CALL FOR PAPERS -- IEEE GLOBECOM 2011

Selected Areas in Communications Symposium
Social Networks Track

Track   Chair

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Scope and Motivation

Driven by rapidly changing requirements and business needs, ICT and applications are undergoing a paradigm shift: components are replaced by services, distributed over the network, and composed and reconfigured dynamically in a demand-driven way into service-oriented architectures.

With major stakeholders from the internet side stepping on the TV territory (Google TV, Yahoo internet TV) and with the TVs and STBs being merged into a single device that is capable of handling both TV and internet technologies, a new field for research but also business has emerged.

Also, in the private domain the use of devices such as digital cameras is constantly increasing. This trend will most likely continue resulting in a continuous increase of the amount of produced digital Audio-Visual (AV) content contributed by an ever increasing number of different providers and an increasing demand for new innovative services that engage AV content, such as distribution to the home, sharing between end users, and management of content.

It is quite impressive to see how asynchronous communication forms have reached wide success, yet by offering support only to traditional, text-based information exchange. These services are today at the basis of what has been defined as Social Networking, i.e. the possibility for individuals to interact, share, cooperate with others via the communications technology. The impact of such services can be measured not only in terms of the specific and direct service provided to their user constituency, but also in terms of their contribution to the emergence of new communication styles and language patterns .

The ability of the user to interact in a focused and personalized manner, as this is offered through the social networks, can transform the traditional one broadcast for all, to one broadcast, transformed to the needs of everyone.

However, the case of combining the use of social networking and broadcasting/streaming is not simply a "one plus one equals two situation". New issues are raised related to actions of users/viewers and how this is influenced and influences viewing experience, how it affects the

Quality of Experience (QoE) and ways it can improve it, techniques for fusing user generated content in a non intrusive and annoying or destructing way with the broadcasted content and also how can user generated content modify the transmission.

Finally, the issue of personalized advertisements and personalized announcements (i.e. by public organizations such as announcement for quitting smoking) along with privacy concerns is an important topic.

Main Topics of Interest, but not limited to

- Social network behaviors, dynamics, modeling, and analysis
- Representation, measurement, modeling of relationship or user behaviors
- Social network topology, complex network theory, random graph, and relationship to statistical mechanics or biology
- Web connections and cloud services
- Belief and message propagation, search technology over Internet
- Trusted networking, security, privacy, and digital right management over social networking
- Cognitive modeling, machine learning, game theory, computational intelligence, applied in social networks
- Applications and services to Internet, multimedia networks, e-commerce, and mobile-commerce
- Architecture and Distributed framework
- Personalization
- Social Interaction and Quality of Life (QoL) & Quality of Experience (QoE)
- Tools for designing and deploying social networks
- Application programming interfaces (APIs) for social networks
- Business Model and Open Innovation

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