

**Call for Papers for
Selected Areas in Communications Symposium
Social Networking Track**

Symposium Track Chair

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Submissions must be done through EDAS at <http://edas.info/N20935>

Scope and Motivation

Social networks have become prevalent forms of communication and interaction on the Internet and make up an increasingly part of the network traffic. As a result, social networks have attracted significant research interests in a large number of related areas. Social networks have traditionally been studied outside of the technological domains, but focus is now changing towards networking challenges such as cloud, privacy, data analytics, etc. while still keeping the social perspective such as focusing on improving quality-of-life. The interplay between social networks and technological networks such as mobile networks and mobile computing is becoming still strong and many areas are still to be exploited.

Main Topics of Interest

The topics of interest for this track include (but are not limited to):

- Influence, reputation, recommendation, community structure, advertisement, etc. based on social network modeling and analysis, measurements, and experiments, for big data from large social networks
- Analytical techniques as a foundation to enable social networks of massive networked (big) data (e.g., belief and message propagation, computational intelligence and machine learning, game and economical analysis, graph theoretical analysis)
- Trusted networking, privacy and security, user behaviors and dynamics, and digital right management, for big data from social networks
- System architecture, protocols, middleware and software engineering, terminal technology, user experience and interface technology, deployment and operations, and standards, for social networks
- Social networks applications and services to mobile Internet, multimedia networks, mobile-commerce, cyber-physical systems, and their potential social, economic, and cultural impacts
- Interplay between social networks and physical communications, such as deriving social interactions from (mobile) communication networks, and social network characterization from wireless communication theory
- Social networks influence on (wireless) communications systems and networks and subsequent new design paradigm of future (wireless) communications
- Applications of large social network analysis and relational structure of social networks to design advanced wireless communication networks, and interplay with network science areas such as physics and biology

Biography of Track Chair

Pan Hui received his Ph.D degree from Computer Laboratory, University of Cambridge, and earned his MPhil and BEng both from the Department of Electrical and Electronic Engineering, University of Hong Kong. He is currently a faculty member of the Department of Computer Science and Engineering at the Hong Kong University of Science and Technology where he directs the HKUST-DT System and Media Lab. He also serves as a Distinguished Scientist of Telekom Innovation Laboratories (T-labs) Germany and an adjunct Professor of social computing and networking at Aalto University Finland. Before returning to Hong Kong, he has spent several years in T-labs and Intel Research Cambridge. He has published more than 150 research papers and

has some granted and pending European patents. He has founded and chaired several IEEE/ACM conferences/workshops, and has been serving on the organising and technical program committee of numerous international conferences and workshops including ACM SIGCOMM, IEEE Infocom, ICNP, SECON, MASS, Globecom, WCNC, ITC, ICWSM and WWW. He is an associate editor for IEEE Transactions on Mobile Computing and IEEE Transactions on Cloud Computing.