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Call for Participation

IEEE Signal Processing Society Seasonal School on “Social Media Processing”

University of Technology, Sydney

Sydney, Australia

2nd – 6th July, 2012

new **Online webinar**[#] will be established for those participants who cannot travel to Sydney.

[#] Webinar is a web conferencing service which can share conferencing events with remote locations (http://en.wikipedia.org/wiki/Web_conferencing).

WEB: <http://www.icme2012.org/S3P/index.php>

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APPLICATION DEADLINE: 1st July, 2012

http://www.icme2012.org/S3P/Registration_index.php

MOTIVATIONS AND DESCRIPTION

The past decade witnesses the emergence and popularity of online social websites, blogs, instant messaging systems, and media-sharing networks, where millions of people actively interact with each other and expand their social circles. Such social networks bring new experience to users, and profoundly change the way we create, share and consume multimedia content. These trends also pose new challenges to the effective management of the resulting avalanche of multimedia content that people create, share and distribute over networks. In addition, users demand personalized services to meet their individual needs. These trends also raise new challenges related to security and privacy issues. This is an interdisciplinary research area covering multimedia signal processing, social signal processing, information science, sociology, psychology, and economics.

The Seasonal School on Social Media Processing is sponsored by the IEEE Signal Processing Society Seasonal Schools in Signal Processing (S3P) Program under the auspices of the IEEE SPS Multimedia Signal Processing Technical Committee (MMSP TC) in coordination with the



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IEEE International Conference on Multimedia and Expo (ICME), 9th – 12th July 2012 (<http://www.icme2012.org/index.php>). The Seasonal School aims to provide a comprehensive overview of recent advances in this emerging research field, to provide graduate students, early stage researchers and practitioners a platform to interact with international and local researchers, and to engage local chapters in membership development and educational activities. This seasonal school will cover the following topics in social media processing:

- 1) multimedia social network analysis and user behavior modeling;
- 2) multimedia data mining and retrieval in social context;
- 3) multimedia communication and networking in social context; and
- 4) trust, privacy and security in social networks.

APPLICATION

The school will be open to graduate students, Ph.D. students, post-docs, young researchers, senior researchers and practitioners. Both academic and industrial professionals are encouraged to apply:

http://www.icme2012.org/S3P/Registration_index.php

The expected school fee will be:

AUD \$100 for student members of IEEE CAS/CS/ComSoc/SPS societies ^{1,2}

AUD \$150 for other IEEE student members ³

AUD \$250 for non-IEEE students

AUD \$700 for non-student members of IEEE CAS/CS/ComSoc/SPS societies ^{1,2}

AUD \$800 for other IEEE non-student members ³

AUD \$900 for non-IEEE non-students

The fee will include all lectures (all five days), materials, lecture notes and morning/afternoon tea break. The deadline to apply is 1st July, 2012

***Early bird discount:** A gift card or a local shopping voucher will be given to the first 15 student registrants who come to Sydney from other Australian cities or other countries. It will partially cover the costs while staying in Sydney.



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¹ IEEE Circuits and Systems Society (CAS), IEEE Communications Society (ComSoc), IEEE Computer Society (CS) and IEEE Signal Processing Society (SPS)

² You must be an IEEE CAS/CS/ComSoc/SPS member at the time of registration to receive the discount

³ You must be an IEEE member at the time of registration to receive the discount

LOCATION

Sydney has the largest population among all Australian cities, and ranks as the 6th most livable city in the world by Mercer Human Resource Consulting. Millions of international tourists visit Sydney each year, and the most famous attractions are the Sydney Opera House and the Sydney Harbour Bridge. There are also many national parks in the metropolitan area of Sydney, including the Royal National Park, the second oldest national park in the world. On the west border of Sydney is the Greater Blue Mountains Area, a World Heritage site; and along the Pacific Ocean coastline are the famous Sydney's beaches that attract visitors all year round, including the internationally renowned Bondi and Manly beaches.

The Seasonal School will be in the city campus of the University of Technology, Sydney, which is located in the heart of Sydney right by Central Station, the heart of Sydney's transport network. More detailed local information is available on

http://www.icme2012.org/S3P/LocalInformation_index.php

ACCOMMODATION

There are many hostels/hotels at different rates near the University of Technology, Sydney to meet various requirements. More information is available on the website

http://www.icme2012.org/S3P/LocalInformation_index.php#hotel

MORE INFORMATION

<http://www.icme2012.org/S3P/index.php>

Email: vzhao@ece.ualberta.ca, Qiang.Wu@uts.edu.au

For additional information please visit

<http://www.signalprocessingsociety.org/community/seasonal-schools/>