3rd Workshop on Online Social Networks (WOSN 2010)

Sponsored by USENIX, the Advanced Computing Systems Association

http://www.usenix.org/wosn10

June 22, 2010   **Boston, MA, USA**

WOSN 2010 will be part of the USENIX Federated Conferences Week, which will take place June 22–25, 2010.

Important Dates

Paper submissions due: *Thursday, February 25, 2010, 11:59 p.m. EST*
Notification of acceptance: *Friday, April 30, 2010*
Final papers due: *Tuesday, May 25, 2010*

Workshop Organizers

Program Co-Chairs

Bruce Maggs, *Duke University and Akamai Technologies*
Andrew Tomkins, *Google*

Program Committee

Lada Adamic, *University of Michigan*
Lars Backstrom, *Facebook Inc.*
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Overview

With over half a billion users worldwide, online social networks (OSN) are now a mainstream research area with thriving sub-communities among theoretical physicists, epidemiologists, economists, sociologists, and computer scientists.

The first two WOSN workshops were co-located with the ACM SIGCOMM Conference on Computer Communication. The 3rd WOSN will be co-located with other USENIX confer-ences being held June 22–25, 2010 (see http://www.usenix.org/events/#june10). It will explore all aspects of online social networks, from their embedding in measurable physical devices (fixed and mobile) to the complex interpersonal interactions that take place at the application layer. The workshop will bring together researchers and practitioners to discuss the challenges and important questions posed by online social applications and their infrastructure, as well as the trends and directions that will inform the online social landscape of the future.

Topics

Topics of interest include but are not limited to the following:

- Internet-scale measurement and analysis of online communities
- Correlation of different types or instances of social networks
- API/application toolkit software architectures and system design
- Mobile social networks
- Privacy in online social networks
- Experiences with deployed artifacts (e.g., Facebook applications)
- Diffusion and viral propagation in online social networks
- Economic models for online social networks
- Social gaming applications
- Implications of social networking on network and distrib-uted systems design
- System design for social networks
- Trust systems based on social networks
- Temporal evolution of social networks
- Network architecture design to support large-scale social applications
- Search strategies in social networks
- Rating, review, reputation, filtering, expertise, interest, and trust
- Identification of communities and their evolution in time
- Social media analysis: blogs and friendship networks
- Information sharing and forwarding
- Anonymity and privacy and usability (of tools to manage)
- Decentralized (ad hoc) network applications and services
- Challenges posed by social networks

Submission Instructions

The workshop solicits original, previously unpublished ideas or completed work, position papers, and/or work-in-progress

papers. Submissions must not be under review at any other workshop, conference, or journal. We encourage papers that propose new research directions or could generate lively debate at the workshop.

Submissions must be in PDF and must not exceed 9 (nine) 8.5" x 11" pages in length. Note: Due to the significant difference in usenix.sty and the past WOSN ACM.sty files, we have increased the maximum page length to 9 pages. Your paper should be typeset in two-column format in 10 point type on 12 point (single-spaced) leading, with the text block being no more than 6.5" wide by 9" deep. Reviews will be "single-blind," so author names and affiliations should be included in the submission version. Submissions must follow the formatting guidelines and must be submitted via the Web submission form, both of which appear on the WOSN 2010 Call for Papers Web site, http://www.usenix.org/wosn10/cfp. Authors of accepted papers are expected to present their papers at the workshop.

All papers will be available online to registered attendees before the workshop. If your accepted paper should not be published prior to the event, please notify production@usenix.org. The papers will be available online to everyone beginning on the day of the workshop, June 22, 2010.

Papers accompanied by nondisclosure agreement forms will not be considered. Accepted submissions will be treated as confidential prior to publication on the USENIX WOSN 2010 Web site; rejected submissions will be permanently treated as confidential.

Simultaneous submission of the same work to multiple venues, submission of previously published work, or plagiarism constitutes dishonesty or fraud. USENIX, like other scientific and technical conferences and journals, prohibits these practices and may take action against authors who have committed them. See the USENIX Conference Submissions Policy at http://www.usenix.org/submissionspolicy. Questions? Contact your program co-chairs, wosn10chairs@usenix.org, or the USENIX office, submissionspolicy@usenix.org.