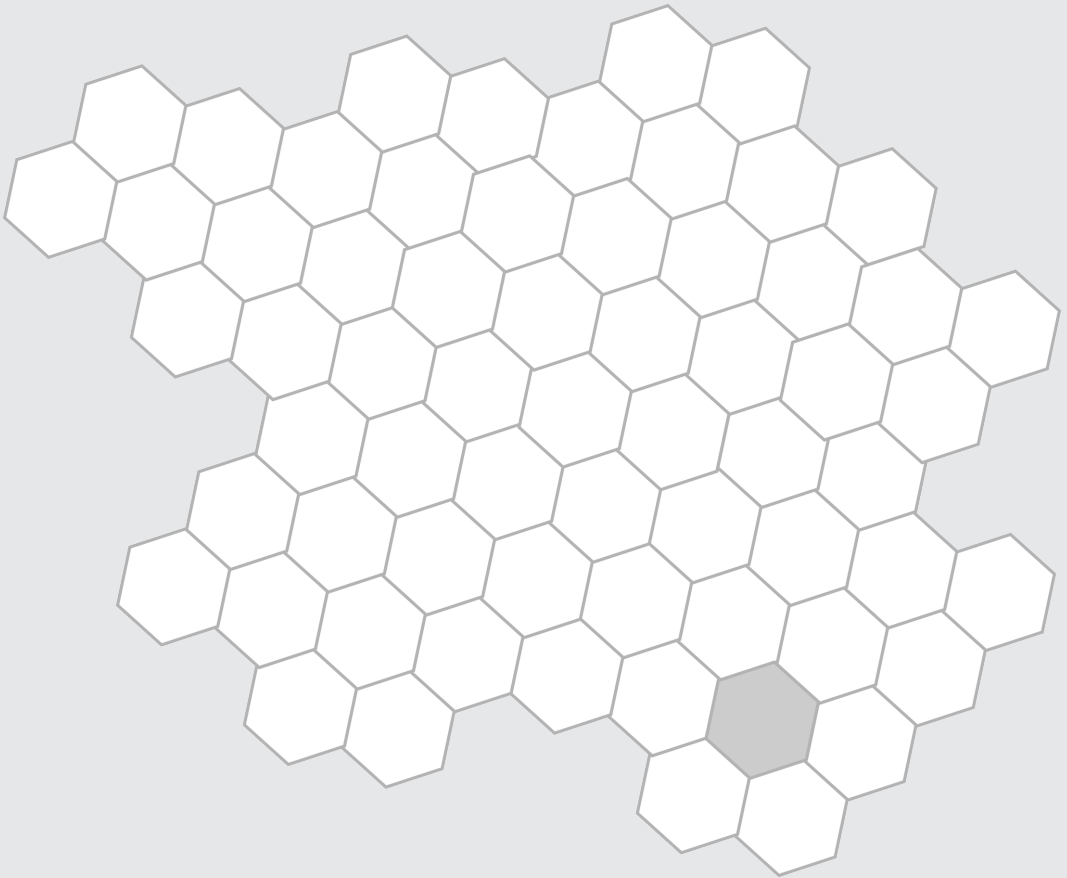


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MMM: **M**ONITORING,
MEASUREMENT, AND
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Journal Profile

International Journal on Social Media MMM: Monitoring, Measurement, and Mining is an international scientific and refereed journal focused on questions and progress of social media, especially on their monitoring, measurement, analysis, and mining in social networks, e.g. Sentiment/Opinion Analysis in Natural-Language Text Documents, Algorithms, Methods, and Technologies for Building and Analysing Social Networks, Applications in the Area of Social Activities, Knowledge Mining and Discovery in Natural Languages Used in Social Networks, Medical, Economic, and Environmental Applications in Social Networks, etc.

International Journal on Social Media MMM: Monitoring, Measurement, and Mining seeks to share new knowledge, processes and methods. The journal publishes original works, project solutions, case studies, reviews and educational papers. Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere.

Two issues per year provide a forum for distinguished as well as young authors. A shortened thesis as well as final reports of projects supported by grant agencies are accepted for publishing.

All papers are refereed through a peer review process.

Submissions should be send in the PDF form via email to the following address: SoNet.RC@gmail.com.

Accepted papers are to be prepared according to the instructions available at <http://www.konvoj.cz/journals/mmm/>.

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Editorial

We would like to introduce here the first and, at the same time, special issue of our new international journal. As a convenient opportunity, we take the advantage of organising the second international workshop SoNet-2010 Social Networks: Computing and Mining, September 3-5, 2010, Mendel University Brno, Czech Republic. This small workshop, aiming at selected branches from the particularly topical problem area connected with social networks, brings articles on an array of topics that are related to computing and data/knowledge-mining. The defined workshop intent included particularly the following areas:

- Algorithms, methods, and technologies for building and analysing social networks.
- Automatic analysis of sentiment, subjectivity, and opinions in social networks.
- Knowledge mining and discovery in natural languages used in social networks.
- Social networks and Web 2.0/3.0.
- Economic, business, environmental, and medical applications of social networks.
- Applications in the area of social activities.

This journal issue contains a collection of articles carefully selected from submitted research results and intentions. In addition, SoNet-2010 could welcome two invited outstanding scientists: Prof. Michael Thelwall from the Wolverhampton University, United Kingdom, and Dr. Alexander Trousov from the IBM Dublin Center for Advanced Studies, Ireland. Thus, the workshop participants could listen to up-to-day and very interesting talks and presentations, which have been included in this special journal issue.

The SoNet-2010 international workshop was organised by people from the Department of Informatics, Mendel University Brno, Czech Republic and fLexSem Laboratory, Department of French and Romance Philology, Autonomous University of Barcelona, Spain. The event took place at the Faculty of Business and Economics, Mendel University Brno. Thanks to the support provided by the Faculty and University, the Spanish researchers from Barcelona, and by the Konvoj Publishing Company, the event passed off smoothly. As one of its results, SoNet-2010 has contributed to broadening the already existing research cooperation as well as creating new promising scientific collaborations in the specific areas.

Here, we would also like to thank to all SoNet-2010 Organising and Program Committee members for their conscientious and time-consuming work. Without their effort, the workshop could not be so successful.

We hope and believe that the workshop results published in this journal issue will attract attention of new and more scientists and researchers.

On behalf of all people participating in the SoNet-2010 realisation,

Jan Žižka

Department of Informatics/SoNet Research Center
Faculty of Business and Economics
Mendel University Brno, Czech Republic

SoNet 2010

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Schedule

Friday, September 3, 2010

- 09:00–10:00 ... Registration
- 10:00–10:15 ... Welcome, Opening
- 10:15–11:00 MICHAEL THELWALL:
Sentiment Strength Detection for Social Network Site Comments (invited talk)
- 11:00–11:15 ... Coffee Break
- 11:15–11:40 OLGA KAUROVA, MIKHAIL ALEXANDROV, NATALIA PONOMAREVA:
The Study of Sentiment Word Granularity for Opinion Analysis
- 11:40–12:05 JOSEPH ZERNIK:
Data Mining as a Civic Duty: Online Public Prisoners Registration Systems
- 12:05–13:30 ... Lunch Break
- 13:30–14:15 ALEXANDER TROUSSOV:
Harnessing the Power of Social Context – 1. (invited talk)
- 14:15–14:40 MARTIN ADÁMEK:
CB-Radio in Road Traffic as Social Network and Information Technology
- 14:40–15:00 ... Coffee Break
- 15:00–15:25 OLGA OGURTSOVA, MIKHAIL ALEXANDROV, XAVIER BLANCO:
A Look on Wikipedia Readability: Language, Domain and Style
- 15:25–15:50 GABRIEL LUKÁČ:
A Proposal of an Approach to Extracting Conceptual Descriptions of Hyper-linked Text Documents
- 15:50–16:15 DAVID SOUSEDÍK, LADISLAV BUŘITA:
Social Network as a Part of the Interactive Environment for Starting Entrepreneurs

Saturday, September 4, 2010

- 08:30–09:00 ... Registration
- 09:00–09:45 ALEXANDER TROUSSOV:
Harnessing the Power of Social Context – 2. (invited talk)
- 09:45–10:10 JOSEPH ZERNIK:
Data Mining of Online Judicial Records of the Networked US Federal Courts
- 10:10–10:30 ... Coffee Break
- 10:30–10:55 RONAN MCHUGH:
Persuading Collaboration: Analysing Persuasion in Online Collaboration Sites
- 10:55–11:20 ANGELS CATENA, MIKHAIL ALEXANDROV, NATALIA PONOMAREVA:
Opinion Analysis of Publications on Economics with Limited Sentiment Vocabulary
- 11:20–13:00 ... Lunch Break
- 13:00–18:00 ... Brno Sightseeing Tour (for interested participants – with a guide, free of charge)
-

Sunday, September 5, 2010

- 09:00–09:45 MICHAEL THELWALL:
Analysing the Social Context of Social Network Sites: The Case of MySpace
(invited talk)
- 09:45–10:10 EVA ECKENHOFER:
Do Central Players Perform Better?
- 10:10–10:35 JAN PANUŠ:
Modified Local search Algorithm as a Tool for Analysing Social Networks
- 10:35–11:00 SAMOYLENKO O. M., ILONA BATSUROVSKA, RUCHINSKA N. S.:
Methology of Using WEB 2.0 Services for Higher Education
- 10:50–12:30 ... Concluding, Discussing Future Cooperations

Invited lectures (abstracts)

Call for Papers

Papers to be included in the next issue should be preferably focused on topics related to social-networks in one or more of the following subjects (the list is indicative rather than exhaustive):

Sentiment/Opinion Analysis in Natural-Language Text Documents

Algorithms, Methods, and Technologies for Building and Analysing Social Networks

Applications in the Area of Social Activities

Knowledge Mining and Discovery in Natural Languages Used in Social Networks

Medical, Economic, and Environmental Applications in Social Networks

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. Each of the submitted research papers should not exceed 26 pages. All papers are refereed through a peer review process.

Submissions should be send in the PDF form via email to the following address: SoNet.RC@gmail.com

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