2nd International Workshop on Modeling Social Media 2011: User Interface Modeling in Social Media (MSM´11)

October 9, 2011, co-located with IEEE SocialCom 2011, Boston, USA

Co-Organizers:
Alvin Chin, Nokia Research Center, Beijing, China
Martin Atzmueller, University of Kassel, Germany
Denis Helic, Graz University of Technology, Austria
(Christoph Trattner, University of Pittsburgh in place of Denis Helic)
1st Workshop on Modeling Social Media 2010

• Co-located with Hypertext 2010, Toronto, Canada on June 13, 2010

• Co-organizers:
  – Alvin Chin, Nokia Research Center, Beijing, China
  – Markus Strohmaier, Graz University of Technology, Austria
  – Andreas Hotho, University of Würzburg, Germany

• Topics: propagation and influence models, intent and goals in social media, models of social phenomena and emergent social behavior, modeling of the evolution and dynamics of social media, agent-based models of social media, software-engineering and requirements models for social media or adaptive hypertext models for social media

• http://kmi.tugraz.at/workshop/MSM10/
1st Workshop on Modeling Social Media 2010

• 16 paper submissions: 2 full research papers, 3 short papers and 4 posters
• 30 registered attendees
• Keynote: Ed Chi (Google) on *Model-driven Research for Augmenting Social Cognition*
• Panel discussion: Barry Wellman (University of Toronto), Ed Chi (Google), and Jamie Blustein (Dalhousie University)
• Topics on information similarity, social dynamics in online groups, citizen opinion, open source sw development, friendship relations, semantic web for folksonomies
MSM 2011 Workshop Goals

- Different formats of social media, but we access the social media through a user interface
- Focus on the details of user interface modeling for social media, with the objective of creating a user design process and model that researchers and practitioners can use in their own line of work
Why is this important?

• Social media overload with no standard user interface
• Design of social media on the phone is significantly different than PC-based or web-based social media applications
• Social media models usually focus on architecture, design and data, rarely on the user
MSM 2011 Workshop Details

12 submissions, 7 accepted
• Keynote
• 4 Full papers
• 3 Short papers
• Discussion
Programme Committee

• Ed Chi, Google, USA
• Markus Strohmaier, Graz University of Technology, Austria
• Daniel Gayo-Avello, University of Oviedo, Spain
• Jordi Cabot, INRIA, France
• Wai-Tat Fu, University of Illinois at Urbana-Champaign, USA
• Thomas Kannampallil, University of Texas, USA
• Andreas Hotho, University of Würzburg, Germany
• Ciro Cattuto, ISI Foundation, Italy
• Marc Smith, ConnectedAction, USA
• Huan Liu, Arizona State University, USA
• Gerd Stumme, University of Kassel, Germany
• Else Nygren, Uppsala University, USA
• Ido Guy, IBM Research, Israel
• Pranam Kolari, Yahoo Research, USA
Workshop Agenda

--- 8:35am – 9:35am
- Keynote: Sharing Location over Social Media
  Prof. Guanling Chen, University of Massachusetts-Lowell, USA

--- 9:35am – 10:30am Paper Session #1: Social tagging and social media
Moderator: Christoph Trattner
- Modeling Location-based Profiles of Social Image Media using Explorative Pattern Mining (Florian Lemmerich and Martin Atzmueller) – Long paper (15 min talk + 5 min Q&A)
- Current and Future Trends in Social Media (Enkh-Amgalan Baatarjav and Ram Dantu) – Short paper (10 min talk + 5 min Q&A)
- Simulation of User Participation and Interaction in Online Discussion Groups (Else Nygren) – Long paper (15 min talk + 5 min Q&A)

--- 10:30am – 10:45am
- Break
Workshop Agenda

--- 10:45am – 11:55am Paper Session # 2: User Behavior and User Interface Modeling
Moderator: Martin Atzmueller

• Modeling user behavior in the adoption and diffusion of Twitter client software (Elenna Dugundji, Ate Poorthuis and Michiel Van Meeteren) – Long paper (15 min talk + 5 min Q&A)

• Enhancing Exploratory Search with Hedonic Browsing Using Social Tagging Tools (Hesham Allam, James Blustein, Louise Spiteri, Michael Bleimel) – Short paper (10 min talk + 5 min Q&A)

• Privacy and Security in Multi-modal User Interface Modeling for Social Media (Mohamed Bourimi, Ricardo Tesoriero, Pedro G. Vilanueva, Fatih Karatas and Philipp Schwarte) – Long paper (15 min talk + 5 min Q&A)

• Comparing Social Tags to Microblogs (Victoria Lai, Christopher Rajashekar and William Rand) – Short paper (10 min talk + 5 min Q&A)

--- 11:55am – 12:10pm

• Next steps discussion
Moderator: Alvin Chin

--- 12:05pm – 12:15pm

• Closing
Connect Online

• LinkedIn: http://www.linkedin.com, group = Modeling Social Media workshop 2011 group
• Facebook: http://www.facebook.com, group = Second Workshop on Modeling Social Media (MSM 2011)
• Twitter: http://www.twitter.com/msm2011, tag = #msm2011
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• Web site: http://www.kde.cs.uni-kassel.de/ws/msm2011/