WWW'15 General Chairs' Welcome

It is our great pleasure to welcome you to the 24th International World Wide Web Conference (WWW 2015) which will be held on May 18-22, 2015 in Florence, Italy. The annual World Wide Web Conference is the premier international forum to present and discuss progress in research, development, standards, and applications of the topics related to the Web. WWW is organized by the International World Wide Web Conference Steering Committee (IW3C2) in collaboration with local conference organizers of the host country. WWW 2015 offers a unique opportunity for sharing the latest insights of academic and industrial research, as well as to experience the unique environment of Florence, a city at the heart of artistic, cultural, and scientific developments since many centuries.

WWW 2015 will offer high quality technical activities, including research sessions, poster sessions, workshops, tutorials, demonstrations, an industry track, a Web Science track, a W3C track, panels, and a Ph.D. symposium. Co-located events include the 2nd edition of the Bigdata Innovators Gathering (BIG 2015), a novel Entrepreneurs Track (ET), the Digital Disease Detection Conference (DDD), the Digital Health Conference (DH), Digital Marketing 2015 -- Made in Italy on the Web (DM 2015), and the Web for All conference (W4A). WWW 2015 will also be collocated with the International Conference on Mobile Systems, Services and Applications (MobiSys 2015).

We hope you will be pleased with the quality of this year's program, featuring three keynote speeches by world-class experts. The Research track presents 131 high quality papers; 72 posters of the Poster track report short summaries of research; the Demo track shows 28 appealing demos; the Ph.D. Symposium track reports 9 presentations of doctoral students; the Industry track consists of 8 speeches from prominent industrial researchers; the Web Science track presents 12 papers and 14 posters on novel interdisciplinary research; W3C track is composed of sessions on the latest Web standards and emerging technologies; the Panel consists of a plenary panel discussing several relevant issues related to the impact of Web technologies on society. In addition to the tracks and special programs, workshops and tutorials are organized to report on-going work and to provide in-depth knowledge on important subjects; 26 workshops are organized to present contributed papers and several invited speeches; 14 tutorials are organized as lectures by experts. The detailed program is spelled out in the conference proceedings and in the companion proceedings for your future reference.

This conference is the result of the support and dedicated efforts of many individuals and institutions, all of whom are acknowledged in the subsequent pages of these proceedings. We would especially like to thank the authors, speakers, and panelists for providing the excellent technical content of the conference. In shaping the 2015 program, the chairs of the tracks and special programs worked with a large network of program committee members and external reviewers, and their collaboration with the members of the local organizing committee has been invaluable. We would also like to thank our sponsors for their generous financial contributions, and IW3C2, whose guidelines served as a valuable resource in preparing the conference. Special thanks to Wendy Hall, Chair of IW3C2, for her continued support and to Prabhakar Raghavan for his invaluable advice on all aspects of the organization of WWW 2015 that he generously provided as IW3C2 liason; research track co-chairs Chengxiang Zhai, and Krishna Gummadi for handling the large volume of submissions and assembling an excellent research paper program. We also thank the W3C Consortium and its Italian office, and the Institute of Cognitive Sciences and

Technologies of the Italian Research Council. Last but not least, we acknowledge the contribution of Sandra Celoni and Viviana Vitali from Professional Conference Organizer O.I.C. Florence for the highly professional work done on all aspects of the local organization of WWW 2015, as well as the Florence Convention Bureau that bootstrapped the plans for the first Italian WWW in Florence. We hope that this conference will contribute novel insights, valuable experiences, and opportunities to connect with colleagues and collaborators, and that you will have a pleasant time during your stay in Florence.

The WWW 2015 General Chairs

Aldo Gangemi
National Research Council, Italy

Stefano Leonardi
Sapienza University of Rome

Alessandro Panconesi
Sapienza University of Rome