

STCSN E-Letter Vol.1 No.1

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Welcome to STCSN's first newsletter!

We are starting with a thin issue that shall mainly inform about this Special Technical Community's aims and members. The whole E-Letter is available on our website as well.

Contents:

- Editorial
- Chair's welcome: who are we and where we're going to!
- Social and Mobile Media Workshop at ICME 2013
- Introduction of the current editorial board

Editorial

Welcome to the first edition of STCSN's E-Letter!

To start, this very first E-Letter issue is meant to introduce the idea and people behind this activity. Subsequent issues will focus on novel information and results from this research area. We are targeting a quarterly release cycle. On this occasion, we want to invite you to join the Special Technical Community on Social Networks board, and to actively contribute to this E-Letter by reporting on new activities, success stories, results and publication opportunities. Don't hesitate to contact us!

One concrete example we want to point out is the Social and Mobile Media Workshop at ICME 2013. You'll find more information on our blog:

<https://sites.google.com/a/ieee.net/stc-social-networking/blog/socialandmobilemediaworkshop>

We hope you enjoy it!

*Rene Kaiser, JOANNEUM RESEARCH
STCSN E-Letter chair*

Chair's welcome

Special Technical Community on Social Networking - Who are we and where we're going to!

*Christian Timmerer, Alpen-Adria-Universität Klagenfurt, Austria
STCSN chair*

Special Technical Communities (STCs) are new organisational entities within the IEEE Computer Society (CS) aiming to provide focused knowledge on a given subject in order to foster technological innovation and excellence for the benefit of humanity. STCs offer a new engagement model for IEEE Computer Society members and much broader computer practitioner world to collaborate for their individual and mutual benefit, specifically to advance technical topics to the benefit of the profession. The main objectives of STCs are:

- Extend the Computer Society beyond traditional membership and activities;
- Give new outlets for the membership to create and distribute more IP;
- Enrich professional activities (e.g. newsletters, sharing of best practices); and
- Strengthen governance through new dynamic organisational structure.

In June 2011 Dejan Milojicic and Phil Laplante introduced STC as the future of the IEEE-CS [1]. The STC benefits to the community can be summarised as follows:

- More flexible, dynamic, technologically current collaboration under CS (e.g., easier conference management, IP access, agile technical communities);
- Vertically integrated CS, i.e., communities, products and services;
- Offer easy, lightweight startup, services-rich CS offering, vertical in nature (topic-specific publications, standards, classes, webinars, books, etc.); and
- Custom-designed IP bundles, discount/free: magazines, conferences, standards, essentialsets/readynotes, professional certification, webinars, etc.

In December 2011, Sorel Reisman (2011 president) emphasised the role of STCs [2] as an extension of Instant Communities (instantiated by Jim Isaak, 2010 president) which has been continued throughout 2012 by John W. Walz (2012 president) [3]. Additionally, in [4] Dejan S. Milojicic et al. are explaining Computing Now and STCs who are working closely together towards their ambitious goals. A 'first publication' in this context is the Computing Now December 2012 monthly theme on Social Multimedia Communication [5].

STC on Social Networking (SN)

"A social networking service is an online service, platform, or site that focuses on facilitating the building of social networks or social relations among people who, for example, share interests, activities, backgrounds, or real-life connections."

-- http://en.wikipedia.org/wiki/Social_network_service (January 2013)

The aim of this STC is to provide the entry point for researchers and practitioners in Social Networking, fostering communication and interaction between people in the community. The STC on Social Networking intends to be Agora for researchers with similar interests to meet and gather. We are interested in (but not limited to) the following topics:

- Social network services, applications, and tools
- Social computing and social search
- Social multimedia and social communications

- Mobile social networking
- Social network analysis and visualisation
- Standardization trends and federated social Web initiatives
- Business models
- Societal issues (e.g., privacy and data protection)

Our Web site can found under <http://stcsn.ieee.net/> but we are also present on Facebook, Twitter, LinkedIn, and Google+. On our Web site and social network streams we are providing the following information assets:

- Blogs: General 'STCSN News' (by editorial board members), 'Social Life Networks' (by Ramesh Jain), and 'IEEE Social Computing' (bi-monthly column of IEEE Computer edited by John Riedl)
- 'Featured Articles' curated by Symeon Papadopoulos. Each month one research article will be selected from the IEEE Computer Society Digital Library to be featured in this section.
- The 'Members' section provides means for free online subscription. Once you are subscribed you are able to access the subpages including discussion forums featuring a monthly newsletter
- The 'Calendar' includes events (i.e., workshops, conferences, symposia, etc.) in the area of social networks, social web, social computing, and social media.
- All editorial board members contribute to the 'Links' using social bookmark tools like Delicious.

In the future, the 'E-Letter' shall become the main publication of the STC on Social Networking with the goal to be included and indexed by the IEEE Computer Society Digital Library (CSDL) and IEEE Xplore. Additionally, we're looking forward to provide technical support for scientific events including Webinars within the scope of our STC. However, we are very open and flexible to new ideas and feel free to join via <http://stcsn.ieee.net/members>, get involved and excited about STCSN!

References

- [1] Dejan S. Milojicic, Phil Laplante, "Special Technical Communities," IEEE Computer, vol. 44, no. 6, pp. 84-88, June, 2011.
- [2] Sorel Reisman, "Looking Back, Looking Forward," IEEE Computer, vol. 44, no. 12, pp. 8-10, December, 2011.
- [3] John W. Walz, "Creating Our Future," IEEE Computer, vol. 45, no. 1, pp. 6-7, January, 2012.
- [4] Dejan S. Milojicic, Martin Arlitt, Doree Duncan Seligmann, George K. Thiruvathukal, Christian Timmerer, "Innovation Mashups: Academic Rigor Meets Social Networking Buzz," IEEE Computer, vol. 45, no. 9, pp. 101-105, September, 2012.
- [5] Christian Timmerer, "Social Multimedia Communication," IEEE Computing Now, December, 2012.

STCSN editorial board members

The people behind this activity

STCSN's editorial board currently consists of the following active members - learn more about their expertise and interest:

Sagee Ben-Zedeff



Sagee Ben-Zedeff is an entrepreneur and a researcher in the fields of visual communications, video streaming and quality of experience, as well as social networks and interest graph based recommendation systems. He is the co-founder and CEO of Serendip Media, a Tel-Aviv, Israel based startup, building a music interest based social network for music streaming. Before Serendip Sagee was Director of Innovation and New Technologies at RADVISION. Sagee holds a B.Sc. in Computer Science and Statistics and Operations Research from the Tel-Aviv University. Follow him on <http://www.twitter.com/sageeb>, and subscribe to his blog <http://blog.sagee.bz>.

Selected topic: Sagee's current research focus is on music interest-based social networks, i.e. social networks that evolve around individuals' music interests, allowing similar individuals to easily find similar individuals and communicate with them.

Keywords: Social Networks, interest-based networks, streaming.

Ian Burnett



Ian Burnett received the Ph.D. degree in 1992 from the University of Bath, Bath, UK. He is currently Professor and Head of School of Electrical and Computer Engineering, RMIT University, Melbourne, Australia. His research interests include speech processing, 3D audio reproduction, recording and transmission, semantic media content description, 3D video processing and quality of multimedia experience. He is a member of the editorial board of IEEE Multimedia, was Chair of MDS at ISO/IEC SC29WG11 MPEG from 2004-2007, Australian Head of Delegation at MPEG from 2002-2007 and currently

chairs IT29 the Australian mirror committee to ISO/IEC SC29. He is currently a non-COST member of Qualinet (IC1003), a EU network concentrating on quality of experience. He has published more than 160 refereed papers.

Selected Topic: Connecting the virtual and real worlds. Over the last few years, Ian has had a theme running through much of his research which explores the connection between the real and virtual (or Internet) worlds. One example of his team's work around this theme was the Airlink technology deployed by Fairfax newspapers in Australia. This technology, integrated into iphone newspaper apps allows users to scan pictures on printed content and then be 'transported' to virtual/Internet content such as video, audio and extra web material. This is just one example in the media of how the virtual and real worlds are becoming mixed and traditional barriers are disappearing. A fundamental part of the development of Airlink was understanding how users interact with and network content in the real world and then on the Internet. The shift from shared newspapers to social networking of rich multimedia is clearly highlighted by such technologies.

Pablo Cesar



Dr. Pablo Cesar is a researcher at the Distributed and Interactive Systems (DIS) group at [CWI](#) (The National Research Institute for Mathematics and Computer Science in the Netherlands). He has (co)-authored over 50 [publications](#) about multimedia systems and infrastructures, social media sharing, interactive media, multimedia content modeling, and user interaction. He actively participates in EC-funded projects, such as (current) [REVERIE](#) and [Vconnect](#), and (past) TA2 and iNEM4U; standardization activities such as W3C's [SMIL 3.0](#); and collaborates in interesting open source projects such as the [Ambulant Player](#) and the [MDCS](#) (about multimodal interfaces and multimedia). He has given tutorials about multimedia systems in prestigious conferences such as ACM Multimedia, CHI, and the WWW conference. He is editor of the book "[Social Interactive Television: Immersive Shared Experiences and Perspectives](#)". More information about Pablo can be found in his [webpage](#) and on his [Twitter](#) account.

Selected topic: Pablo Cesar is interested, among other topics, on [socially-aware multimedia](#). It is a fact that multimedia social communication is filtering into everyday use. Videoconferencing is appearing in the living room and beyond (e.g., FaceTime, SkypeTV, Umi), television is becoming smart and social (e.g., Boxee, GoogleTV, GetGlue), and media sharing applications are transforming the way we converse and recall events (Twitter, Facebook, YouTube). The confluence of computer-mediated interaction, social networking, and multimedia are radically reshaping social communications, bringing new challenges and opportunities. Socially-Aware multimedia considers the social dimension of the mediated interactions between people as important as the characteristics of the media content and of the communication link. Even though this social dimension is implicitly addressed in some current solutions, further research is needed to better understand what makes a good socially-aware application. In other words, social interactivity needs to become a first class citizen of multimedia research. 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 (HCI) 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 behaviour (e.g., conversational and interaction patterns, strength of interpersonal ties)

Keywords: Socially-Aware Multimedia, Multimedia Authoring, Social Multimedia, Quality of Experience (QoE)

Thomas Gottron



Thomas Gottron is PostDoc and research assistant at the Institute for Web Science and Technologies (WeST) at the University of Koblenz-Landau. His research interests are in the area of Information Retrieval in the context of social networks, social media and linked data, in the field of Web Science and in the analysis and management of online communities. He is the technical coordinator of the EC project ROBUST -- Risk and Opportunity management of huge-scale BUSiness communiTY cooperation. In 2011 he contributed to the EC expert group on "Vision 2020 on Networked Media and Beyond". A list of recent publications can be found at [here](#) and follow him on [Twitter](#).

Selected topic: Of particular interest in the context of the ROBUST project are social networks and online communities in a business setting. Business communities represent a valuable asset for multiple reasons: they form complex and rich information ecosystems, they provide an active communication channel with business partners, employees or the general public and finally they quite often reflect a substantial monetary investment. Among many other topics, the institute WeST has investigated several interesting aspects of information propagation and flow in online communities [1,2,3], how content and sentiment diversification can be used to get a broader overview of the topics discussed by the users [4] and how to manage community news streams efficiently for millions of users. Current and ongoing works address the potential of using simulation based approaches to understand and predict user interaction with content items and how changes of the policies implemented in a social network platform can affect these interactions.

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Ramesh Jain



Ramesh Jain is an entrepreneur, researcher, and educator. He is a Donald Bren Professor in Information & Computer Sciences at University of California, Irvine where he is doing research in EventWeb and Experiential Computing for developing and building Social Life Networks. Earlier he served on faculty of Georgia Tech, University of California at San Diego, The university of Michigan, Ann Arbor, Wayne State University, and Indian Institute of Technology, Kharagpur. He has been an active member of professional community serving in various positions and contributing more than 350 research papers. He is the recipient of several awards including the ACM SIGMM Technical Achievement Award 2010. He is a Fellow of ACM, IEEE, AAAI, IAPR, and SPIE. Ramesh co-founded several companies, managed them in initial stages, and then turned them over to professional management. These included PRAJA in event-based business activity monitoring (acquired by Tibco); Virage for visual information management (a NASDAQ company acquired by Autonomy); and ImageWare for surface modeling (acquired by SDRC). Currently he is involved in two start-ups as cofounder and advisor: Optality and Stikco Labs. He has also been advisor to several other companies including some of the largest companies in media and search space.

Selected Topics: His current research focus is on developing Social Life Networks for connecting people to resources based on their situation. Given enormous volumes of

heterogeneous data from social networks, mobile phones, Internet of Things, and other global sensor networks, it has become feasible to recognize situations from a massive number of geo-spatial streams of heterogeneous data in almost real time. His research group is developing an open platform, called EventShop, for defining situations and recognizing those using appropriate heterogeneous data streams. On the other hand, use of mobile phones allows personalizing individual situations based on global knowledge. This then allows connecting people to appropriate resources.

Keywords: Social Life Networks, real-time situation recognition, events in multimedia

Rene Kaiser



Rene Kaiser is key researcher at JOANNEUM RESEARCH, Graz, Austria. His main research expertise and interests are in the fields of content personalization, media semantics, knowledge representation, event processing, social computing, videoconferencing and telepresence, and non-linear video production, with particular focus on “Virtual Director” technology for automatic framing and selection of live video streams. Rene studied Software Engineering at FH Hagenberg, is a PhD student at TU Graz and a member of the Wissensmanagement Forum Graz. He contributed to European research projects NM2, Clinicip, Aposdle, TA2, FascinatE and Vconnect. You may contact Rene on Twitter and LinkedIn.

Selected topic: Rene's current research focus is on Virtual Director technology, i.e. intelligent software that is executing cinematographic principles for automatic camera selection on live AV streams. He is currently exploring different application domains such as social videoconferencing [1] and automatic live broadcast production [2]. Enhancing social group communication through an orchestrated audiovisual link is a multifaceted research challenge. The term telepresence is widely used to describe the desired effect of making the technology transparent to the user in mediated communication. In the Vconnect project, we aim to support complex conversation topologies, by which we mean dynamic subgroups splitting and joining over time. Besides defining a body of Orchestration knowledge, i.e. a set of principles which can support communication in a certain setup, we developed a software framework for automating the reasoning process of communication understanding and decision making, taking a rule-based approach. Other than utilizing real-time audiovisual content analysis to inform the component, we focus on extracting knowledge about and social media related to the participants of the videoconference by analyzing their social network profiles.

Keywords: Virtual Director, audiovisual communication, social videoconferencing, telepresence, interactive media, live broadcast

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[2] http://link.springer.com/chapter/10.1007%2F978-3-642-27355-1_73

Ralf Klamma



PD Dr. RALF KLAMMA is faculty member at the computer science department within the Information Systems group at RWTH. He has visited the MIT and has been a substitute/visiting professor at the universities of Chemnitz, Passau and Klagenfurt. He is scientific coordinator of the FP7 ICT Integrating Project ROLE and principal investigator in the FP7 projects Learning Layers, TEL-MAP and GALA as well as the LLP project TELLNET. He has chaired numerous conferences, workshops, doctoral summer schools, and doctoral consortia. His Web science research interests cover mobile web services, cloud computing, multimedia technologies and technology enhanced learning.

Selected Topic: Ralf is interested, among others topics, in community information systems. Community Information Systems are a combination of professional work practices, information, people, and digital media theories organized in a way that they support the goals of the community. In particular web-based community information systems can be designed, implemented and utilized by a combination of web engineering methodologies and patterns from web analytics connected by social requirements engineering in a meaningful way.

Keywords: community information systems, web engineering, web analytics, requirements engineering

Symeon Papadopoulos



Dr. Symeon Papadopoulos is a researcher at the Multimedia Group at the Information Technologies Institute (ITI), part of the Centre for Research and Technology Hellas (CERTH). He is a holder of a PhD and an Engineer degree from Aristotle University of Thessaloniki, an MBA from Blekinge Institute of Technology, and a PDEng degree from Eindhoven University of Technology. He has co-authored more than 40 publications and three patents about multimedia analysis, data mining, social network analysis, information retrieval and multimedia-centric web applications. He actively participates in the EC-funded SocialSensor project, and in the past he had significant contributions to EC-funded projects such as WeKnowIt, GLOCAL, and PATExpert, as well as to industry funded projects. He has led the design and development of the Clusttour web and mobile application. He is a regular reviewer for the journals Multimedia Tools and Applications (MTAP) and Knowledge and Information Systems (KAIS). More information about Symeon can be found on his webpage and on his Twitter and LinkedIn accounts.

Selected topic: One of the current primary research topics of Symeon is the large scale indexing of and knowledge discovery from social multimedia. The massive adoption of media sharing platforms such as Flickr, Instagram, Facebook and YouTube have created huge opportunities for capturing and understanding real-world phenomena, and for powering innovative information retrieval and multimedia-rich applications and services. To this end, it is necessary to devise multimedia indexing and analysis technologies that can cope with the heterogeneity of online content, its huge scale and the prevalence of noisy or low quality content. A promising research direction is the development of compact yet powerful descriptors for near-duplicate search in combination with scalable clustering techniques (e.g. based on community detection on multimedia similarity graphs). In addition, Symeon is interested in multimedia annotation frameworks based on semi-supervised learning that are

capable of effectively fusing different features of multimedia content (text-based, visual and social). Integrating the results of the aforementioned approaches with contextual information carried by the multimedia metadata and providing novel information and media exploration interfaces has the potential of disrupting the way we access and search social multimedia content.

Keywords: Social Multimedia, Knowledge Discovery, Multimedia Indexing, Clustering, Multimedia Annotation, Collective Intelligence

Jérôme Picault



Jérôme Picault is a researcher at Bell Labs, Alcatel-Lucent, France, since 2008. He graduated from the Institut National des Télécommunications, France, in 2001. He is currently working on social networks and multimedia. Prior to joining Bell Labs, Jérôme spent 8 years as Senior Research Engineer in Motorola Labs where he developed research in agent-based architectures and mobile services, context-awareness, social networks and recommender systems. He is the author of 30 patent applications and 20 publications on intelligent systems, personalization and related topics. He has co-organized several and is also a PC member for several conferences or journals. More information about Jérôme can be found on [LinkedIn](#).

Selected topic: Jérôme Picault is currently working on the exploitation of social interactions content to enrich knowledge about multimedia. Indeed, people often speak about what is happening in the multimedia content (such as events, people, places, etc.). This information can be detected and used to enrich the multimedia description. Besides, more than just describing the multimedia content, people are also expressing viewpoints, which could be helpful to categorize and organize the acquired knowledge. In addition, social interactions content may be used to “extend” the content by creating semantic links to other pieces of content (e.g. on the basis of similarities of interactions about different contents). This may contribute to an enriched multimedia experience by helping people discover multimedia resources through other people’s conversations.

Keywords: Social Multimedia, Knowledge Discovery, Multimedia Indexing, Recommender Systems

George K. Thiruvathukal



George K. Thiruvathukal (co-chair of STCSN) is a full professor of computer science at Loyola University Chicago and an adjunct professor in the EECS department at Northwestern University in the Center for Ultrascale Computing and Information Security. His disciplinary research is focused on distributed systems, with an emphasis on programming languages and operating systems support for concurrent, parallel, and distributed computing. His interdisciplinary interests are in digital humanities, history, bioinformatics, and music. Dr. Thiruvathukal also serves as the Editor in Chief of Computing in Science and Engineering (a publication of the IEEE Computer Society and American Institute of Physics) and Associate Editor in Chief of Computing Now. He earned his Ph.D. in Computer Science from the Illinois Institute of Technology in 1995.

Selected Topic: His recent book [1], co-authored with Steven E. Jones, Codename Revolution: The Nintendo Wii Platform, "describes the Wii’s impact in technological, social, and

cultural terms, examining the Wii as a system of interrelated hardware and software that was consciously designed to promote social play in physical space."

Keywords: Digital Humanities, Platform Studies, Distributed Systems, Concurrency, Programming Languages, Operating Systems, High-Performance Computing, Agents.

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- [3] Sebastian Linde and George K. Thiruvathukal, Collaboration and Health Care Diagnostics: An Agent-Based Model Simulation, Technical Report, 2013. See: arxiv.org

Christian Timmerer



Christian Timmerer is a researcher, entrepreneur, and teacher on immersive multimedia communication, streaming, adaptation, and quality of experience. He is a Computing Now associate editor and chair of the Special Technical Community (STC) on Social Networking. He was the general chair of WIAMIS 2008 and QoMEX 2012 and has participated in several EC-funded projects, notably DANAÉ, ENTHRONE, P2P-Next, ALICANTE, SocialSensor, and the COST Action IC1003 QUALINET. He also participated in ISO/MPEG work for several years, notably in the area of MPEG-21, MPEG-M, MPEG-V, and MPEG-DASH. He received his PhD in 2006 from the Alpen-Adria-Universität Klagenfurt, Austria. Publications and MPEG contributions can be found under <http://research.timmerer.com>, follow him on <http://www.twitter.com/timse7>, and subscribe to his blog <http://blog.timmerer.com>.

Selected topic: In December 2012 he was the guest editor for IEEE Computing Now monthly theme on Social Multimedia Communication. He is particularly interested in how social network infrastructures affect our daily interaction with multimedia content anywhere, anytime, and on any device - also referred to as universal media access (UMA). Most of the technical issues enabling universal media access are solved [1] but the way how users perceive multimedia services - quality of experience - is still far away from being well-understood. The EU COST Action IC 1003 QUALINET [2] aims at working on "methodologies for subjective and objective quality metrics taking into account current and new trends in multimedia communication systems as witnessed by the appearance of new types of content and interactions". Existing social network infrastructures such as Facebook, Twitter, LinkedIn or Google+ enable new means for interaction (with the content and with other users) and foster the convergence of broadcast and broadband multimedia services paving the way towards new services in this domain. For example, watching online videos together in the context of UMA and the discussion thereof among the participating users. In particular, the inter-destination media synchronisation (IDMS) for services based on standards like MPEGs' dynamic adaptive streaming over HTTP (DASH) or W3C/IETFs' Web real-time communication (WebRTC) and means to quantify the quality of experience are of interest. Interested parties are free to contact Christian by email or Twitter.

Keywords: Universal Media Access (UMA), Quality of Experience (QoE), Inter-Destination Media Synchronisation (IDMS), Dynamic Adaptive Streaming over HTTP (DASH)

References:

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Raphaël Troncy



Raphaël Troncy is an Assistant Professor in the multimedia department of EURECOM, leading the multimedia semantics research group. He is now the primary investigator of a number of National (ACAV, DataLift, WAVE) and European (FP7 Petamedia, FP7 LinkedTV, FP7 MediaMixer, AAL ALIAS) projects where semantic web and multimedia analysis technologies are used together. He has (co)authored more than 100 papers about multimedia metadata modeling, semantic web systems, social media sharing and user interaction. He benefited from a PhD fellowship at the National Audio-Visual Institute (INA) of Paris where he received with honors his PhD from the University of Grenoble (INRIA/INA) in 2004. He selected as an ERCIM Post-Doctorate Research Associate 2004-2006 where he visited the National Research Council (CNR) in Pisa (Italy) and the National Research Institute for Mathematics and Computer Science (CWI) in Amsterdam (The Netherlands). He was a senior researcher for CWI from 2006 till 2009. Raphaël Troncy is also co-chair of the W3C Media Fragments Working Group and W3C Incubator Group on Multimedia Semantics, contributes to the W3C Media Annotations and W3C Government Linked Data Working Groups. More information can be found on his [webpage](#) and [Twitter](#).

Selected topic: His research focus is on developing event-centric interfaces for multimedia content. Hence, his group has developed the first price semantic web challenge awarded tool named EventMedia that reconcile live event and media descriptions harvested from the web and enable users to relive past events. More recently, his group has also developed a social media collector and different techniques that tell stories about media shared by people.

Keywords: multimedia semantics, social media, multimedia metadata modeling, events in multimedia