



International Workshop on Modeling Social Media 2010 (MSM'10)

June 13, 2010, co-located with Hypertext 2010, Toronto, Canada

Co-Organizers:

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Final Discussion and Wrap Up

- Social media is a multi-dimensional, interdependent phenomenon that is difficult to
 - **understand & explain**
 - **predict & influence**
 - **design & control**
 - **integrate & coordinate**
 - ...
- ➔ Modeling as one way to tackle these issues

Final Discussion and Wrap Up

- Models could help
 - ask and answer questions
 - do „virtual“ experiments
 - predict future states of social media
 - explain failure and success
 - justify decisions
 - relate social media properties to the real world
 - ...

Workshop Goals

- focus on the role that modeling can play for social media
- bring together researchers and practitioners interested in:
 - exploring different dimensions of modeling social media phenomena and systems
 - the different purposes and applications that models of social media can serve
 - issues of integrating and validating social media models
 - Aspects of modeling social media on micro, meso and macroscales
- **start a conversation**

Keep discussion going online!

- LinkedIn: <http://www.linkedin.com>, group = Modeling Social Media Workshop group
- Facebook: <http://www.facebook.com>, group =First Workshop on Modeling Social Media (MSM)
- Twitter: http://www.twitter.com/msm_2010, tag = #msm10

Paper publications and presentations

- Papers online at workshop web site
- Also indexed in ACM Digital Library
- Plan for proposal for submitting papers to a book
- Presentations online at workshop web site and SlideShare (use tag #msm10)

Next steps

- Is there a need for / interest in a Second Workshop on Modeling Social Media as a follow up to this one?
- could focus on
 - Particular social media applications
 - How to test social media models and validate them
 - Your suggestions?

Feedback

- <http://spreadsheets.google.com/viewform?formkey=dEtTWWdKdkw2eDI3SIVnd3dMZTNyb3c6MQ>

Logistics

- Reception (6-9 pm) at Claude T. Bissell building, 140 St. George St, Room 728
 - See Conference Map on <http://www.ht2010.org> s