

New York City 360°

The explosion of social media provides the possibility of observing and understanding a distant city. In the past, people can only obtain a rough impression by hearing from friends, reading books or newspapers, or watching TV. We expect that the flourish of social media will bring a revolutionary change. Images and videos in social media are allowing high resolution capture of daily life in cities. Further comments and discussions about the images and videos reflect different perspectives and opinions, which enhance the impressions about the cities.

Following the success at ACM Multimedia 2014 Grand Challenge, we call for new solutions of thoroughly exploring a city from social media. We choose New York City as the first target because of the potential richness in social media about NYC. It is estimated that there are 633 million photos taken per year in NYC alone. The participants are encouraged to explore images and videos in social media that capture life in NYC. We call this challenge “New York City 360°” as the goal is to describe the city from diverse perspectives.

The topics of this grand challenge include but are not limited to:

- Discovering and describing different foods
- Identifying fashion trends
- Finding interesting stories of daily life
- Describing major public activities and events
- Following local sports and fan activities
- Gaining insights into political issues and opinions
- Capturing different art, music, entertainment and cultural activities

Dataset:

The participants are encouraged to explore images and videos from social media that reflect life in NYC.

Evaluation metric :

Participants will give a multimedia presentation or demo during the Grand Challenge session at ACM Multimedia 2015. Organizers will choose winning systems based on:

- Quality of demonstration
- Interestingness
- Technical contribution
- Scalability

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