
Incentives for Emotional Multimedia Tagging

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Abstract

In this paper we describe our emotional search engine and a multi-layered approach to an incentive system, incorporating concepts of role-playing games and gaming platforms with the purpose of motivating users to become active parts of the community and provide the necessary emotional tagging for our search engine.

Keywords

MEMOSE, emotional tagging, incentive system, gamification, achievements, badges, rewards

ACM Classification Keywords

H.3.1 [Information storage and retrieval]: Content Analysis and Indexing - *indexing methods*

General Terms

Design, Human Factors

Introduction

Our prototype MEMOSE stands for media emotion search and is a multimedia search engine, designed to enable users to find videos, music and pictures, which convey or evoke certain emotions [3]. In order to facilitate this emotional search, the media files have to be attributed with emotional properties. This is done by users utilizing a slider-based emotional tagging tool. As

a direct consequence of this approach a high degree of user activity becomes a necessity.

Depending on active users

In the age of Web 2.0 the user role has changed from being a passive content consumer to being an active content provider. Like other Web 2.0 services MEMOSE is dependent on users to be active and provide content in order to deliver an attractive user experience. The need for a creation of incentives for user activity applies to MEMOSE to a special degree, because the emotional search functionality relies heavily on metadata provided by the users.

Gaming concepts in an information context

In order to motivate people tagging resources, MEMOSE incorporates an incentive system reminiscent of classic role playing videogames as follows [6]. After the registration process is completed, the user is asked to choose a 'monster-egg', which contains his individual MEMOSE pet. Subsequently the egg is associated with his user profile and can be hatched by accumulating a certain amount of experience points (xp) [5]. The user is rewarded with xp through emotional tagging of other user's media uploads, creating an incentive to get involved in tagging and browsing the website. Once the monster has hatched, it can be evolved to higher evolutionary stages (levels) by accumulating more xp (figure 1). Consequently a monster's level becomes an indicator of a user's activity as well as a status symbol within the MEMOSE community. In addition to the MEMOSE monster, we borrow another incentive system which originates from videogames, called Achievements [2]. They are special awards earned by accomplishing certain goals within the MEMOSE platform. Additional components of our

incentive system are highscore-lists [4] and a comment system. These components serve the purpose of encouraging the user to create an account and thereby get more involved with the website [1].

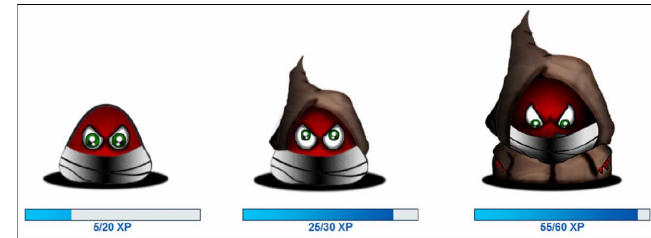


Figure 1. MEMOSE monster in its first evolutionary stages

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