

CALL FOR PAPERS

ACM Multimedia 2026 Workshop on 'Impact-aware Multimodal Persuasive Analysis and Contextual Trust (IMPACT)'

<https://impact-initiative.github.io/>

Organising Chairs

Priyanka Singh, The University of Queensland, Australia

Xue Li, The University of Queensland, Australia

Pradeep K. Atrey, University at Albany, SUNY, USA

Program & Challenge Chair

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Keynote Speakers

Siwei Lyu, University at Buffalo, SUNY, USA

Mohan S. Kankanhalli, National University of Singapore

Ryan Ko, The University of Queensland, Australia

Helen Huang, The University of Queensland, Australia

Important Dates

Submission due: **26 July 2026**

Notification: 06 August 2026

Camera-ready: 20 August 2026

Registration: 20 August 2026

Contact

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Modern misinformation is increasingly multimedia-native and persuasion-optimized. It is no longer just a forged image or an isolated deepfake clip, but an engineered package of visuals, captions, framing, narrative priming, and cross-platform remixing designed to manipulate belief and action.

IMPACT is scoped around a central concern: as generative modeling improves across image, video, audio, and text, the main threat is no longer only whether media is fake, but whether it is strategically persuasive, contextually misleading, and capable of causing real-world harm at speed and scale. In high-stakes settings such as elections, public health, emergencies, conflict reporting, and financial narratives, manipulated media can distort decision-making even when the manipulation is subtle. This pushes the field toward integrated integrity systems combining detection, localization, provenance, contextual reasoning, robustness, and explanations that humans can trust.

The workshop brings together multimedia forensics, multimodal learning, trustworthy AI, social and behavioral computing, authentication and provenance, and human-centered verification. IMPACT is designed around robustness, auditability, severity awareness, and deployment value rather than benchmark accuracy alone. We invite full papers, short papers, posters, and system or demo contributions on topics including but not limited to:

Core Technical Areas

- Multimodal manipulation detection and localization across image, video, audio, and text
- Cross-modal semantic inconsistency and narrative distortion
- Authentication, watermarking, hashing, signatures, and provenance infrastructure
- Severity- and impact-aware modeling beyond binary labels

System and Deployment Areas

- Robustness under adversarial pressure and distribution shift
- Explainable and human-centered verification systems
- Platform-scale monitoring, moderation support, and triage
- Policy, governance, ethics, and responsible deployment constraints

T-IMPACT Challenge

The workshop hosts the T-IMPACT challenge on impact-aware integrity, where the goal is not only to decide whether content is manipulated, but to quantify how it misleads and how harmful it could be if consumed and shared. Tracks span authenticity classification, severity and impact estimation, and evidence localization, with a public leaderboard and responsible-use release terms. Full details are on the workshop website.

Paper Submission

Submissions follow the ACM Multimedia workshop format and appear in the ACM Multimedia 2026 workshop proceedings. Papers may be up to 6-8 pages, with up to 2 additional pages for references. Submissions are single-blind and reviewed by at least two program committee members for originality, technical quality, clarity, relevance, and reproducibility. Code, model cards, and evaluation artifacts are encouraged. Accepted contributions will be presented as oral talks or posters and demos depending on program constraints.

High-quality papers rejected from the ACM Multimedia 2026 main track may be submitted to IMPACT. Authors should submit the original reviews alongside a statement describing revisions made. ACM Multimedia 2026 is an on-site event only: all contributions must be presented in person, and papers not presented on-site will be treated as a no-show and removed from the proceedings.

Please submit via openreview.net/group?id=acmmm.org/ACMMM/2026/Workshop/IMPACT. Please refer to <https://2026.acmmm.org/site/calls-dates.html> for detailed formatting instructions.