Modeling Social Media 2014: Mining Big Data in Social Media and the Web Preface

In our first workshop on Modeling Social Media (MSM 2010 in Toronto, Canada), we explored various different models of social media ranging from user modeling, hypertext models, software engineering models, sociological models and framework models. In our second workshop (MSM 2011 in Boston, USA), we addressed the user interface aspects of modeling social media. In our third workshop (MSM 2012 in Milwaukee, USA), we looked at the collective intelligence in social media, i.e. making sense of the content and context from social media websites such as Facebook, Twitter, Google+ and Foursquare by analyzing tweets, tags, blog posts, likes, posts and check-ins, in order to create a new knowledge and semantic meaning. Our fourth workshop (MSM 2013 in Paris, France) then especially considered "recommender systems" for social media, also tackling the increasing information overload problem for recommending “things” in social media.

The goal of this workshop is to continue our vibrant discussion on social media mining and modeling with a special focus on big data mining and machine learning using web and social media. Big data is a hot topic in the research community, and can be used, for example, for enhancing our understanding of the web and social media. Hence, the workshop aims to attract and discuss various novel aspects of personalization, recommendation, community discovery, profiling and prediction from social media. In short the workshop invites topics that deal with user and social behavior that is inferred from mining the social media through big data analytics. Thus, our goal is to bring together researchers and practitioners from around the world in the big data mining, machine learning and recommendation communities interested in 1) exploring different perspectives and approaches to mine (complex) and analyse social media data, 2) inferring user and social behaviour through big data analytics, personalization and recommendation and 3) building models and frameworks for evaluating the designed approaches.

The call for papers attracted 13 submissions, from which we accepted six submissions (five full papers and one short paper) based on a rigorous reviewing process. Additionally, the workshop features two invited talks from Daniele Quercia of Yahoo! on the Happiness in Smart Cities and Ramesh Sarukkai from Google on User Centric Experiences on YouTube. The accepted papers cover a variety of topics, including social media and mobile sensing, social group evolution, link prediction and behavior analytics.

We thank all participants of the workshop for their contributions and ACM and the organizers of the WWW 2014 conference for their support, especially Kevin Chang and Ricardo Baeza-Yates (Workshop Co-Chairs). We also want to thank our reviewers for their careful help in selecting and improving the provided submissions. We hope that you will find this program interesting and thought-provoking and that the workshop will provide you with a valuable opportunity to share ideas with other researchers and practitioners from institutions around the world. We are looking forward to a very exciting and interesting workshop.

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Modeling Social Media 2014 Workshop Organization

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