

WWW'14 Connecting Online & Offline Life (COOL2014) Chairs' Welcome



It is our great pleasure to welcome you to the 2014 *Connecting Online & Offline Life workshop – COOL2014!*



The increasing availability of data across **socio-technical systems**, such as online social media, mobile phone networks, and collaborative knowledge platforms, presents novel challenges and intriguing research opportunities. As more online services permeate through our everyday life and as data from various domains are connected and integrated with each other, the boundary between ‘real-world’ and ‘virtual online world’ becomes blurry. Scholars from different fields have now rich sources of information on individual behaviors at a scale that only a decade ago was hardly conceivable. Such data cover both **online and offline activities of people**, as well as multiple time scales, prompting a variety of research questions on human behaviors and activities in the real and online worlds.

Goal of this workshop is to provide a venue for discussing recent advances in the study of socio-technical systems and collective behavior that **cross or bridge online and offline world**. A particular focus is given to contributions exploring the intersection between **data-driven and network-based approaches** grounded in social theory, urban research and geo-social studies.

The meeting thus represents an invaluable chance to gather together the communities of **network scientists, computational scientists, and social scientists**. It provides a unique occasion to discuss state-of-the-art research related to fields such as data science and network science, focusing on recent developments and with an eye to future directions, paving the way for potential new collaborations.

An objective of the event is to create a fully interdisciplinary venue, bringing together scientists from different disciplines including physics, sociology, mathematics, computer science, urban planning, cognitive science, digital humanities and information technologies.

We are delighted to have the following keynote speakers who will present their groundbreaking results:

- *Munmun De Choudhury*: Can Social Media Help Us Reason about Mental Health? (Georgia Tech, USA)
- *Petter Holme*: The social, sexual and economic networks of prostitution (Umeå University, Sweden)
- *Haewoon Kwak*: Understanding toxic behavior in online games (Telefonica Research, Spain)
- *Daniele Quercia*: Evolutionary Habits on the Web (Yahoo Labs, Spain)

Putting together *COOL2014* was a team effort. We first thank the authors for providing the content of the program. We are truly grateful to the program committee who worked very hard in reviewing papers and providing feedback for authors.

We hope that you will find this program interesting and thought-provoking and that the workshop will provide you with a valuable opportunity to share ideas with other researchers and practitioners from institutions around the world.

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Workshop Co-Chair
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Yong-Yeol Ahn
Workshop Co-Chair
Indiana University,
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Yana Volkovich
Workshop Co-Chair
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WWW'14 Connecting Online & Offline Life (COOL2014) Organization

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