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The 2010 Workshop on Social Interactions Analysis and Services Providers (SIASP) In
conjunction with the IEEE ICDM 2010 December 13th, 2010, Sydney, Australia
http://eric.univ-lyon2.fr/~siasp/
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CALL FOR PAPERS

With the emergence of Web 2.0, the user became the heart of various technologies that compose this new era such as mashups, collaborative environments, social networks, etc. The main added ingredient is certainly the social dimension with the aim of linking users together to facilitate their interaction and make it richer and more productive. The social Web is increasingly becoming the most interesting part of the Web and is at the point of challenging well established Web players such as the traditional search engines, e.g., Google. This is a huge step forward from a user perspective but also opens up great prospects for research in an environment that becomes increasingly complex, less structured and more hostile considering the great mass of knowledge generally hidden from the user.

Social networks are the focus of most of the work being done around the social Web. Works in this area address in particular the structural properties, e.g., the strength of social connections, characterization of key players, etc. Apart from social networks, the social dimension may be found in other forms and other locations on the Web: social media such as YouTube and Flickr, social news like Digg or Twitter, or social bookmarking as Delicious (del.icio.us). All these forms constitute a huge container of social information with knowledge that may be useful to the user. This knowledge may be leveraged by, e.g., offering new value added services exploiting that knowledge, which otherwise is very poorly exploited by users and service providers today.

This workshop aims to bring together researchers and young researchers from both academia and industry around issues related to the social interactions analysis through mining social data for providing users added value services. On the other hand, it is necessary to study and understand how services providers could leverage this huge mass of hidden knowledge for, e.g., business purposes, an issue facing all services providers in this area. Concretely, this includes confronting ideas in order to have a clearer view of the elements that surround this new phenomenon, to build a clear overview of advances in the various tracks related to the new Web era and then examining the scientific and industrial short, medium and long terms to rise around this hot topic.

The workshop includes the following topics (but not limited to):
- Knowledge discovery from social data;
- Social networks (personal/professional) analysis;
- Service providers and the social Web;
- Applications of social knowledge;
- Social analysis for content and services personalization;
- Business models of the social Web;
- Information retrieval and filtering in the social Web;
- Community extraction and analysis;
- Privacy in the social Web;
- New challenges in social interactions analysis for services providers;
- etc.

Submission must be written in English and should not exceed 10 pages using the IEEE format. All the submissions will be reviewed by at least three reviewers. Authors should submit their articles electronically through the submission platform using the workshop

website.

IMPORTANT DATES
- July 18, 2010 : Abstract submission
- July 23, 2010 : Full paper submission
- September 20, 2010: Notification of paper acceptance to authors
- October 8, 2010: Camera-ready of accepted papers
- December 13, 2010: Workshop date

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- Cécile Favre, Université Lyon 2, France
- Tetsuya Yoshida, Hokkaido University, Japan

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