

**The 1st International Workshop on Affect and Sentiment in Multimedia (ASM)
in conjunction with ACM International Conference on Multimedia 2015
<http://cvml.unige.ch/events/ASM15/>**

In recent years, there has been a dramatic proliferation of research on multimedia retrieval and indexing based on highly subjective concepts such as emotion, preference and aesthetics. These retrieval methods are considered human-centered, intuitive, and beyond the conventional keyword- or object-based retrieval paradigm. In addition, the problem is considered challenging because it requires multidisciplinary understanding of human behavior and perception as well as multimodal integration of different modalities (music, image, video, text) for better performance. In the meanwhile, the rise of social media, such as Twitter, YouTube and SoundCloud has opened new opportunities to better understand the role of affect and sentiment in people's interaction with multimedia content. From such user contributed data one can study the interrelationship between users (e.g. user affect, user sentiment, personality, and demographics) and multimedia (e.g. affective and semantic content), and to model and predict user behavior (e.g. preference, search intent, ad liking, purchase behavior).

This workshop aims to provide a forum for the presentation of state-of-the-art research results in this emerging field and to address the growing interests in affective analysis in multimedia, including content-based affective understanding of music, video and text, sentiment analysis in multimedia, and affect-based retrieval and recommendation.

Organizers:

Mohammad Soleymani, University of Geneva, Switzerland
Yi-Hsuan (Eric) Yang, Academia Sinica, Taiwan
Yu-Gang Jiang, Fudan University, China
Shih-Fu Chang, Columbia University, USA

Important dates:

June 24 , 13 July 2015:	Deadline for submission of full-length papers
July 28 , 4 August 2015:	Acceptance/Rejection notification
August 15, 2015:	Deadline for final camera-ready papers submission

Scope:

We invite the workshop topics include, but are not limited to:

- Affective/emotional content analysis of music, images and videos
- Sentiment analysis in multimedia
- Multimedia mid-level affective attributes
- User behavior understanding from social media
- Affect in content retrieval and recommendation
- Image and video summarization based on affect
- Affective benchmarking development
- Multimodal integration for affective content understanding
- User affective comment prediction
- Affect + X Applications

Submission instructions:

We invite the submission of the original work which are not submitted to or accepted by any other conference or journal. Submission should be in ACM MM format and maximum 6 pages. Please, consult the ACM Multimedia conference for the exact formatting and template (<http://www.acmmm.org/2015/submission-instructions/>). Papers should be submitted using the following url:

<https://cmt.research.microsoft.com/ASM2015/>

Paper selection and publication:

Each submission will receive at least three reviews by expert reviewers. Reviews will be double-blind. Therefore, authors must conceal their identity (no author names, no affiliations, no acknowledgment of sponsors, no direct references to previous work). Papers will be published by ACM in the ACM MM workshop proceedings.

PC members:

Anna Aljanaki, Utrecht University, the Netherlands

Cheng-Te Li, Academia Sinica, Taiwan

Deshun Yang, Peking University, China

Eduardo Coutinho, Imperial College London, UK

Eva Zangerle, University of Innsbruck, Austria

Gareth Jones, Dublin City University, Ireland

Guillaume Chanel, Swiss Center of Affective Sciences, Switzerland

Jens Madsen, Danmarks Tekniske Universitet, Denmark

Jia-Ching Wang, National Central University, Taiwan

Marko Tkalcić, Johannes Kepler University, Austria

Martha Larson, Delft University of Technology, the Netherlands

Matevz Pesek, University of Ljubljana, Slovenia
Mathieu Barthet, Queen Mary University of London, UK
Ming-Feng Tsai, National ChengChi University, Taiwan
Olivier Lartillot, Aalborg University, Denmark
Renato Panda, University of Coimbra, Portugal
Rongrong Ji, Xiamen University, China
Tanaya Guha, University of Southern California, USA
Yan-Ying Chen, FX PAL, USA
Yanwei Fu, Disney Research, USA
Yoann Baveye, Technicolor & Ecole Centrale de Lyon, France