

Saturday, May 30th

7:45-8:15	Breakfast, Room 1002
8:15-8:30, Room 1000	Welcome and opening remarks
8:30-9:45: Session I , Room 1502 (<u>Data learning</u>) 1. Social Network Signatures: A Random Graph Approximation Framework for Re-Identification (S Hill) 2. Active Learning for Recommender Systems with Multiple Localized Models (M Deodhar, J Ghosh, M Tsechansky) 3. Identification of Churn and Fraud Communities in Large Scale Customer Networks (T Dierkes, M Bichler, R Krishnan)	Session I, Room 1001 (<u>Media and Competition</u>) 1. The market is flat: Does electronic Trading Reduce Geographic Price Variance? (E Overby, C Forman) 2. How inter-organizational systems affect geography based competition: Evidence from the Dutch Insurance industry (W Vermeer, O Koppius, D Liere) 3. User Generated Content in Mobile Digital Media: Modeling Interdependencies, Social Effects and Geographic Mobility (A Ghose, S P Han)
9:45- 10:15	Coffee Break – Room 1002
10:15-11:30: Session II, Room 1502, (<u>Media Sharing</u>) 1. Understanding the Impact of Social Influence in an Online Music Community (J Ramprasad, S Dewan) 2. Characterizing Digital Media Exchanges in a university Campus Network (A Mateus, J Peha) 3. Social Influence and Social Norms in P2P networks – A Longitudinal Analysis of Individual Contributions and Peer Enforcements in a Music Sharing Network (B Gu, Y Huang, W Duan, A Whinston)	Session II, Room 1001, (<u>Social Networks</u>) 1. Informational Cascades and Contagion in online social networks (J Oh, A Susarla, Y Tan) 2. Judging Borrowers by the Company they keep: The value of Social Networks in Online P2P Lending (M Lin, S Viswanathan, N Prabhala) 3. Campus Vs Facebook: When Offline Communities Meet Online (X Bai, Y Yao)
11:45-12:45,	Lunch – The Great Hall in the College of Fine Arts
1-1:45pm, Room 1000	Keynote address, Andrei Broder, Yahoo!

<p>1:45-2:30pm: Session III, Room 1502 (<u>Outsourcing</u>)</p> <ol style="list-style-type: none"> 1. Social Networks and Contract Enforcement in IT outsourcing (V. Gurbaxani, K. Ravindran, A. Susarla) 2. Does Training Improve Performance of Offshore IT workers? (R Bapna, R Gopal, A Gupta, N Langer, A Mehra) 	<p>Session III, Room 1001 (<u>Auction</u>)</p> <ol style="list-style-type: none"> 1. Heterogeneous User Behavior in Multiple Overlapping online Auctions (S Chang, G Tayi) 2. Evolution of Demand Distribution in Sequential Online Auctions (P Goes, A Tripathi)
<p>2:30-4pm: Industry Panel, Room 1000</p>	<p><u>Social Media Research in practice</u></p> <p>Chris Volinsky, Director, Statistics research, AT&T, Charita Johnson - ESPN, Bonin Bough, Director of Digital and Social Media at Pepsico, Jay Srin, Chief Innovation Officer, University of Pittsburgh Medical Center – UPMC</p>
<p>4-4:45pm: Session IV, Room 1502 (<u>Long Tail</u>)</p> <ol style="list-style-type: none"> 1. The moderating role of Search costs on Long Tail (M. Wimble, J. Tripp, B. Phillips, V. Sambamurthy) 2. The influence of Online word-of-mouth of long tail formation in online book sale: An empirical analysis (Bin Gu, Q. Tang, A. Whinston) 	<p>Session IV, Room 1001 (<u>Online Privacy</u>)</p> <ol style="list-style-type: none"> 1. Inferring Sensitive information from Online Public Data (A. Acquisti) 2. Audience Selection for Online Brand Advertising: Privacy-Friendly Social Network Targeting (F. Provost, B .Dalessandro, R. Hook, X. Zhang, A. Murray)
<p>5pm: Buses Depart for PNC Park and Dinner 5:30-7pm: Dinner at the PNC Park 7-11pm: Pirates Baseball Game and Fireworks</p>	

Sunday, May 31st

8:-8:30	Breakfast, Room 1002
<p>8:30-10: Session I , Room 1502 (<u>Media Forecasting</u>)</p> <ol style="list-style-type: none"> 1. Music Sales and Online user activity at Social Networking Sites (C Chen and R Chellappa) 2. Forecasting the Sales of Music Albums: A functional Data Analysis of Demand and Supply side P2P Data (Il-Horn Hann, J Oh, G James) 3. A Million dollar Reward: Accurate Online Prediction of Movie Ratings (S Bhattacharjee, M Bragin, D Zhadanov) 4. No Meaningful Impact? The Effect of Pre-Release Piracy on Movie Box Office Sales (L. Ma, P. Vir Singh, M. Smith) 	<p>Session I, Room 1001 (<u>Online Diffusion</u>)</p> <ol style="list-style-type: none"> 1. Spreading the Oprah Effect: The Diffusion of Demand Shocks in an Online Recommendation Network (E Carmi, G Oestreicher-Singer, A Sunderarajan) 2. Peer Influence and Information Diffusion in Online Networks (R Garg, M Smith, R Telang) 3. New Product Diffusion over a Social Network: The case of iPhone (D Birke) 4. Modeling Network Effects with Markov Logic Networks for Churn Prediction in the Telecommunication Industry (T Dierkes, M Bichler, R Krishnan)
10 -10:30	Coffee Break – Room 1002
10:30-11:45: Policy Panel, Room 1000	<p><u>Statistical Challenges of Ecommerce Data for Policy Analysis</u></p> <p>Co-Chairs: Jon Peha (Chief Technologist, FCC and Professor, CMU), Elizabeth Andrion (Chief, Office of Strategic Planning and Policy Analysis, FCC)</p> <p>Panelists: Jonathan Levy (Deputy Chief Economist FCC), Amit Schejter (Co-Director, Institute for Information Policy, PSU), John Horrigan (Associate Director of Research, Pew Internet Project)</p>
12-1:30: Lunch, Room 1000	Keynote address, Steve Fienberg

<p>1:30-3pm: Session III, Room 1502 (<u>Product Design</u>)</p> <ol style="list-style-type: none"> 1. Optimizing Screen 'Real Estate' at a B2C e-Commerce site: Design and Analysis of a 7-dimensional Field Experiment (N Lenten, O Koppius, R Lans) 2. Impact of Online Health Communities on Patients with Rare Disease (J Goh, G Gao, R Agarwal) 3. Providing Free Samples of Creative Content: Issues, Models and Analysis (P. K. Kannan) 4. Impact of health web based self service on call center (A Kumar and R Telang) 	<p>Session III, Room 1001 (<u>Online Search and Text mining</u>)</p> <ol style="list-style-type: none"> 1. Using Field Experiments to Examine the Linkages Between User Generated Content and Search Engine Advertising (A Ghose) 2. Modeling User Click Behavior in Sponsored Search (V Abhishek, P Fader, K Hosanagar) 3. Avoiding the Blind Spots: Competitor Identification using Web Text and Linkages Structure (G Pant, O Sheng) 4. Searching for "something": The role of Product networks and social networks in ill defined searches in Online environment (J Goldenberg, G Oestreicher-Singer, S Reichman)
<p>End of the Symposium</p>	