

# 2<sup>nd</sup> 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
- Follow on Twitter @msm2011
- Presentations on Slideshare #msm2011
- Web site: <http://www.kde.cs.uni-kassel.de/ws/msm2011/>