

## Christoph Bussler

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**From:** dbworld-bounces@cs.wisc.edu on behalf of I-HSIEN TING [iting@nuk.edu.tw]  
**Sent:** Tuesday, May 25, 2010 11:56 AM  
**To:** dbworld@cs.wisc.edu  
**Subject:** [Dbworld] Call For Book Chapter: Social Network Mining, Analysis and Research Trends: Techniques and Applications

### CALL FOR CHAPTER PROPOSALS

Proposal Submission Deadline: August 1, 2010 Social Network Mining, Analysis and Research Trends: Techniques and Applications  
Editors: I-Hsien Ting, Tzung-Pei Hong and Leon S.L. Wang National University of Kaohsiung, Taiwan

To be published by IGI Global:

<http://www.igi-global.com/AuthorsEditors/AuthorEditorResources/CallForBookChapters/CallForChapterDetails.aspx?CallForContentId=bbaea609-6299-47c0-9bf7-c057065dd421>

### Introduction

The history of social networks analysis is more than hundred years old, dating from around 1900, and originating mostly in the research areas of sociology. During this period, the studies of social networks analysis focused on small groups and small social networks. However, it has become harder and harder to manually analyze larger and more complex social networks, such as the World Wide Web. Therefore, strong computer ability and information technologies have become very important tools for social networks analysis and the field itself is therefore now moving from sociology to computer science.

Data Mining has claimed it could be the most suitable technique to deal with large amounts of data and therefore the subject of social networks mining has become a very popular issue in the area of computer science. Issues related to Social Networks Analysis and Mining include social networks data collection and preprocessing, social networks extraction and construction, algorithms and methods for mining social networks, visualization and representation, applications, etc.

### Objective of the Book

This book will aim to cover current, state-of-the-art, research trends in the area of social networks analysis and mining. It will be a useful reference book for academics and practitioners seeking research in this emerging area. Currently, there are few good quality books addressing this subject specifically, making this publication valuable to researchers.

### Target Audience

“Social Networks Analysis and Mining: Techniques and Applications” is targeted at both academic researchers and practicing professionals in the fields of information science, engineering, computer science, statistics, management, anthropology, biology, communication studies, economics, geography, organizational studies, social psychology, and sociolinguistics, and others.

Recommended topics include, but are not limited to, the following:

#### Part I: Introduction and Surveys

Introduction to social network analysis and mining  
Survey of social network models  
Survey of current on-line social networks  
Part II: Measures, Methods and Techniques  
Metrics and measures of social network analysis  
Data collection and preprocessing of social data  
Construction of social networks  
Intelligent techniques for social network analysis and mining  
Classification and clustering  
Representation, visualization, and interaction  
Part III: Applications  
Recommendation and prediction  
Marketing  
Crime and hate groups detection  
Decision support  
Privacy  
Knowledge management  
Dynamics and evolution patterns of social networks

### Submission Procedure

Researchers and practitioners are invited to submit on or before August 1, 2010, a 2-3 page chapter proposal clearly explaining the mission and concerns of his or her proposed

chapter. Authors of accepted proposals will be notified by September 15, 2010 about the status of their proposals and sent chapter guidelines. Full chapters are expected to be submitted by December 1, 2010. All submitted chapters will be reviewed on a double-blind review basis. Contributors may also be requested to serve as reviewers for this project. Please visit <http://im.nuk.edu.tw/~iting/SNMART> for more details regarding this publication.

#### Publisher

This book is scheduled to be published by IGI Global (formerly Idea Group Inc.), publisher of the "Information Science Reference" (formerly Idea Group Reference), "Medical Information Science Reference," "Business Science Reference," and "Engineering Science Reference" imprints. For additional information regarding the publisher, please visit [www.igi-global.com](http://www.igi-global.com). This publication is anticipated to be released in 2011.

#### Important Dates

August 1, 2010:	Proposal Submission Deadline
September 15, 2010:	Notification of Acceptance
December 1, 2010:	Full Chapter Submission
February 15, 2011:	Review Results Returned
April 30, 2011:	Final Chapter Submission

#### Editorial Advisory Board Members:

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Inquiries and submissions can be forwarded electronically (Word document) or by mail to:

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