



*Preliminary Call for Papers*

# The Fifth International AAAI Conference on Weblogs and Social Media

July 17–21, 2011 ■ Barcelona, Catalonia, Spain

*Sponsored by the Association for the Advancement of Artificial Intelligence*

ICWSM 2011 will be held on July 17–21, 2011 in Barcelona, Catalonia, (Spain) and will be collocated with IJCAI 2011. The International AAAI Conference on Weblogs and Social Media (ICWSM) is a unique forum that brings together researchers from the disciplines in computer science, linguistics, communication, and the social sciences. The broad goal of ICWSM is to increase understanding of social media in all its incarnations. Submissions describing research that blends social science and technology are especially encouraged.

Although this conference is relatively new, it has become one of the premier venues for social scientists and technologists to gather and discuss cutting-edge research in social media. This is largely due to a typical acceptance rate of 20 percent for full-length research papers and support from the Association for the Advancement of Artificial Intelligence (AAAI).

For ICWSM 2011, in addition to the usual program of contributed technical talks, tutorials, and invited presentations, the main conference will include a selection of keynote talks from prominent social scientists and technologists. This year, for the first time, we will be expanding our workshop program and are planning an additional workshop day in addition to the usual tutorial and main conference. We have received a number of exciting workshop proposals already and are looking forward to receiving many more. Also, since we will be collocating with IJCAI-11 there will be opportunities to connect with people in that community both formally and informally (a joint social event is in the planning).

## Disciplines

- Computational Linguistics/NLP
- Text Mining/Data Mining
- Psychology
- Sociology (including Social Network Analysis)
- Anthropology, Communications, Media Studies
- Visualization
- Political Science
- Computational Social Science
- HCI
- Economics
- Graph theory, concrete analysis and simulation of graphical models

## Important Dates

*Abstract Submission:* January 31, 2011

*Full Paper Submission:* February 7, 2011

*Notification of Acceptance:* March 18, 2011

*Camera Ready Due:* April 4, 2011

*Conference in Barcelona:* July 17–20, 2011

*Data Workshop Paper Submission:* March 22, 2011

*Workshop Paper Acceptance Notification:* April 8, 2011

*Tutorial Proposal Submission:* February 18, 2011

*Tutorial Acceptance:* March 4, 2011

*Workshop Proposal Submission:* January 7, 2011

*Workshop Acceptance:* January 18, 2011

*Workshop Paper Submission:* March 22, 2011

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## Media

- Weblogs, including comments
- Social Networking Sites
- Microblogs
- Wikis (Wikipedia)
- Forums, usenet
- Community media sites: youtube, flickr

## Topics

Topics include the following:

- Psychological, personality-based, and ethnographic studies of social media
- Analyzing the relationship between social media and mainstream media
- Qualitative and quantitative studies of social media
- Centrality/influence of social media publications and authors
- Ranking/relevance of blogs, web page ranking based on blogs



*The chimneys on top of La Pedrera*

- Social network analysis, communities identification, expertise and authority discovery, collaborative filtering
- Trust, reputation, recommendation systems
- Human computer interaction, social media tools, navigation and visualization
- Subjectivity in textual data, sentiment analysis, polarity/opinion identification and extraction
- Text categorization, topic recognition, demographic/gender/age identification
- Trend identification and tracking, time series forecasting, measuring predictability of phenomena based on social media
- New social media applications, interfaces, interaction techniques

### Keynotes

- Sinan Aral (Stern Business School, NYU)
- Manuel Castells (Annenberg School for Communication, USC)  
*Tentative*

### Submissions

People interested in participating should submit through the ICWSM-11 website a technical paper (up to 8 pages, not including references), poster (up to 4 pages) or demo description (up to 2 pages) by the deadlines given above (Midnight PST). Papers must be formatted in AAAI two-column, camera-ready style (see the AAAI author instructions page at [www.aaai.org/Publications/Author/author.php](http://www.aaai.org/Publications/Author/author.php)). Details for the submission procedure will appear at the conference website ([icwsm.org](http://icwsm.org)) in December 2010.

### Submissions to Other Conferences or Journals

ICWSM-11 will not accept any paper that, at the time of submission, is under review for or has already been published or accepted for publication in a journal or conference. This restriction does not apply to submissions for workshops and other venues with a limited audience.

### Registration

All accepted papers and extended abstracts will be published in the conference proceedings. At least one author must register for the conference by the deadline for camera-ready copy submission. In addition, the registered author must attend the conference to present the paper in person.

### Publication

All accepted papers and abstracts will be allocated eight (8) pages in the conference proceedings. Authors will be required to transfer copyright of their paper to AAAI.

### Data Challenge

ICWSM-11 will once again hold a data challenge featuring a freely-available dataset and a half-day workshop at the conference. Details will be posted on the conference website.

### Conference Website

[www.icwsm.org/2011/index.shtml](http://www.icwsm.org/2011/index.shtml)

### General Information

For general information regarding ICWSM-11, please write to [icwsm11@aaai.org](mailto:icwsm11@aaai.org).

### Organizing Committee

#### General Chairs

Nicolas Nicolov (Microsoft)  
James G. Shanahan (Independent Consultant)

#### Program Committee Area Chairs

Lada Adamic (University of Michigan)  
Ricardo Baeza-Yates (Yahoo Research)  
Scott Counts (Microsoft Research)

#### Local Chairs

Alex Jaimes (Yahoo! Labs)  
Ricard Ruiz de Querol, (Barcelona Media Innovation Centre)

#### Sponsorship Chairs

Ron Kass (Pidgin Technologies)

#### Data Challenge Chair

Ian Soboroff

#### Demo Chair

Ido Guy (IBM Research)

#### Publicity Chairs

danah boyd (Microsoft Research)

#### Tutorial Chair

John Breslin (NUI Galway)

#### Webmaster

Ritesh Agrawal (AT&T Interactive)

#### Webdesigner

Disco Gerdes (Mutual Mobile)

### Venue

Barcelona, Spain

### Student Awards

We will be providing a limited number of student awards to help cover the cost of travel, subsistence, and registration to the ICWSM 2011 conference. Details will be posted on the conference website.