



3rd Workshop on Making Sense of Microposts (#MSM2013)

at WWW 2013

<http://oak.dcs.shef.ac.uk/msm2013>

13th May 2013. Rio de Janeiro, Brazil



THEME:

Making Sense of Microposts: Big things come in small packages

Microposts (e.g. Twitter status updates, Facebook likes, Google recommends, Instagram photos, Foursquare checkins) are now primarily published from mobile devices using platform-specific applications - 2012 saw smart phone sales surpass personal computers worldwide for the first time. With increasing capability to interact with social media on the go (using also other small devices such as tablets and even feature phones), we anticipate the rate of publication of Microposts to continue to increase. The consumption of such data is spread across a range of use cases and needs, from emergency response and crowd tracking, to financial risk forecasting and political sentiment analysis. In each case it is imperative that we can make sense of Microposts in order to extract and act upon this useful information.

#MSM2013 aims to discuss and critique current efforts toward making sense of Microposts - i.e. information posted on the Web that is small in size (typically not more than 140 characters per post) and that requires minimal effort to publish. Naturally, low-effort publishing services that result in Microposts are popular among users due to their ease of exchange; however, the increased quantity of new content available comes with a price: low information content, potential misinterpretation and large quantities to analyse. The analysis of Microposts therefore represents a major challenge that needs to be solved in order to help extract what is undebatable knowledge, and use this to build more intelligent end-user systems.

The workshop will foster discussion about research on how best to analyse Microposts, given their rate of publication and scale, focusing on: how information can be gleaned from Microposts, given their noisy nature and abbreviated format that requires novel methods to glean important information; how Microposts can be applied in novel contexts, e.g. for emergency response and crowd tracking; in sentiment and public opinion assessment; and in the teaching and learning environment.

Microposts are both a technical and a social phenomenon, and the nature of the challenge related to their treatment is therefore multi-disciplinary. We continue to promote a multidisciplinary workshop, as achieved in the past two in the series, by also encouraging social scientists and other non-Computer Science researchers to submit work that looks at

the theories behind Micropost usage and communication through this medium. The workshop also encourages demonstration of practical application of the results of analysis of Micropost data, both within the research community and in everyday, real-world scenarios.

TOPICS OF INTEREST

The workshop will focus on topics including, but not exclusive to, the four main areas below. The first two concern information extraction and enrichment using existing and novel algorithms, the third targets research on Microposts outwith a pure Computer Science perspective, and the last addresses the application of research on and analysis of Micropost data.

1. Microposts and Semantic Web technologies
 - * Concept and entity extraction from Microposts
 - * Modelling Microposts using ontologies
 - * Inference from Microposts
 - * Microposts and the Web of Linked Data
2. Data Mining from Microposts
 - * Network analysis and community detection
 - * Influence detection and social contagion modeling
 - * Opinion mining and sentiment analysis
 - * Content recommendation and link prediction
 - * Scalable processing techniques
 - * Micropost aggregation and mapping to other content
3. Social and Web Science Studies
 - * Attention economics in Micropost systems
 - * Political and polemical aspects of Microposts
 - * Citizen empowerment through Microposts
 - * Community/network analysis of Micropost dynamics
 - * Ethics, legal and privacy implications
 - * Cultural and regional differences in Micropost publishing
4. Applications
 - * Brand management, business analysis / market scanning
 - * Collective intelligence
 - * Event detection, crowd tracking and geo-location
 - * Public consensus & citizen participation
 - * Emergency response & health
 - * User profiling and expert-finding
 - * Discovery of information & people through Microposts
 - * e-Learning via Microposts
 - * Visualisation of Microposts as a decision support tool

CONCEPT EXTRACTION CHALLENGE

#MSM2013 will host a 'Concept Extraction Challenge', sponsored by eBay, where participants must label Microposts in a given dataset with the concepts referenced. Existing concept extraction tools are intended for use over news corpora and similar document-based corpora with relatively long length. The aim of the challenge is to foster research into novel, more accurate concept extraction for (much shorter) Micropost data. Further information on how to enter the challenge is available on the workshop website.

WORKSHOP STRUCTURE

A keynote address from an invited speaker will open the day. This will be followed by paper presentations. We will hold a poster and demo session to trigger further, more in-depth interaction between workshop participants. New this year, the workshop will terminate with brief presentations of the outcome of a 'Concept Extraction from Microposts' challenge, sponsored by eBay.

SUBMISSIONS

- * Full papers: 8 pages
- * Short and position papers: 4 pages
- * Demos & Posters: 2 pages
- * Mock-up interfaces: 2 page description AND one of:
 - storyboard (max A3)
 - video (90 second limit)
- * Challenge extended abstracts: 2 pages
 - classification results captured to a TSV file
(detail at <http://oak.dcs.shef.ac.uk/msm2013/challenge.html>)

Written submissions should be prepared according to the ACM SIG Proceedings Template (see <http://www.acm.org/sigs/publications/proceedings-templates>), and should include author names and affiliations, and 3-5 keywords.

Submission is via the EasyChair Conference System, at:

<https://www.easychair.org/conferences/?conf=msm20130>. Where a submission includes additional material submission should be made as a single, unencrypted zip file that includes a plain text file listing its contents.

Each submission will receive, in addition to a meta-review, at least 2 peer reviews, with full papers at least 3 peer reviews.

IMPORTANT DATES

Submission of Abstracts: 20 Feb 2013

Paper Submission deadline: ~~25 Feb 2013~~ extended to: 01 Mar 2013, 19:00 GMT

Paper Notification: 13 Mar 2013

Camera-ready (hard) deadline (papers, posters & demos): **28 Mar 2013**

Challenge Data release: 17 Jan 2013

Intent to submit to challenge: 03 Mar 2013

Challenge Submission deadline: ~~17~~ extended to: 20 Mar 2013

Challenge Notification: 31 Mar 2013

Challenge camera-ready deadline: 07 Apr 2013

(all deadlines 23:59 Hawaii Time)

Workshop program issued: 09 Apr 2013

Proceedings to be published by ACM

Workshop - 13 May 2013 (registration open to all)

CONTACT

E-mail: msm2013-0@easychair.org

Mailing list: <http://lists.dcs.shef.ac.uk/mailman/listinfo/msm2013>

Facebook Group: http://www.facebook.com/#!/home.php?sk=group_180472611974910

Facebook Public Event page: <http://www.facebook.com/events/116134955169543>

Twitter hashtag: #msm2013

W3C Microposts Community Group: <http://www.w3.org/community/microposts>

ORGANISERS

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STEERING COMMITTEE & LOCAL CHAIR:

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CHALLENGE EVALUATION COMMITTEE

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