



## WWW MABSDA Workshop Chairs' Welcome

It is our great pleasure to welcome you to the first WWW workshop on Multidisciplinary Approaches to Big Social Data Analysis (MABSDA). The workshop aims to explore the new frontiers of big data computing for opinion mining through Semantic Web ontologies, rules, and services, Linked Data technologies, Web Science applications, knowledge-based systems, adaptive and transfer learning, in order to more efficiently retrieve and extract social information from the Web. As the Web rapidly evolves, in fact, Web users are evolving with it. In an era of social connectedness, people are becoming more and more enthusiastic about interacting, sharing, and collaborating through social networks, online communities, blogs, Wikis, and other online collaborative media. In recent years, this collective intelligence has spread to many different areas, with particular focus on fields related to everyday life such as commerce, tourism, education, and health, causing the size of the Social Web to expand exponentially.

The distillation of knowledge from such a large amount of unstructured information, however, is an extremely difficult task, as the contents of today's Web are perfectly suitable for human consumption, but remain hardly accessible to machines. The opportunity to capture the opinions of the general public about social events, political movements, company strategies, marketing campaigns, and product preferences has raised growing interest both within the scientific community, leading to many exciting open challenges, as well as in the business world, due to the remarkable benefits to be had from marketing and financial market prediction.

To this end, MABSDA aims to provide an international forum for researchers in the field of big data computing for opinion mining and sentiment analysis to share information on their latest investigations in social information retrieval and their applications both in academic research areas and industrial sectors. The broader context of the workshop comprehends Semantic Web, Linked Open Data, Web Science, information retrieval, and natural language processing. For further information about the workshop and related activities, please refer to <http://sentic.net/mabsda>.

We would like to thank many people who contributed to the success of this event. Particularly, we are thankful to all the authors for their interest in the workshop and for submitting their contributions, all PC members for publicizing the workshop and providing timely and constructive reviews for the submitted papers. Our special thanks are to Prof Bebo White who kindly agreed to give an invited talk on how to best leverage the potential of the Web as a laboratory.

The proceedings of WWW MABSDA include 6 peer-reviewed papers accepted to this year's workshop out of 13 valid submissions. We hope you enjoy reading them.

We are looking forward to an interesting workshop and to meeting you in Rio de Janeiro!

### **Erik Cambria**

*National University of Singapore  
Singapore*

### **Yunqing Xia**

*Tsinghua University  
China*

### **Newton Howard**

*MIT Media Laboratory  
USA*