Preface

Welcome to the seventh meeting of the International AAAI Conference on Weblogs and Social Media (ICWSM-13) held in Cambridge, Massachusetts. The year 2013 promises to be a benchmark year for ICWSM. Thanks to the enthusiastic participation of our community, we received a record number of submissions, with a growth of 50 percent over the previous year. More than the quantity, however, the high quality of the submitted papers is the truest evidence that ICWSM is maturing in its role as a premier venue for social media research.

Social media research broadly and ICWSM specifically sits at the nexus of computer science and the social sciences. Appropriately, this year's conference will begin with a keynote on the challenges of bridging the computational and social sciences in the study of social media by David Lazer, a professor of political science at Northeastern University. Our second keynote is by Martin Wattenberg and Fernanda Viegas. Since 2003, when they first became a team, Viegas and Wattenberg have created many seminal visualizations and tools, including history flow, Many Eyes, which enables collaboration around visualizations, and G+ Ripples, which visualizes information flows. Their keynote, demonstrating and discussing the important role that visualization plays in social media, promises to be an engaging and inspiring capstone to the main conference.

The main program for ICWSM-13 consists of 72 full papers drawn from 349 paper submissions (corresponding to an acceptance rate of 21 percent). Because of the restrictions of a single track conference, 26 of the full papers will be presented as plenary presentations in a traditional lecture format and 46 of the full papers will be presented as spotlight presentations that include a short talk followed by a poster presentation. It is worth emphasizing that the assignment of papers to either plenary or spotlight sessions is not a judgment of the relative quality of the papers. Rather, the program chairs and senior program committee attempted to best match the topic and contribution to the presentation format, believing, for example, that some content is more easily conveyed in an interactive small group presentation. The final assignments to sessions also took into account diversity of topics, and how relevant a paper's contribution might be to the breadth of the ICWSM community.

Our final program represents a tremendous variety of research, covering a wide range of topical domains, from societal issues such as politics and health to analytical and empirical contributions, such as new models of the dynamics and structure of social networks and information flows. Even with the wide variety of topics and methodologies at ICWSM, it is not surprising that a small number of key attributes can be used to characterize the 72 papers accepted for inclusion as full papers at ICWSM-13. Namely, in addition to a notable depth and thoroughness, each of these papers makes a significant contribution in asking and answering a clear, and important question, or tackling and addressing a significant technical challenge. Moreover, many papers use mixed methods that integrate social science and computer science methodologies, integrating social theory and large-scale data analysis, for example, in ways that are most appropriate to the research problems. One paper, for example, experiments with feedback methods to encourage diverse exposure to political viewpoints, breaking through the filter bubble. Another paper tackles the perception that people believe their friends are more interesting and more popular than themselves — it turns out that, statistically, your friends do have more friends on average than you, and they tweet more as well! One fascinating paper correlates user be-

haviors in social media with cultural metrics across thirty countries, and is one of the largest studies to date of how culture affects social media usage. These are just a few samples of the high-quality work that is moving the needle in social media research in this year's deep and diverse program.

In addition to our traditional full papers, we began an experiment this year with a new "not-for-publication" option at ICWSM for social sciences papers. The purpose of the track is to help attract conference submissions that would otherwise be intended only for journal publication. This new track is off to a promising start, with three high-quality papers accepted: Alice Marwick's study of the subculture of fashion blogging in "They're really profound women, they're entrepreneurs: Conceptions of Authenticity in Fashion Blogging;" Skoric, Zhu, Goh, and Pang's metaanalytic review of the impact of the internet on civic and political engagement; and Bazarova, Chang, Choi, and Loeckenhoff's examination of social network usage through the lens of an extended socioemotional selectivity theory.

On the second evening of the conference, we will be hosting a poster and demo reception. This year, we accepted 17 posters for presentation, together with four exciting demos, including a robotic sculpture that responds to Twitter data, a user-based travel recommender, and a social media dashboard for citizen-sensing. Our sincere thanks to Karrie Karahalios and Andres Monroy-Hernandez for soliciting and reviewing demo submissions.

We are optimistic that the marriage of techniques and practices from the computer and social sciences represented at this year's conference will contribute to continued collaborations among the various disciplines associated today with social media research. In keeping with this interdisciplinary focus, we have selected five tutorials this year to cross-pollinate methodologies and approaches across our diverse community. The tutorials will be held the day after the main conference. Riki Conrey will give a tutorial on advanced methods for online survey design, collection and analysis to mea-

sure human cognition, motivation and decision making. Greg Ver Steeg and Aram Galstyan will give an overview of information-theoretic approaches to analyzing human behaviors in social media. Amit Sheth, Patrick Meier, Carlos Castillo, and Hemant Purohit will present a tutorial on citizen sensing and analytics for improving crisis response. Matteo Magnani and Luca Rossi will review theoretical models, data gathering methods and analytical tools for joint analyses of multiple networks. Our final tutorial will be given by Muhammad Ahmad and Jaideep Srivastava, on behavioral mining and social network analysis in massive online games. We are excited by the breadth of ideas being shared in this year's tutorials and are looking forward to the impact their teachings will have on our community. Our gratitude goes to our tutorial chairs, Winter Mason and Raquel Recuero for their work in soliciting and selecting these tutorials.

This year, we have accepted five proposals from ten submissions for a total of four colocated workshops (two workshops combined given topical overlap). The workshops are: Social Media Visualization, featuring an invited talk; Social Computing for Workforce 2.0; When the City Meets the Citizen; and Computational Personality Recognition with invited speakers, François Mairesse and Daniel Gatica-Perez, from Big-Five in 100 million pixels. These workshops will all be held the day after the main conference. Daniele Quercia and Lee Humphreys led the charge to solicit and select workshops. Thanks to Daniele and Lee and their team of reviewers.

The organizers would like to thank the program committee for their hard work in selecting this set of papers. More importantly, we would like to thank the broader ICWSM community for the excellent technical work that was submitted. Finally, we thank our sponsors - Bing / Microsoft Research, Google and Facebook - that have made this event a reality.

We look forward to seeing you in Boston!

– Emre Kiciman, Nicole Ellison, Bernie Hogan,
Paul Resnick, and Ian Soboroff