

Preface

Online social networks have grown massively during the last decade, and currently are used by billions of users to interact. In this context, social influence analysis has become a really active research area in the field of online social networks. Nowadays, social influence analysis on online social networks is highly relevant for recommendation systems, advertising, political campaigns, information and opinion diffusion, expert finding and link prediction, among many others. However, social influence analysis on the current online social networks is recognized as a complex problem that requires computational models, techniques and algorithms specially designed for such social networks.

This workshop aims to bring together experts from academia and industry to discuss the state-of-the-art, open problems, challenges and innovative approaches (i.e., innovative computational models, techniques and algorithms), particularly Artificial Intelligence approaches, in the field of online social networks for social influence analysis.

The workshop attracted a number of high-quality contributions of which six long papers were accepted for presentation at the workshop. These accepted papers span a wide variety of issues and techniques related to social influence analysis on online social networks. Specifically, the papers deal with topics such as social influence maximization, explanation systems for social influence maximization algorithms, identification of influential users' professions, and social influence analysis.

Additionally, the workshop includes an invited talk: "Measuring and Modeling Popularity in Social Media" by Prof. Lexing Xie, from the Research School of Computer Science at the Australian National University.

We would like to thank all the authors for their submissions, and our Program Committee for their precious work. We would also like to thank AMiner for sponsoring our workshop.

August 2017

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