

# Preface

Welcome to the eighth meeting of the International Conference on Weblogs and Social Media (ICWSM-14) held in Ann Arbor, Michigan. With the help of the whole community — authors, reviewers, sponsors, steering committee and conference organizers — we have seen ICWSM evolve into the premier venue for social media research.

Program chairs Munmun De Choudhury, Bernie Hogan, and Alice Oh recruited and organized a large and experienced reviewing team. In all, 54 senior program committee members and 210 program committee members spent weeks carefully reviewing the submissions to bring us the program this year. Meeyoung Cha and Michael Macy recruited tutorial presenters. Derek Ruths and Jie Tang are curating data sets shared by paper authors. Sarita Yardi Schoenebeck, Brian Keegan, and Xin Rong kept the community informed and excited about participating.

There were 279 full paper submissions. Of these, 64 were accepted, an acceptance rate of 23 percent. Some of these will be presented in full-length oral format, others as lightning talks with a poster session following. There is no distinction in quality between those papers selected for full-length oral versus lightning plus poster format. There were also 44 poster submissions. Of these, 18 were accepted; they appear in the proceedings as four-page papers. Those posters and five demonstrations will be presented at the poster session on Tuesday evening.

ICWSM has always prided itself on creating a space for the computer and social sciences to mix around shared interests. This year is no exception. For keynote speakers, we have Eric Horvitz, distinguished scientist and managing director at Microsoft Research, and Keith Hampton, associate professor in the Department of Communication, School of Communication and Information, Rutgers University. The submitted program also includes a mixture

of computational and social scientific work, often within individual papers.

One barrier to participation by social scientists has been a mismatch in publishing culture: in some disciplines conference publications are not valued as highly as they are in computing. For the second year, ICWSM-14 offered a nonproceedings option to authors of accepted papers. This allowed our social science colleagues to have high quality papers reviewed and presented at the conference while allowing them to publish the papers in journal venues. Word seems to be getting out: there were fourteen submissions this year, of which six were accepted.

By keeping costs down and attracting generous support from sponsors, we have reduced registration fees to their lowest level in 4 years and this year tutorial attendance is included at no extra cost. We have continued to provide significant funding to student attendees.

Our hope is for ICWSM to not only provide a space to present new research but also one in which researchers can develop new skills. This year we have four tutorials on the day before the main conference presented by leaders of the field: Eytan Bakshy, Sean Taylor, Kyumin Lee, James Caverlee, Calton Pu, Hsun-Ping Hsieh, Thomas Sandholm, Cheng-Te Li, Jure Leskovec, and Rok Susic.

We are also experimenting with some self-organizing informal workshops and birds-of-a-feather sessions on the day before the main conference. Some rooms have been set aside for these activities.

Major thanks go to our sponsors who made financial contributions to the conference: Microsoft Research/Bing (Platinum); Facebook, Google, and the University of Michigan School of Information (all Silver).

We look forward to a great few days with you in Ann Arbor.

– *Eytan Adar, Paul Resnick* (General Chairs)