

SocialNLP @ WWW 2015 Chairs' Welcome

It is our great pleasure to welcome you to *the Third ACM Workshop on Natural Language Processing for Social Media – SocialNLP'15*, associated with WWW 2015. SocialNLP is a new inter-disciplinary area of natural language processing (NLP) and social computing. There are three plausible directions of SocialNLP: (1) addressing issues in social computing using NLP techniques; (2) solving NLP problems using information from social media; and (3) handling new problems related to both social computing and natural language processing.

Through this workshop, we anticipate to provide a platform for research outcome presentation and head-to-head discussion in the area of SocialNLP, with the hope to combine the insight and experience of prominent researchers from both NLP and social computing domains to contribute to the area of SocialNLP jointly. Also, selected and expanded versions of papers presented at SocialNLP will be published in two follow-on Special Issues of Springer Cognitive Computation (CogComp) and the International Journal of Computational Linguistics and Chinese Language Processing (IJCLCLP).

The submissions to this year's workshop were again of high quality and we had a competitive selection process. We received 6 submissions from Asia, Canada, Europe, and the United States., and due to a rigorous review process, we only accepted 3 of them. Thus the acceptance rate was 50%. The workshop papers cover a broad range of SocialNLP-related topics, such as social content analysis, sentiment detection, link prediction, opinion mining and summarization, and tweet classification. We had a total of 27 program committee members, and each submission is evaluated by at least 3 PC members. We warmly thank our PC members for the timely reviews and constructive comments.

We are delighted to have Dr. Nicholas Jing Yuan, from Microsoft Research Asia, as our keynote speaker. The title of Dr. Nicholas Jing Yuan's keynote talk is "Mining Social and Urban Big Data." We also encourage attendees to attend the keynote talk presentation. The valuable and insightful talk can and will guide us to a better understanding of the future.

Putting together *SocialNLP 2015* was a team effort. We first thank the authors for providing the content of the program. We are grateful to the program committee members, who worked very hard in reviewing papers and providing feedback for authors. Finally, we especially thank the Workshop Committee Chairs Prof. Athena Vakali and Prof. Daniel Schwabe.

We hope you enjoy the workshop!

Organizers

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SocialNLP@WWW2015 Organization

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