Introduction

• Motivations:
  § With growing importance of social media and people sharing and receiving their multimedia content through these platforms, it is of utmost importance that as multimedia management system MediaQ connects with Social Media like Facebook and Twitter
  § People sharing and liking multimedia content allows to identify popular videos and segments

• New Features
  Three new features added for integrating MediaQ with social media (Fig1)
  § Tweet Button with number of tweets for the video
  § FB-Like button with number of likes for the video
  § FB-Share button

System Architecture

• Users can share and like videos on Facebook and Twitter while uploading from their mobile device or later from the MediaQ webpage
• The video is uploaded only to the MediaQ server and only a link to the video is shared on social media platforms
• The shared and liked links when clicked redirect user to MediaQ webpage to view the video content

Sharing

• Share button allows to share the link of the video (if a user is logged in)
  As prepopulated text (Twitter – Fig2)
  As a reference URL (Facebook – Fig3) ready for user to share
• If the user is not logged in then it prompts you to login using user credential and then share the video link

Results

• Small Video segments (~10ms) maintains a count for number of shares which gets update for each FB and Twitter share
• Provide analysis of popularity at a granularity level of segments within video
• The results of Twitter Share (Fig5) and FB Share (Fig6) are shown below

Facebook Like

• The number of likes for the video URL is shown beside the like button (Different from number of likes for each video segment)
• The results of FB Like (Fig7) does not appear in the news feed but seen in Recent Activities of the user.

Conclusion and Future Work

• MediaQ provides capabilities of sharing media contents to Facebook and Twitter
• Our future direction is to extend use of Social Media for Crowd Sourcing
  § MediaQ tasks from Twitter and Facebook followers
  § Serve tasks requested by Twitter and Facebook followers