Live Streaming Beyond Gaming: Knowledge Sharing, Intangible Cultural Heritage, and Social Good

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ABSTRACT

Live streaming is one of the fastest growing forms of media around the globe. Despite gaining traction in North America and Europe, it has not reached the popularity it has in China, where live streaming is prevalent and has a profound impact on users' life. This talk summarizes results from my previous studies on live streaming in China that highlight how live streamers in China are providing content not only for entertainment, but also for knowledge sharing and cultural heritage preservation. I highlight streamer and viewer motivations, streaming practices, and the challenges currently facing streamers. I also design, develop, and deploy interactive tools and systems for streaming users in non-gaming contexts, e.g., StreamWiki helps users collaboratively create archival documentations of live streams to facilitate in-stream and post hoc learning. I believe that lessons learned from live streaming in China for knowledge sharing, cultural heritage preservation, and social good can provide a blueprint for the future of live streaming services in other countries and next generations of video-based social media.

BIOGRAPHY

Zhicong Lu is a Ph.D. candidate in the Department of Computer Science at the University of Toronto. His research interest lie in the intersection of Human-Computer Interaction, social computing, and Computer-Mediated Communication. By using qualitative, quantitative, or mixed-method research methods, various design methods, and interactive system prototyping, implementation, and deployment, he focuses on understanding and supporting users' needs in various non-gaming live streaming contexts, including knowledge sharing, intangible cultural heritage preservation, outdoor live streaming, and virtual streamers, etc. He has published in top HCI and social computing venues, such as ACM CHI, CSCW, and IEEE VIS. He received a Best Paper Award from CHI 2019 with his work on live streaming and intangible cultural heritage. To have broader impact of his research, he also serves as a Chief Scientist in a start-up which aims at creating better platform for knowledge sharing through live streaming and community engagement. He received an M.A. degree in information design and a B.Eng. in Electronic Engineering from Tsinghua University. He has also interned at Adobe Research, Cornell Tech, and University of Tasmania.

All are welcome!

In case of questions, please contact Prof Xiaohua Jia at Tel: 3442 9670, E-mail: csjia@cityu.edu.hk, or visit the CS Departmental Seminar Web at http://www.cs.cityu.edu.hk/.