

Preface

Welcome to the second meeting of the International Conference on Weblogs and Social Media!

The rapid creation and consumption of social media content continues to drive the evolution of the Internet and the Web. Social media content now accounts for the majority of content published daily online, eclipsing professional web content. ICWSM is the premier conference for researchers and industrialists to gather, share research findings and explore this exciting space.

Following in the tradition of earlier workshops and the first full meeting in Boulder, USA in 2007, we anticipate an exciting, high quality event which will bring together academic and industrial practitioners to present and to discuss new research, applications, thoughts and ideas that are shaping the future of social media analysis.

The conference has grown and we are now proud to be one of a number of prestigious events supported by the Association for the Advancement of Artificial Intelligence.

The founders of the conference view social media, the social web and social networks as being the next major transformation of the web – in fact the realization of the original vision for the web in many ways. The impact of these changes affects not only society’s interactions mediated online, but society in general and therefore represents a fundamentally important area of research. The space produces large quantities of data and relationships which benefit AI research in two major ways:

1. There is huge value in automating the analysis of social content. This requires the development of technologies which are capable of understanding human language, interactions and relationships in a manner which challenges existing capabilities. Automating the understanding of this data, of significant industrial value, requires advancing the state of the art in a number of key areas:
 - a. Natural language processing
 - b. Machine learning
 - c. Graph, social network analysis
 - d. Search and information retrieval
 - e. User modeling and user adaptive systems
 - f. Semantic web technologies

2. In creating technologies to understand the social web, we will gain insight into the personal and social mechanisms involved: reflecting one of the principle goals of the AI research agenda.

A clear example of these points can be seen in the area of research often referred to as opinion or sentiment analysis.

Our program this year is set to be as exciting as ever with two great tutorials covering some of the fundamental aspects of social media analysis: textual, in the form of Jan Wiebe’s tutorial on Subjectivity and Sentiment Analysis, and graphical in the form of Mary McGlohon and Christos Faloutsos’ tutorial on Graph Mining Techniques for Social Media Analysis.

In addition we continue the tradition of our first meeting by having three wonderful invited speakers: Bernardo Huberman, David Sifry and Brad Fitzpatrick all of whom have contributed extensively to the space on many levels.

Most importantly, we welcome and acknowledge the paper and poster authors and presenters who form the core of our conference. This year we were very excited by the volume and quality of submissions. The selection process was hard but rigorous and we believe that this will be reflected in the quality of the accepted work.

We would also like to extend our gratitude to the members of the program committee whose contributions ensures the quality of the conference.

Again — welcome to the meeting!

– *Eytan Adar, Matthew Hurst, Tim Finin, Natalie Glance, Nicolas Nicolov, Belle Tseng*