



Second International Workshop on Modeling, Managing, and Mining of Evolving Social Networks (M3SN)

in conjunction with the 26th International Conference on Data Engineering (ICDE 2010), Long Beach, USA, March 6, 2010

<http://www.mpi-inf.mpg.de/conferences/m3sn10>

Online social networking is gradually turning into the primary means of interacting with friends and peers online, forming new social ties, or most commonly as a way of users to manage their “personal spaces”. Study of these large-scale social networking systems, their evolution, and development of data mining techniques that turn the rich latent information within these networks into actionable intelligence is of great interest. Presence of a diversity of content (photos, videos, travel maps, reviews, interactive gaming, etc.) as well as a variety of interaction paths (explicit friendships, links to bookmarks or blogs, comments left on blogs, etc.) give rise to a number of new and unique research challenges in terms of their management, mining and modeling. Their effective solution requires deeper collaboration amongst research areas ranging from graph theory to sociology and economic models to data engineering. In this workshop we aim to bring together academic researchers and practitioners to address the open research challenges in dynamic social networks.

We solicit original high-quality submissions dealing with modeling and mining of evolving social networks with applications to recommendation systems, targeted advertising, and classification/clustering of entities.

Topics of Interest

- **Modeling of Social Networks**
 - Evolutionary models for social networks.
 - Privacy and security issues.
 - Modeling trust and reputation in social networks.
 - Misbehavior detection.
- **Recommendation**
 - Importance of friendship links in social recommender systems.
 - Impact of recommendation models on the evolution of the social network.
 - Classification models and their application in social recommender systems.
- **Advertisement models**
 - Influence models and their application in social environment.
 - Community detection.
 - Social advertising and the use of social networks for marketing.
- **Search in social media**
 - Web pages ranking informed by social media.
 - Expertise discovery.
 - Collaborative Filtering.

Important Dates

Papers due: November 15, 2009
Notification to authors: December 15, 2009
Camera-ready versions: January 3, 2010

Workshop Chairs

- Srikanta Bedathur, MPI Informatik, Germany
- Akshay Java, Microsoft, USA
- Ralf Schenkel, Saarland University, Germany

Submission Instructions

All papers must represent original and unpublished work that is not currently under review. Papers will be evaluated according to their significance, originality, technical content, style, clarity, and relevance to the workshop. At least one author of each accepted paper is expected to attend the workshop. Research papers must be prepared in the 8/5"x11" IEEE camera-ready format; templates are available at

<http://www.icde2010.org/index.php/cfpapers>

Full papers should not exceed 8 pages, short papers 4 pages. All papers should be submitted using the M3SN workshop web site at

<http://cmt.research.microsoft.com/M3SN2010>