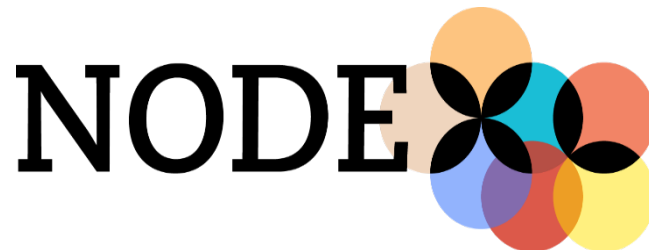




<http://www.smrfoundation.org>



**FOR IMMEDIATE RELEASE**

29 March 2021

## **New NodeXL Network Insight Award for 2021**

The [World Association for Triple Helix & Future Strategy Studies \(WATEF\)](#) is pleased to announce the inauguration of the annual “NodeXL Network Insight Award” for data-driven studies on social innovation as of September 2018. The WATEF has played an important role in introducing [NodeXL](#), an easy-to-use data collection, social media network analysis and visualization tool, in East Asia in the past five years. A leader in IT infrastructure, as of September 2018, Korea became the third-largest user base country for NodeXL and actually surpassed the U.S. and the U.K. in terms of users per capita.

The WATEF was established to contribute to the development of the Triple Helix in Korean society with data as its foundation. Evolving into a “big-data society” is challenging. Dynamic and consistent cooperation is necessary between the **academic community**, as the main body of knowledge production, **corporations** that operate within the marketing economy, and the **government** in charge of coordination and regulation.

To further advance awareness of the value of social network analysis, promote the purpose of our annual conference, and encourage the aims of the Triple Helix Society, the **NodeXL Network Insight Award** has been established as a symbol of data research excellence. This award will be presented to a published or unpublished paper that utilizes NodeXL or social media network and content analysis as part of its core methodology and visualization. Other visualization tools may also be used. Unpublished award winners may submit their papers to the *Journal of Contemporary Eastern Asia* after presentation by the WATEF.

We are grateful for the support of individuals and institutions in favor of the intent of this award. For further details, please contact the Committee at [nodexl.award@gmail.com](mailto:nodexl.award@gmail.com)

Marc Smith ([Social Media Research Foundation](#), USA)

Leslie Tkach-Kawasaki (Tsukuba University, Japan)

Han Woo Park (Yeungnam University, South Korea)

#### Important dates

1. Indication of submission – April 15, 2021
2. Full paper deadline – May 15, 2021
3. Presentation and Award – at DISC 2021 ONLINE June 18-19

#### ● Related links

WATEF & DISC at glance

[http://watef.org/home/bbs/board.php?bo\\_table=notice&wr\\_id=79](http://watef.org/home/bbs/board.php?bo_table=notice&wr_id=79)

JCEA: A Peer-Reviewed Journal on Convergence and Future Studies in Asia

<https://jceasia.org/>