

Call for Papers: Special Session on Big Behavioral Data Analytics (BBDA)

Aims and Scope

With the rapid proliferation of web applications, such as search engine, e-commerce and social networking service, more and more user behaviors are available online, which opens a new perspective for behavioral data analytics where more focus should be put on various types of interactions on the web. For example, users can build friendships with, send messages to and make phone calls with other users, creating user-user interactions; they can also post messages, buy products and check in restaurants, creating user-item interactions. Developing computational methods to model user behaviors, analyze different behavioral patterns, understand mechanisms underlying behavioral logs and eventually predict the next behaviors or detect strange behaviors is of paramount importance since it would improve applications like web search, recommender system and social networking services and, on the other side, stop frauds, spams and attacks. This presents clear challenges to behavior modeling: user behavior depends on contents, intentions and contexts in complex online environments. Moreover, the online settings bring big challenges to behavioral data analysis since user behavioral data is in web scale, heterogeneous, of multiple dimensions, highly sparse and dynamic. (<https://www.ualberta.ca/~dsaa16/specialsessions.html>)

Topics of Interest

- Methods and techniques:
 - New principles of user behavior formation
 - Modeling personal preference and interpersonal influence
 - Modeling individual behavior and group behavior
 - Modeling temporal behavior and behavioral dynamics
 - Modeling check-in behavior and purchasing behavior
 - Scalable techniques for large-scale behavioral data analysis
 - Efficient techniques for online behavioral processing
- Applications of online user behavioral analytics, such as:
 - Social networks
 - Recommender systems
 - E-commerce systems
 - Fraud and spam detection
 - Suspicious behavior detection
 - Search engines

Submission Guidelines:

The submission Web site for DSAA2016 is <https://easychair.org/conferences/?conf=dsaa2016> (**double-blind**). Paper submissions should be limited to a maximum of ten (10) pages, in the IEEE 2-column format (see the IEEE Proceedings Author Guidelines: http://www.ieee.org/conferences_events/conferences/publishing/templates.html).

Important Dates

- Paper submission deadline: Friday, 12 June, 2016, 11:59 PM PDT
- Notification of acceptance: 15 July, 2016
- Final camera-ready paper due: 19 August, 2016

Chairs

- Meng Jiang, University of Illinois at Urbana-Champaign, USA
- Peng Cui, Tsinghua University, China
- Philip S. Yu, University of Illinois at Chicago, USA & Tsinghua University, China
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