

# SI 2014

## Workshop on **Social Influence**

10<sup>TH</sup> NOVEMBER 2014, 9:00 - 13:00  
CARRER DE ROC BORONAT 138, BARCELONA, ROOM 52S31 (UNDERGROUND)

<http://www.wosinf.org>

<b>Session 1</b> Session Chair: Radosław Michalski, Wrocław University of Technology, Poland		
Time	Author(s)	Paper title
9:00 – 9:50	Dr. Diego Garlaschelli	Invited talk: <b>Reconciling Long-term Cultural Diversity and Short-term Collective Social Behaviour</b>
9:50 – 10:20	Michael Mäs, Lukas Bischofberger	Web Personalization and Opinion Polarization
10:20 – 10:30	Zhongyuan Ruan, Janos Kertesz, Gerardo Iniguez Gonzalez, Marton Karsai	The Kinetics of Cascading Diffusion of Innovations (demo paper)

10:30 – 11:00	COFFEE BREAK
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<b>Session 2</b> Session Chair: Michael Mäs, ETH Zurich, Switzerland		
Time	Author(s)	Paper title
11:00 – 11:30	Despoina Antonakaki, Iasonas Polakis, Elias Athanasopoulos, Sotiris Ioannidis, Paraskevi Fragopoulou	Think Before RT: an Experimental Study of Abusing Twitter Trends
11:30 – 12:00	Albert Trias Mansilla, Mingming Chen, Boleslaw K. Szymański, Josep Lluís De La Rosa Esteva	Naming Game Dynamics on Pairs of Connected Networks with Competing Opinions
12:00 – 12:30	Michał Wojtasiewicz, Krzysztof Ciesielski	Identifying Bridges for Information Spread Control in Social Networks
12:30 – 12:50	Tieying Liu, Kai Chen, Yang Zhong	Threshold of Herd Effect for Online Events in China
12:50 – 13:00	Radosław Michalski	Summary of the Workshop on Social Influence 2014, Best Paper Award