

Preface

This book constitutes the proceedings of the 7th International Conference on Social Informatics (SocInfo 2015), held in Beijing, China, in December 2015. The 19 full papers presented in this volume were carefully reviewed and selected from 42 submissions. The papers are organized in topical sections such as user modeling, opinion mining, user behaviors, crowd sourcing, etc.

SocInfo is an interdisciplinary venue for researchers from computer science, informatics, social sciences, and management sciences to share ideas and opinions and present original research work on studying the interplay between socially centric platforms and social phenomena. The ultimate goal of social informatics is to create a better understanding of socially centric platforms not just as a technology, but also as a set of social phenomena. To that end, we have invited interdisciplinary papers on applying information technology in the study of social phenomena, on applying social concepts in the design of information systems, on applying methods from the social sciences in the study of social computing and information systems, on applying computational algorithms to facilitate the study of social systems and human social dynamics, and on designing information and communication technologies that consider the social context.

In addition to the presentations of the papers at the conference, we were very pleased to have six keynotes from leading experts in our community:

- Peter A. Gloor, “The Stupidity of the Crowd and the Wisdom of the Swarm”
- Jaideep Srivastava, “Interpersonal Trust Dynamics in Online Systems – Models and Applications”
- Sam Gosling, “The Psychology of Social Behavior in Online and Offline Spaces”
- Feiyue Wang, “Intelligence 5.0: From Social Informatics to Social Intelligence via Social Computing”
- Xing Xie, “Building User Knowledge Graph Based on Human Behavioral Data”
- Jie Tang, “Modeling Social influence in Large Social Networks”

The conference could not have been a success without the contribution of many people. First, we gratefully acknowledge our financial sponsors: Academy of Mathematics and Systems Science, Chinese Academy of Sciences; National Center for Mathematics and Interdisciplinary Sciences, Chinese Academy of Sciences; East China Normal University; and Yahoo Research Barcelona. Second, SocInfo Steering Committee member Ee-Peng Lim provided valuable advice and support during the whole process. The general chairs, Xiaoguang Yang and Aoying Zhou, took care of organizing issues and many other things to make sure the event ran smoothly. The publicity chair, Jinhu Lv, made great efforts in promoting the conference and editing the conference proceedings. Our special thanks go to the local co-chairs, Peng Cui and Xijin Tang, and their teams, whose contributions were

indispensable to making the event run. Last but not least, a big thank you to all participants of SocInfo 2015, who made it such a great event!

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