# Chairs Message of BESC 2014

*Behavioral, Economic and Socio-cultural Computing (BESC)* has been emerged as a new scientific field that studies effective methodologies, techniques and technical tools for representing, modeling, analyzing, understanding and managing human behaviors, economic phenomenon and social and cultural characteristics. Unlike traditional behavior, economic and social science, which mainly focuses on qualitative and explicit behavior, economic and social appearance and drivers, BESC intends to support explicit behavioral, economic and societal involvement through a conversion from transactional entity spaces to behavior/economic/socio-cultural feature spaces, through a better understanding of interactions between users and computing systems and better modeling of social concepts like trust, credibility, privacy, and, and influence, further genuine analysis of native behavior/economic/social patterns and impacts, and the facilitation of deployment of information technologies in various socially-centric application domains.

The founding of BESC conference is to provide a premier forum and platform for academic researchers and industry practitioners from data mining, statistics and analytics, business and marketing, finance and politics, and behavioral, economic, social and psychological sciences with the objectives to present updated research efforts and progresses on foundational and emerging interdisciplinary topics of BESC, exchange new ideas and identify future research directions. BESC has now been formally endorsed by IEEE Computational Intelligence Society as full sponsorship. The first edition of BESC conference is held at Shanghai, China from 30 October to 1 November, 2014. On behalf of the organizing committee and technical program committee, we would like to warmly welcome you and wish you will enjoy every moment of your stay in Shanghai, whether attending the sessions or sightseeing during your free time.

BESC 2014 received 67 submissions, all of which went through a rigorous double blind review process, and each submission was reviewed by at least 3 reviewers in terms of innovation, technical soundness, experiments, and presentation. Based on the reviews, only 11 papers (acceptance rate 16.4%) and 13 papers (acceptance rate 19.4%) were accepted as regular and short papers, respectively. The technical program consisted of 5 sessions, covering topics of Social Media Analysis, Micro-blogging and Mobile Networks, Machine Learning & Optimization, Complex Network Analysis, and Behavior and Economics, alongside three special sessions - Behavior, Economics & Big Data, Agent-based Computational Economics and Experimental Economics, and Knowledge Acquisition, Causality Analysis and Data Mining in Social Systems. In addition to technical papers, as the co-located event, BESC 2014 conference co-organizes a series of vibrant activities with DSAA 2014 conference, including five keynote speeches, one special session of trends & controversies invited talks, one panel discussion session, and two timely and educational tutorials. Apart from the inspiring technical program, we also had several dynamic social events to facilitate communication and informal interaction, including a welcome reception, a banquet, and an excursion.

Finally, we would like to thank all the members of the organizing team and volunteers, especially the local organizing team from Shanghai Jiaotong University. Without their dedicated work and strong support, this conference would not have happened so successfully. We thank all authors submitting their interesting and latest research findings to us for consideration, and pass our great gratitude to all PC members and external reviewers for their valuable reviews and criticisms. Last but not least, we would like to acknowledge the generous financial contributions of our sponsors, Ctrip and Huawei.

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