of Quanjude
- 7 Participant 7 Beijing taxi driver
- 8 Participant 8 Instructor of the Palace Museum
- 9 Participant 9 Instructor of Capital Museum
- 10 Participant 10 Peking Opera lovers
- 11 Participant 11 Staff of the Summer Palace
- 12 Participant 12 Xiangshan Park staff
- 13 Participant 13 Hanfu lovers
- 14 Participant 14 University computer students are very interested in culture
- 15 Participants 15 Beijing Snack Street Merchants
- 16 Participant 16 Beijing Democratic Party Cultural Research Expert Participated in the design of the design of Fuwa, the mascot of the 2008 Beijing Olympic Games
- 17 Participant 17 Beijing antique shop staff
- 18 Participants 18 old Beijing cloth shoe craft inheritor
- 19 Participant 19 The staff of Xinhua Bookstore
- 20 Participants 20 Researchers who have published high-level papers at the Cultural Com

B TASK LIS

B.1 Task 1

Task objective: Can the voice question answering system correctly understand the user's search intent?

Task content: Can the question-and-answer system be used correctly to search for the design elements of the National Grand Theater?

3*Answer	Exactly correct: 20 Partially correct: 0 Error: 0				
Degree of difficulty	Very easy	Easy	Normal	Difficult	Very difficult
The specified query is	15	4	1	0	0
Found the answer is	16	4	0	0	0
3*Feedback	"I didn't find the location of the question and answer system at the beginning. The guidance on the homepage should be more obvious." "Should not only give me design elements, I don't know what these design elements are."				

B.2 Task 2

Task goal: Can the voice question answering system answer the user's questions correctly and effectively?

Task content: Can you use the question-and-answer system to search for the professions of Peking Opera, what are the representatives of different professions, and whether the search results are what you expected?

3*Answer	Exactly correct: 12 Partially correct: 7 Error: 1				
Degree of difficulty	Very easy	Easy	Normal	Difficult	Very difficult
The specified query is	12	4	4	0	0
Found the answer is	11	5	3	1	0
3*Feedback	"Q&A may forget the result of the last question, resulting in no way to continue to the next round of questions" "The answer is very mechanical, shouldn't it be appropriate to ask me if I want to know more"				

B.3 Task 3

Task goal: Can the voice question answering system give users kind and effective results?

Task content: Can I search for bronzes, ceramics and jade wares in the Capital Museum by switching virtual characters? What kind of feelings can different virtual characters bring?

3*Answer	Exactly correct: 15 Partially correct: 4 Error: 1				
Degree of difficulty	Very easy	Easy	Normal	Difficult	Very difficult
The specified query is	10	5	3	2	0
Found the answer is	9	6	3	1	1
2*Feedback	"It looks like they look different, isn't the answer the same?" "It seems that the facial expressions are not very natural, and they are not connected."				

B.4 Task 4

Task goal: the matching degree between the retrieval results of the information retrieval module and the user's expectations.

Task content: Is it possible to search in the search to find out what dynasty belonged to when the North-South Grand Canal was excavated?

3*Answer	Exactly correct: 16 Partially correct: 2 Error: 2				
Degree of difficulty	Very easy	Easy	Normal	Difficult	Very difficult
The specified query is	8	4	6	2	0
Found the answer is	15	3	2	0	0
2*Feedback	"I thought it could be searched once, but it turned out to be split twice" "The answer returned is the year, which is not smart enough"				

B.5 Task 5

Mission: Can the ancient capital culture of Beijing be fully displayed to users through visual

expression methods?

Task content: Can you find out which areas of Beijing's city culture are mainly distributed in Beijing, and what is the relationship with the distribution of comer.

3*Answer	Exactly correct: 10 Partially correct: 8 Error: 2				
Degree of difficulty	Very easy	Easy	Normal	Difficult	Very difficult
The specified query is	2	11	5	1	1
Found the answer is	3	13	2	2	0
3*Feedback	"This question is a bit abstract, I'm not sure if my understanding is correct" "It's still a bit difficult to find the location of this answer, but also to understand the geographic information of Beijing. I am the kind of person who doesn't know Lu."				

B.6 Task 6

Task objective: Can interactively query the detailed content of relevant culture from the ancient capital knowledge map.

Task content: What is the meaning of "cooling child" in Beijing dialect? What are the language characteristics?

3*Answer	Exactly correct: 15 Partially correct: 4 Error: 1				
Degree of difficulty	Very easy	Easy	Normal	Difficult	Very difficult
The specified query is	10	6	2	2	0
Found the answer is	15	5	4	1	0
2*Feedback	"The field display is not complete. In some places, I don't know what it says." "The words are too small."				

B.7 Task 7

Task objective: Can you clearly and effectively obtain the relevant knowledge that users expect to understand from the full map?

Task content: Can you know where Beijing residents like to drink tea in the whole map?

3*Answer	Exactly correct: 10 Partially correct: 7 Error: 3				
Degree of difficulty	Very easy	Easy	Normal	Difficult	Very difficult
The specified query is	9	7	3	1	0
Found the answer is	10	3	4	3	0
4*Feedback	"I don't know which teahouses are. It would be nice if the mouse hovered over and 5l displayed a label. It might be more vivid." "At first I didn't understand where to find this question, but later I realized that the part that corresponds to the old brand."				

B.8 Task 8

Task goal: Can you interact well with the data in the whole map?

Task content: Can you learn about the customs in Beijing during the Zhongyuan Fe?

3*Answer	Exactly correct: 17 Partially correct: 2 Error: 1				
Degree of difficulty	Very easy	Easy	Normal	Difficult	Very difficult
The specified query is	12	6	2	0	0
Found the answer is	5	7	5	3	0
Feedback	"You can find it through the node, but the displayed content is still not complete, I hope it's a bit richer!"				

B.9 Task 9

Task objective: Can you feel the fluidity of data and the overall grasp of relevant knowledge in various graphical expressions.

Task content: Can you find the types of Beijing dialects in the rising sun chart?

3*Answer	Exactly correct: 7 Partially correct: 12 Error: 1				
Degree of difficulty	Very easy	Easy	Normal	Difficult	Very difficult
The specified query is	13	3	3	1	0
Found the answer is	14	2	1	3	0
2*Feedback	"The first time I saw this kind of picture, it was amazing" "The words are too small, it is difficult to read the detailed content, just click on it."				

B.10 Task 10

Task goal: Can you understand the knowledge of related fields in different thematic modules?

Task content: Can you find the northernmost building on the central axis?

3*Answer	Exactly correct: 15 Partially correct: 4 Error: 1				
Degree of difficulty	Very easy	Easy	Normal	Difficult	Very difficult
The specified query is	15	3	2	0	0
Found the answer is	15	5	3	2	0
2*Feedback	"I saw the picture, but I don't know it. I can't tell what it is." "I don't know which side is north, I only know that it's north."				

B.11 Task 11

Task objective: Can you understand the relationship between data at different levels of the knowledge graph?

Task content: Are Shen Congwen and Yu Dafu neighbors? Where did Shen Congwen live?

3*Answer	Exactly correct: 11 Partially correct: 8 Error: 1				
Degree of difficulty	Very easy	Easy	Normal	Difficult	Very difficult
The specified query is	3	13	3	1	0
Found the answer is	1	12	4	3	0
3*Feedback	"The question is a bit abstract, and it may be necessary to understand a little bit of relevant knowledge to answer this question accurately." "It would be best to see what their former residences are like."				

C ADDITIONAL COMM

Participant 1:

I think this is a very good cultural platform, which provides a good model for our cultural display, and has a certain impact on the maintenance and development of Beijing culture. The rich cultural information is organized and provides a good way for research and study. platform.

Participant 2:

The overall project is still very representative, which inspired me a lot. The website design is also very clear and beautiful. When I am doing cultural calculations, I have also researched many cultural data websites. They are very good at data storage and collection. Good, but it is far from enough in display and analysis, and some researchers who do data analysis find it difficult to find breakthroughs. I think your project may be a good demonstration. If I have to make suggestions, it is about whether the design of the Q&A section can be more natural. The current experience is still not smooth enough.

Participant 3: No comment.

Participant 4:

Although it is not my research field, I feel that the depth of digging is still a bit lacking, and there are still a lot of things that remain on the surface without in-depth understanding.

Participant 5:

Some parts are available. If you want to implement application interaction, you need to improve the user experience.

Participant 6:

Actually, as a chef in Quanjude, I don't really know that people like Lao She, Mei Lanfang, and Lu Xun have all been to Quanjude, and indeed taught me a lesson. If everyone knows that such celebrities have all been to Quanjude, would you? Not a particularly good way of publicity.

Participant 7:

Your job is very interesting. These colorful pictures are beautifully done. Especially after listening to you talk about the changes in Beijing's architecture, old Beijing drivers like us know the big and small changes in Beijing's development to the present. See your website These Beijing buildings also brought back a lot of my memories.

Participant 8:

I think your work is very comprehensive. There are Manchu-Han culture, Beijing-style culture, and architectural culture. It basically involves most of the cultural fields of Beijing from ancient times to the present, but I think that many places use words to show you. The said relationship, can we add some pictures of real cultural relics to show these relationships in the future? This can also bring people a more intuitive experience.

Participant 9:

Seeing that you have a section dedicated to the Capital Museum, the data in it really shocked me, and I found it complete. But there is a small suggestion. I don't know how you weigh the authority of the data. If you have further research, you can contact the museum for cooperation to improve your data professionalism.

Participant 10:

I am very pleased to see that you have put a lot of effort into organizing the trades, theaters, and famous actors of Peking Opera. Now more and more traditional cultures like Peking Opera have gradually faded out of people's vision, and your work deserves recognition. But let me make a small point from the Peking Opera side. I think that since you already have so much data, what you can do can not only show these relationships, but also deeply reflect some of the characteristics of Peking Opera, so that everyone can pass yours. All platforms want to watch Peking Opera. Support you guys.

Participant 11:

I have looked at some of the pictures produced by your project. I think it is particularly good that your pictures can clearly explain a lot of specific information in addition to being beautiful. For example, when our tourists talk about the Summer Palace, they may know that the Summer Palace is a scenic spot in Beijing and that's it. But looking at your pictures, you can clearly know that there are seventeen-hole bridges in the Summer Palace, Suzhou Street, and Longevity Mountain. This embodies the cultural label of Beijing. I hope that we can have the opportunity to cooperate in the future, and link your website with our official website.

Participant 12:

Culture is the blood of the country, and spreading traditional culture is a manifestation of cultural confidence. The idea of your project is very good. It is in line with our country's strategic policy of coordinating material civilization and spiritual civilization and developing advanced socialist culture. Your project is a very good attempt, and it has great significance for the spread of traditional culture. I hope you will stick to it and inspire more people to make efforts for this.

Participant 13:

I have scanned all sections of your website carefully and learned a lot about Beijing culture that I didn't know before, which is very interesting. I think your website is very sincere, and the culture displayed on the website is very Beijing-like. I heard that there will be a book later in your project, and I can't wait to buy it and read it.

Participant 14:

I read your website and found it to be quite interesting. I put some cultural labels of Beijing on one website. And there are many forms of expression, and the information is also very comprehensive. In particular, you used the knowledge map to show Beijing culture and explore some of the relationships between cultures. I think it is particularly good, and it also gave me a lot of inspiration. I am also studying how to use digital methods to spread Chinese traditional culture, and I really want to learn from the people in charge of this part of your project.

Participant 15:

I saw that there is a section of Beijing's time-honored brand on your website. I focused on there and it was quite comprehensive. There are several well-known and well-established shops on our snack street, all of which are mentioned on your website. The website is pretty good too.

Participant 16:

First of all, express your affirmation to your project, whether it is the intention or the existing work, which is an inspiration for our Beijing cultural heritage and even the national cultural heritage. Here I give a small suggestion, hoping to establish a connection between the separate sections, and now the various sections still seem to be too isolated. Finally, I hope we can have the opportunity to cooperate in the future research work.

Participant 17:

I never thought that there would be this kind of online website that can do this level. The websites in my impression are all stickers with strong commercial color. This is not the same.

Participant 18:

I heard that it contains Beijing's time-honored brands, so I specifically searched for information about our Nei Liansheng. The basic information is very accurate and comprehensive, but after all, we are a business name. Is it possible to use our brand's official website? The jump link of the address is also added?

Participant 19:

Your website is well-designed, and it matches my impression of old Beijing, but I still pay more attention to the book that your project will produce.

Participant 20: No comment.