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International Workshop on Socially-Aware Multimedia (SAM'12)

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ABSTRACT

Multimedia social communication is filtering into everyday use. Videoconferencing is appearing in the living room and beyond, television is becoming smart and social, and media sharing applications are transforming the way we converse and recall events. The confluence of computer-mediated interaction, social networking, and multimedia content are radically reshaping social communications, bringing new challenges and opportunities.

This workshop provides an opportunity to explore socially-aware multimedia, in which the social dimension of mediated interactions between people are considered as important as the characteristics of the media content. Even though this social dimension is implicitly addressed in some current solutions, further research is needed to better understand what makes multimedia socially-aware. In other words, social interactivity needs to become a first class citizen of multimedia research.

Categories and Subject Descriptors

H.1.2 [**Models and Principles**]: User/Machine Systems – *Human factors*. H.5.1 [**Information Interfaces and Presentation**]: Multimedia Information Systems – *Audio, Video*.

General Terms

Algorithms, Design, Experimentation, Human Factors

Keywords

Social Interaction, social communication, social media, communication, information retrieval, micro-blogging

1. INTRODUCTION

The goal of the workshop on socially-aware multimedia is to pave the way for future innovation by acting as a community-building event, where research challenges can be identified and classified. By doing so, the event will help enable innovative solutions for the challenges ahead.

Relevant insights can be found within a number of disciplines such as multimedia research, human-computer interaction, and sociology. In particular, multimedia research provides quantitative metrics regarding multimedia objects (e.g., precision and recall) and multimedia systems (e.g., delay, jitter). Human-Computer Interaction research incorporates both quantitative metrics and qualitative understanding regarding human perception (e.g., quality of experience); and sociology and communication science provide a better understanding about motivations and collective group behavior (e.g., conversational and interaction patterns, strength of interpersonal ties).

Nevertheless, we have yet to see a focus on how to measure, to formalize, and to consider social interactivity as a prime parameter for designing and developing multimedia systems and applications. For example, social media research is currently restricted to content curation, independent of the exchange of human conversations that happens around the media object. Acknowledging these efforts in the past, this workshop takes one step further, by articulating the notion of socially aware-multimedia, focusing on the social interactions, on the shared activities, and on the group experiences.

2. CALL FOR PAPERS

The workshop on socially-aware multimedia provides a forum for researchers and practitioners to share novel and groundbreaking results. With special emphasis on innovative directions and on brave ideas, the final goal is to recognize an emergent inter-disciplinary area at the cross roads of multimedia research, social science, and human-computer interaction. In particular, we are interested in papers that focus on multimedia systems and applications, accounting for social interaction theories, metrics, and methodologies. We acknowledge the inter-disciplinary nature of the workshop, and encourage participation from different research disciplines such as multimedia information retrieval, systems, and applications.

Topics include, but are not limited to:

- Applications of socially-aware multimedia

- Interactive end-to-end systems

- Multimedia modeling (in particular for social interaction and shared experiences)

- Socially-Aware multimedia content analysis and understanding

- Collaborative authoring of videos and multimedia sharing

- Social interaction theories and metrics

- Field trials and user studies of socially-aware multimedia applications

- Qualitative and quantitative evaluation of social participation

- Micro-Blogging and multimedia information retrieval

- Distributed peer synchronization and consumption

- Multimedia-Enabled social networking

- Socially-Aware multimedia architectures

3. PROGRAM

The International Workshop on Socially-Aware Multimedia (https://sites.google.com/site/sociallyawaremultimedia) will be held in conjunction with the ACM International Multimedia Conference. It will take place on October 29, 2012, in Nara, Japan. The most pertinent contributions will be selected for inclusion in the workshop's agenda. The workshop is organized primarily as a forum for discussion and knowledge exchange. Hence, its format will not be restricted to paper presentations, but will include interactive sessions in which discussion and knowledge exchange are encouraged.

As part of the program, there is one invited paper by **Dr. Klara Nahrstedt**, full professor at University of Illinois at Urbana-Champaign, Computer Science Department and the current chair of the ACM SIG Multimedia.

The workshop includes as well two keynote speakers:

Dr. Elizabeth F. Churchill: Executive VP of ACM SIGCHI

Elizabeth is research scientist interested in the design, development and use of technologies that support communication and connection. Originally a psychologist by training she has a Masters in Knowledge Based Systems from the University of Sussex and a PhD in cognitive Science from the University of Cambridge in the UK. She studies and designs what she calls 'C' technologies and situations: settings that encourage and elaborate community, communication, collaboration, coordination, consensus, competition, compassion, and creativity. In all cases, she is intrigued by the artful ways that people adopt and adapt technologies into their everyday lives. Influences on her work include psychology, sociology, anthropology, cultural studies, urban studies and film studies.

Dr. Hari Sundaram: Associated professor with the School of Arts Media and Engineering, as well with the School of Computing, Information and Decision Systems Engineering at Arizona State University.

Hari received his Ph.D. from the Department of Electrical Engineering at Columbia University in 2002. His research interests include analysis of social network activity and the design

of adaptive multimedia environments. He is interested in sustainability as an application of his work on social networks, and studies stroke-patient rehabilitation to study multimedia system adaptation. His research has won several best paper awards from the IEEE and the ACM. He also received the Eliahu I. Jury Award for best Ph.D. dissertation in 2002. He is an associate editor for ACM Transactions on Multimedia Computing, Communications and Applications and IEEE Multimedia.

4. ORGANISERS

The workshop is organized by:

Dr. Pablo Cesar is a researcher at the Distributed and Interactive Systems group at CWI (The National Research Institute for Mathematics and Computer Science in the Netherlands). He has (co)-authored over 50 articles about multimedia systems and infrastructures, social media sharing, interactive media, multimedia content modelling, and user interaction. He has given tutorials about multimedia systems in prestigious conferences such as ACM Multimedia, CHI, and the WWW conference. Webpage: http://homepages.cwi.nl/~garcia/

Dr. David A. Shamma is research scientist at Yahoo! Labs where he runs the Human-Computer Interaction Research group. He researches synchronous environments and connected experiences both online and in-the-world. Focusing on creative expression and sharing frameworks, he designs and prototypes systems for multimedia-mediated communication, as well as, develops targeted methods and metrics for understanding how people communicate online in small environments and at web scale. Webpage: http://research.yahoo.com/David_Ayman_Shamma

Dr. Doug Williams is a project director, leading large collaborative and interdisciplinary research projects for BT that address the development of new communication and media applications that can be delivered over broadband. Doug most recently led the international collaborative research project TA2 (Together Anywhere, Together Anytime) which developed technologies for broadband that will help people socialize, communicate and have fun together. Much of Doug's time is now spent promoting such service concepts to the commercial arms of BT.

Dr. Cees G.M. Snoek is assistant professor at the Intelligent Systems Lab of the University of Amsterdam. His research interests focus on video and image retrieval. A topic on which he has published over 100 refereed book chapters, journal and conference papers. Webpage: http://www.ceessnoek.info/

5. ACKNOWLEDGMENTS