

MSM'17 Workshop Chairs' Welcome Message

It is our great pleasure to welcome you to the *MSM 2017 Workshop on Modeling Social Media: Machine Learning and AI for Modeling and Analyzing Social Media*. This is our 8th year of this workshop. In this workshop, we focus on Machine Learning and AI models for social media data analytics and predictive insights. Topics include AI, machine learning and natural language processing for social media, big data and the web; learning analytics methods or frameworks for social media, big data and the web; learning activities, applications and interventions; approaches for social influence learning; learning methods for social link prediction; methods for learning social activities and behavioral analytic metrics; approaches and algorithms for efficient learning; evaluation of learning analytics frameworks and metrics, and applications of any of the above methods and technologies.

We received 6 proposals from all around the world covering a broad range of topics. We evaluated them regarding relevance, quality, and novelty, selecting 5 full workshop papers that cover a variety of topics including analysis of user-generated content, social networking, classification, user roles and community. We hope that these proceedings may serve as reference and inspiration to researchers and developers.

We thank all participants of the workshop for their contributions and ACM and the organizers of the WWW 2017 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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Workshop Co-chair
Tilburg University

Alvin Chin
Workshop Co-chair
BMW Technology Corp.

Christoph Trattner
Workshop Co-chair
MODUL University Vienna

Shlomo Berkovsky
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MSM 2017 Workshop Organization

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