

# 6th International Workshop on Modeling Social Media – Behavioral Analytics in Social Media, Big Data and the Web (MSM 2015) – Chairs’ Welcome

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. Our fifth workshop (MSM 2014 in Seoul, Korea) specifically considered the field of big data mining and machine learning using web and social media data.

The goal of this workshop is to continue our vibrant discussion on social media mining and modeling with a special focus on behavioral analytics using web and social media data. Behavioral analytics is an important topic, e.g., concerning web applications as well as extensions in mobile and ubiquitous applications, for understanding user behavior. 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 applying behavioral analytics approaches and algorithms on social media, big data and the web.

The call for papers attracted 26 submissions, from which we were able to accept 12 submissions (seven full papers and five short papers) based on a rigorous reviewing process. The accepted papers cover a variety of topics, including social media and dynamic networks, information diffusion, link assessment and behavior prediction. We hope that these proceedings will serve as a valuable reference for researchers and developers.

We thank all participants of the workshop for their contributions and ACM and the organizers of the WWW 2014 conference for their support. Additionally, we 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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