Introduction to Digital and Social Media Track

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In a world abundant with computers and blanketed by networks, digital and social media play a central role in how humans work, learn and live, and provides new modes of communication that transcend traditional geographical and cultural boundaries. Reflecting the growing ubiquity and prevalence of social media in all aspects of human activities, the Digital and Social Media Track is a natural expansion of the scope of the Digital Media track that ran for several years at HICSS.

In 2014, the Digital and Social Media Track proudly hosts 53 papers in nine minitracks. Two minitracks (Materiality of Information: Documents and Work and Text Analytics) were included in the track in its previous form; one successful minitrack, Social Networking and Communities, moved to the track; and new minitracks were created to fit the revised topic of the track. A brief description of each minitrack follows.

Crowdsourcing Content Production and Online Knowledge Repositories. This minitrack presents papers on the various forms of collaboration enabled and constrained by the affordances available in social media. In particular, it presents empirical and theoretical work that addresses questions about online interactions for knowledge production on crowd-sourced sites.

Data Analytics and Data Mining for Social Media. This minitrack displays research that brings together social media (or social networks) and data analytics and data mining. It includes papers studying social media with approaches are from data analytics, data mining and closely related areas such as data warehousing, content mining, network analysis, structure mining, business intelligence and knowledge discovery.

Materiality of Information: Documents and Work. This minitrack addresses the socio-materiality of information. The notion of document serves as one lens into the socio-material (and socio-technical) nature of what organizational members do day in and day out. Documents are socio-material in being both material—and, thus, embody the technical infrastructure—and social—as they embody both the work practices and shared understanding of those involved.

Network Analysis of Social and Digital Media. This minitrack hosts papers studying insightful ways that network analysis can be used to better understand social and digital media. Network analysis can reveal the underlying structures and help discover the dynamic interactions among network components.

Social Networking and Communities. The focus of this minitrack is on social media and their interrelations with communities (online and offline) in the context of work, personal life and education, for work, learning, socializing, economic and/or political processes. Papers address design, practices, use or evaluation of such social media use.

Social Media and Learning. The ability to generate rich networked connections through social media has a profound impact on the way we solve problems, learn and innovate. Papers in this minitrack examine leading-edge uses of technology and system design to support learning in social networks, including social and learning analytics to visualize, develop and facilitate formal, non-formal and informal networking and learning.

Social Media and Workplace: Job and Work Design Issues in a Social Enterprise. Social media is transforming the workplace. Increasingly companies are launching social media behind their firewalls to encourage employees to share information, locate expertise, and engage in collaborations. Papers in this minitrack study the use of social media in organizations, along with the opportunities, and work and workplace-related concerns and challenges.

Text Analytics. This minitrack focuses on systems and tools that enable people to engage in meaningful ways with the information encapsulated in massive textual datasets. Discussions will center on the extraction and visualization of concepts and relationships, real-time interaction with text datasets including novel visualization and interaction techniques for users.

The Humanized Web: Networks, Crowds, and their Output. The final minitrack includes empirical papers that observe or visualize the innovations produced by networks and crowds; theoretical papers that simulate this production through software; conceptual papers that analyze the phenomena of the humanized web; and design research that creates and evaluates new tools and processes.

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