

Cognitive Computing Alternate Research Track Chairs' Welcome

The integration of the WWW with Cognitive Computing and Immersive Virtual Reality technologies is defining new ways of Human Computer Interaction moving the Web towards a new fertile context for evolving. The new era of WWW is likely to be immersive and cognitive. The focus of the Cognitive Computing Alternate track is on the integration of the following research areas:

- Cognitive Computing and Artificial Intelligence
- Web Analytics as applied to Smart Data
- Immersive Virtual Reality

The intersection of these research areas is for us a unique value proposition mix for the next generation WWW and the new user-centric model for its evolution. Our main interest in this track is on innovative ideas for the integration of sound technical approaches for visioning scenarios for the future of WWW. The current momentum of WWW requires sound propositions for alternative models of content dissemination, advanced analytics and decision making all challenging the current human computer interaction approaches. Additionally, the emphasis on the integration of WWW with Cognitive Computing should be a unique value proposition for a new era of smart web-based systems.

It is our great pleasure to welcome you to the *WWW 2017 Cognitive Computing Alternative Research Track*. We received 34 proposals from all around the world covering a broad range of topics. We evaluated them regarding relevance, quality, and novelty, selecting 17 full papers and 1 short paper. We also took in account the coverage of the different areas related to WWW Cognitive Research as well as the potential audience, the international coverage, to schedule them in two consecutive days with the minimal audience interest overlap.

The morning of the third day includes the following four research papers:

- Multimodal Question Answering over Structured Data with Ambiguous Entities
- Prediction of population health indices from social media using kernel-based textual and temporal features
- Finding Rising Stars in Co-Author Networks via Weighted Mutual Influence
- Geo-Teaser: Geo-Temporal Sequential Embedding Rank for Point-of-interest Recommendation

The afternoon of the third day includes the next four research papers:

- Beyond the Stars: Towards a Novel Sentiment Rating to Evaluate Applications in Web Stores of Mobile Apps
- Inferring Demographics and Social Networks of Mobile Device Users on Campus From AP-Trajectories
- When Fashion Meets Big Data: Discriminative Mining of Best Selling Clothing Features
- A Selfie is Worth a Thousand Words: Mining Personal Patterns behind User Selfie-posting Behaviors

The fourth day starts with five research papers:

- An adaptive method for clustering by fast search-and-find of density peaks

- Inducing Conceptual Embedding Spaces from Wikipedia
- Inferring the Student Social Loafing State in Collaborative Learning with a Hidden Markov Model: A Case on Slack
- Post Summarization of Microblogs of Sporting Events
- Cognitive Assistance for Auto-Triage of Actionable Conversations

The afternoon of the fourth day includes the last four research papers:

- Sentiment Strength Prediction Using Auxiliary Features
- Modeling of Human Movement Behavioral Knowledge from GPS Traces for Categorizing Mobile Users
- News Feature Extraction for Events on Social Network Platforms
- The Study of Behavioral Intention of Using Virtual Reality in Learning

The call for tutorials attracted submissions from United States, Europe, Asia, New Zealand, Australia and South America. Review and acceptance statistics are as follows:

WWW 2016 Tutorials	Reviewed	Accepted	
Full Technical Papers	34	17	50%

We believe that the program provides a good balance between several trending topics of Cognitive Research and an excellent balance and representation of Regions and Top Research Institutions. Hence we hope that you will find the Cognitive Computing Alternate Research Track program interesting, providing you with a valuable opportunity to learn and share ideas with other researchers and practitioners from institutions around the world. We are grateful to the Organizing Committee of WWW 2017, for giving us this magnificent opportunity to serve. We want also to thank the International Journal of Semantic Web and Information Systems, <http://www.igi-global.com/ijswis> for the host of a linked special issue with the best papers of our Cognitive Computing Track. We are so happy to be in Perth, Australia!!!

Miltiadis D. Lytras

Track Co-Chair

Deree College - The

American College of Greece

Naif Radi Aljohani

Track Co-Chair

King Abdulaziz University



Xi Zhang

Track Co-Chair

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Cognitive Computing Alternate Research Track Organization

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