



## 11<sup>th</sup> International Conference on Multimedia & Network Information Systems

12-14 September 2018, Wrocław, Poland



## IEMWS 2018

### Special Session on Increasing Effectiveness of Multimedia and Web Systems

at the 11<sup>th</sup> International Conference on Multimedia & Network Information Systems (MISSI 2018)  
Wrocław, Poland, September 12–14, 2018

Conference website: <https://missi.pwr.edu.pl/>

#### Special Session Organizers

**Jarosław Jankowski**

West Pomeranian University of Technology, Szczecin, Poland  
E-mail: [jjankowski@wi.zut.edu.pl](mailto:jjankowski@wi.zut.edu.pl)

**Anna Lewandowska**

West Pomeranian University of Technology, Szczecin, Poland  
E-mail: [atomaszewska@wi.zut.edu.pl](mailto:atomaszewska@wi.zut.edu.pl)

#### Objectives and topics

Currently, rapid growth of multimedia is observed in various fields. Dropping cost of computer and networking hardware has made multimedia applications accessible to an ever-increasing number of users of the graphic applications such as computer games or different simulators on the one hand and the growing size of Internet has made it possible to publish multimedia content comparatively cheaply to an immense audience on the other hand.

Ease of reaching the recipients caused a kind of race in accusing them with multimedia content, but in a manner that distinguishes it from the environment. That causes the problem of multimedia invasiveness, that uses more and more sophisticated techniques to attract human attention. Therefore design of an effective multimedia seems very actual and important nowadays.

After delivering visitors to a website from sources such as paid advertising and organic searches, the next stage of marketing efforts is usually converting visitors into customers. Website operators benefit from traffic obtained through clicks, signups, purchases, or downloads. Various developmental areas of Web design are targeted at increasing Web systems effectiveness with the use of persuasion or visual elements with high intensity to encourage impulse buying. Earlier studies have analysed the cognitive reactions of Web users to the dominant hue of a website, the role of Web quality in consumer attitudes towards online shopping. Many factors influence the behaviour of online consumers on websites and online games. Communication through persuasive technologies, intra-site banners, proper localization of advertisements within editorial content, recommendation systems, and customer reviews and ratings are commonly used to increase the effectiveness of multimedia and Web systems. The special session is focused on new directions in this field including:

- Metrics for a quantitative evaluation of an efficiency of multimedia content
- Image quality assessment
- Efficiency of multimedia components based on cognitive process
- Visual friendly multimedia content
- Increasing effectiveness and conversion within Web systems
- Increasing effectiveness and conversion within ecommerce platforms
- Increasing effectiveness of games and MMO platforms
- Banner blindness and habituation in Web systems
- Effectiveness of digital marketing
- Human-computer interaction in Web systems
- Web analytics and effectiveness monitoring
- Optimization of multimedia and Web systems
- Persuasion in multimedia and Web systems
- Intrusive marketing content
- User experience design and monitoring
- User experience vs conversion maximisation

## Important dates

Submission of papers: **10 April 2018**  
Notification of acceptance: **20 May 2018**  
Camera-ready papers: **31 May 2018**  
Registration & payment: **31 May 2018**  
Conference date: **12-14 September 2018**

## Program Committee

(to be announced)

## Submission

All contributions should be original and not published elsewhere or intended to be published during the review period. Authors are invited to submit their papers electronically in ".pdf" format, through EasyChair. All the special sessions are centralized as tracks in the same conference management system as the regular papers. Therefore, to submit a paper please activate the following link and select the track: **IEMWS 2018: INCREASING EFFECTIVENESS OF MULTIMEDIA AND WEB SYSTEMS.**

<https://easychair.org/conferences/?conf=missi2018>

Authors are invited to submit original previously unpublished research papers written in English, of up to 10 pages, strictly following the LNCS/LNAI format guidelines. Authors can download the Latex (recommended) or Word templates available at [Springer's web site](#). Submissions not following the format guidelines will be rejected without review. To ensure high quality, all papers will be thoroughly reviewed by the MISSI 2018 Program Committee. All accepted papers must be presented by one of the authors who must register for the conference and pay the fee. The conference proceedings will be published by Springer in the prestigious series LNCS/LNAI (indexed by ISI CPCI-S, included in ISI Web of Science, EI, ACM Digital Library, dblp, Google Scholar, Scopus, etc.).