Social Practices around Personal Videos using the Web

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Why is this different from previous work?

NoTube is an example of using Linked Data for user-facing apps as these two short videos explain...

http://vimeo.com/11232681
http://vimeo.com/11231965

http://notube.tv/
The School Big Band Concert
The School Big Band Concert

CONCERT BIGBAND
Vrijdag 16 april 2010 @ de kantine om 19.30 uur.

Text removed
The School Big Band Concert
The School Big Band Concert

Strong ties
User Study
Interactive Activities
Interactive Activities
Interactive Activities
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What’s wrong in this scenario?
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- People often record personal videos but they do not share
  - Difficulty to find what is interesting: overwhelming number of assets
  - Users’ lack of artistic touch: videos are not compelling enough
  - Privacy concerns: people don’t want to share the videos of their kids with the whole world
Understanding User Practices
Users don’t annotate and UGC analysis is challenging: video encoding, quality, and lighting aren’t always optimal.
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**Opportunity:** recommender systems aims to provide richer services on top of repositories with precise annotations (but that is **NOT** the case here!)
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**Implication:** as user behavior don’t vary much over time, it can be used as a way to understand (profile) users.
Creating New Experiences
Most online video viewers prefer professionally produced videos over content “produced by amateurs”

Source: Pew Internet & American Life Project, 2007
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**Opportunity:** use of narrative constructs to support creation of compelling video presentations
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Opportunity: use of narrative constructs to support creation of compelling video presentations

Implications: Aggregation of community contributed data to create new experiences

Linked Data and Semantic Web
Source: http://lod-cloud.net/
Making It Personal
Current tools don’t consider the social relationships among producers, users and recipients of media (one-size-fits-all)
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**Opportunity:** Only users know who they care about. Combination of automatic and manual processes will play a major role in the personalization process.

**Implication:** Social science theories are necessary to understand how bonds are developed and maintained.

Hey, I made this video...
Users’ Needs

Next Generation Video Tools

Multimedia Systems

Social Science
Thank you! Questions?

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