

OneClick --

A Framework for Measuring Network Quality of Experience

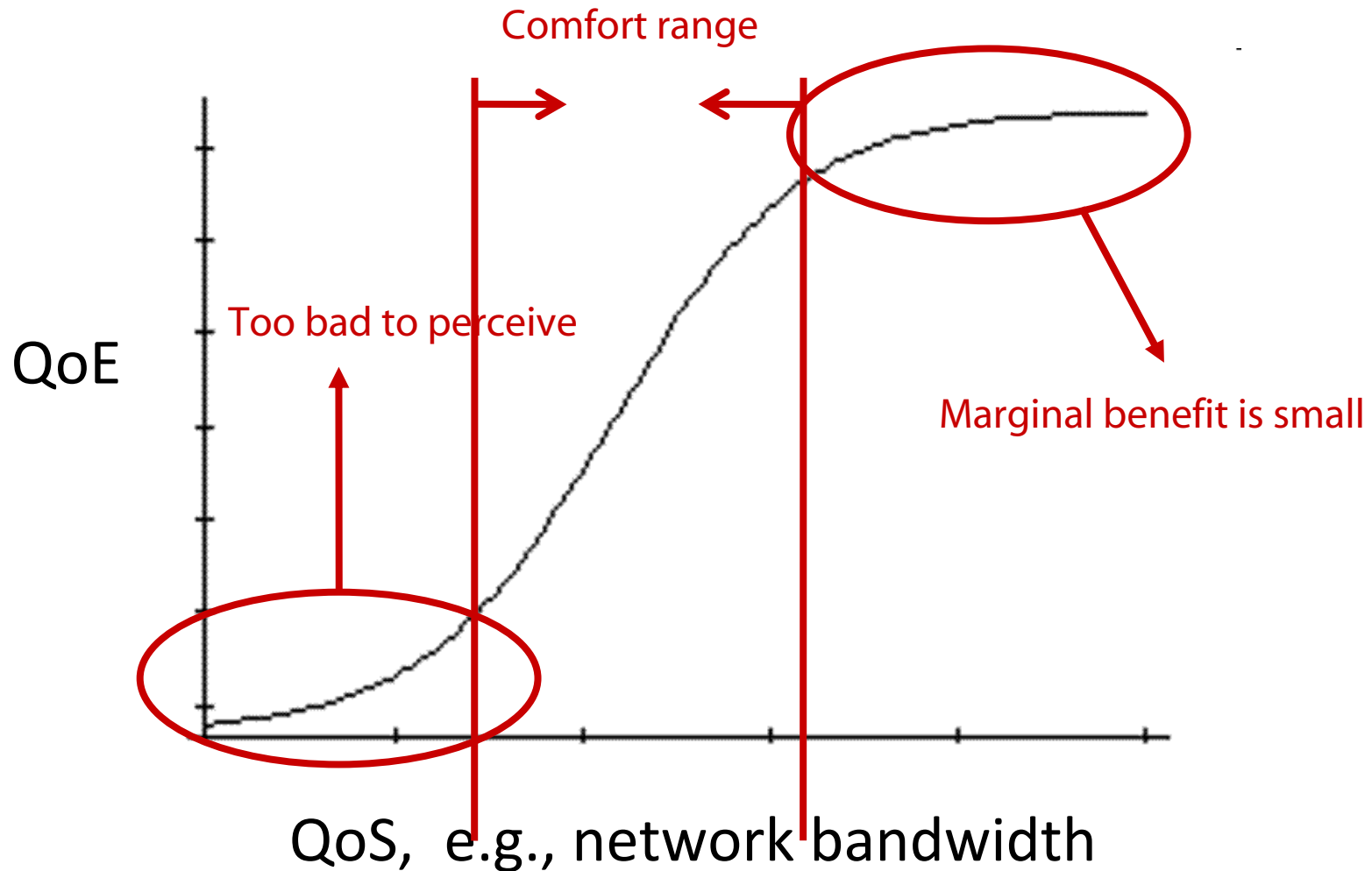
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(Presenter on INFOCOM'09: Polly Huang from
National Taiwan University)

QoS and QoE

- QoS (Quality of service)
 - The quality level of system performance metric
 - Communication networks: delay, loss rate
 - DBMS: query completion time
- QoE (Quality of experience)
 - The quality of how users “feel” about a service
 - Subjective: Mean Opinion Score (MOS)
 - Objective: PSNR (picture), PESQ (voice), VQM (video)



Relationship between QoS and QoE



Knowing the Relationship is Important!

- So we know
 - How to adapt voice/video/game data rate (QoS) for user satisfaction (QoE)

- So we really know
 - How to send multimedia data over the Internet

Measuring QoS and QoE

- QoS (A great body of work)
 - Measure network loss, delay, available bandwidth
 - Inference topology
 - Estimate network capacity
 - etc

Still not quite the human experience
which is multi-dimensional

- QoE (Some work)

■ Objective: PSNR (picture), PESQ (voice), VQM (video)

■ Subjective: MOS (general)

What's left!

MOS (Mean Opinion Score)

MOS	Quality	Impairment
5	Excellent	Imperceptible
4	Good	Perceptible but not annoying
3	Fair	Slightly annoying
2	Poor	Annoying
1	Bad	Very annoying

Problems

1. **Slow** in scoring (think/interpretation time)
2. People are limited by **finite memory**
3. Cannot capture users' perceptions **over time**
4. MOS is **coarse** in scale granularity
5. **Dissimilar** interpretations of the scale among users



Our Ambition

Identify a **simple** and yet **efficient** way
to measure users' satisfaction

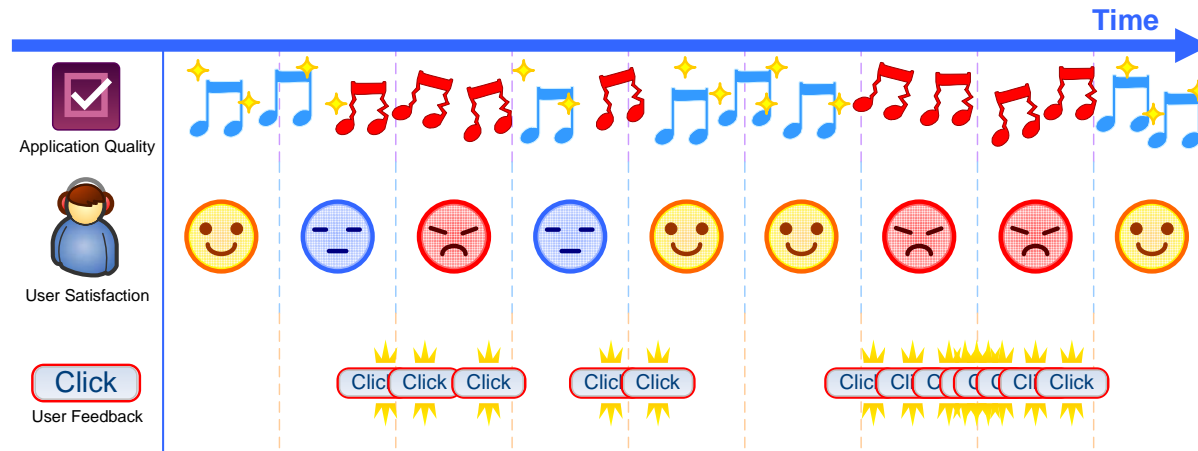


The Idea: Click, Click, Click

- Web surfing
 - Click on a link
 - You wait, and you refresh the link
 - You wait, and you refresh the link again, and again, and ...

- Knocking at someone's door
 - Knock on the door
 - You wait, and you knock on the door again
 - You wait, and you knock on the door again and again, and ...

Introducing OneClick



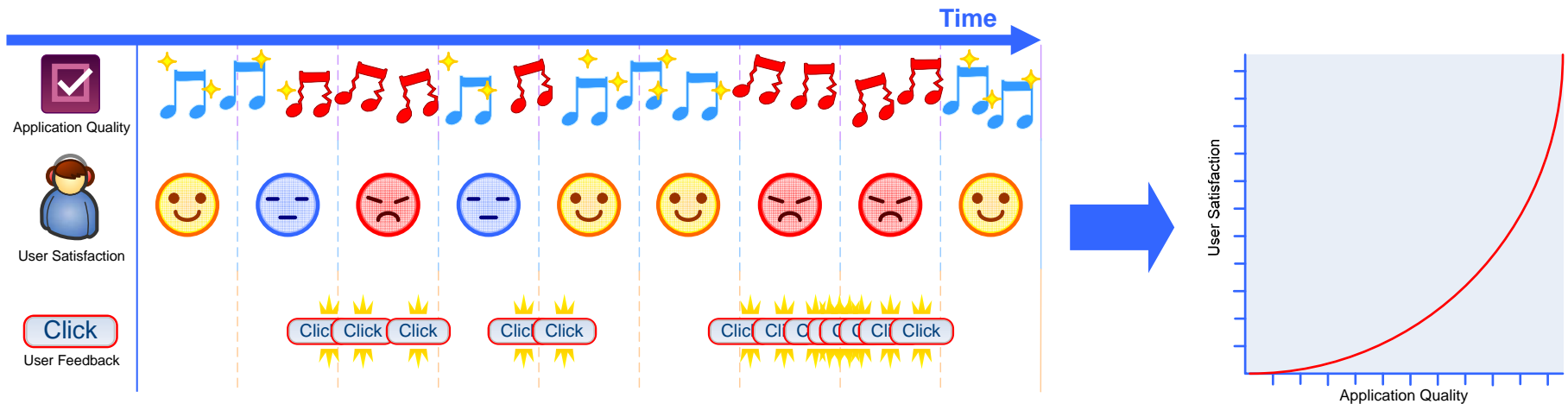
- Simple instruction to users:
 - Click when you feel dissatisfied
 - Click multiple times when you feel even less satisfied
- Clicking rate as the QoE

Nice Things about OneClick

- **Natural**
 - We are already doing it to show *lost of patience* all the time
- **Bad-memory proof**
 - Real-time decisions
 - No need to “remember” past experience
- **Time-aware**
 - Capture users’ responses at the time of the problems
 - Useful to study recency, memory access, and habituation effect

Easy to Implement

- As a plug-in to your network applications
 - Flash version done!
- Co-measurement of QoS and QoE

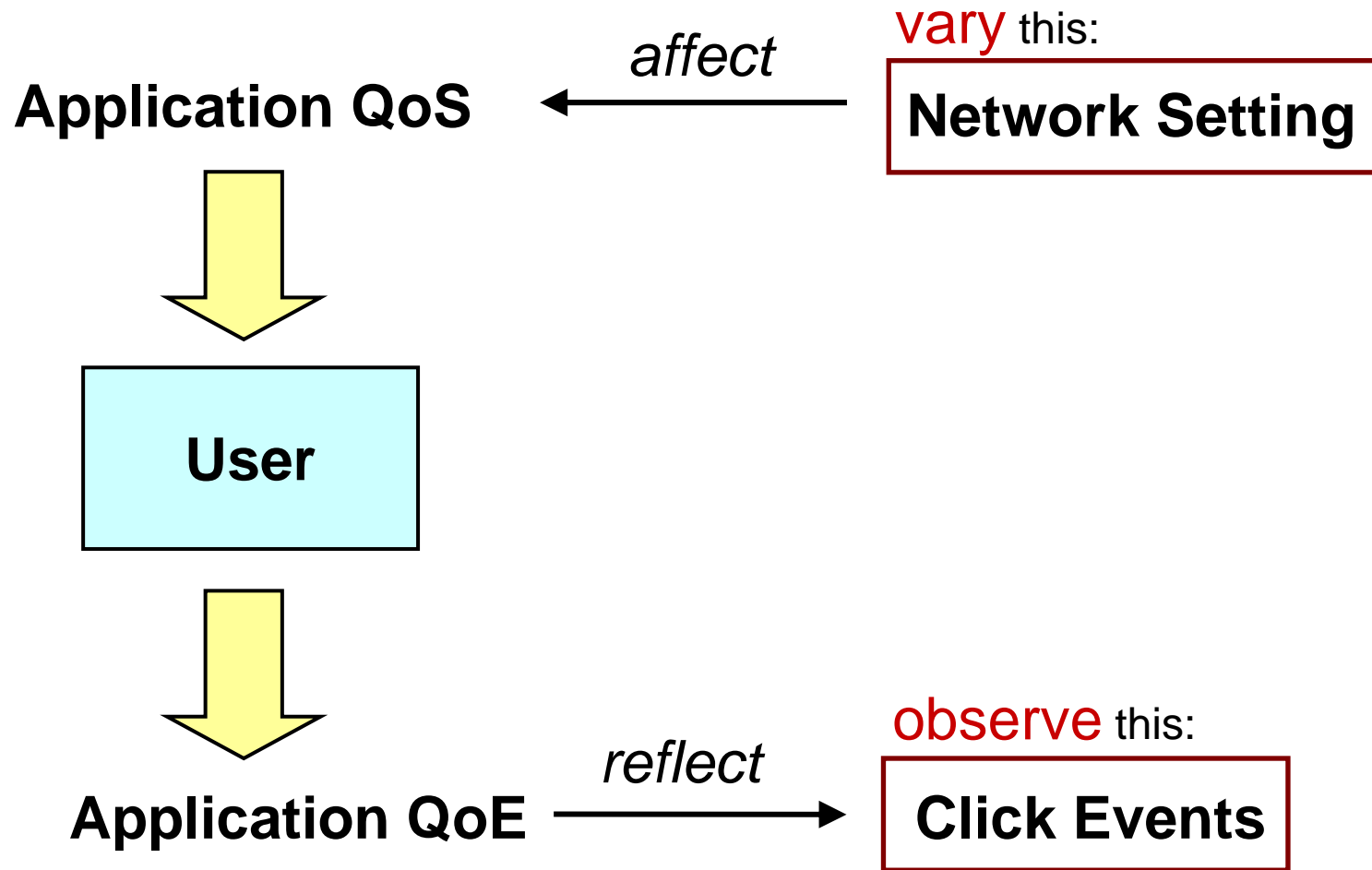


Talk Progress

- Overview
- Methodology
- Pilot Study
- Validation
- Case Studies
- Conclusion



Human as a QoE Rating System



QoE ← QoS Modeling

- Click events as a counting process
- **Poisson regression**

$$\log(C(t)) = \alpha_0 + \alpha_1 N_1(t) + \dots + \alpha_k N_k(t)$$

- $C(t)$: QoE
 - Clicking rate at time t
- $N_1(t), N_2(t), \dots$: QoS
 - Network conditions at time t
- α_i : Regression coefficients
 - Derived from the maximum likelihood method



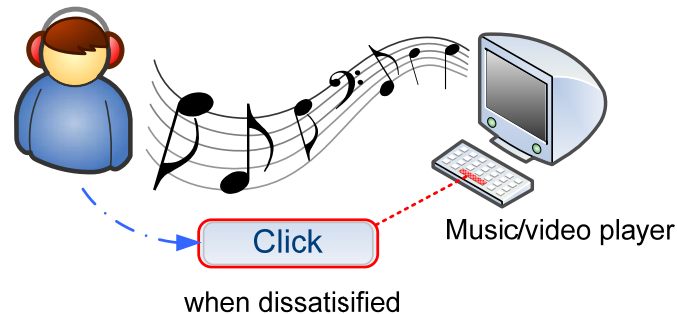
Wait a Minute...

- Response delays?
 - Users may not be able to click immediately after they are aware of the degraded quality
- Clicking rate of a user consistent?
 - Does a subject give similar ratings in repeated experiments?
- Clicking rate consistent across users?
 - Different subjects may have different preference on click decisions.



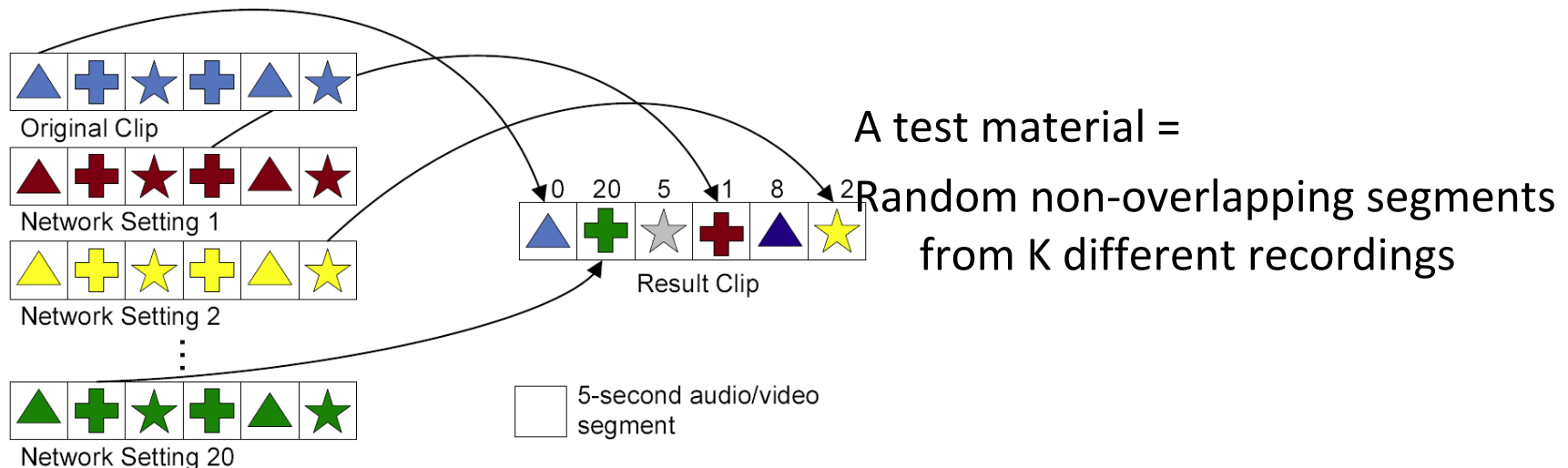
Pilot Study

- An 5-minute English song
- Audio quality of AIM Messenger with various network settings



Test Material Compilation

- For each network setting
 - Play the song
 - Record the song
- K settings \rightarrow K recordings

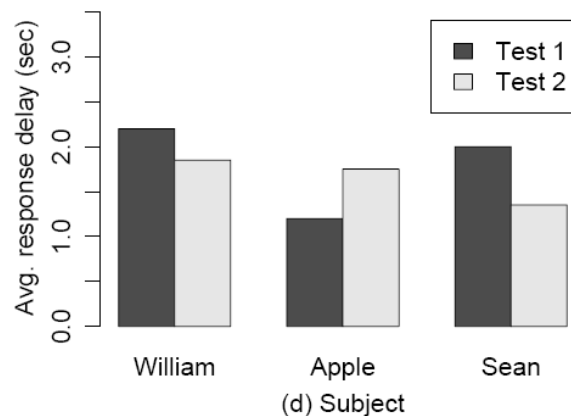
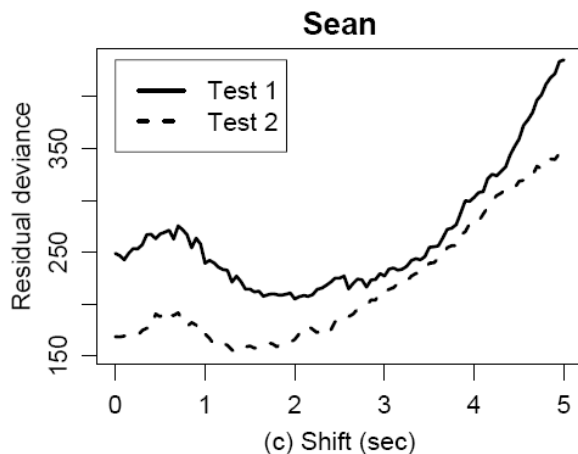
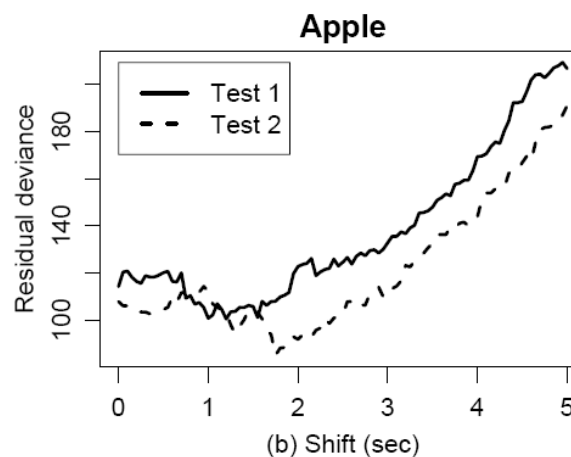
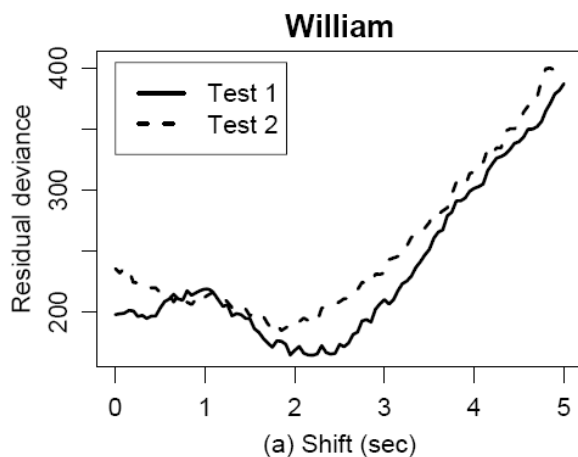


Response Delays

- Try Poisson regression on $C(t+x)$ to $N_1(t), N_2(t), \dots$
- Varying x
- Show the goodness of fit per x



1-2 Seconds Delay

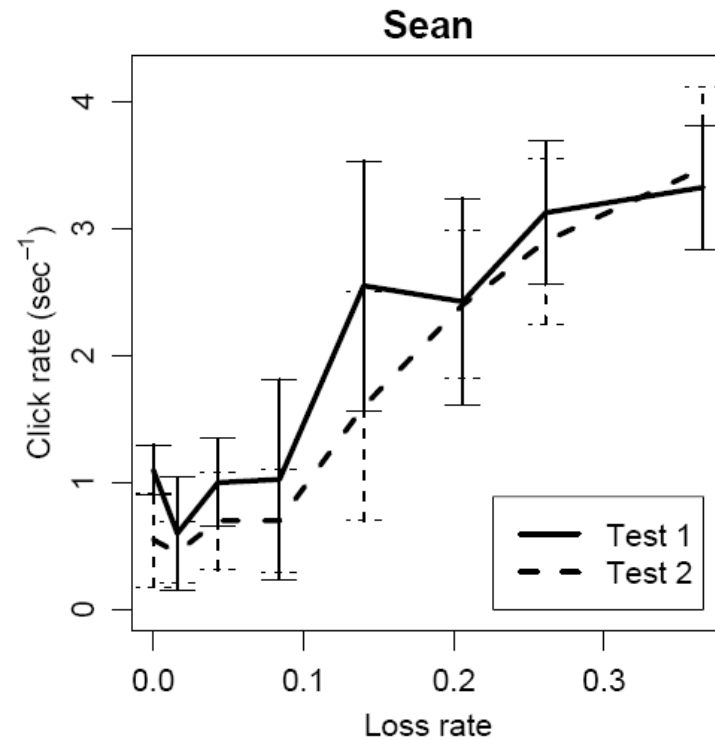
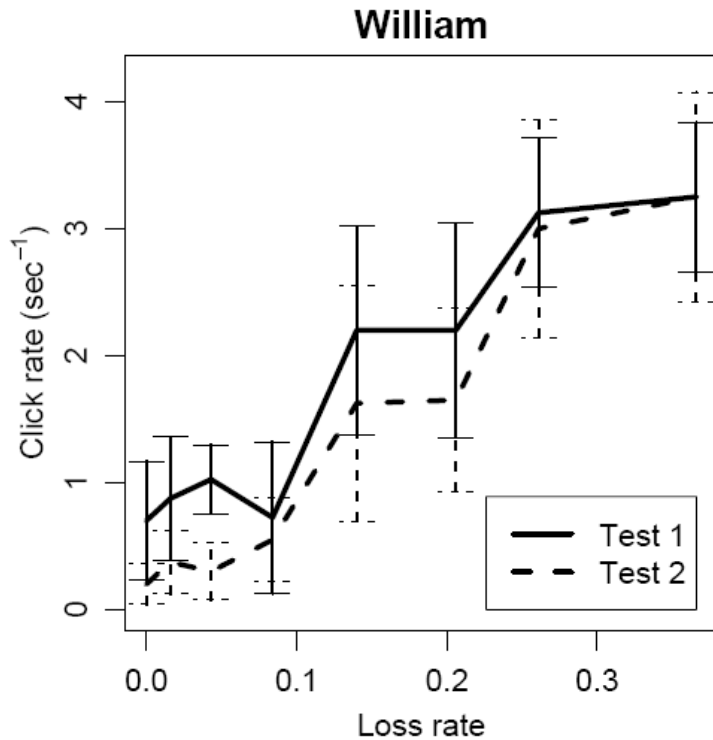


Response delay calibration needed!

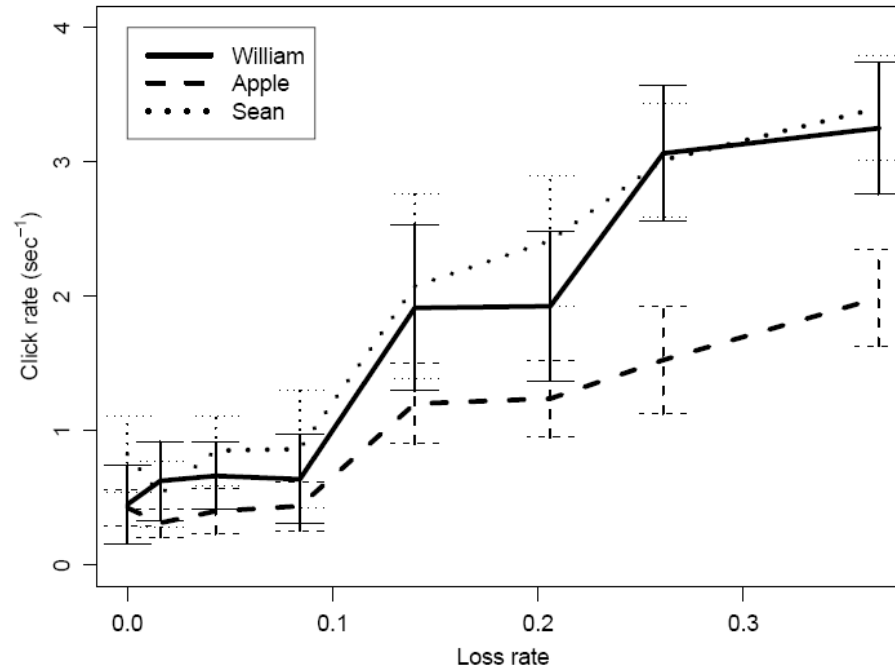
Our Solution

- Shift the click event process by time d
- d is decided by model fitting
 - Let d be the x such that the goodness of fit is the best
 - Let d be the x such that the **residual deviance** is the min

Consistency of $C(t+d)$ from Same User



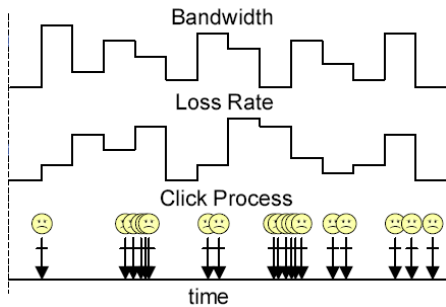
Consistency of $C(t+d)$ from Different Users



Cross-user normalization needed!

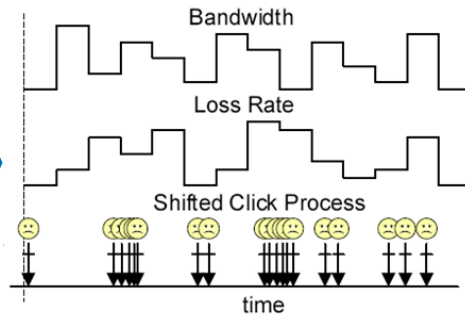
Calibration and Normalization Added

OneClick Measurement

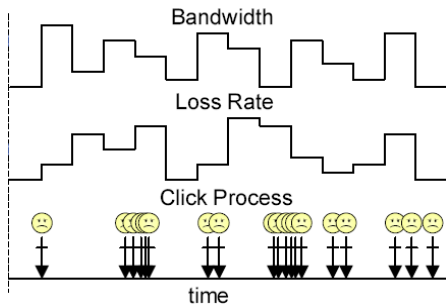
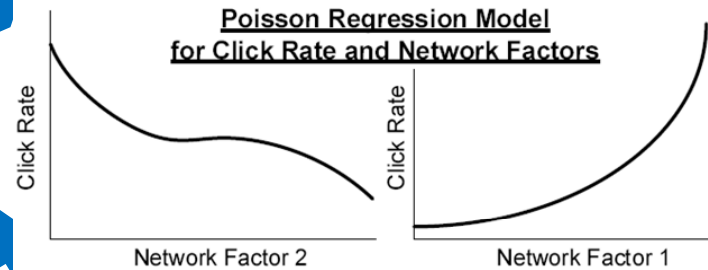


User #1

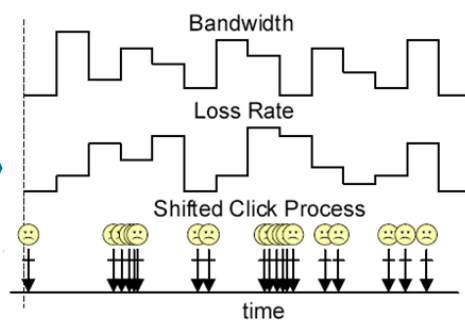
Response Delay Calibration



Regression Modeling With Normalization



User #2



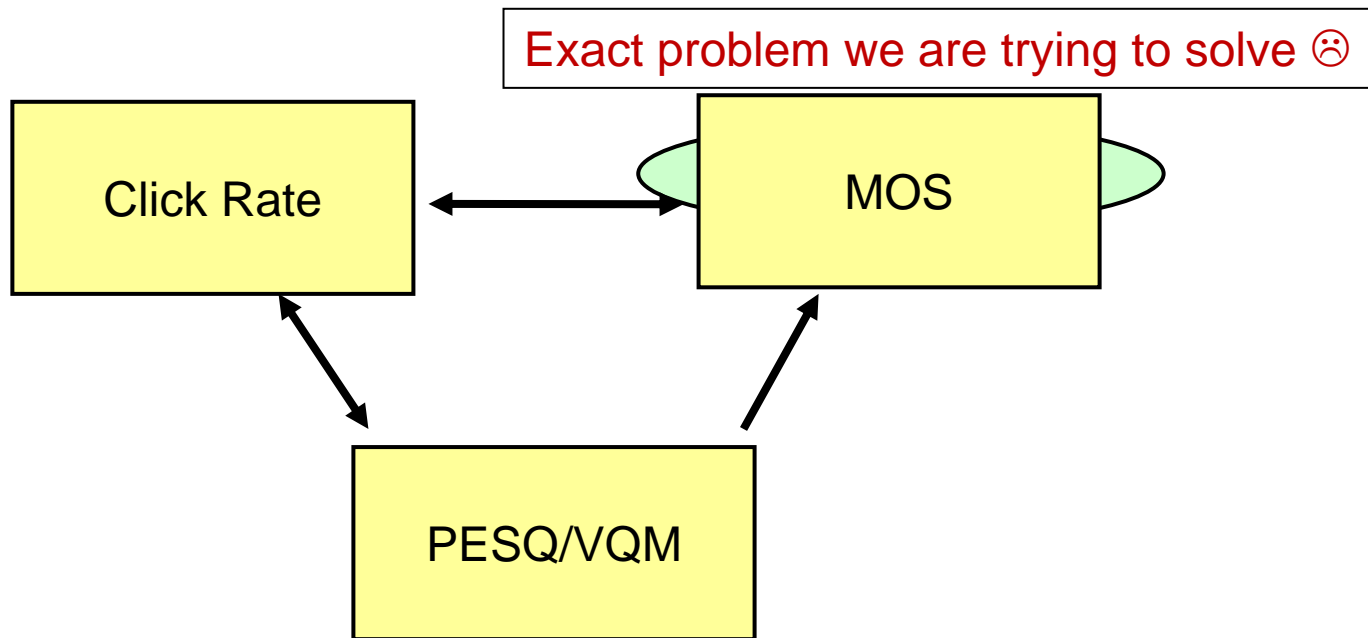
Talk Progress

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Rationale

- Direct: get people to do OneClick and MOS



- Indirect: get people to do OneClick and PESQ/VQM

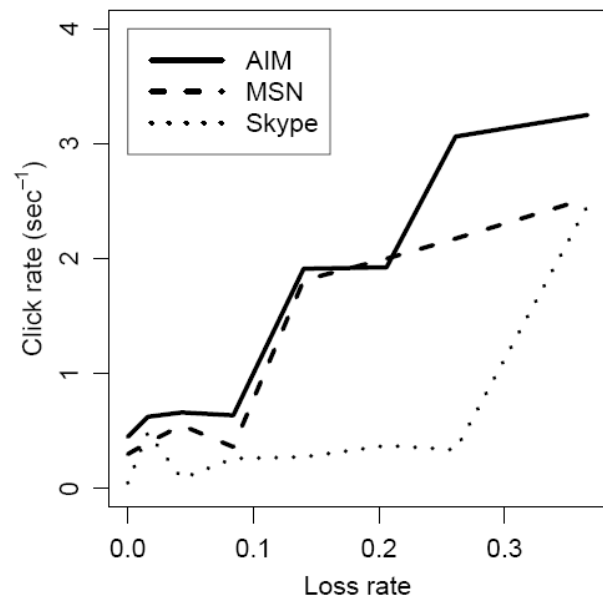
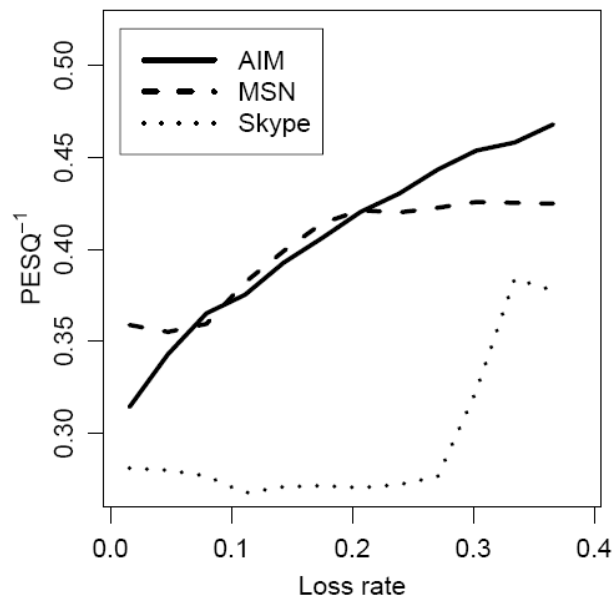
PESQ-based Validation

- PESQ: Perceptual Evaluation of Speech Quality
- OneClick vs. PESQ to evaluate the audio quality of three VoIP applications
 - AIM
 - MSN Messenger
 - Skype
- Network factors
 - Loss rates (0% – 30%)
 - Bandwidth (10 Kbps – 100 Kbps)

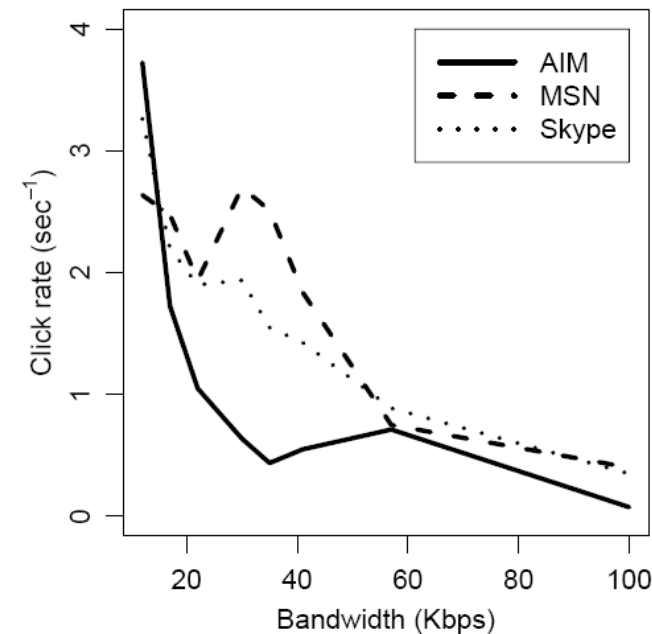
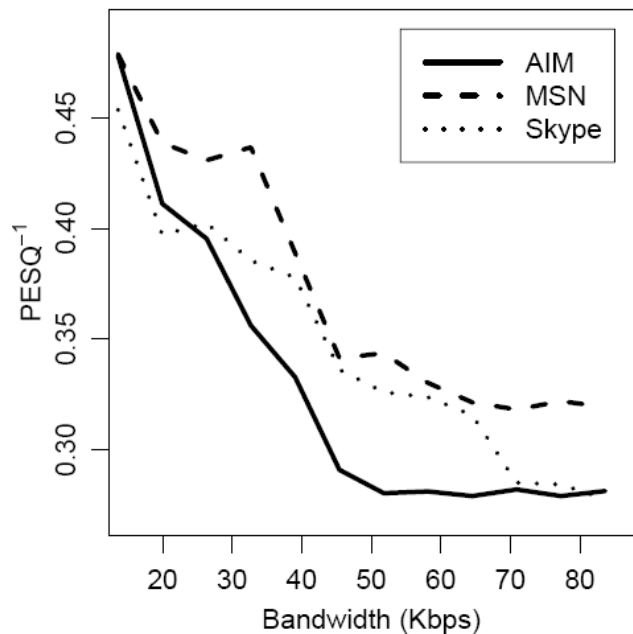


Qualitative Comparison

Network Loss Rate



Bandwidth

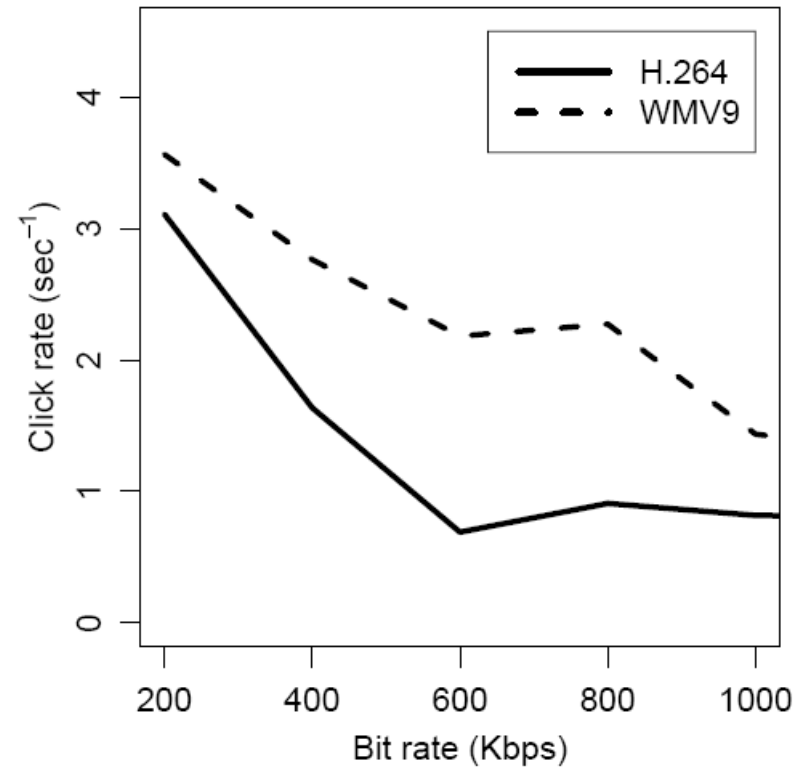
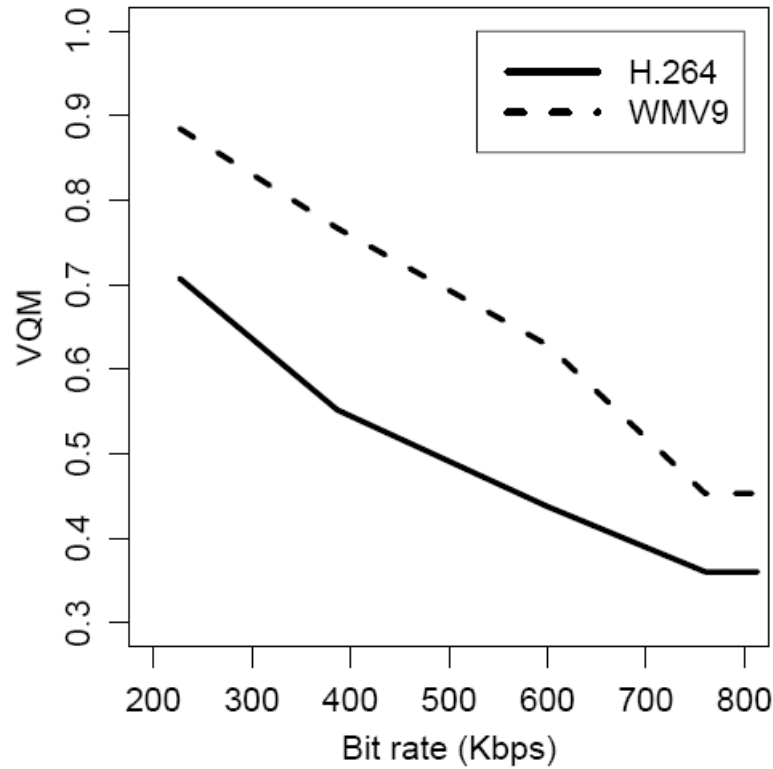


VQM-based Validation

- VQM: Video Quality Measurement
- OneClick vs. VQM to evaluate video quality of two video codecs
 - H.264
 - WMV9 (Windows Media Video)
- Factors
 - Compression bit rate (200 Kbps – 1000 Kbps)



Qualitative Comparison



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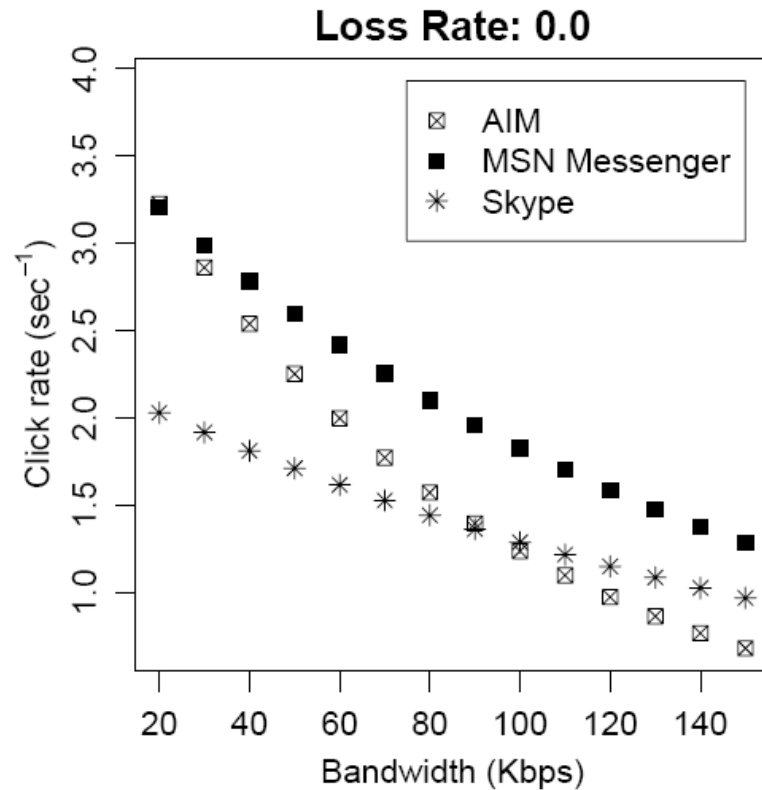


Case Studies

- Evaluation of applications' QoE
 - VoIP applications
 - AIM
 - MSN Messenger
 - Skype
 - First-person shooter games
 - Halo
 - Unreal Tournament



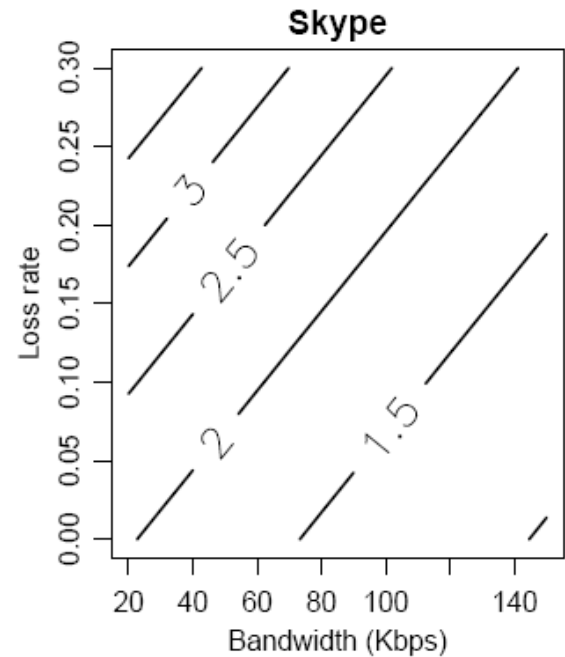
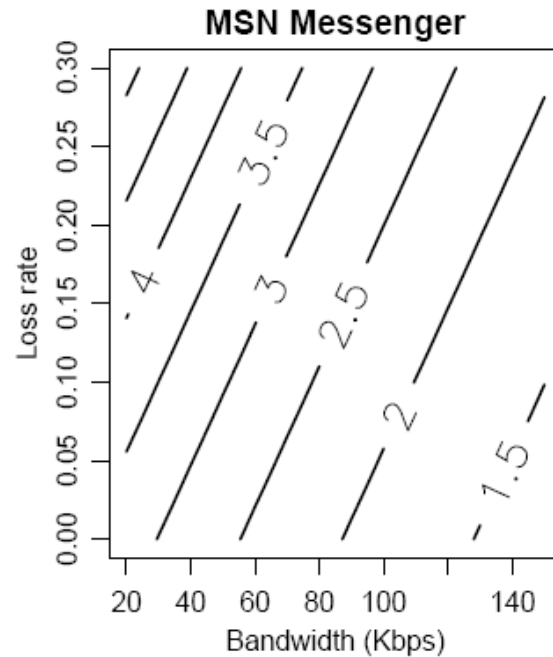
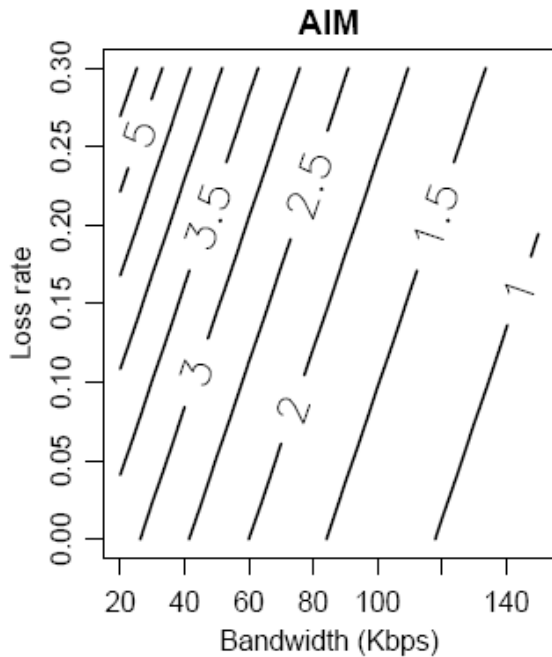
Varying Bandwidth



- MSN Messenger is generally the worst
- Skype is the best if bw < 80 Kbps, otherwise AIM is the best

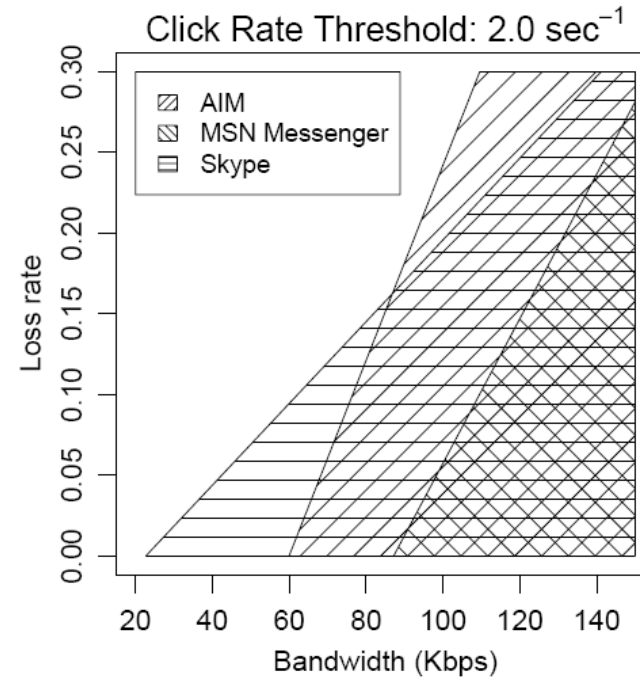
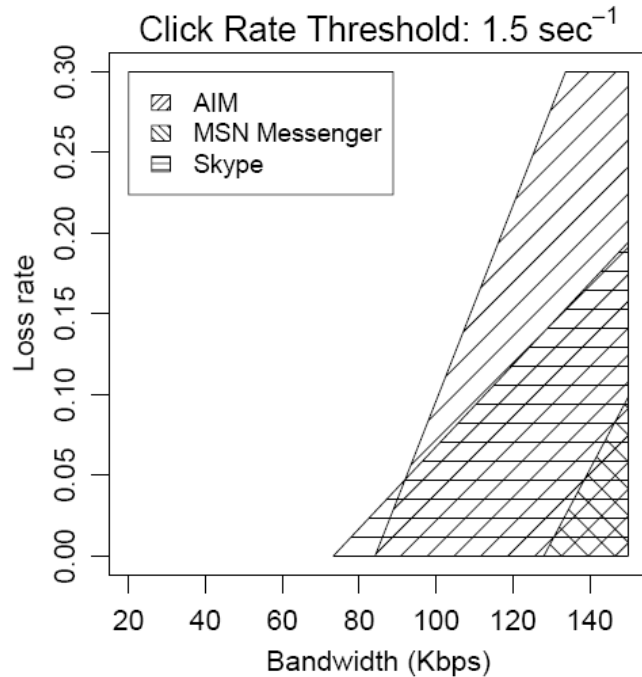
[Case Study]

Contour Lines of Click Rates



- Slope of contour line
 - Application's sensitivity to loss vs. bandwidth shortage
 - AIM is relatively more sensitive to network losses

Comfort Region



- **Comfort Region:** a set of network configurations that leads to satisfactory QoE
- Skype is the best in bw-restricted scenarios ($< 60 \text{ Kbps}$) when loss rate is $< 10\%$

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Nice about OneClick


- **Natural & fast**
 - We are already doing it to show lost of patience all the time
- **Bad-memory proof**
 - No need to “remember” past experience
- **Time-aware**
 - Capture users’ responses at the time of the problems
- **Fine-grain**
 - The score can be 0.2, 3.5, or even 12.345
- **Normalized user interpretation**
 - Different interpretations are normalized
- **Easy to implement**
 - <http://mmnet.iis.sinica.edu.tw/proj/oneclick/>



OneClick Online

Welcome to OneClick



OneClick is a part of research for voip voice quality. Please go through the following tutorial for playing OneClick in a most convenient way.



Next Main Menu


Listen and Click

After clicked the "Click to Start" button, the sound will be played, listen to it carefully. When you feel the voice quality is not good enough (delay), please click on the big "quality is bad" button, or press space key from your keyboard.




Next Previous Main Menu

Playing 03:48 / 05:00

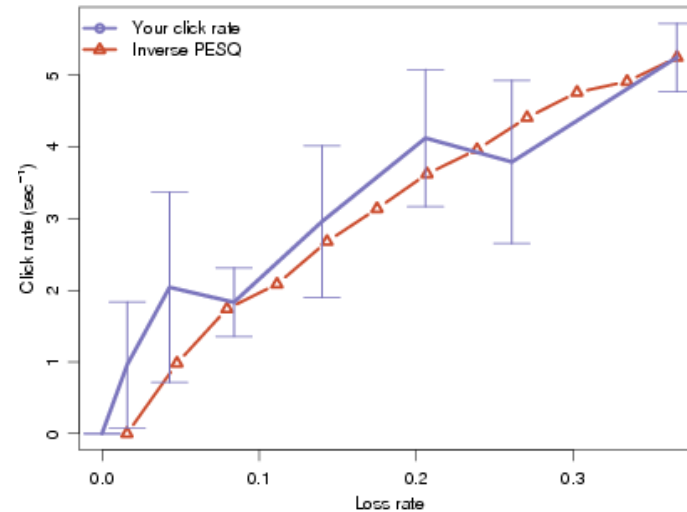


Sound Quality is Bad



OneClick
User Experience Evaluation

Play Start Over Main Menu



On-Going Work

- Large-scale experiments (by crowdsourcing)
 - <http://mmnet.iis.sinica.edu.tw/proj/oneclick/>
- Click rate vs. MOS
- QoE-centric multimedia networking
 - As an example, Tuning the Redundancy Control Algorithm of Skype for User Satisfaction, IEEE INFOCOM 2009.

Thank You!

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<http://www.iis.sinica.edu.tw/~swc>

