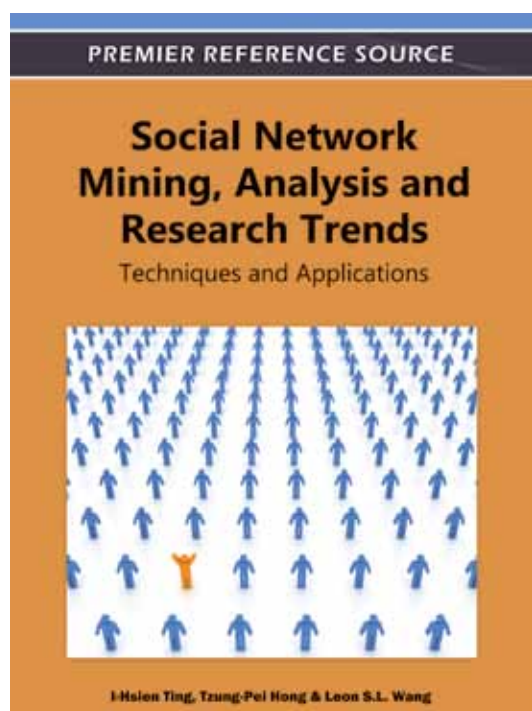


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Social Network Mining, Analysis and Research Trends: Techniques and Applications



I-Hsien Ting (National University of Kaohsiung, Taiwan),
Tzung-Pei Hong (National University of Kaohsiung, Taiwan)
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Social network analysis dates back to the early 20th century, with initial studies focusing on small group behavior from a sociological perspective. The emergence of the Internet and subsequent increase in the use of online social networking applications has caused a shift in the approach to this field. Faced with complex, large datasets, researchers need new methods and tools for collecting, processing, and mining social network data.

Social Network Mining, Analysis and Research Trends: Techniques and Applications covers current research trends in the area of social networks analysis and mining. Containing research from experts in the social network analysis and mining communities, as well as practitioners from social science, business, and computer science, this book proposes new measures, methods, and techniques in social networks analysis and also presents applications and case studies in this changing field.

Topics Covered:

- Collaborative Filtering
- Evolution of Social Networks
- Intelligent Monitoring of Intelligence Data
- Large Scale Graph Mining
- Mobile-Based Social Networking Sites
- Social Multimedia Mining
- Social Recommendations
- Social Search and Personalization
- Sociocognitive Inquiry
- Technology Use for Knowledge-Intensive Workers

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I-Hsien Ting is an Assistant Professor in the Department of Information Management, National University of Kaohsiung, TAIWAN from 2008. He received his Ph.D. degree in Computer Science, the University of York, UK in 2008. His research interests are focusing on Data Mining and E-commerce, particular on Web Mining, Social Network Analysis and Decision Support Systems, Web Intelligence, E-commerce, Semantic Web. He used to be a chair in the 1st, 2nd and 3rd International workshop on mining social networks for decision support (MSNDS 2009, 2010, 2011) and 1st and 2nd International workshop on web mining application in E-commerce and E-services (WMEE 2007), and a co-organizer in a special session of ICHIT 2006 conference and he also joined as a member of program committee in several conferences. Furthermore, he is now also a member of editorial advisory board of *Online Information Review* and as a referee in some academic Journals, such as *Journal of Information Science*, and in the editorial review board of *Journal of Information, CyberPsychology and Behavior, Neurocomputing, Information Technology and Organizations*. In addition, he is now editing two journal special issues in *Journal of Online Information Review* and *Journal of Intelligent Information Systems*. About academic paper publishing, he published more than twenty conference and journal papers in international journals, such as *Journal of Web Engineering, Information Research Journal*.



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