

# Preface

Ever since its inception, the Web has changed the landscape of human experiences on how we interact with one another and data through service infrastructure via various computing devices. This interweaving environment is now becoming ever more embedded into devices and systems that integrates seamlessly on how we live, in our working or leisure time.

This special volume on “Weaving Services and People on the WWW”, features some of the cutting-edge research work that were presented at the Workshop Track of the 17th International World Wide Web Conference (WWW2008) held at Beijing, China, from April 21–25, 2008. The Workshop Track received 24 proposals and after a rigorous reviewing process ten full-day workshops were selected, of which two workshops were half-day workshops. They were:

- WS1 – Web Science Workshop (WSW2008) by Wendy Hall, Nigel Shadbolt, Tim Berners-Lee, Daniel Weitzner, and James Hendler.
- WS2 – Location and the Web (LocWeb) 2008 by Susanne Boll, Christopher Jones, Eric Kansa, Puneet Kishor, Mor Naaman, Ross Purves, Arno Scharl and Erik Wilde.
- WS3 – International Workshop on Context Enabled Source and Service Selection, Integration and Adaptation (CSSSIA 2008) by Ullas Nambiar and Michael Sheng.
- WS4 – Linked Data on the Web (LDW2008) by Tim Berners-Lee, Christian Bizer, Tom Heath, and Kingsley Idehen.
- WS5 – Fourth International Workshop on Adversarial Information Retrieval on the Web (AIRWeb 2008) by Dennis Fetterly, Carlos Castillo and Kumar Chelapilla.
- WS6 – Targeting and Ranking for Online Advertising by Ewa Dominowska and Vanja Josifovski.
- WS7 – MobEA VI: Personal Rich Social Media by Rittwik Jana, Daniel Appelquist, Galit Zadok, and Bin Wei.
- WS8 – Semantic Web for Health Care and Life Sciences by Huajun Chen, Kei Cheung, Michel Dumontier, Eric Prud’hommeaux, Alan Ruttenberg, Susie Stephens and Yimin Wang.

- WS9A – Workshops on Language-centric Web Applications:
  - WS9A – International Workshop on Question Answering on the Web (QAWeb2008) by Wenyin Liu, Qing Li and Xuedong Huang.
  - WS9P – NLP Challenges in the Information Explosion Era (NLPiX 2008) by Hiroshi Nakagawa, Masaru Kitsuregawa and Kentaro Torisawa.
- WS10A – Workshops on the Social Web (SW2008):
  - WS10A – Workshop on Social Web and Knowledge Management (SWKM2008) by Peter Dolog, Sebastian Schaffert, Markus Krotzsch, and Denny Vrandečić.
  - WS10P – Workshop on Social Web Search and Mining (SWSM2008) by Juanzi Li, Gui-Rong Xue, Michael R. Lyu, Jie Tang, and Zheng Chen.

After the completion of the conference, we invited authors from the top 20% of the presented papers from selected workshops to resubmit their work with a minimum of 30% extended material from their original workshop manuscripts to be considered for this volume. After a second-round of reviews and selection, 14 manuscripts were accepted including a selected number of workshop organizers who prepared an overview of their workshop. These papers are presented here to highlight the state of the art being done in the World Wide Web community.

Although the Workshop Track covered a wide range of interests, this volume highlights two of these emerging topics that we believe are important and will continue to play an ever increasing role in the future development of the Web. They are Web Services and Social Computing.

The first ten chapters are dedicated to Web Services. They range from semantic services for Web communities and Wikipedia to aggregation policies for RSS services. In addition, we highlight the mobile services and location-based services as they are becoming more important and relevant on the Web. In particular, Chaps. 5–7 focus specifically on Web services for mobile users by examining personalized services and user interface issues, while Chaps. 8–10 underscore the importance of location-based services by presenting ways to process vernacular places and regions from Web sources.

The remaining six chapters deal with issues in Social Computing. The first chapter presents a survey of topics related to knowledge management on the social web, while other chapters address topics ranging from security issues in trusted network, collaborative tagging, ranking strategies in folksonomies, to studies on behavior editing patterns in wikis.

The work within this volume represents the tip of an iceberg of the many exciting advancements on the WWW. It is our hope that these chapters will stimulate new discussions and generate original ideas that will make these technologies even more integrated into our social tapestry.

The volume editors would like to thank the authors for their contributions, the WWW2008 Workshop Track Program Committee members for their professionalism in selecting the workshops, and the first- and second-round reviewers for their

expertise to improve the manuscripts. Moreover, we are grateful to Springer for the opportunity to publish this volume and their wonderful editorial support. Lastly, thanks to Mr. Kam Tong Chan for his administrative assistance in organizing the book.

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