



# Intersocial Workshop on Online Social Networks: Challenges and Perspectives (IWOSN)

Friday, June 15, 2012  
Achaia Beach Hotel Patras, Greece



## Program

10:00-10:15 Welcome - Introduction to the workshop

10.15 - 11.00 **Social Media tutorial**

11.00 - 11.30 Coffee Break

11.30- 13.00 **Session 1 Concepts and technologies**

F. Calefato, F. Lanubile and N. Novielli A Social Aggregator for SMEs

V. Karkaletsis P. Karampiperis and S. Konstantopoulos Social networks as a resource for policy formulation

D. Souravlias, G. Koloniari and E. Pitoura The InterSocial Data Aggregator

S. Kleisarchaki, D. Kotzinos, I. Tsamardinos and V. Christophides Towards a Realistic Social Text Stream Workbench

C. Katris and S. Daskalaki Behavior of different network structures under node attacks: An application to political blogs

13.00-14.00 Lunch Break

14.00-15.00 **Session 2 Culture and Learning through Social Media**

B. Tsakarestou and S. Papadimitriou Educational Television 2.0 in Digital Media and Social Networks

A. Antoniou and G. Lepouras Using Facebook as complementary teaching tool: A case study

I. Voulgari and V. Komis Social Networks in Massively Multiplayer Online Games (MMOGs): the elusive boundary between the real and the virtual

E. Dimaraki, N. Yiannoutsou and N. Avouris Presence of cultural heritage institutions in online social media: the Greek case

15.00- 15.30 **Invited talk** M. Vazirgiannis Graph degeneracy for graph mining in social networks

15.30- 17.00 **Session 3 Strategies and case studies for SMEs**

U. Villani-Lubelli Social Networking: Strategies and Persuasive Communication

T. Berri and E. Koletsou The Approach of "Berris S.A." to Turning Online Transactions into Social Experiences

N. Achilleopoulos, V. Tsimplotefanakis Social Media marketing for SMEs

T. Manolatos, V. Christidis Social Media Strategies for Tourism SMEs

M. Vazirginannis, E. Pitoura, F. Lanubile, N. Avouris Closing panel - main conclusions / discussion

<http://dmod.eu/intersocial>

## Organizers:



Distributed Data Management Laboratory



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