

# Preface

The all-round infiltration of Web 2.0 these days substantially promotes the development of social networks that are reshaping the way people and organizations interact. Against this background, two workshops on social media retrieval and mining were held in conjunction with the 8th International Conference on Advanced Data Mining and Applications (ADMA 2012).

ADMA 2012 was held in Nanjing, China, December 15–18, 2012, and the workshops were held on December 15. The ADMA 2012 program featured five keynote speeches from prestigious scientists in data mining and related areas, including the 2010 Turing Award winner, Prof. Leslie Valiant from Harvard University, Prof. Bo Zhang from Tsinghua University, Prof. David Bell from Queen’s University Belfast, Prof. Qiang Yang from Hong Kong University of Science and Technology, and Prof. Ester Martin from Simon Fraser University. Over 150 people from more than 20 countries and areas attended the conference and the workshops.

This separate CCIS volume contains 15 selected papers from the ADMA 2012 workshops, including the International Workshop on Social Network Analysis and Mining (SNAM 2012) organized by Dr. Cuiping Li and Dr. Gao Cong and the International Workshop on Social Media Mining, Retrieval and Recommendation Technologies (SMR 2012) organized by Dr. Guandong Xu and Dr. Bo Jiang.

We would like to thank the ADMA 2012 workshop co-chairs, Dr. Hong Cheng from The Chinese University of Hong Kong and Dr. Jianyong Wang from Tsinghua University, for their careful evaluation and selection on the workshop proposals. We thank all workshop organizers for their efforts in organizing two successful workshops. We also thank the authors for their submissions and the workshop Program Committee members for their excellent reviewing work. We hope that the papers in the proceedings are interesting and stimulating.

August 2013

Shuigeng Zhou  
Zhiang Wu

Social Media Retrieval and Mining

ADMA 2012 Workshops, SNAM 2012 and SMR 2012,

Nanjing, China, December 15-18, 2012. Revised

Selected Papers

Zhou, S.; Wu, Z. (Eds.)

2013, X, 167 p. 49 illus., Softcover

ISBN: 978-3-642-41628-6