

The 3rd ACM SIGMM Workshop on Social Media

Nov 28th - Dec 1st, 2011, Arizona, USA

In conjunction with ACM Multimedia 2011

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Call For Papers

<http://www.cais.ntu.edu.sg/~wsm2011/>

Social media sites, with a scope ranging from microblogging to sharing multimedia (e.g. Facebook, Twitter, Youtube, Flickr and PicasaWeb), host billions of images and video, which have been annotated and shared among friends, or published in groups that cover a specific topic of interest. The availability of this mass amount of multimedia data, based on the annotations and feedback by users, creates a number of opportunities and research challenges and as well as many exciting real-world applications. Unlike conventional multimedia data, the multimedia content in social media is rich in meta-data: user-generated information, including social connections, multimodal content and descriptions, location and comments in various forms (ranking, votes, likes). Many approaches have been developed, which are able to handle and process such heterogeneous information towards resolving long-standing challenges such as multimedia understanding; or towards improving recommendation and personalization techniques.

This workshop continues a series of successful workshops on Social Media that started in 2009 and form a platform for the continued discussion of the key research issues in multimedia. The workshop seeks contributions on various aspects of social media including papers on related theory, methodology, algorithms and issues associated to social media content creation, modeling, manipulation, content analysis, information extraction, storage, search, learning and mining. While the workshop places emphasis on theoretical contributions, we also welcome papers describing interesting applications and demos.

Topics

- Crawling social media over social web and social networks
- Understanding social media content and dynamics
- Machine learning and data mining for social media
- Large-scale social media information retrieval
- Temporal and spatial aspects of social media streamed data
- Multi-modal/fusion techniques for analysis and retrieval
- Social graphs, construction of social relations and identification of socially influence users
- Qualitative and quantitative evaluation of social participation
- Personalization of social media
- Privacy and security issues in social media
- Social media marketing and advertisement
- Applications of social media analysis and retrieval
- Visualization of Social Networks
- Distributed multimedia Architectures for Online/dynamic social networks

Papers should be 6 pages in ACM format. For workshop paper format guidelines and other submission instructions please visit <http://www.acmmm11.org/content-workshop-papers-formatting-guidelines.html>

Important Dates

- Submission deadline: July 11, 2011
- Notification of acceptance: August 12, 2011
- Camera-ready deadline: September 5, 2011