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FOR IMMEDIATE RELEASE

Third AAAI International Conference on Weblogs and Social Media
Results from data mining on 44 million blog posts to be presented

May 17-20, 2009   San Jose Marriott Hotel, San Jose, CA

Menlo Park, CA – April 27, 2009. Social media is rapidly changing the way people are communicating on a daily— and sometime minute-by-minute — basis. Joining FaceBook, LinkedIn, or one of the other social networks sites is now de rigueur; and Twitter, practically unknown even a year ago, seems to be everywhere. The International Conference on Weblogs and Social Media (ICWSM) has been at the forefront of this social revolution, providing a forum for researchers and industry leaders interested in creating and analyzing cultural media.

The 2009 ICWSM program will include presentations that reflect the establishment of the science of social media analysis, covering the key areas of community, behavior and content analysis. Special invited talks will be given by Lillian Lee (Cornell University), Duncan Watts (Columbia University) and Jon Kleinberg (Cornell University), each of whom has made fundamental contributions to the understanding of the web, social dynamics, and social media. Continuing an ICWSM tradition, the conference has made a dataset of 44 million blog posts available to researchers in the blog and social media fields, and has invited researchers to submit the results of their explorations on the dataset to the conference and affiliated Data Challenge workshop.

The International Conference on Weblogs and Social Media will be held May 17 – 20 at the San Jose Marriott, San Jose, CA. The meeting is sponsored by the Association for the Advancement of Artificial Intelligence, with support from leading companies in the social media arena such as Google, Microsoft, Nielsen Online, Spinn3r , and Visible Technologies.

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For information and conference registration, see http://www.icwsm.org/ or contact AAAI at 650-328-3123.

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<u>About AAAI</u>
Founded in 1979, the Association for the Advancement of Artificial Intelligence (formerly the American Association for Artificial Intelligence) (www.aaai.org) is a nonprofit scientific membership society devoted to advancing the science and practice of AI. Its mission is to: (1) advance the scientific understanding of the mechanisms underlying intelligent thought and behavior, (2) facilitate their embodiment in machines, (3) serve as an information resource for research planners and the general public concerning trends in AI, and (4) offer training for the current and coming generations of AI researchers and practitioners. The Association has sponsored the annual AAAI/IAAI conferences, highly regarded in the AI field, since 1980 and 1989 respectively; as well as numerous other conferences and workshops.