

Preface

In the last 10 years, the dissemination and use of social networks have grown significantly worldwide. The current social networks have millions of users and are able to record hundreds of data from each of its users. Besides, the current social networks expose different aspects of the social behavior of its users. In this respect, many users of the social networks are known as influencers. The influencers are users that usually publish their opinions about different topics, products and services on the social networks, and then affect intentionally or unintentionally the opinions, emotions, or behaviors of other users on the social networks.

Because of the high impact of influencers on the opinions and behaviors of other users, many applications exploit the social influence. These applications include viral marketing, recommender systems, analysis of information diffusion in Facebook and Twitter, expert finding, link prediction and ranking of feeds, among others. However, the discovering of influencers on social networks is a really complex problem that requires developing models, techniques and algorithms for an appropriate analysis of the current social networks.

This workshop aims to bring together experts from academia and industry to discuss the state-of-the-art, open problems, challenges and innovative approaches, particularly AI approaches, in the field of social network analysis for discovering influential users.

The workshop attracted a number of high-quality contributions of which seven long papers were accepted for presentation at the workshop. These accepted papers span a variety of issues and techniques related to social influence analysis. Specifically, the papers deal with such topics as social influence maximization, social influence analysis, metrics to measuring influencers, identification of influencers roles and collective learning through social networks.

The workshop also includes two invited talks: "Computational Social Influence" by Prof. Wei Chen, Senior Researcher at Microsoft Research Asia, and "Security and Privacy in Social Analytics" by Dr. Zhen Wen, Staff Architect at Alibaba Group

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