# Hypertext 2012

## Schedule & Program

### Monday, June 25, 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:00 – 9:00</td>
<td>Registration</td>
<td>Lapham Hall Atrium</td>
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<tr>
<td>9:00 – 10:30</td>
<td>First Morning Session</td>
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<tr>
<td>10:30 – 11:00</td>
<td>Break - Lapham Atrium</td>
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<tr>
<td>11:00 – 12:30</td>
<td>Second Morning Session</td>
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<tr>
<td>12:30 – 13:30</td>
<td>Lunch - UWM Union, 2nd Floor Wisconsin Room</td>
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<tr>
<td>13:30 – 15:00</td>
<td>First Afternoon Session</td>
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<td>15:00 – 15:30</td>
<td>Break - Lapham Atrium</td>
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<tr>
<td>15:30 – 17:00</td>
<td>Second Afternoon Session</td>
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<tr>
<td>17:00 – 19:00</td>
<td>Informal Social Gathering at Café Benelux - 346 North Broadway, Milwaukee, WI 53202</td>
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**Workshop #1**
Narrative and Hypertext
Lapham 252

**Workshop #3**
Modeling Social Media
Lapham 160

**Tutorial #1**
Node XL
Lapham 257
<table>
<thead>
<tr>
<th>Time</th>
<th>Sessions</th>
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<tbody>
<tr>
<td>8:15 – 9:00</td>
<td>Opening Session - Lapham N103</td>
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<tr>
<td></td>
<td>Ethan Munson, General Chair</td>
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<td></td>
<td>Markus Strohmaier, Program Chair</td>
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<tr>
<td>9:00 – 9:30</td>
<td>Keynote Address - Lapham N103</td>
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<tr>
<td></td>
<td>Steffen Staab : University of Koblenz, Germany</td>
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<td>“How to Do Things With Triples”</td>
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<tr>
<td>9:30 – 10:30</td>
<td>Break - Lapham Atrium</td>
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<tr>
<td>10:30 – 11:00</td>
<td>Session 1 : Social Media - Lapham N103</td>
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<td></td>
<td>Session Chair : Munmun De Choudhury</td>
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<tr>
<td>11:00 – 12:30</td>
<td>Session 2 : Semantic Data - Lapham 160</td>
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<td>Session Chair : Steffen Staab</td>
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<td>12:30 – 13:30</td>
<td>Lunch - Lapham Atrium</td>
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<td>13:30 – 15:00</td>
<td>Session 3 : Adaptive Hypertext and Hypermedia - Lapham N101</td>
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<td>Session Chair : Jill Freyne</td>
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<td>15:00 – 15:30</td>
<td>Break - Lapham Atrium</td>
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<tr>
<td>15:30 – 17:00</td>
<td>Session 4 : Hypertext and Narrative Connections - Lapham 160</td>
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<td>Session Chair : Andrew Gordon</td>
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<td>17:15 – 18:00</td>
<td>SIGWEB Business Meeting - Lapham N101</td>
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<td>Ethan Munson, SIGWEB Past Chair</td>
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<tr>
<td>18:00 – 19:00</td>
<td>Poster Reception - Lapham Atrium</td>
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9:00-9:30  Opening Session
Lapham N103  Ethan Munson, General Chair
Markus Strohmaier, Program Chair

9:30-10:30  Keynote Address
Lapham N103  Steffen Staab (University of Koblenz, Germany)
How to Do Things With Triples

10:30-11:00  Break
Lapham Atrium

11:00-12:30  Session 1: Social Media
Lapham N103  Session Chair: Munmun De Choudhury
• Reverts revisited - Accurate revert detection in Wikipedia
  Fabian Flöck; Denny Vrandecic; Elena Simperl
• Leveraging Editor Collaboration Patterns in Wikipedia
  Hoda Sepehri-Rad; Aibek Makazhanov; Davood Rafiei; Denilson Barbosa
• Slicepedia: Providing Customized Reuse of Open-Web Resources for Adaptive Hypermedia
  Killian Levacher; Seamus Lawless; Vincent Wade

11:00-12:30  Session 2: Semantic Data
Lapham 160  Session Chair: Steffen Staab
• Moving beyond sameAs with PLATO: Partonomy detection for Linked Data
  Prateek Jain; Pascal Hitzler; Kunal Verma; Peter Yeh; Amit Sheth
• Foundations of Traversal Based Query Execution over Linked Data
  Olaf Hartig; Johann-Christoph Freytag
• Building Enriched Web Page Representations using Link Paths
  Tim Weninger; Chengxiang Zhai; Jiawei Han

12:30-13:30  Lunch
Lapham Atrium
13:30-15:00  
**Session 3: Adaptive Hypertext and Hypermedia**  
Lapham N101  
Session Chair: Jill Freyne  
- Navigational efficiency of broad vs. narrow folksonomies  
  Denis Helic; Christian Körner; Michael Granitzer; Markus Strohmaier; Christoph Trattner  
- Measuring the Influence of Tag Recommenders on the Indexing Quality in Tagging Systems  
  Klaas Dellschaft; Steffen Staab  
- Short Links Under Attack - Geographical Analysis of Spam in a URL Shortener Network (Short Paper)  
  Florian Klien; Markus Strohmaier

13:30-15:00  
**Session 4: Hypertext and Narrative Connections**  
Lapham 160  
Session Chair: Andrew Gordon  
- Storyspace: a story-driven approach for creating museum narratives  
  Annika Wolff; Paul Mulholland; Trevor Collins  
- Story/Story  
  David Kolb  
- The Paradox of Rereading in Hypertext Fiction  
  Alex Mitchell; Kevin McGee

15:00-15:30  
**Break**  
Lapham Atrium

15:30-17:00  
**Session 5: Englebart/Nelson Award Nominees**  
Lapham N101  
Session Chair: Andrew Gordon  
- Evaluating Tag-Based Information Access in Image Collections  
  Christoph Trattner; Yi-Ling Lin; Denis Parra; Zhen Yue; Peter Brusilovsky  
- Understanding factors that affect response rates in Twitter  
  Giovanni Comarella; Mark Crovella; Virgílio Almeida; Fabrício Benevenuto  
- Graph and matrix metrics to analyze ergodic literature for children  
  Eugenia-Maria Kontopoulou; Maria Predari; Thymios Kostakis; Efstratios Gallopoulos

17:15-18:00  
**SIGWEB Business Meeting**  
Lapham N101  
Ethan Munson, SIGWEB Past Chair

18:00-19:00  
**Poster Reception**  
Lapham Atrium
### Wednesday, June 27, 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Sessions</th>
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| 9:15 – 10:30 | **Keynote Address** - Lapham N103  
Jure Leskovec  
“Human Navigation in Networks” |
| 10:30 – 11:00 | **Break** - Lapham Atrium                                               |
| 11:00 – 12:30 | **Session 6: Social Media** - Lapham N103  
Session Chair: Munmun De Choudhury  
**Session 7: Semantic Data** - Lapham 160  
Session Chair: Martin Atzmüller |
| 12:30 – 14:00 | **Lunch** - UWM Union, 2nd Floor, Wisconsin Room                        |
| 14:00 – 15:30 | **Session 8: Social Media and Hypertext** - Lapham N101  
Session Chair: Martin Atzmüller  
**Session 9: Adaptive Hypertext and Hypermedia** - Lapham 160  
Session Chair: Jill Freyne |
| 15:30 – 16:00 | **Break** - Lapham Atrium                                               |
| 16:00 – 17:30 | **Session 10: Plenary for Englebart/Nelson Nominees** - Lapham N101  
Session Chair: Jill Freyne |
| 17:30 – 19:30 | **Conference Banquet**  
Lakefront Brewery Palm Garden - 1872 N. Commerce St., Milwaukee  
Presentation of Englebart and Nelson Awards  
Music by Tin Foil Hat |

19:30 –
9:15-10:30  Keynote Address
Lapham N103  Jure Leskovec
Human Navigation in Networks

10:30-11:00  Break
Lapham Atrium

11:00-12:30  Session 6: Social Media
Lapham N103  Session Chair: Munmun De Choudhury
- TrustSplit: Usable Confidentiality for Social Network Messaging
  Sascha Fahl; Marian Harbach; Thomas Muders; Matthew Smith
- Maximizing Circle of Trust in Online Social Networks
  Yilin Shen; Yu-Song Syu; Dung Nguyen; My Thai
- Cheap, Easy, and Massively Effective Viral Marketing in Social Networks: Truth or Fiction?
  Thang Dinh; Dung Nguyen; My Thai

11:00-12:30  Session 7: Semantic Data
Lapham 160  Session Chair: Martin Atzmüller
- Predicting Semantic Annotations on the Real-Time Web
  Elham Khabiri, James Caverlee; Krishna Kamath
- Understanding and Leveraging Tag-based Relations in On-line Social Networks
  Marek Lipczak; Börkur Sigurbjörnsson; Alejandro Jaimes
- Using the Overlapping Community Structure of a Network of Tags to Improve Text Clustering (Short Paper)
  Nuno Cravino; José Devezas; Álvaro Figueira

12:30-14:00  Lunch
UWM Union, 2nd Floor, Wisconsin Room

14:00-15:30  Session 8: Social Media and Hypertext
Lapham N101  Session Chair: Martin Atzmüller
- Graph Data Partition Models for Online Social Networks (Short Paper)
  Prima Chairunnanda; Simon Forsyth; Khuzaima Daudjee
- Learning User Characteristics From Social Tagging Behavior (Short Paper)
  Karin Schöfegger; Christian Körner; Philipp Singer
- Detecting Overlapping Communities in Folksonomies (Short Paper)
Abhijnan Chakraborty; Saptarshi Ghosh; Niloy Ganguly
- Exploring (the Poetics of) Strange (and Fractal) Hypertexts (Short Paper)
  Charlie Hargood; Rosamund Davies; David Millard; Matt Taylor; Samuel Brooker

14:00-15:30  Session 9: Adaptive Hypertext and Hypermedia
Lapham 160  Session Chair: Jill Freyne
- Evaluation of a Domain-Aware Approach to User Model Interoperability
  Eddie Walsh; Alexander O'Connor; Vincent Wade
- Content vs. Context for Sentiment Analysis: a comparative analysis over microblogs
  Fotis Aisopos; George Papadakis; Konstantinos Tserpes; Theodora Varvarigou

15:00-16:00  Break
Lapham Atrium

16:00-17:30  Session 10: Englebart/Nelson Award Nominees
Lapham N101  Session Chair: Jill Freyne
- Anatomy of a Conference
  Björn Elmar Macek; Christoph Scholz; Martin Atzmueller; Gerd Stumme
- Diversity Dynamics in Online Networks
  Jérôme Kunegis; Sergej Sizov; Felix Schwagereit; Damien Fay
- An Evaluation of Tailored Web Materials for Public Administration
  Nathalie Colineau; Cécile Paris and Keith Vander Linden
### Thursday, June 28, 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Sessions</th>
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| 9:00 – 10:30 | Session 11: Social Media - Lapham N103  
Session Chair: Markus Strohmaier                                      |
| 10:30 – 11:00 | Break - Lapham Atrium                                                    |
| 11:00 – 12:15 | Keynote Address - Lapham N103                                               
Sinan Aral  
“Content and Causality in Influence Networks”                        |
| 12:15 – 12:45 | Closing Session - Lapham N103                                              
Ethan Munson and Markus Strohmaier                                    |
9:00-10:30  Session 6: Social Media  
Lapham N103  Session Chair: Munmun De Choudhury
- Early Detection of Buzzwords Based on Large-scale Time-Series Analysis of Blog Entries  
  Shinsuke Nakajima; Jianwei Zhang; Yoichi Inagaki; Reyn Nakamoto  
- Semantics + Filtering + Search = Twitcident: Exploring Information in Social Web Streams  
  Fabian Abel; Claudia Hauff; Geert-Jan Houben; Richard Stronkman; Ke Tao  
- Finding and Exploring Memes in Social Media  
  Hohyon Ryu; Matthew Lease; Nicholas Woodward

10:30-11:00  Break  
Lapham Atrium

11:00-12:15  Keynote Address  
Lapham N103  Sinan Aral  
  Content and Causality in Influence Networks

12:15-12:45  Closing Session  
Lapham N103  Ethan Munson, General Chair  
  Markus Strohmaier, Program Chair  
  Martin Atzmüller, Hypertext 2013 Organizing Committee