

WORKSHOP PROPOSAL FOR WWW 2013The 2nd International Workshop on Mining Social Network Dynamics (MSND)

To be held in conjunction with

The 22nd International World Wide Web Conference (WWW)

May 13 - 17, 2013

CALL FOR PAPERS

In the real-time Web, the latest evolution of the Web, information is generated very quickly, consumed by millions of users, and updated rapidly by others through commenting, replying, transferring, etc. This is practiced by people who differ in culture, knowledge, background, ideology. Moreover, information generally comes from several channels and is sent out to different ones. This is amplified by the social networking phenomenon, the social Web, which is nowadays a well established set of technologies, based on which users and service providers can exchange messages through an interaction network, share information and collaborate, advertise a product, create communities and influence them, etc. Besides, there is an abundant literature regarding the different aspects of social networks be it their construction or the detection of nodes playing specific roles.

However, it is well established that there is currently unclear understanding of the laws governing these social networks, in particular in the way they evolve over time. Thus, it is difficult to draw a clear image linking the existing models of social networks and the real underlying social mechanisms. As a result, there is a big gap in the evaluation and the concretization of most of the research efforts in this area. Furthermore, due to the growing complexity of digital social networks and the huge quantity of new data available everyday, it becomes crucial for the researchers to provide a clear understanding of the dynamics of these networks. It also becomes important for the community to not only understand what is happening currently in the network but also to predict the next evolution and monitor the trends in the network. To efficiently analyze these networks, it is important to be able to predict the dynamics in its different forms: the content evolution (i.e., hot topics evolution), network structure (e.g., creation of new relations), and information diffusion, influence evolution, etc.

Following the success of the last year's version of this workshop (<http://eric.univ-lyon2.fr/msnd/2012/>), we are re-conducting it this year to attract more researchers and make the event a central location where researchers working on the issues of mining social network dynamics can meet again to exchange ideas on open problems. We have also extended the topics of interest for this workshop, with a particular interest towards dynamics. And we aim at gathering researchers from the fields of social computing, machine learning, and data mining to think about the obstacles that hurdle the leveraging of understanding and capturing of social network dynamics. We target researchers from both commercial and academic labs to join forces in this exciting area. We intend to discuss the recent and significant developments in the general area of mining social network dynamics and to promote cross-fertilization of techniques. In particular, we aim at identifying

techniques from the data mining and machine learning fields that will enable researchers to understand the dynamic phenomena in social networks and social media, as well as specify important directions for the research communities. Understanding, capturing, mining and being able to predict dynamic behaviors is interesting for several areas such as marketing, security, and Web search. To address the above mentioned aspects, we solicit the following topics (but not limited to):

- Information diffusion in social networks;
- Community extraction, analysis, and evolution;
- Detection of (possibly evolving) roles;
- Content evolution and tracking in social networks;
- Social Journalism and news dynamics;
- Social networks affective and sentiment analysis;
- Social media recommendations;
- Information quality and evolution in social content;
- Security and privacy in rapidly evolving social networks;
- Evaluation techniques and benchmarks;
- New challenges in mining social networks;
- Example studies and use cases of dynamics of social networks.

Paper submission

Submissions need to be formatted according to the ACM SIG Proceedings Template. Two types of submissions are welcome: long papers with a limit of 8 pages or short ones with 4 pages length limit. We use the EasyChair system for managing submissions, and the link to submit your paper is here: <http://eric.univ-lyon2.fr/msnd/>. Further information will be communicated soon regarding this special issue.

Key dates:

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| ○ Submission deadline: | February 12, 2013 |
| ○ Acceptance notification | March 15, 2013 |
| ○ Camera-Ready submission | March 25, 2013 |
| ○ Workshop date: | May 13, 2013 |

Workshop Co-Chairs:

- Hakim Hacid, Bell Labs, France.
- Shengbo Guo, Xerox Research Centre Europe, France
- Athena Vakali, Aristotle University of Thessaloniki, Greece

Program committee (under construction)

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