The 1st IEEE Symposium on Web Society (SWS2009)

August 23-24, 2009 Lanzhou, China

Call For Papers

IEEE Symposium on Web Society

Lanzhou, China

Nowadays, people spend more and more time on the Web, and according to the latest CNNIC report, there are about 298M network users in China until the end of 2008. Web has become a virtual world for most people. The WWW does not exist without the participation of people and organizations. To improve the effectiveness of consuming Web information, thus help people use the Internet more safe and effective, it is a must to learn more about the web society, i.e., the users and interactions among them.

What the characteristics/personalities of Web users? How do people behave on the Web? How people search on the Web, and can we identify their intention? How can the web behavior and interactions to be understood? And how can we design the Web of the future ensure that it remains stable and pro-human' ?

Those challenges require understanding of both human personalities and their behavior on the Web. So the Web society is a field that requires the attention of computer scientists, psychologists, social scientists, etc. The aim of this symposium is to bring these scientists together across the disciplinary divide for perhaps the first time, exploring the development of the Web across different areas of everyday life and technological development. We welcome papers from a wide range of disciplinary perspectives, including computer science, sociology, psychology, economics, health, etc. Papers which incorporate more than one discipline will be particularly welcomed. We have identified the following areas for particular attention (not limited to):

Web Society Infrastructure
Web Behavior Analysis
User Modeling and data mining
Web Search and Information Retrieve
e-Therapy

Track: Theory and Applications in Social Computing(Chair: Tiejian Luo)

Social Computing can be broadly defined as computational facilitation of social studies and human social dynamics as well as design and use of information and communication technologies that consider social context. Social computing -- including online communities, social networking, and user contributed content -- is the force behind Web 2.0 applications which related to recommender systems, reputation systems, prediction markets, social network analysis, online communities, and computer-supported cooperative work. The 2009 IEEE International Conference on Web and Society provides a key forum for researchers and industry practitioners to exchange information regarding advancements in the state of art and practice of social computing. Topics of particular interest include, but are not limited to:

- Theory foundation in Social Computing
- Social Behavior Modeling, Social Intelligence, Social Cognition

- Emotional Intelligence, Intention Detection, Cultural Dynamics, Opinion Representation, Influence Process
- Data Mining, Machine Learning, Information Retrieval, Artificial Intelligence in Social Contexts
- Trust, Privacy, Risk and Security in Social Contexts

Track：The Analysis of Web Society Infrastructure and Behavior(Chair: Shaohua Huang)

In the second half of the 20th century, taking the microelectronic technology revolution as a foundation, with the rapid growth of communication and network technologies, a social structure with network as its chief character is growing up, simultaneously, the virtual behavior with anonymous as its principal character is emerging. Many researchers have explored in this field. In order to get further social sciences research in this domain, this track focuses on web society Infrastructure and behavior analysis. Topics of interest include：

- Web Society Infrastructure
- Web Behavior Analysis
- Web Social Network
- Web Social Relationships
- Internet Addiction Disorder(IAD)

Track: Cloud Computing and Data-intensive applications(Chair: Xiaotao Wei)

Over the past several years, a collection of systems and tools that simplify the storing and processing of large-scale data sets have been built. However, dramatic growth in data has spurred the emergence of the data center as the platform of choice for the growing data-intensive applications. And many researchers seek to the state of art in the development and application of data-intensive systems for making intelligent use of the large-scale data being generated in science, commerce, and society. To accelerate research for data-intensive, Internet-scale computing and drive innovation for future systems, the track will be transferred to the first International Conference on Cloud Computing and Data-intensive applications in 2010. Topics of interest include:

- Compute and Storage Cloud Architectures
- Programming Models and Tools of Cloud Computing
- Data-intensive Computing Applications
- Data Management and Knowledge Discovery
- E-Service Engineering

Important Dates

Deadline of paper submission	May 01, 2009
Notification of acceptance	June 1, 2009
Delivery of camera-ready files	June 20, 2009
Conference	August 23-24, 2009

 MANUSCRIPT FORMAT

Do not exceed 6 single-space double column, 8.5 x 11-inch pages (including figures, tables and references) in 11 point Times Roman or similar font. Number each page. Include an abstract, five to ten keywords, the technical area (s) most relevant to your paper, and the corresponding author´s e-mail address. Submissions should represent original, substantive research results. We will not accept any paper which, at the time of submission, is under review for or has already been published (or accepted) for publication in another conference or journal.

For detailed information on how to prepare and submit PDF files and packing lists, please visit the following website: http://www.ieee.org/portal/pages/pubs/confpubcenter/instructions.html.

Successful applicants will be asked to produce a full paper to be presented at the conference in a plenary session. These papers will automatically be indexed by EI. Selected papers will be published by an International journal which is indexed by SCIE.

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