

MINDTREK

Academic MindTrek 2009:

Everyday Life in the Ubiquitous Era

Call for Papers, Tutorials and Workshops

September 30th – 2nd October, 2009

Tampere, Finland



confirmed keynote speakers (more are to come):

Josephine Green, Senior Director of Trends and Strategies, Philips Design, Ignacio Correias, CEO eBox Technologies and Peter Cheng, Open Source Camp, Hihoo.org;

<http://www.mindtrek.org>, <http://www.mindtrek.org/academic>

In cooperation with ACM, ACM SIGMM and ACM SIGCHI publications will be published in the ACM digital library and a selected set of high-level contributions will published as book chapters or in journals

Academic MindTrek 2009 Call for Papers, Tutorials and Workshops

We are pleased to invite you to the Academic MindTrek conference from September 30th – 2nd October, which brings together a cross-disciplinary crowd of people to investigate current and emerging topics of media in the ubiquitous arena. Among the media to be discussed, will be business, social, technical and content-related topics.

September 30th is the main Academic day, featuring the following three tracks:

- **Social Media**
Social media and Web 2.0 technologies are applied in ever diverse practices both in private and public communities. Traditional communication and expression modalities are challenged and totally new practices are constructed in the collaborative, interactive media space;
- **Ambient and Ubiquitous Media**
“*The medium is the message!*” – This conference track focuses on the definition of ambient and ubiquitous media with a cross-disciplinary viewpoint: ambient media between technology, art, and content. The focus of this track is on applications, theory, art-works, mixed reality concepts, the Web 3.0, and user experiences that make ubiquitous and ambient media tick;
- **Digital Games**

MINDTREK

Digital play and games are currently undergoing many transformations: gaming devices are becoming truly connected, players are finding more possibilities for collaboration, and simultaneously games are being applied into novel uses and mobile use contexts.

In addition, special academic sessions (e.g. tutorials, workshops, and multidisciplinary sessions) will be held on Oct 1st & 2nd, parallel to the MindTrek business conference. Academic speakers and authors are warmly welcome to attend the business conference tracks as part of the academic conference fee during these days as well.

The MindTrek Association hosts MindTrek as a yearly conference, where the Academic MindTrek conference has been a part of this unique set of events comprising competitions, world famous keynote speakers, plenary sessions, media festivals, and workshops since 1997. It is a meeting place where experts and thinkers present results from their latest work regarding the development of Internet, interactive media, and the information society. MindTrek brings together researchers and practitioners from diverse disciplines that are involved in the development of media in various fields, ranging from sociology and the economy, to technology.

The organising committee invites you to submit original high quality full papers, long or short, addressing the special theme and the topics, for presentation at the conference and inclusion in the proceedings.

We are interested in contributions in the topic areas social media, ambient/ubiquitous media, and games such as:

- case-studies (successful, and especially unsuccessful ones)
- oral presentation of fresh and innovative ideas
- artistic installations and running system prototypes
- user-experience studies and evaluations
- technological novelties, evaluations, and solutions
- scientific, business, or media oriented contributions
- proposals for own workshops.

Paper Proposals

All submissions will be peer-reviewed double blinded, therefore please remove any information that could give an indication of the authorship. The scientific part of the conference is organized in cooperation with ACM SIGMM, and 'ACM SIGCHI. Conference proceedings will be published in the ACM Digital Library. Selected high quality papers will be published in international journals, as book chapters, edited books, or via open access journals. There will also be a reward for the overall best paper from the academic conference.

MINDTREK

Workshop Proposals

Feel free to suggest workshops which are co-organized with MindTrek 2009. Workshop proposals should include the organizing committee, a 1 page description of the theme of the workshop, a short CV of organizers, duration, the proceedings publisher, and the schedule. Workshop organizers also have the possibility to add publications to the main conference proceedings.

Tutorial Proposals

Tutorial proposals should include a 2-page description of the tutorial, intended audience, a short CV, timetable, required equipment, references, and a track record of previous tutorials. The target length of tutorials is 2 hours.

Extended Submission Deadlines

- EXTENDED UNTIL 7TH JUNE 2009: submission of tutorial and workshop proposals
- EXTENDED UNTIL 7TH JUNE 2009: submissions of long papers (6-8 pages)
- EXTENDED UNTIL 21ST June 2009: submission of short papers (3-4 pages)
- 30th June 2009: submission of poster presentations (1 page)
- 15th July 2009: submission of workshop papers for accepted workshops

Key-Dates

- 15th July 2009: notification of acceptance/rejection for long papers, short papers and posters
- 10th August 2009: camera ready papers, copyright forms, and conference registration
- 30th September – 2nd October 2009 MindTrek academic conference

Conference Themes

1. Social Media

- business models, service models, and policies
- questions related to identity, motivation and values
- blogs, wikis, collaboration and social platform designs in practice
- user-created content and social networks
- mashups
- enterprise 2.0 and social computing in work organizations
- evaluation and research methods of social media
- 'old' and 'new' social media
- social media and community design

MINDTREK

2. Ambient and Ubiquitous Media - between Technology, Services, and Art

- applications and services utilizing ubiquitous and pervasive technology
- ubicom in eLearning, leisure, storytelling, art works, advertising, and mixed reality contexts
- next generation user interfaces, ergonomics, multimodality, and human-computer interaction
- art works for smart public or indoor spaces, mobile phones, museums, or cultural applications
- context awareness, sensor perception, context sensitive internet, and smart daily objects
- personalization, multimodal interaction, smart user interfaces, and ergonomics
- ambient human computer interaction, experience design, usability, and audience research
- software, hardware, middleware, and technologies for pervasive and ubiquitous
- theoretical methods and algorithms in ubiquitous and ambient systems
- business models, service models, media economics, regulations, x-commerce, and policies

3. Digital Games

- theoretical and analytical studies of games and play
- game design research
- playful experiences in and around games: social play and funware
- non-entertainment uses for games: serious games, persuasive games
- games as services: new business models, service models
- games and user-created content
- pervasive and ubiquitous gaming
- online, mobile, casual and cross-media gaming

Paper Submission

- Please follow the style guidelines on <http://www.acm.org/sigs/publications/proceedings-templates> for formatting your position paper and final paper.

- Note that since the papers will be published by ACM, all authors need to sign an ACM copyright form. (For further guidelines see: http://www.acm.org/pubs/copyright_form.html)

Submit papers here www.mindtrek.org/cfp

MINDTREK

Organizing Committee

Artur Lugmayr (General Chair)
Heljä Franssila, Olli Sotamaa, Jukka Vanhala (Conference Co-chairs)
Pertti Näränen (Workshop and Tutorial Chair)
Karen Thorburn (Local Arrangements Chair)

Programme Committee

Pradeep K. Atrey, The University of Winnipeg, CANADA
Staffan Björk, Chalmers University of Technology, SWEDEN
Peter A Bruck, CEO and Chief of Research Studios Austria, AUSTRIA
Irek Defee, Tampere University of Technology (TUT), FINLAND
Nicole Ellison, Michigan State University, USA
Jussi Holopainen, Nokia, FINLAND
Abdelmagid Salem Hammuda, Qatar University, QATAR
Sal Humphreys, Queensland University of Technology, (QUT), AUSTRALIA
Aki Järvinen, IT University of Copenhagen, DENMARK
Juha Kaario, NOKIA, FINLAND
Jan Kallenbach, Helsinki University of Technology (HUT), FINLAND
Jonas Kronlund, ELISA, FINLAND
Kai Kuikkaniemi, HIIT - Helsinki Institute for Information Technology, FINLAND
Cai Melakoski, TAMK University of Applied Sciences, FINLAND
Frans Mäyrä, University of Tampere (UTA), FINLAND
Marko Nieminen, Helsinki University of Technology (HUT), FINLAND
Marianna Obrist, ICT & S Centre, University of Salzburg, AUSTRIA
Hannu Paunonen, Metso Automation, FINLAND
Matthias Rauterberg, Eindhoven University of Technology, NETHERLANDS
Calin Rusu, Technical University of Cluj-Napoca, ROMANIA
Antti Salovaara, Helsinki Institute for Information Technology (HIIT), FINLAND
Kirsi Silius, Tampere University of Technology (TUT), FINLAND
Sanna Talja, University of Tampere (UTA), FINLAND
Manfred Tscheligi, ICT & S Centre, University of Salzburg, AUSTRIA
Kaisa Väänänen-Vainio-Mattila, Tampere University of Technology (TUT), Finland
Annika Waern, Swedish Institute of Computer Science, SWEDEN
Karsten D. Wolf, University of Bremen, GERMANY
Zhiwen Yu, Kyoto University, JAPAN

MINDTREK

Contact

Questions concerning academic content, papers, tutorials, workshops, scientific contributions:

Email: **academic.chairs (at) mindtrek.org**

General questions concerning payments, administration, copyright forms, local arrangements, and the venue:

Email: **academic.info (at) mindtrek.org**

Submit papers here

www.mindtrek.org/cfp

Further Information

<http://www.mindtrek.org>

Supported by:

City of Tampere, Nokia Oyj, Ubiquitous Computing Cluster, Tampere University of Technology, Tampere University, TAMK University of Applied Sciences, Technology Centre Hermia, Neogames, Digibusiness cluster, Sombiz and COSS The Finnish Centre for Open Source Solutions.