

3rd International Workshop on Socially-Aware Multimedia (SAM'14)

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ABSTRACT

Multimedia social communication is becoming commonplace. Television is becoming smart and social; media sharing applications are transforming the way we converse and recall events and videoconferencing is a common application on our computers, phones, tablets and even televisions. The confluence of computer-mediated interaction, social networking, and multimedia content are radically reshaping social communications, bringing new challenges and opportunities.

This workshop, in its third edition, provides an opportunity to explore socially-aware multimedia, in which the social dimension of mediated interactions between people are considered to be 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.

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

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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.

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 existing work, this workshop takes the field forward, 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 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 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
- Multimedia-Enabled social networking

3. PROGRAM

The International Workshop on Socially-Aware Multimedia (<https://sites.google.com/site/sociallyawaremultimedia2014/>) will be held in conjunction with the ACM International Multimedia Conference. It will take place on November 7th, 2014, in Orlando (FL), USA. The most pertinent contributions have been selected for inclusion in the workshop's agenda.

The workshop is organized primarily as a forum for discussion and knowledge exchange. Hence, its format is not restricted to paper presentations, but it includes interactive sessions, lead by invited speakers, in which discussion and knowledge exchange are encouraged. The workshop is structured as a working session, for encouraging interaction between the participants and for promoting discussions about socially-aware multimedia research.

As part of the program, there are four invited talks by:

- **Professor Tat-Seng Chua:** National University of Singapore
- **Dr. Munmun De Choudhury:** Georgia Tech
- **Professor Ramesh Jain:** University of California at Irvine
- **Dr. Aisling Kelliher:** Carnegie Mellon University.

The workshop includes as well two keynotes: "Visualizing Coordinated Communicative Behavior" by Dr. Karrie Karahalios and "Attention Rank: Using Social Media to Create Content in the New Information Landscape" by Dr. Mor Naaman.

Dr. Karrie Karahalios is an associate professor in computer science at the University of Illinois, Urbana-Champaign, where she heads the Social Spaces Group. Her work focuses on the interaction between people and the social cues they emit and perceive in face-to-face and mediated electronic spaces. Her work is informed by communication studies and visualizations of social communities. Of particular interest are interfaces for public online and physical gathering spaces such as twitter, chatrooms, cafes, parks, etc. Research projects range from studying tie strength between people to encouraging vocalization through visualization. A major theme in the work is to create interfaces that enable users to perceive conversational patterns that are present, but not obvious, in traditional communication interfaces. She received the Alfred P. Sloan Research Fellowship and the Faculty Early-Career

Development Award from the US National Science Foundation (NSF CAREER) in the area of human-centered computing to better understand and visualize conversation dynamics.

Dr. Mor Naaman is an associate professor at Cornell Tech, and co-founder and Chief Scientist at Seen.co. Mor's research applies multidisciplinary methods to gain new insights about people and society from social media data, and to develop novel tools to make this data more accessible and usable in various settings. Previously, Mor worked as a research scientist at Yahoo! Research Berkeley, and received a Ph.D. in Computer Science from Stanford University. He is a recipient of a NSF Early Faculty CAREER Award, research awards from Google, Yahoo!, and Nokia, and three best paper awards. Find out more about Mor at <http://mornaaman.com>.

4. ORGANISERS

Dr. Pablo Cesar leads 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. <http://homepages.cwi.nl/~garcia>

Dr. David A. Shamma is a research scientist at Yahoo! Labs where he manages the HCI 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. <http://labs.yahoo.com/author/shamma/>

Dr. Matthew Cooper is a senior research scientist in the multimedia analysis and visualization group at FX Palo Alto Laboratory (FXPAL). He has developed analysis techniques for indexing, retrieval, and management of digital music, text, photo, and video collections. He currently works on systems and interfaces for aggregation, annotation, and retrieval of web-distributed expository and presentation video. <http://www.fxpal.com/people/matthew-cooper>

Dr. Aisling Kelliher is an Associate Professor in the School of Design at Carnegie Mellon University, where she also holds an adjunct appointment in the Human-Computer Interaction Institute. She continues to serve as an adjunct professor at her former school - Arizona State University. Aisling leads the newly launched "Visible Process Lab" at CMU's School of Design. She is studying computational documentation, social curation, and the development of experiential media systems. <http://www.andrew.cmu.edu/~aislingk/>

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