

# HUSO 2019

## Foreword

The Fifth International Conference on Human and Social Analytics (HUSO 2019), held between June 30 – July 4, 2019 - Rome, Italy continued the inaugural event bridging the concepts and the communities dealing with emotion-driven systems, sentiment analysis, personalized analytics, social human analytics, and social computing.

The recent development of social networks, numerous ad hoc interest-based formed virtual communities, and citizen-driven institutional initiatives raise a series of new challenges in considering human behavior, both on personal and collective contexts.

There is a great possibility to capture particular and general public opinions, allowing individual or collective behavioral predictions. This also raises many challenges, on capturing, interpreting and representing such behavioral aspects. While scientific communities face now new paradigms, such as designing emotion-driven systems, dynamicity of social networks, and integrating personalized data with public knowledge bases, the business world looks for marketing and financial prediction.

We take here the opportunity to warmly thank all the members of the HUSO 2019 Technical Program Committee, as well as the numerous reviewers. The creation of such a high quality conference program would not have been possible without their involvement. We also kindly thank all the authors who dedicated much of their time and efforts to contribute to HUSO 2019. We truly believe that, thanks to all these efforts, the final conference program consisted of top quality contributions.

Also, this event could not have been a reality without the support of many individuals, organizations, and sponsors. We are grateful to the members of the HUSO 2019 organizing committee for their help in handling the logistics and for their work to make this professional meeting a success.

We hope that HUSO 2019 was a successful international forum for the exchange of ideas and results between academia and industry and for the promotion of progress in the area of human and social analytics.

We are convinced that the participants found the event useful and communications very open. We also hope that Rome provided a pleasant environment during the conference and everyone saved some time for exploring this beautiful city.

### **HUSO 2019 Chairs**

### **HUSO Steering Committee**

Els Lefever, Ghent University, Belgium

Dennis J. Folds, Georgia Tech Research Institute, USA

Nitin Agarwal, University of Arkansas at Little Rock, USA

Chen Ding, Ryerson University, Canada

Liz Bacon, University of Greenwich, UK

Jan Ole Berndt, University of Trier, Germany

Christian Bourret, University of Paris East - Marne la Vallée (UPEM), France

Meena Jha, CQUniversity Sydney, Australia

Xiaolong Jin, 靳小龙, Chinese Academy of Sciences, China

### **HUSO Industry/Research Advisory Committee**

Baden Hughes, Glentworth Consulting, Australia

Yi Shan, SDE II, Electronic Arts, Seattle, USA

Fan Yang, eBay Inc., USA

Massimiliano Zanin, The Innaxis Foundation & Research Institute, Madrid, Spain

Zhiwen Fang, Microsoft, USA