
Social Media Question Asking Workshop

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Abstract

Social media question asking, in which people use Internet technologies to solicit help from other people, is an increasingly common way for people to find information. This workshop brings together researchers studying social media question asking from a variety of perspectives, including social scientists seeking to understand and describe the phenomenon and those seeking to create improved experiences through innovation in system building or user interface design.

Author Keywords

Social media; social search; Q&A; question asking

ACM Classification Keywords

H.5.m. Information interfaces and presentation: Misc.

Workshop Themes

Social interactions mediated by information and communication technologies often play a role in information seeking [[4], [13]]. One common form that such interactions can take is *social media question asking*, in which a user appropriates Internet technologies to ask a question in natural language to either their own social circle [[7], [11], [12], [15]], strangers [[2], [9], [14]], or topical experts [[6], [10], [17]]. Researchers have recently begun to explore the role of social media question asking in the larger information-seeking ecology [[4], [9], [12], [18]], and have even built tools that attempt to integrate traditional web search into online social media question

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asking environments (e.g., socially embedded search engines [[5]]).

Studies of social media question asking have investigated the phenomenon on a variety of platforms, including social network sites like Facebook [[7], [12], [15], [19]] and Twitter [[3], [14], [16]], community Q&A sites like Yahoo! Answers [[1], [9]] and StackOverflow [[10]], expertise-oriented venues like Aardvark [[6]], Quora [[17]], and IM-an-Expert [[21]], mobile venues like Naver Mobile Q&A [[8]], and human-computation tools like Mechanical Turk [[2]]. Social media question asking in specific communities has also been a topic of inquiry, including investigations into social media question asking in the enterprise [[20]], among the blind [[2]], in Asia [[22]], and among mobile phone users [[8]].

Workshop themes will include the creation and availability of shared data sets, evaluation standards and metrics, relevant methods and measures, and ethical issues in data collection and interpretation.

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