

Foreword

Social networks represent aspects of human relationships and behaviors existing and happening around us in the real physical world. In the past decade, they have come along in the cyber digital world with the rapid development of emerging information and communication technology, such as web 2.0, ubiquitous computing, cloud services, and smart phones. Social networking services, including a variety of micro blogging services and so-called social media, have moved into the limelight in the recent years. They have made a lasting influence on an individual's daily life, an enterprise's business process, and even a nation's economic and political system.

Social Networking and Community Behavior Modeling: Qualitative and Quantitative Measures, edited by Professors Maytham Safar and Khaled Mahdi, with an Editorial Advisory Board of famous scholars from different parts of the world, has been published at a very opportune time. The volume encompasses a variety of interdisciplinary topics, which have carefully selected and well discussed from a multidisciplinary perspective. It provides socio-technical views on modeling and developing social networks and online communities, and a comprehensive discussion of the core issues, integrated approaches, and practical visions of its trend in the field.

The book begins with the theoretical issues on the formation of social networks and online communities, transformation from traditional society to virtual world, social construction and network structure, civic engagement and cultural model, and analysis of success factors. It goes further into application issues on knowledge discovery, information diffusion, decision-making, customer relationship management, and learning support in or through social networking and online communities. It presents methodologies and describes solutions related to these difficult issues in the field. This book offers a comprehensive viewpoint of the upcoming evolution and trend of social networks, and the potential impact it may bring to the business and society.

Research on social network modeling and analysis relates to a lot of cross-disciplinary, interdisciplinary, and trans-disciplinary issues. It is a continuously and rapidly evolving field. This book is highly expected to help researchers to become aware of the very wide range of social network issues from the perspectives of both computer science and social science. It can serve as a reference work for domain researchers interested in social networking and online community behavior modeling and analysis, and a text for novice social networkers looking for an overview of the field. It can lead the interested readers to a brand new starting point of the research field.

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