7th International Workshop on Modeling Social Media - Behavioral Analytics in Social Media, Big Data and the Web (MSM 2016) – 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. The workshop in the last two years (MSM 2014 in Seoul, Korea and MSM 2015 in Florence, Italy) focused on mining Big Data on social media and the web.

Behavioral analytics is an important topic, e.g., concerning web applications as well as mobile and ubiquitous applications, for understanding user behavior. Following the discussion at our workshop at WWW 2015 we aim to continue our focus on behavioral analytics on social media and the web, however, with a special focus: We aim to go beyond standard analytics approaches and try to answer the "why" question, which is often missing in analytical papers.

The call for papers attracted 17 submissions, from which we were able to accept 8 submissions (five full papers and three short papers) based on a rigorous reviewing process. The accepted papers cover a variety of topics, including social media and dynamic behavioral analytics, usage analysis, recommendation, 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 2016 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.

Martin Atzmueller
University of Kassel, Germany
atzmueller@cs.uni-kassel.de

Alvin Chin
BMW Group, USA
alvin.chin@bmwna.com

Christoph Trattner
Know-Center, Austria
trattner.christoph@gmail.com

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MSM 2016   rganization

Chairs: Martin Atzmueller, University of Kassel, Germany
Alvin Chin, BMW Group, USA
Christoph Trattner, Know-Center, Austria

Program Committee: Alejandro Bellogin, Universidad Autonoma de Madrid, Spain
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Su Yang, Fudan University, China
Shengdong Zhao, National University of Singapore
Arkaitz Zubiaga, University of Warwick, UK
Byungkyu Kang, UC Santa Barbara, USA (Subreviewer)