

Societally connected multimedia across cultures

介绍一个新领域：关联多媒体

Citation: Zhongfei Zhang, Zhengyou Zhang, Ramesh Jain, Yueting Zhuang, Noshir Contractor, Alexander G. Hauptmann, Alejandro (Alex) Jaimes, Wanqing Li, Alexander C. Loui, Tao Mei, Nicu Sebe, Yonghong Tian, Vincent S. Tseng, Qing Wang, Changsheng Xu, Huimin Yu, Shiwen Yu, 2012. Societally connected multimedia across cultures. *Journal of Zhejiang University-Science C (Computers & Electronics)*, 13(12):875-880. [doi:10.1631/jzus.C1200279]

Connected Multimedia

- A new subarea of social media that pays more attention to the cultural constraints that fail to receive enough attention in the literature
- Involves the three elements – the users, the data, and the devices – with two perspectives – the social focus and the cultural focus
- Possibly includes cultures of groups, disciplines, organizations, communities, ethnicities, religions, and nations

Elements and Foci of Connected Multimedia

