Recent years, many new theories and technologies for Web Wisdom have made the Web much wiser. Among these technologies, Cognitive-based text understanding (CTU) is one of the newest directions of Web Wisdom and should be paid more attention to. The machine understanding of Web resources is the basis of Web Wisdom. Cognitive Informatics (CI) is an emerging discipline that studies the natural intelligence, internal information processing mechanisms of the brain and the processes involved in perception and cognition as well. CTU simulates the cognitive process of human brain understanding text, so it takes advantage of cognitive theories to make the machine understanding of Web resources effectively and promotes Web Wisdom to a great extent.

The objective of the workshop is to invite authors to submit original manuscripts that demonstrate and explore current advances in all aspects of Web Wisdom (especially the aspect of Cognitive-based text understanding). The workshop solicits novel papers on a broad range of topics, including but not limited to:

- Cognitive-based Text Understanding and Representation
- Cognitive-based Text Complexity Measurement
- Cognitive-based Text Readability Measurement
- Cognitive-based Text Trust Measurement
- Cognitive-based Interactive Computing
- Cognitive-based Web Mining and Information Retrieval
- Theories and Practices of World Wide Wisdom Web (W4)
- Data Link and Semantic Link
- Cognitive Models and Computational Models for W4
- Web Knowledge Organization and Fusion
- Web Knowledge Flow
- Web-based Cooperation model
- Intelligent Web Searching and Services

**Submission Requirements:**
An electronic copy of papers in PDF format in English should be sent to luoxf@shu.edu.cn and must also be submitted to EasyChair-ICCI*CC'11 via https://www.easychair.org/account/signin.cgi?conf=icci2011 by March 31, 2011 with detailed information of author(s). Full papers should be around 6-8 pages in length in IEEE double column format as posted in the web site.
Publication of Papers:
The proceedings of ICCI’CC’11 will be published by IEEE CS Press and indexed by EI and DBLP. Selected papers will be published in *International Journal of Cognitive Informatics and Natural Intelligence (IJCINI)*, *International Journal of Software Science and Computational Intelligence (IJSSCI)*, and others.

Important Dates:
- Full paper submission due: March 31, 2011
- Notification of acceptance: April 30, 2011
- Camera-ready paper due: May 20, 2011
- Conference presentation: August 18-20, 2011

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