

EDITORIAL PREFACE

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We are pleased to bring you another issue of the International Journal of Web Portals that includes very recent developments of theory and practice related to web portals from different perspectives.

Inside this issue readers will find five contributions to the discussion of developments and applications of web portals in finance, affective computing, marketing and advertisement, e-Government and transparency, and interoperability. Developed by renowned contributors from a globally distributed community, that includes, in this issue, USA, Portugal, Taiwan, Brazil and Malaysia.

The five contributions are briefly described below.

As more investors and traders globally manage their own stock portfolio without the help of human brokers, there is an increasing need to acquire and use financial knowledge and financial data analytics to ensure that a self-maintained financial portfolio is soundly managed. There are a growing number of special web portals that provide financial analytics services for investors and traders who demand detailed analyses of their stocks and other financial derivatives. In the first paper, “Web Portals for Financial Analytics: How effective are they from the end-users’ perspective”, Alexander Yap examines how end-users value the overall usefulness of web portals that provide financial

analytics services and capabilities. This research endeavors to identify different unique features of financial analytics web portals, and ask users which of these features prove to be highly useful for their needs in analyzing when to buy, hold, and sell stocks.

Video growth over the Internet changed the way users search, browse and view video content. Watching movies over the Internet is increasing and becoming a pastime. The possibility of streaming Internet content to TV, advances in video compression techniques and video streaming have turned this recent modality of watching movies easy and doable. Web portals as a worldwide mean of multimedia data access need to have their contents properly classified in order to meet users’ needs and expectations. The contribution of Oliveira, Chambel and Ribeiro, entitled “*Sharing video emotional information in the Web*” proposes a set of semantic descriptors based on both user physiological signals, captured while watching videos, and on video low-level features extraction. These XML based descriptors contribute to the creation of automatic affective meta-information that will not only enhance a web-based video recommendation system based in emotional information, but also enhance search and retrieval of videos affective content from both users’ personal classifications and content classifications in the context of a web portal.

Based on the cognitive psychology of selective attention and priming effect, and visual display effect, the research presented by Lee, Wu and Chuang in “*Application of TOPSIS for solving optimal brand communication effect on the portal*” aims to explore how banner advertisements in the portal sites affect brand communication after end user enter the web. This study uses online SSI Web questionnaire and Technique for Order Preference by Similarity to Ideal Solution (TOPSIS) method. The prime age group selection considers the brand communication effect simultaneously from involvement, advertising attitude, purchase intention and attractiveness of advertisement content. Finally, TOPSIS is presented as an empirical example in brand communication effect on the web portal. The result indicates that the advertising through portal site has optimal brand communication effect on age between 20 to 29 years. The results can help business to make efficient decision. Managerial issues and future work of this paper are discussed.

One of the e-government goals is to enable public access of official information to all citizens, but the diversity of the audiences may imply that the way the exposed information is understood may not be homogeneous. An evaluation of the Brazilian Transparency Portal, conducted as part of the research of Viana and Toledo in their contribution “*The Brazilian Transparency Portal*” has corroborated the previous assertion. This evaluation showed that the official classification may limit understanding depending on the public, because it may be unclear or not widespread. Although non-governmental agencies were satisfied with the way information was classified, regular users had several problems for finding information in the Portal. In addition, different users identified distinct classifications for the same data item. Based on these results, a framework was developed to improve the usability of the Portal. A new form of user interface adaptability called “adaptability by classification” was proposed

within this framework. The novel aspect of the framework is to allow data presentation in different ways according to the classifications expected by groups of individuals with the main goal of increasing digital inclusion.

One of the major problems for establishing semantic interoperability is semantic conflicts, which prevent seamless message exchange between heterogeneous Web services. Consequently, major works are devoted to establish semantic interoperability by solving semantic conflicts. However, the current research has not reached its maturity level to solve this problem effectively. Therefore, Baltah and Ghani propose a new ontology driven approach to detect semantic conflicts between heterogeneous Web services at message level, in their paper entitled “*Towards Ontology Driven Semantic Conflicts Detection in Web services at Message level*”, defending that this new approach will advance the process of establishing semantic interoperability in order to allow heterogeneous Web services to exchange their messages seamlessly. The main purpose of the authors’ approach is to detect the potential conflicts that occur during message exchange process.

Before finishing this editorial preface, we would like to take this opportunity to express our gratitude to IGI Global for the excellent support of their team of professionals. We would like also to thank all the members of the Editorial Board, for their commitment and for sharing their knowledge and experience in the support of the decision-making process. Finally, we would like to express our gratitude to all the authors who submitted their work, for their visions and excellent contributions.

We hope you will find here an interesting and a valuable source of knowledge and ideas. Enjoy your reading!

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Maria Manuela Cruz-Cunha is currently an Associate Professor in the School of Technology at the Polytechnic Institute of Cavado and Ave, Portugal. She holds a Dipl. Eng. in the field of Systems and Informatics Engineering, an M.Sci. in the field of Computer Integrated Manufacturing and a Dr.Sci in the field of Production Systems Engineering. She teaches subjects related with Information Systems, Information Technologies and Organizational Models to undergraduate and post-graduate studies. She supervises several PhD projects in the domain of Virtual Enterprises and Information Systems and Technologies. She regularly publishes in international peer-reviewed journals and participates on international scientific conferences. She serves as a member of Editorial Board and Associate Editor for several International Journals and for several Scientific Committees of International Conferences. She has authored and edited several books and her work appears in more than 100 papers published in journals, book chapters and conference proceedings. She is the co-founder and co-chair of several international conferences: CENTERIS – Conference on ENTERprise Information Systems, ViNOrg - International Conference on Virtual and Networked Organizations: Emergent Technologies and Tools and SeGAH – IEEE International Conference on Serious Games and Applications for Health.

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