3rd Workshop on Multimedia Analytics for Societal Trends (MAST)

Media is a mirror to the society we live in. MAST looks beyond traditional media analysis to focus on the human factors in media. We believe it is an exciting time for multimedia researchers to develop novel methodologies, techniques and applications that develop human-centered analytics, generate insights, improve individual and social experience, and understand societal impact of media.

MAST III invites you to submit original work on multimedia (audio, video, text) related (but not limited) to these topics.

- **Impact of media:**
  - Quantifying and analyzing media impact at individual, group and societal level
- **Affect in media**
  - Affect prediction analysis
  - Expressed vs. perceived affect in multimedia
  - Therapeutic uses of media forms
- **Computational narratology**
  - Understanding narratives, tropes and character portrayals
  - Computational analysis of storytelling
  - Interaction among characters in multimedia content
- **Methodologies**
  - Data mining for labeling media data
  - Semi-supervised and self-supervised learning

**Paper Submission**

- Paper submission due: **July 30, 2020**
- Notification of acceptance: **August 26, 2020**

Papers can be 4-6 pages with an extra page for references. The workshop will include poster presentations for submitted papers, invited talks and panel discussions. For more information, see: [sail.usc.edu/mica/mast.html](http://sail.usc.edu/mica/mast.html)

We look forward to your contributions!

**Organizers:**
Naveen Kumar (Disney Research), Tanaya Guha (University of Warwick), Shri Narayanan (USC), Krishna Somandepalli (USC), Victor Martinez (USC), Kree McLaughtlin (Google), Hartwig Adam (Google).