2nd International Workshop on Socially-Aware Multimedia (SAM'13)

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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 second 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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MM '13, Oct 21-25 2013, Barcelona, Spain
ACM 978-1-4503-2404-5/13/10.
http://dx.doi.org/10.1145/2502081.2503833

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 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 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
- Multimedia-Enabled social networking

3. PROGRAM

The International Workshop on Socially-Aware Multimedia (https://sites.google.com/site/sociallyawaremultimedia2013/) will be held in conjunction with the ACM International Multimedia Conference. It will take place on October 21, 2013, in Barcelona, Catalunya, Spain. 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 will not be restricted to paper presentations, but will include interactive sessions in which discussion and knowledge exchange are encouraged. The workshop will be structured as a working session, for encouraging interaction between the participants and for promoting discussions about the basis and principles behind socially-aware multimedia research.

As part of the program, there are two invited papers by **Dr. Munmun De Choudhury**, working at Microsoft Research, and **Dr. Lyndon Kennedy**, at Yahoo! Research.

The workshop includes as well two keynote speakers:

Dr. Dick C.A. Bulterman: Centrum Wiskunde & Informatica (CWI) / VU University and Vice Chair of ACM SIGWEB.

Dick is a senior researcher at CWI in Amsterdam, where he has led the Distributed and Interactive Systems group since 2004. He also holds the professorship of Distributed Multimedia Languages and Interfaces with the department of computer science at the Vrije Universiteit in Amsterdam, where he teaches and does research within the Computer Systems and Web and Media groups. His research interests include multimedia authoring and document processing. His recent research concerns socially-aware multimedia, interactive television, and media analysis. Together with his CWI colleagues, he has won a series of best paper and research awards within the multimedia community, and has managed a series of successful large-scale European Union projects. He was also the founder and first managing director of Oratrix Development BV. In October 2013, he will move to become President of the FX Palo Alto Laboratory in California.

Dr. Eric Gilbert: Assistant Professor in Georgia Tech's School of Interactive Computing

Eric joined the Tech faculty after finishing a Ph.D. in Computer Science at Illinois in 2010. His research lab is focused on building and studying social media. He has built a few computational systems to predict relationship strength and studied how emotions expressed on the web interact with stock prices. The research lab has recently received funding from DARPA and the NSF, and this year Google made Eric one of their faculty fellows. Most importantly: he really, really likes coffee.

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. 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. Webpage: http://www.fxpal.com/people/cooper/

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. Webpage: http://labs.yahoo.com/author/shamma/

Dr. Doug Williams has been leading research into the way that broadband will change our lives for over ten years. He has led large projects looking at how television, the way we communicate and the way we play will change because of fast broadband speeds. He is currently working with BT strategy using his insights into the way behaviors and services are changing to better anticipate future demand for broadband capacity.

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.