

Preface

Social media study and analysis brings researchers from many fields into a single setting. Even though the tasks of these researchers are varied, data visualization and analytics plays an important role. For industry and academics alike, visualization of social media data helps with hypothesis formation and supports the explanation of phenomena.

The Social Media Visualization workshop is a venue for the presentation of research and applications of visualization to social media data. Its goal is to bring together researchers and industry practitioners interested in visual and interactive techniques for social media analysis, particularly in social sciences and humanities as well as in industry.

The workshop was held in conjunction with the International AAAI Conference on Weblogs and Social Media (ICWSM 2012) in Dublin on the 4th of June 2012. The workshop accepted a total of eight short papers of four pages in length on varied social media data sources such as Twitter, Flickr, and Instagram. Many contributions that were not accepted as part of the workshop program were invited for poster presentation. Our keynote speaker, Ben Shneiderman presented the talk “Hubble Telescope for Community Activity: Focusing on Social Media Visual Analytics” to open the workshop. This keynote was followed by a fast forward session which consisted of short presentations by workshop participants. During our lunch break, we had a poster session. This session was followed by an applications panel whereby academics and industry members, consumers of interactive social media visualization techniques, fostered an interesting discussion about problems in their field.

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