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Subject: [Dbworld] 2nd CALL FOR CHAPTER PROPOSALS

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Proposal Submission Deadline: June 30, 2010 Social Networking and Community Behavior Modeling:

Qualitative and Quantitative Measures

A book edited by Dr. Maytham H. Safar and Dr. Khaled A. Mahdi Kuwait University, Kuwait

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Introduction

Sociality is the most unique characteristic of human beings. Humans usually strive to create relations with others by sharing their thoughts, emotions, and even their actions. Sometimes, it is not necessary to even have a direct interaction between actors to say that there is a social relation between them. It is enough that one of them is acting under the assumption that the other shared the same feelings that caused him to act. This uniqueness implied an important philosophical question that was considered centuries ago, "How do people communicate?" What are the rules that really control these communications? A half century ago, it was almost impossible to provide a qualitative or quantitative assessment to help provide accurate answers to these questions. However, as the population of the world grows day after day, the importance of answering this question increases. That's because the spread of news, rumors and even disease become very hard to control.

Sociology is the branch of social sciences which empirically investigates the social activities of the human beings. Its concerns include both micro and macro levels of human-to-human interactions. In other words, it considers both the face-to-face human interaction and the overall behavior of society. After the technological advancement in the communication field and the creation of the Internet and mobiles, the ability to provide insight has grown tremendously. Fortunately, the ability to study the human society and find answers to the questions mentioned has grown as well.

Social networks are how any community is modeled. They have emerged as a major trend of computing and social paradigms in the past few years. The social network model helps the study of community behavior, thus leveraging social networks to researchers' demands. An essential characteristic of any network is its resilience to failures or attacks. This is known as the robustness of a network. The definition of a robust network is rather debatable. One interpretation of a robust network assumes that social links connecting people together can experience dynamic changes, as is the case with many friendship networks such as Facebook, Hi5, etc. Individuals can easily delete a friend or add a new one, with and without constraints. Other networks, however, have rigid links that do not allow changes with time such as in strong family networks. Hence, it is vital to find a quantitative measure of a network's robustness.

Objective of the Book

The objective of this work is to provide a clear and consolidated view of current social network models. We seek to explore the new methods to model, characterize, and build social networks. We need to study the critical issues (cultural, security, threats, legal, and technical) confronting social networking, the emergence of new mobile social networking devices and applications, and how social networks impact the business aspects of organizations. Network robustness is also a vital property that needs to be addressed.

Target Audience

This book is designed for professionals and researchers working in the field of social networks, both from theoretical and practical point of views. The book will also provide

insights to the executives responsible for understanding the technology and utilizing it to positively impact their business. The audience for this book includes, but is not limited to, the following:

Researchers, Chatters, Bloggers, Social Networkers, Web Developers, and People and enterprises involved in marketing/advertising using the internet and mobile.

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

Models of social networks

Social networks analysis of virtual online communities Social networks evolution

Information diffusion in social networks Epidemics and rumours in social networks

Robustness of social networks Online communities Social networks and terrorism Social networks on mobile devices

Submission Procedure

Researchers and practitioners are invited to submit on or before June 30, 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 July 25, 2010 about the status of their proposals and sent chapter guidelines. Full chapters are expected to be submitted by September 30, 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. For further information, please refer to <http://synergy.kuniv.edu/index.jsp?node=links>.

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. This publication is anticipated to be released in 2011.

Important Dates

June 30, 2010: Proposal Submission Deadline

July 25, 2010: Notification of Acceptance

September 30, 2010: Full Chapter Submission December 15, 2010: Review Results Returned

February 28, 2011: Final Chapter Submission March 30, 2011: Final Deadline

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