Message from SocialCom Chairs
SocialCom 2014

Welcome to the Seventh IEEE International Conference on Social Computing and Networking (SocialCom 2014), Sydney, December 3-5, 2014. On behalf of the Organizing Committee, we would like to express to all the participants our warmest welcome.

Social computing and networking is concerned with the intersection of social behaviour and computing systems, creating or recreating social conventions and contexts through the use of software and technology. Various social computing applications such as blogs, email, instant messaging, social networking (Facebook, Twitter, LinkedIn, Google+ etc.), wikis, and social bookmarking have been widely popularised by providing digital platforms for social interaction. Such applications have been profoundly change social behaviours and digital life styles of humankind whilst pushing the boundaries of Internet technologies. While people can enjoy or even indulge in the benefits such as freedom and convenience brought about by social computing, various critical issues such as trust, privacy, HCI design, and the modelling as well as understanding of social behaviours via computational means provide significant challenges.

SocialCom (Social Computing and Networking) was created to provide a prime international forum for researchers, industry practitioners and domain experts to exchange the latest fundamental advances in the state of the art and practice of Social Computing & Networking and its broadly related areas. SocialCom 2014 is evolved as next premier event from previous highly successful series of SCA2013 (Karlsruhe Germany), SCA2012 (Xiangtan China), SCA2011 (Sydney, Australia), SocialNet-2010 (Social Computing and Networking, Hangzhou, China), SocialNet-2009 (Social Computing and Networking, Chengdu China), SIN-2009 (Social Intelligence and Networking, Vancouver Canada).

SocialCom 2014 has 39 papers accepted. Each paper was peer reviewed by at least three program committee members. The final decision has been taken after a high quality review process. We would like to express our sincere gratitude to the Program Chairs, the Program Vice Chairs, and Program Committee members, for their effective work and great effort. We also appreciate a lot the cooperation, guidance, and help from the General Chairs, the Steering Committee, the Publicity Chairs, the Advisory Committee, the Finance Chair, and the Local Chair. The support from IEEE Computer Society, Technical Committee on Scalable Computing (TCSC), is also greatly appreciated.

Finally, we thank you for contributing to and/or participating in SocialCom 2014, and hope you find it a stimulating and exciting forum and at the same time enjoy the beautiful Sydney, Australia.

Wookey Lee, Inha University, Korea
Simon Caton, Karlsruhe Institute of Technology, Germany
Surya Nepal, CSIRO, Australia
SocialCom 2014 Program Chairs

Ee-Peng Lim, Singapore Management University, Singapore
Jiming Liu, Hong Kong Baptist University, China
Jian Yang, Macquarie University, Australia
SocialCom 2014 General Chairs
Jinjun Chen, University of Technology Sydney, Australia
Laurence T. Yang, St. Francis Xavier University, Canada

SocialCom 2014 Steering Chairs