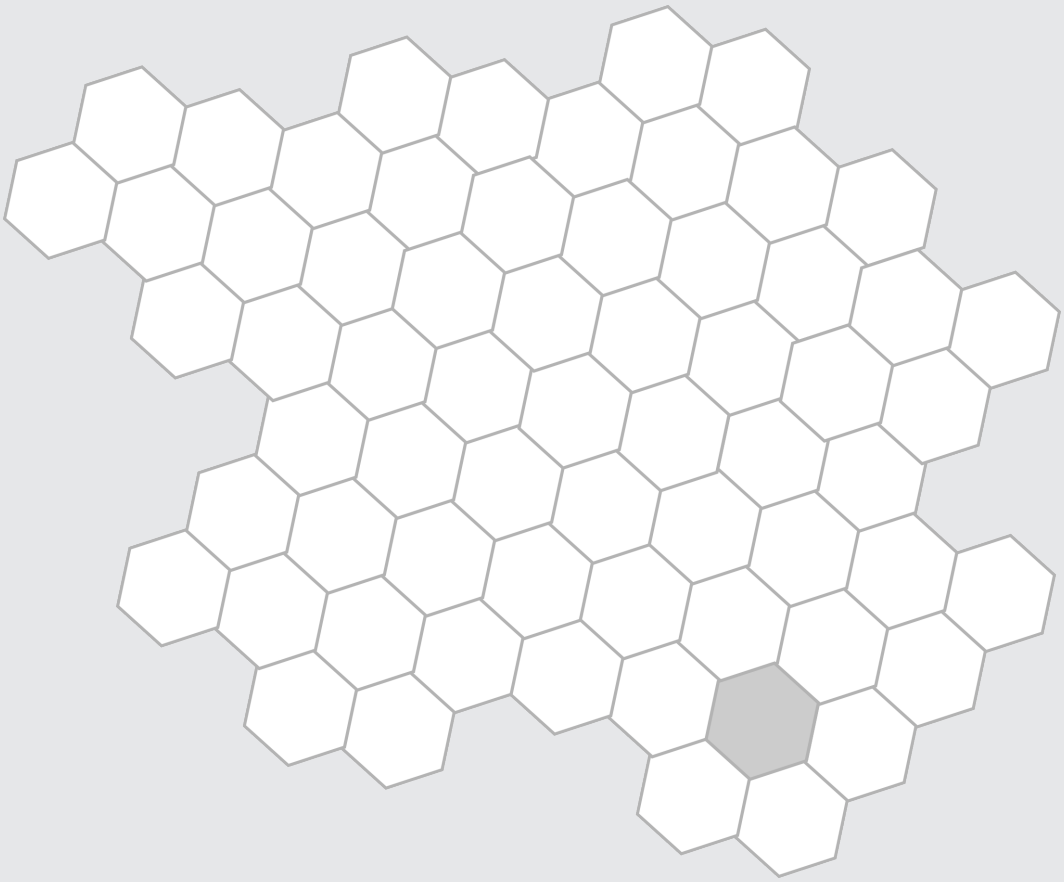
International Journal on

SOCIAL MEDIA

MMM: Monitoring, Measurement, and Mining



I, 2010, 1
ISSN 1804-5251

...OFFPRINT...

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Editor-in-Chief: Jan Žižka

Publisher's website: www.konvoj.cz
E-mail: konvoj@konvoj.cz, SoNet.RC@gmail.com
ISSN 1804-5251

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Analysing the Social Context of Social Network Sites: The Case of MySpace

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Abstract

The social network site MySpace, once the most popular web site for US Internet users and still a popular site, is oriented to both music and youth. From a research perspective, its relatively open nature makes it easy to conduct large-scale research on its members. This talk illustrates the potential for social network research using computing techniques by reporting the results of a large-scale study of social issues related to MySpace members. The findings include the impact of gender on communication, the age profile of members and the types of information revealed by members in their public profiles.

Biographical note

Michael Thelwall, Professor of Information Science, Webometrics and cybermetrics researcher: Developing quantitative methods for Internet phenomena, including hyperlinks and Web 2.0 social networks. Micheal Thellwal is an author and co-author of more than 150 refereed journal articles, five book chapters, two encyclopedia articles, and many confeence research papers. He is also an author of two books: Introduction to webometrics: Quantitative web research for the social sciences, and Link analysis: An information science approach. For more details, see his web page (http://www.scit.wlv.ac.uk/~cm1993/mycv.html)

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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

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