



Mining Social Networks Dynamics 2013 Workshop Chairs' Welcome and Preface

In the real-time Web, the latest evolution of the Web, information is generated very quickly, consumed by millions of users, and updated rapidly by others through commenting, replying, transferring, etc. This is practiced by people of various origins who differ in culture, knowledge, background, ideology. Moreover, information generally comes from several channels and is outsourced to other often different and heterogeneous channels. This is amplified by the social networking phenomenon, the social Web, which is nowadays a well established set of technologies, based on which users and service providers can exchange messages through an interaction network, share information and collaborate, advertise a product, create communities and influence them, etc. Besides, there is an abundant literature regarding the different aspects of social networks which involve structural, content, metadata as well as users roles and interactions analysis..

However, it is well established that currently no universal consensus and understanding is reached in terms of the laws governing these social networks and their evolution over time. Thus, it is difficult to draw a clear image linking the existing models of social networks and the real underlying social mechanisms and emerging phenomena. As a result, there is a big gap in the evaluation and the concretization of most of the research efforts in this area. Furthermore, due to the growing complexity of online social networks and the huge quantity of new data available everyday, it becomes crucial for the researchers to provide a clear understanding of the dynamics of these networks. It also becomes important for the community to not only understand what is happening currently in the network but also to predict the next evolution and monitor the trends in the network. To efficiently analyze these networks, it is important to be able to predict the dynamics in its different forms: the content evolution (i.e., hot topics evolution), the network structure (e.g., creation of new relations), the information diffusion and propagation, the influence evolution, etc.

Following the success of the last year's version of this workshop (<http://eric.univ-lyon2.fr/msnd/2012/>), we are re-conducting it this year to attract more researchers and make the event a central location where researchers working on the issues of mining social network dynamics can meet again to exchange ideas on open problems. We have also extended the topics of interest for this workshop, with a particular interest towards dynamics. And we aim at gathering researchers from the fields of social computing, machine learning, and data mining to think about the obstacles that hurdle the leveraging of understanding and capturing of social network dynamics. We target researchers from both commercial and academic labs to join forces in this exciting area. We intend to discuss the recent and significant developments in the general area of mining social network dynamics and to promote cross-fertilization of techniques. In particular, we aim at identifying techniques from the data mining and machine learning fields that will enable researchers to understand the dynamic phenomena in social networks and social media, as well as specify important directions for the research communities. Understanding, capturing, mining and being able to predict dynamic behaviors is interesting for several areas such as marketing, security, and Web search. To address the above mentioned aspects, we solicit the

following topics: information diffusion in social networks, community extraction, analysis, and evolution, detection of (possibly evolving) roles, content evolution and tracking in social networks, social Journalism and news dynamics, social networks affective and sentiment analysis, social media recommendations, information quality and evolution in social content, security and privacy in rapidly evolving social networks, evaluation techniques and benchmarks, new challenges in mining social networks, example studies and use cases of dynamics of social networks. To the end, 5 papers are accepted for oral presentations, and our workshop program consists of these 5 oral presentations and a keynote talk about the dynamics in social networks.

We would like to thank lots of people who helped and supported us for making this workshop successful. Many thanks for the WWW 2013 workshops chairs, Leslie Carr and Alberto Laender, who gave us this opportunity to set up the workshop and their advices and support during the whole organization period. Many thanks also for all the authors who have submitted their papers to the workshop. Finally, special thanks to all the PC members of the MSND workshop for their prompt and valuable reviews and their dedicated support to MSND

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