Contents

Volume I

Section I. Fundamental Concepts and Theories

This section serves as the foundation for this exhaustive reference tool by addressing crucial theories essential to the understanding of Web technologies. Chapters found within these pages provide an excellent framework in which to position Web technologies within the field of information science and technology. Individual contributions provide overviews of the mobile Web, semantic Web, and Web 2.0, while also exploring critical stumbling blocks of this field. Within this introductory section, the reader can learn and choose from a compendium of expert research on the elemental theories underscoring the research and application of Web technologies.

Chapter 1.1. ICT and Interculture Opportunities Offered by the Web..........................................................1
Laura Corazza, Università di Bologna, Italy

Chapter 1.2. Mobile Social Web: Opportunities and Drawbacks .................................................................11
Thorsten Caus, Georg August University of Göttingen, Germany
Stefan Christmann, Georg August University of Göttingen, Germany
Svenja Hagenhoff, Georg August University of Göttingen, Germany

Chapter 1.3. Social Semantic Web and Semantic Web Services .................................................................22
Stelios Sfakianakis, ICS-FORTH, Greece

Chapter 1.4. Semantic Web in Ubiquitous Mobile Communications.........................................................41
Anna V. Zhdanova, The Telecommunications Research Center Vienna, Austria
Ning Li, University of Surrey, UK
Klaus Moessner, University of Surrey, UK
Section II. Development and Design Methodologies

This section provides in-depth coverage of conceptual architectures, frameworks and methodologies related to the design and implementation of Web technologies. Throughout these contributions, research fundamentals in the discipline are presented and discussed. From broad examinations to specific discussions on particular frameworks and infrastructures, the research found within this section spans the discipline while also offering detailed, specific discussions. Basic designs, as well as abstract developments, are explained within these chapters, and frameworks for designing successful Web sites, Web-based applications, and Web portals are provided.

Chapter 2.1. Perceptions of Mobile Device Website Design: Culture, Gender and Age Comparisons .......................................................... 245
Dianne Cyr, Simon Fraser University, Canada
Milena Head, McMaster University, Canada
Alex Ivanov, Simon Fraser University, Canada

Chapter 2.2. Paralingual Web Design and Trust in E-Government ..................................................... 277
Roy H. Segovia, San Diego State University, USA
Murray E. Jennex, San Diego State University, USA
James Beatty, San Diego State University, USA

Chapter 2.3. Designing Medical Research Web Sites ................................................................. 291
Jonathan P. Grady, University of Pittsburgh, USA
Michael B. Spring, University of Pittsburgh, USA
Armando J. Rotondi, University of Pittsburgh, USA

Chapter 2.4. Designing Web Information Systems for a Framework-Based Construction ............ 310
Vítor Estêvão Silva Souza, Universidade Federal do Espírito Santo, Brazil
Ricardo de Almeida Falbo, Universidade Federal do Espírito Santo, Brazil
Giancarlo Guizzardi, Universidade Federal do Espírito Santo, Brazil

Chapter 2.5. Focused Requirements Engineering Method for Web Application Development ........ 344
Ala M. Abu-Samaha, Amman University, Jordan
Lana S. Al-Salem, SpecTec Ltd & MEP, Greece

Chapter 2.6. A Logic Programming Based Framework for Intelligent Web Service Composition .......................................................... 355
Enrico Pontelli, New Mexico State University, USA
Tran Cao Son, New Mexico State University, USA
Chitta Baral, Arizona State University, USA

Chapter 2.7. The Effectiveness of Scaffolding in a Web-Based, Adaptive Learning System.......... 379
Mei-Yu Chang, National Hsinchu University of Education, Taiwan
Wernhuar Tarng, National Hsinchu University of Education, Taiwan
Fu-Yu Shin, Chien-Kuo Elementary School, Taiwan
Chapter 2.8. WebSphere Portal 6.1: An Agile Development Approach
Thomas Stober, IBM Germany Research and Development, Germany
Uwe Hansmann, IBM Germany Research and Development, Germany

Chapter 2.9. Adaptation and Recommendation in Modern Web 2.0 Portals
Andreas Nauerz, IBM Research and Development, Germany
Rich Thompson, IBM T.J. Watson Research Center, USA

Chapter 2.10. Context-Aware Applications for the Web: A Model-Driven Development Approach
Florian Daniel, University of Trento, Italy

Chapter 2.11. Different Web Strategies for Different E-Marketplaces
L. Geppert, Catholic University of Milan, Italy

Chapter 2.12. Developing Rule-Based Web Applications: Methodologies and Tools
Vassilis Papataxiarhis, National and Kapodistrian University of Athens, Greece
Vassileios Tsatsos, National and Kapodistrian University of Athens, Greece
Isambo Karali, National and Kapodistrian University of Athens, Greece
Panagiotis Stamatopoulos, National and Kapodistrian University of Athens, Greece
Stathes Hadjieithymiades, National and Kapodistrian University of Athens, Greece

Chapter 2.13. Modeling of Web Services using Reaction Rules
Marko Ribarić, Mihailo Pupin Institute, Serbia
Shahin Sheidaei, Simon Fraser University, Canada
Milan Milanović, University of Belgrade, Serbia
Dragan Gašević, Athabasca University, Canada
Adrian Giurca, Brandenburgische Technische Universität at Cottbus, Germany
Sergey Lukichev, Brandenburg University of Technology at Cottbus, Germany
Gerd Wagner, Brandenburg University of Technology, Germany

Flavius Frasincar, Erasmus University Rotterdam, The Netherlands
Jethro Borsje, Erasmus University Rotterdam, The Netherlands
Leonard Levering, Erasmus University Rotterdam, The Netherlands

Chapter 2.15. A Service Oriented Ontological Framework for the Semantic Validation of Web Accessibility
Rui Lopes, LaSIGE, University of Lisbon, Portugal
Konstantinos Votis, Pattern Recognition Laboratory, University of Patras & Informatics and Telematics Institute, CERTH, Greece
Luís Carriço, LaSIGE, University of Lisbon, Portugal
Spiridon Likothanassis, Pattern Recognition Laboratory, University of Patras, Greece
Dimitrios Tzovaras, Informatics and Telematics Institute, CERTH, Greece
Chapter 2.16. Building Semantic Web Portals with a Model-Driven Design Approach .......... 541
Marco Brambilla, Politecnico di Milano, Italy
Federico M. Facca, Leopold-Franzens-Universität Innsbruck, Austria

Chapter 2.17. Enabling Distributed Cognitive Collaborations on the Semantic Web ............ 571
Amna Basharat, National University of Computer and Emerging Sciences, Pakistan
Gabriella Spinelli, Brunel University, UK

Chapter 2.18. Utilisation of Case-Based Reasoning for Semantic Web Services Composition ....... 604
Taha Osman, Nottingham Trent University, UK
Dhavalkumar Thakker, Nottingham Trent University, UK
David Al-Dabass, Nottingham Trent University, UK

Volume II

Chapter 2.19. Rule Markup Languages and Semantic Web Rule Languages ...................... 623
Adrian Paschke, Freie Universität Berlin, Germany
Harold Boley, National Research Council, Canada

Chapter 2.20. Semantic Web Rule Languages for Geospatial Ontologies ......................... 648
Philip D. Smart, Cardiff University, UK & University of Glamorgan, UK
Alia I. Abdelmoty, Cardiff University, UK & University of Glamorgan, UK
Baheer A. El-Geresy, Cardiff University, UK & University of Glamorgan, UK
Christopher B. Jones, Cardiff University, UK & University of Glamorgan, UK

Section III. Tools and Technologies

This section presents extensive coverage of the technology that informs and impacts Web technologies. These chapters provide an in-depth analysis of the use and development of innumerable devices and tools, while also providing insight into new and upcoming technologies, theories, and instruments that will soon be commonplace. Within these rigorously researched chapters, readers are presented with examples of the tools that facilitate and support the emergence and advancement of Web technologies. In addition, the successful implementation and resulting impact of these various tools and technologies are discussed within this collection of chapters.

Chapter 3.1. New Paradigms: A Collaborative Web Based Research Tool ......................... 670
Hamish Holewa, International Program of Psycho-Social Health Research,
Central Queensland University, Australia

Chapter 3.2. Adaptability and Adaptivity in The Generation of Web Applications ............... 681
Raoudha Ben Djemaa, MIRACL, Tunisie
Ikram Amous, MIRACL, Tunisie
Abdelmajid Ben Hamadou, MIRACL, Tunisie
Section IV. Utilization and Application

This section introduces and discusses the utilization and application of Web technologies. These particular selections highlight, among other topics, the application of semantic Web technologies to e-tourism, e-banking, and in car repairs as well as the adoption of Web services in digital libraries. Contributions included in this section provide excellent coverage of today’s online environment and insight into how Web technologies impact the fabric of our present-day global village.
Section V. Organizational and Social Implications

This section includes a wide range of research pertaining to the social and organizational impact of Web technologies around the world. Chapters included in this section analyze social marketing, e-government, Web vendors, and Web tourism. The inquiries and methods presented in this section offer insight into the implications of Web technologies at both a personal and organizational level, while also emphasizing potential areas of study within the discipline.

Chapter 5.1. Building Trust in E-Commerce through Web Interface ............................................... 1195
Muneesh Kumar, University of Delhi South Campus, India & ESC-PAU, France
Mamta Sareen, University of Delhi, India

Chapter 5.2. Swift Trust in Web Vendors: The Role of Appearance and Functionality.................... 1206
Xin Li, University of North Carolina at Pembroke, USA
Guang Rong, Clemson University, USA
Jason B. Thatcher, Clemson University, USA

Chapter 5.3. Understanding Brand Website Positioning in the New EU Member States:
The Case of the Czech Republic....................................................................................................... 1228
Shintaro Okazaki, Universidad Autónoma de Madrid, Spain
Radoslav Škapa, Masaryk University Brno, Czech Republic

Chapter 5.4. WEB 2.0, Social Marketing Strategies and Distribution Channels for City
Destinations: Enhancing the Participatory Role of Travelers and Exploiting
their Collective Intelligence................................................................................................................ 1249
Marianna Sigala, University of the Aegean, Greece

Chapter 5.5. City Brands and their Communication through Web Sites: Identification
of Problems and Proposals for Improvement.................................................................................... 1274
José Fernández-Cavia, Universitat Pompeu Fabra, Spain
Assumpció Huertas-Roig, Universitat Rovira i Virgili, Spain

Chapter 5.6. Assessing the Performance of Airline Web Sites: The ARTFLY Case ......................... 1298
Elad Harison, University of Groningen, The Netherlands
Albert Boonstra, University of Groningen, The Netherlands

Chapter 5.7. Aviation-Related Expertise and Usability: Implications for the Design
of an FAA E-Government Web Site................................................................................................ 1312
Ferne Friedman-Berg, FAA Human Factors Team - Atlantic City, USA
Kenneth Allendoerfer, FAA Human Factors Team - Atlantic City, USA
Shantanu Pai, Engility Corporation, USA
Volume III

Chapter 5.8. Quality Enhancing the Continued Use of E-Government Web Sites: Evidence from E-Citizens of Thailand .................................................................................................................................................................................. 1328
Sivaporn Wangpipatwong, Bangkok University, Thailand
Wichian Chutimaskul, King Mongkut’s University of Technology Thonburi, Thailand
Borworn Papasratorn, King Mongkut’s University of Technology Thonburi, Thailand

Chapter 5.9. Social Aspects of Mobile Technologies on Web Tourism Trend .................................. 1345
Fernando Ferri, IRPPS-CNR, Rome, Italy
Patrizia Grifoni, IRPPS-CNR, Rome, Italy
Tiziana Guzzo, IRPPS-CNR, Rome, Italy

Chapter 5.10. Healthcare Quality and Cost Transparency Using Web-Based Tools ........................ 1360
Jiao Ma, Saint Louis University, USA
Cynthia LeRouge, Saint Louis University, USA

Chapter 5.11. Exploiting Collaborative Tagging Systems to Unveil the User-Experience of Web Contents: An Operative Proposal .................................................................................................................................................................................. 1374
A. Malizia, Universidad Carlos III de Madrid, Spain
A. De Angeli, University of Manchester, UK
S. Levialdi, Sapienza University of Rome, Italy
I. Aedo Cuevas, Universidad Carlos III de Madrid, Spain

Chapter 5.12. Identifying Users Stereotypes for Dynamic Web Pages Customization ................. 1388
Sandro José Rigo, Universidade Federal do Rio Grande do Sul (UFRGS), Brazil
José Palazzo M. de Oliveira, Universidade Federal do Rio Grande do Sul (UFRGS), Brazil
Leandro Krug Wives, Universidade Federal do Rio Grande do Sul (UFRGS), Brazil

Chapter 5.13. Improving Online Readability in a Web 2.0 Context ............................................... 1411
John Paul Loucky, Seinan Jogakuin University, Japan

Chapter 5.14. Querying Web Accessibility Knowledge from Web Graphs ...................................... 1437
Rui Lopes, LaSIGE, University of Lisbon, Portugal
Luis Carriço, LaSIGE, University of Lisbon, Portugal

Chapter 5.15. Feature Selection for Web Page Classification .......................................................... 1462
K. Selvakubaran, Tata Consultancy Services, India
M. Indra Devi, Thiagarajar College of Engineering, India
R. Rajaram, Thiagarajar College of Engineering, India

Chapter 5.16. Implementing Collaborative Problem-Based Learning with Web 2.0 ......................... 1478
Steven C. Mills, The University Center of Southern Oklahoma, USA

Chapter 5.17. Machine Learning and Web Mining: Methods and Applications in Societal Benefit Areas .................................................................................................................................................................................. 1495
Georgios Lappas, Technological Educational Institution of Western Macedonia, Kastoria Campus, Greece
Chapter 5.18. Towards Mobile Web 2.0-Based Business Methods: Collaborative QoS-Information Sharing for Mobile Service Users ................................................................. 1515

Katarzyna Wac, University of Geneva, Switzerland & University of Twente, The Netherlands
Richard Bulits, University of Twente, The Netherlands & Mobihealth B.V., The Netherlands
Bert-Jan van Beijnum, University of Twente, The Netherlands
Hong Chen, Altran Netherlands B.V., The Netherlands
Dimitri Konstantas, University of Geneva, Switzerland

Chapter 5.19. The Pedagogical Implications of Web 2.0 ................................................................ 1536

Matthias Sturm, ICT Consultant, Canada
Trudy Kennell, ICT Consultant, Canada
Rob McBride, ICT Consultant, Canada
Mike Kelly, ICT Consultant, Canada

Chapter 5.20. Developing Digital Literacy Skills with WebQuests and Web Inquiry Projects .... 1554

Susan Gibson, University of Alberta, Canada


Corrado Petrucco, University of Padua, Italy

Chapter 5.22. Modeling Best Practices in Web-Based Academic Development ....................... 1578

Diana K. Kelly, San Diego Miramar College, USA

Chapter 5.23. The Use of Weblogs in Language Education ....................................................... 1596

Thomas Raith, The University of Education Heidelberg, Germany

Chapter 5.24. The Effects of Web-Enabled Self-Regulated Learning and Problem-Based Learning with Initiation on Students’ Computing Skills ........................................... 1614

Pei-Di Shen, Ming Chuan University, Taiwan

Chapter 5.25. Hypertinence, Serendipity or Elicitation of Passion for Knowledge? Some Critical Elements of Online Learning by Using Web 2.0 Resources .............................. 1628

Simona Marchi, University “Sapienza” of Rome, Italy

Chapter 5.26. Blending Virtual Campuses Managing Differences Through Web 2.0 Experiences in Transnational Cooperation Projects ......................................................... 1642

Yuri Kazepov, University of Urbino “Carlo Bo,” Italy
Giovanni Torrisi, University of Urbino “Carlo Bo,” Italy

Section VI. Managerial Impact

This section presents contemporary coverage of the managerial implications of Web technologies. Particular contributions address Web software engineering and Web-enabled employee life-cycle process management. The managerial research provided in this section allows executives, practitioners, and researchers to gain a better sense of how Web technologies can inform their practices and behavior.
Chapter 6.1. Enterprise 2.0: Collaboration and Knowledge Emergence as a Business Web Strategy Enabler

Javier Soriano, Universidad Politécnica de Madrid, Spain
David Lizcano, Universidad Politécnica de Madrid, Spain
Marcos Reyes, Telefónica I+D, Spain
Fernando Alonso, Universidad Politécnica de Madrid, Spain
Genoveva López, Universidad Politécnica de Madrid, Spain

Chapter 6.2. Web Engineering in Small Jordanian Web Development Firms: An XP Based Process Model

Haroon Altarawneh, Albalqa’ Applied University, Jordan
Asim El-Shiekh, The Arab Academy for Banking and Financial Sciences, Jordan

Chapter 6.3. Employee Life-Cycle Process Management Improvement with Web-Enabled Workflow Systems

Leon Welicki, Microsoft, Canada
Javier Piqueres Juan, Systar, Spain
Fernando Llorente Martin, ONO, Spain
Víctor de Vega Hernandez, ONO, Spain

Chapter 6.4. Some Key Success Factors in Web-Based Corporate Training in Brazil: A Multiple Case Study

Luiz Antonio Joia, Brazilian School of Public and Business Administration of Getulio Vargas Foundation and Rio de Janeiro State University, Brazil
Mário Figueiredo Costa, Brazilian School of Public and Business Administration of Getulio Vargas Foundation, Brazil

Chapter 6.5. Multi-Tier Framework for Management of Web Services’ Quality

Abdelghani Benharref, Concordia University, Canada
Mohamed Adel Serhani, United Arab Emirates University, UAE
Mohamed Salem, University of Wollongong, Dubai, UAE
Rachida Dssouli, Concordia University, Canada

Chapter 6.6. On the Management Performance of Networked Environments Using Web Services Technologies

Lisandro Zambenedetti Granville, Federal University of Rio Grande do Sul–Porto Alegre, Brazil
Ricardo Neisse, Federal University of Rio Grande do Sul–Porto Alegre, Brazil
Ricardo Lemos Vianna, Federal University of Rio Grande do Sul–Porto Alegre, Brazil
Tiago Fioreze, Federal University of Rio Grande do Sul–Porto Alegre, Brazil

Chapter 6.7. Web Services, Service-Oriented Computing, and Service-Oriented Architecture: Separating Hype from Reality

John Erickson, University of Nebraska - Omaha, USA
Keng Siau, University of Nebraska - Lincoln, USA
Section VII. Critical Issues

This section addresses conceptual and theoretical issues related to the field of Web technologies, which include issues related to usage, as well as failures and successes in Web implementation. Within these chapters, the reader is presented with analysis of the most current and relevant conceptual inquiries within this growing field of study. Particular chapters address privacy concerns in Web logging, Web information extraction, and Web rules. Overall, contributions within this section ask unique, often theoretical questions related to the study of Web technologies and, more often than not, conclude that solutions are both numerous and contradictory.

Chapter 7.1. Applying an Organizational Uncertainty Principle: Semantic Web-Based Metrics

Joseph Wood, LTC, US Army, USA
James Grayson, Augusta State University, USA
Hui-Lien Tung, Paine College, USA
Margo Bergman, Northwest Health Services Research & Development (HSR&D), USA
Tina Marshall-Bradley, Paine College, USA
W.F. Lawless, Paine College, USA
Donald A. Sofge, Naval Research Laboratory, USA

Chapter 7.2. Bridging the Gap between Mobile Application Contexts and Web Resources

Stefan Dietze, Open University, UK
Alessio Gugliotta, Open University, UK
John Domingue, Open University, UK

Chapter 7.3. Uncertainty Representation and Reasoning in the Semantic Web

Paulo Cesar G. Costa, George Mason University, USA
Kathryn Blackmon Laskey, George Mason University, USA
Thomas Lukasiewicz, Oxford University Computing Laboratory, UK

Chapter 7.4. Semantic Web-Enabled Protocol Mediation for the Logistics Domain

Oscar Corcho, Universidad Politécnica de Madrid, Spain
Silvestre Losada, Intelligent Software Components, S.A., Spain
Richard Benjamins, Intelligent Software Components, S.A., Spain

Chapter 7.5. Probabilistic Models for the Semantic Web: A Survey

Livia Predoiu, University of Mannheim, Germany
Heiner Stuckenschmidt, University of Mannheim, Germany
Chapter 7.6. Estimating the Privacy Protection Capability of a Web Service Provider ................... 1929
George O.M. Yee, Institute for Information Technology, National Research Council, Canada

Chapter 7.7. Privacy Concerns for Web Logging Data................................................................. 1951
Kirstie Hawkey, University of British Columbia, Canada

Yuhong Yan, Concordia University, Canada
Philippe Dague, University Paris-Sud 11, France
Yannick Pencolé, LAAS-CNRS, France
Marie-Odile Cordier, IRISA, France

Volume IV

Chapter 7.9. Management of Medical Website Quality Labels via Web Mining ............................. 1994
Vangelis Karkaletsis, National Center of Scientific Research “Demokritos”, Greece
Konstantinos Stamatakis, National Center of Scientific Research “Demokritos”, Greece
Pythagoras Karampiperis, National Center of Scientific Research “Demokritos”, Greece
Martin Labský, University of Economics, Prague, Czech Republic
Marek Růžička, University of Economics, Prague, Czech Republic
Vojtěch Svátek, University of Economics, Prague, Czech Republic
Enrique Amigó Cabrera, ETSI Informática, UNED, Spain
Matti Pöllä, Helsinki University of Technology, Finland
Miquel Angel Mayer, Medical Association of Barcelona (COMB), Spain
Dagmar Villarroel Gonzales, Agency for Quality in Medicine (AquMed), Germany

Chapter 7.10. User Facing Web Services in Portals.......................................................................... 2015
Jana Polgar, NextDigital, Australia

Chapter 7.11. Hyperlink Structure Inspired by Web Usage.............................................................. 2034
Pawan Lingras, Saint Mary’s University, Canada
Rucha Lingras, Saint Mary’s University, Canada

Chapter 7.12. Search Engine-Based Web Information Extraction.................................................... 2048
Gijs Geleijnse, Philips Research, The Netherlands
Jan Korst, Philips Research, The Netherlands

Chapter 7.13. Profiling of Web Services to Measure and Verify their Non-Functional Properties................................................................. 2082
Witold Abramowicz, Poznań University of Economics, Poland
Monika Kaczmarek, Poznań University of Economics, Poland
Dominik Zyskowski, Poznań University of Economics, Poland
Section VIII. Emerging Trends

This section highlights research potential within the field of Web technologies while exploring uncharted areas of study for the advancement of the discipline. Chapters within this section highlight emerging semantic Web applications, Web personalization, and learning on the Web. These contributions, which conclude this exhaustive, multi-volume set, provide emerging trends and suggestions for future research within this rapidly expanding discipline.
Chapter 8.1. The Social Semantic Desktop: A New Paradigm Towards Deploying
the Semantic Web on the Desktop .................................................................................................... 2279

Ansgar Bernardi, German Research Center for Artificial Intelligence (DFKI) GmbH,
Kaiserslautern, Germany
Stefan Decker, National University of Ireland, Ireland
Ludger van Elst, German Research Center for Artificial Intelligence (DFKI) GmbH,
Kaiserslautern, Germany
Gunnar Aastrand Grimnes, German Research Center for Artificial Intelligence (DFKI)
GmbH, Kaiserslautern, Germany
Tudor Groza, National University of Ireland, Ireland
Siegfried Handschuh, National University of Ireland, Ireland
Mehdi Jazayeri, University of Lugano, Switzerland
Cédric Mesnage, University of Lugano, Switzerland
Knud Möller, National University of Ireland, Ireland
Gerald Reif, University of Lugano, Switzerland
Michael Sintek, German Research Center for Artificial Intelligence (DFKI) GmbH,
Kaiserslautern, Germany
Leo Sauermann, German Research Center for Artificial Intelligence (DFKI) GmbH,
Germany

Chapter 8.2. Explaining Semantic Web Applications ....................................................................... 2304

Deborah L. McGuinness, Tetherless World Constellation, Rensselaer Polytechnic Institute (RPI), USA & Stanford University, KSL, USA
Vasco Furtado, University of Fortaleza, UNIFOR, Brazil
Paulo Pinheiro da Silva, University of Texas at El Paso (UTEP), USA
Li Ding, Tetherless World Constellation, Rensselaer Polytechnic Institute (RPI), USA and Stanford University, KSL, USA
Alyssa Glass, Stanford University, KSL, USA
Cynthia Chang, Stanford University, KSL, USA

Chapter 8.3. A New System for the Integration of Medical Imaging Processing
Algorithms into a Web Environment ................................................................................................ 2328

José Antonio Seoane Fernández, Artificial Neural Networks and Adaptative Systems Group,
Spain & University of Corunna, Spain
Juan Luis Pérez Ordóñez, Center of Medical Informatics and Radiological Diagnosis, Spain & University of Corunna, Spain
Noha Veiguela Blanco, Artificial Neural Networks and Adaptative Systems Group, Spain & University of Corunna, Spain
Francisco Javier Novóa de Manuel, Center of Medical Informatics and Radiological Diagnosis, Spain & University of Corunna, Spain
Julián Dorado de la Calle, University of A Coruña, Spain

Chapter 8.4. Social Media Marketing: Web X.0 of Opportunities.................................................... 2341

Lemi Baruh, Kadir Has University, Turkey
Chapter 8.5. Web Content Recommendation Methods Based on Reinforcement Learning

Nima Taghipour, Amirkabir University of Technology, Iran
Ahmad Kardan, Amirkabir University of Technology, Iran

Chapter 8.6. On the Use of Soft Computing Techniques for Web Personalization

G. Castellano, University of Bari, Italy
A. M. Fanelli, University of Bari, Italy
M. A. Torsello, University of Bari, Italy

Chapter 8.7. Enhancing the Testability of Web Services

Daniel Brenner, University of Mannheim, Germany
Barbara Paech, University of Heidelberg, Germany
Matthias Merdes, Heidelberg Mobil International GmbH, Germany
Rainer Malaka, University of Bremen, Germany

Chapter 8.8. Making the Web Accessible to the Visually Impaired

Simone Bacellar Leal Ferreira, Universidade Federal do Estado do Rio de Janeiro, Brazil
Denis Silva da Silveira, Programa de Engenharia de Produção - COPPE/UFRJ, Brazil
Marcos Gurgel do Amaral Leal Ferreira, Holden Comunicação Ltda, Brazil
Ricardo Rodrigues Nunes, Universidade Federal do Estado do Rio de Janeiro, Brazil

Chapter 8.9. Web Application Server Clustering with Distributed Java Virtual Machine

King Tin Lam, The University of Hong Kong, Hong Kong
Cho-Li Wang, The University of Hong Kong, Hong Kong

Chapter 8.10. Virtual Web Services: Extension Architecture to Alleviate Open Problems in Web Services Technology

Julio Fernández Vilas, University of Vigo, Spain
Jose J. Pazos Arias, University of Vigo, Spain
Ana Fernández Vilas, University of Vigo, Spain

Chapter 8.11. Web-Based Corporate Governance Information Disclosure: An Empirical Investigation

Yabing Jiang, Fordham University, USA
Viju Raghupathi, City University of New York, USA
Wullianallur Raghupathi, Fordham University, USA

Chapter 8.12. Using Web Service Enhancements to Establish Trust Relationships with Privacy Protection: (Extended and Invited from ICWS 2006 with id 47)

Zhengping Wu, University of Bridgeport, USA
Alfred C. Weaver, University of Virginia, USA

Chapter 8.13. The Interactive Computing of Web Knowledge Flow: From Web to Knowledge Web

Xiangfeng Luo, Shanghai University, P. R. China
Jie Yu, Shanghai University, P. R. China
Chapter 8.14. Knowledge Producing Megamachines: The Biggest Web 2.0 Communities of the Future ........................................................................................................................................................................ 2530
  Laszlo Z. Karvalics, University of Szeged, Hungary

Chapter 8.15. Utilizing Past Web for Knowledge Discovery .............................................. 2544
  Adam Jatowt, Kyoto University, Japan
  Yukiko Kawai, Kyoto Sangyo University, Japan
  Katsumi Tanaka, Kyoto University, Japan

Chapter 8.16. New Forms of Deep Learning on the Web: Meeting the Challenge of Cognitive Load in Conditions of Unfettered Exploration in Online Multimedia Environments .................................................................................................................. 2563
  Michael DeSchryver, Michigan State University, USA
  Rand J. Spiro, Michigan State University, USA

Chapter 8.17. General Strategy for Querying Web Sources in a Data Federation Environment...... 2582
  Aykut Firat, Northeastern University, USA
  Lynn Wu, Massachusetts Institute of Technology, USA
  Stuart Madnick, Massachusetts Institute of Technology, USA

Chapter 8.18. Empirical Studies for Web Effort Estimation.................................................. 2600
  Sergio Di Martino, Università di Salerno & Università degli Studi di Napoli “Federico II”, Italy
  Filomena Ferrucci, Università di Salerno, Italy
  Carmine Gravino, Università di Salerno, Italy