Workshop on Social Theory and Social Computing

HYATT REGENCY WAIKIKI RESORT AND SPA, EWA BALLROOM

2424 Kalakaua Avenue, Honolulu, Hawaii, USA 96815

May 22-23, 2010

Sponsored by the Air Force Office of Scientific Research

Coherence-Based Modeling of Cultural Change and Political Violence Project

Friday, May 21, 2010

6:30pm   **Reception dinner meeting at Sansei Restaurant, 2552 Kalakaua Ave between Ohua and Paoakalani Aves., inside the Waikiki Beach Marriott Resort and Spa, about four (short) blocks in Diamond Head (east) direction from Hyatt Regency. Phone 808 931-6286.**

Saturday, May 22, 2010

8:00am   **Registration and Continental Breakfast**

8:30am   **Welcoming Remarks and Announcements**

Terence Lyons, Air Force Office of Scientific Research, Socio-Cultural Modeling

Richard Dubanoski, University of Hawai`i, Dean, College of Social Sciences

Sun-Ki Chai, University of Hawai`i, Department of Sociology

8:45am   **Choice-Theoretic Models**

Dennis Chong, Northwestern University, Department of Political Science

Dynamic Public Preferences: Framing Over Time (20 min)

9:05am   **Dana Nau, University of Maryland, Department of Computer Science**

Evolution of State-Dependent Risk Preferences in Social-Modeling Games (40 min)

9:45M   **Herbert Gintis, Central European University and Santa Fe Institute, Department of Economics**

Modeling the Market Economy as a Complex Dynamical System: Implications for Financial Regulation (40 min)

10:25am **Break**

10:40am **Computational Models**

Yoshimichi Sato, Tohoku University, Center for the Study of Social Stratification and Inequality

Does Agent-based Modeling Survive in Sociology? (20 min)

11:00am **Kunihiro Kimura, Tohoku University, Department of Behavioral Sciences**

Explaining a Marriage Paradox: Call for the Computer Simulation Studies Based on a Simple Mathematical Model (20 min)

11:20am **William A. Griffin, Arizona State University, Center for Social Dynamics and Complexity**

Rules, Agents, Edges and Distributions: Requisite Components for Computational Social Science Models (40 min)

12:00pm **Lunch served at Terrace Grill, Hyatt Regency**

1:30pm **Rational Agents and System Design**

Gürdal Arslan, University of Hawai`i, Department of Electrical Engineering

Design of Cooperative Systems (20 min)

1:50pm **Anna Nagurney, University of Massachusetts, Department of Finance and Operations Management**

Network Design -- From the Physical World to Virtual Worlds (40 min)

2:30pm **Integrating Social Theory into Computational Modeling**

Barry Silverman, University of Pennsylvania, Department of Electrical and Systems Engineering

Toward an Extensible Repository of Socio-Cognitive Models: Challenges for Synthesis (40 min)

3:10pm **Break**

3:25pm **Integrating Social Theory into Computational Modeling (cont.)**

David L. Sallach, Argonne National Laboratories. Center for Complex Adaptive Agent Systems Simulation

Modeling Trans-Scale Social Processes (40 min)

4:05pm **Grant Funding for Socio-Cultural Research**

Terence Lyons, Air Force Office of Scientific Research

Overview of AFOSR and Socio-Cultural Modeling Portfolio (40 min)

4:45pm **Wrapup**

5:00pm **Finish**

6:30pm **Conference Dinner meeting at Seoul Jung, 2460 Koa Ave. 96815; inside the Waikīkī Resort Hotel, between Uluniu and Liliʻuokalani Aves., about 1 block Mauka (north) and one block in Diamond Head (east) direction from the Hyatt Regency. Phone 808 922-4911.**

<u>**Sunday, May 23, 2010**</u>

8:00am **Registration and Continental Breakfast**

8:30am **Welcoming Remarks and Announcements**

Krystyna Aune, Associate Vice Chancellor, Office of Academic Affairs, University of Hawai`i

Sun-Ki Chai, University of Hawai`i, Department of Sociology

8:45am **Content Analysis and Opinion Mining/Sentiment Analysis**

Kimberly A. Neuendorf, Cleveland State University, School of Communication

Extending the Utility of Content Analysis via the Scientific Method (20 min)

9:05am **Bing Liu, University of Illinois – Chicago, Department of Computer Science**

Opinion Mining and Sentiment Analysis: NLP meets Social Sciences (40 min)

9:45am **Extending Measurement and Interpretation of Unstructured Social Data**

R. Kelly Aune, University of Hawai`i, Department of Speech Communication

Status on Research Testing Communicative Responsibility Theory (20 min)

10:05am **Tony Mullen, Tsuda University, Institute for Mathematics and Computer Science**

A Strife of Interests: Challenges for Sentiment Analysis of Informal Political Discourse (20 min)

10:25am **Robert Hanneman, University of California at Riverside, Department of Sociology**

Applying Modality and Equivalence Concepts to Pattern-Finding in Social Process-Produced Data (20 min)

10:45am **Break**

11:00am **Measurement of Online Social Phenomena**

Bo Pang, Yahoo!, Research

A Web of Opinions: Sentiment Analysis in the Context of Online Communities (20 min)

11:20am **Huan Liu, Arizona State University, Department of Computer Science and Engineering**

Building a Social Media Tool for Sociological Studies (20 min)

11:40am **Sun-Ki Chai and David Chin, University of Hawai`i, Departments of Sociology and Information and Computer Science**

Integrating Social Science Theory and Methods into Social Computing: The CCPV Project Web Analyzer (20 min)

12:00pm **Lunch served at Terrace Grill, Hyatt Regency**

1:30pm **Integrative Projects and Statements**

Joseph Woelfel, University of Buffalo SUNY, Department of Communication

Three Essays on Networks, Measurement, and Rationality (40 min)

2:10am **Klaus Krippendorff, University of Pennsylvania, Annenberg School for Communication**

The Growth of Cyberspace and the Rise of Design Culture (40 min)

2:50pm   **Break**

3:05pm   **Breakout Discussions**
1. **Social Modeling**
2. **Social Measurement**

4:00pm   **Presentation of Main Points of Breakout Discussions**

One-page Reflections on Workshop Questions and/or Future Directions in Interdisciplinary Collaboration

Open Discussion and Wrapup

5:00pm   **Finish**

Dinner on Own

Mahalo!