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

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.

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 interdisciplinary 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 interdisciplinary 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 Elihu 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://hompages.cwi.nl/~pablo/

**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.ceesnoek.info/

5. ACKNOWLEDGMENTS

We would like to thank the Technical Program Committee that helps shaping the program of the workshop.

Pablo Cesar and Doug Williams would like to thank the funding from the Vconect project; European Community's Seventh Framework Programme (FP7/2007-2013) under grant agreement no. ICT-2011-287760.

Cees Snoek is supported by the Dutch national program COMMIT and the STW SEARCHER project.