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**Academic MindTrek 2011:
Call for Papers, Posters, Tutorials, Demos, and Workshops
28th-30th September, 2011
Tampere, Finland**

<http://www.mindtrek.org>, <http://www.mindtrek.org/2011/academic>

*papers due on: 22nd May 2011
extended deadline for workshops: 27th May 2011*

*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*

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Academic MindTrek 2011 Call for Papers, Demonstrations, Tutorials and Workshops

We are pleased to invite you to the Academic MindTrek conference from 28th - 30th September 2011, 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 6th is the main Academic day, featuring the following themes:

Social Media

“Get social!” Social media and Web 2.0 technologies are applied in ever diverse practices both in private and public communities. Totally new business models are emerging, traditional communication and expression modalities are challenged, and 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

The culture and business of digital games is becoming increasingly varied. The current trends range from novel interface innovations and digital distribution channels to social game dynamics and player-generated content. The games track is open for theoretical works, empirical case studies and constructive projects.

Open Source

The last decade has seen a significant increase in open source initiatives such as open source software, open standards, open content, open media, or even open source hardware. On the

one hand, the open movement has created new kinds of opportunities such as new business models and development approaches. On the other hand, it has introduced new kinds of technical and non-technical challenges.

Media Business, Media Production and Media Management

Media business and media management face the challenges of the emergence of new forms of digital media. This theme focuses on business studies, policies, practices, and organizational structure of media firms. It discusses competition, patterns of media usage, advertising models, and how traditional media can cope with the challenges coming from digital media focusing on media business and media management issues.

Tools and Demonstrations

The aim is to gather tools and demonstration contributions from researchers and professionals from the communities related to the topics of media in the ubiquitous arena. The objective for the Tools Session is to provide a forum for exchanging experiences and automated solutions to support the topics areas in its various manifestations and needs. The target audience includes members of the academic community, who can demonstrate the results of their research projects implemented in these areas, as well as members of the industry / companies who are interested in presenting or commercial tools for internal use. The Tools Session will consist of presentations and practical demonstrations of the tools selected.

MindTrek as an Academic Conference

In addition, special academic sessions (e.g. tutorials, demonstrations, workshops, and multidisciplinary sessions) will be held 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 organizing 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.

Academic MindTrek 2011 offers a wider spectrum of topic areas that previously, and we are looking forward for:

- 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.

Conference Publications

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, which includes short and long papers, workshop proposals, demonstration proposals, and tutorial proposals. Extended abstracts will be published in the adjunct conference proceedings; however, they will not be published within 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. Several papers should follow the style guidelines of the conference.

Short and Long Paper Proposals

All submissions will be peer-reviewed double blinded, therefore please remove any information that could give an indication of the authorship. Short papers should be between 2-4 pages long and the paper presentation will be 15 minutes plus 5 minutes discussion within a session; long papers should be 6-8 pages and will be presented in 20 minutes slots, plus 5 minutes discussion.

Workshop Proposals

Feel free to suggest workshops which are co-organized with MindTrek 2011. Workshop proposals should include the organizing committee, a 2 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.

Demonstrations and Tools Proposals

Demonstration and tool proposal shall be 2-3 pages and include: a) a description and motivation of the problem addressed by the tool; b) general architecture of the tool; c) description of the main features; d) a brief comparison with other existing related tools; e) screens to illustrate the interface of the tool (if applicable); f) the type of license, and g) the address (URL) on the Internet where it will be available for use or to copy (download), if applicable. It is strongly recommended that the authors make the tool (or a suitable version or movie) on the Internet during the evaluation of articles.

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 2-4 hours.

Extended Abstracts

This year you also have the possibility to submit an extended abstract to the conference for several conference themes. Extended abstracts are limited to the conference themes of ambient media, social media, digital games, open source, and media business. Extended abstracts should be between 1-2 pages long and contain 500-800 words. They should describe the research problem, background, research questions, and the contribution to the conference. Extended abstracts will not be published within the ACM digital library.

Posters

All submissions will be peer-reviewed double blinded, therefore please remove any information that could give an indication of the authorship. Posters should be between 2-3 pages long and a poster should be presented during the conference.

Submission Deadlines

- 27th May 2011: deadline for workshop proposals
- 22nd May 2011: deadline for long papers (6-8 pages), short papers (3-4 pages), extended abstracts (1-2 pages), posters (1-2 pages) and demonstrations (2-3 pages)
- 1st July 2011: deadline for tutorial proposals
- 20 July: camera ready papers and copyright forms

Key-Dates

- 15th April 2011: notification for workshops
- 22nd June 2011: notification of acceptance/rejection for papers, posters, and demos
- 15th July 2011: notification of tutorial proposals
- 28th-30th Sept. 2011: MindTrek academic conference

Suggested key-dates for workshop organizers

- 1st July 2011: deadline for workshop papers
- 20th July 2011: deadline for final papers

Conference Themes

1. Social Media

- business models, service models, and policies
- social media in innovation and business
- intra- and interorganizational use of social media
- questions related to identity, motivation and values
- blogs, wikis, collaboration and social platform designs in practice
- knowledge management and learning with social media
- experience management with social media
- crowdsourcing, user-created content and social networks
- enterprise 2.0 and social computing in work organizations
- evaluation and research methods of social media
- social media and community design

- benefits and limitations of social media applications

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

- 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
- user positioning, location awareness
- augmented reality in ubiquitous applications
- device interoperability, remote user interfaces, inter-device connections

3. Digital Games

- theoretical and analytical approaches on games and play
- analysis of player experience
- game design research
- economy and business models in the game industry
- innovation in and around games
- digital distribution of games
- online gaming
- social and casual gaming
- player-created content
- pervasive and ubiquitous gaming
- mobile and cross-media gaming
- gamification, funware and playful designs

4. Open Source

- forms of openness: open source software, open standards, open content, open media, open source hardware, and open access
- establishment of an open source community
- practices on developing open source systems
- practices for maintaining a successful project
- open source processes and techniques
- differences on open source and closed source systems
- using open source in commercial context
- challenges of open source development
- teaching open source in academia and industry

5. Media Business and Media Management

- media policy, politics, practices, conception, and media regulation
- organizational structures, practices, and strategies
- production technology, processes, and optimization
- business models, service models, public funding, and media economics
- patterns of media use, engagement, and consumer experiences
- advertising, media consumption, new audience models, and media user models
- competition analysis, media governing, assessment, performance indicators
- business and media management in new media genres: gaming, social media, Internet, digital cinema, iTV
- traditional media business and management: broadcasting, publishing, journalism, and movie industry
- innovative service designs, strategies, and ideas
- teaching & training of media management and media business

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 the ACM digital library
- all authors need to sign an ACM copyright form. (For further guidelines see: http://www.acm.org/pubs/copyright_form.html)
- Submit papers here <http://webhotel2.tut.fi/emmi/Conferences/2011mindtrek/>

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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

<http://webhotel2.tut.fi/emmi/Conferences/2011mindtrek/>

Further Information

<http://www.mindtrek.org>

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