

# Preface from General Chairs

On behalf of the organizing committee, we warmly welcome you to the 8th ACM International Conference on Web Search and Data Mining (WSDM 2015), held in Shanghai, China, from Jan. 31 to Feb. 6, 2015.

WSDM is one of the premier conferences covering research on search and data mining on the web. WSDM publishes original and high-quality papers related to search and data mining on the web, with an emphasis on practical yet principled novel approaches.

This is the first time WSDM is held in China, which has more than 500 million internet users and many internet companies, and more importantly, a very large number of researchers and engineers working in the field. We believe that WSDM 2015 in Shanghai, the largest city in China, will forge stronger ties between the local community and the international community of web search and data mining.

The technical program of WSDM 2015 includes 3 keynote speeches, 5 practice and experience talks, 39 technical papers, 4 workshops, 6 tutorials, a panel discussion, doctoral consortium, and a winter school. The 8th edition of WSDM continues the traditional activities of the conference and it also adds a new line-up to the conference, namely winter school. The goal of the winter school is to promote research on web search and data mining and introduce the fundamentals as well as recent advance of the field to people interested in it, particularly students.

We would like to express our sincere gratitude to the PC co-chairs, Evgeniy Gabrilovich and Jie Tang, who did a great job in selecting high quality papers, together with 28 senior program committee members, 220 program committee members, and 41 additional reviewers. We are also very grateful to all the other organizing committee members, including honorary chairs Guojie Li and Hong Mei, co-organizer Xuanjing Huang, advisor Irwin King, local chair Qi Zhang, winter school chairs Minyi Guo and Maosong Sun, best paper award committee chair Qiang Yang, workshop chairs Jiafeng Guo and Yoelle Maarek, tutorial chairs Eytan Adar and Min Zhang, doctoral consortium chairs Tie-Yan Liu and Cheng Xiang Zhai, Practice and Experience Track chairs Vanja Josifovski and Ying Li, finance chair Xiaolong Jin, sponsor chairs Pavel Serdyukov and Dou Shen, publication chair Jing Zhang, publicity chairs Chia Jung Lee and Xipeng Qiu, web master Junming Huang, and winter school organizer Long Zheng, whose effective work made all the events of the conference organize properly and smoothly. We would also like to thank the local organizing team members and the student volunteers from Fudan University, Shanghai Jiaotong University, and Institute of Computing Technology, who worked effectively to make the conference run smoothly and superbly.

We gratefully acknowledge the sponsorships from a number of companies, including Baidu, Google, Microsoft, Huawei, Alibaba, Sogou, IBM Research, SpeechOcean, A9, Tencent, Yahoo!, Yandex, Tencent, and Facebook. Special thanks also go to Fudan University, Shanghai Jiaotong University, and Institute of Computing Technology for their generous support.

Finally, we thank all the authors, presenters, and participants of the conference, and hope that you will enjoy the conference as well as the visit to Shanghai.

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