Message from the SocialNet 2010 Symposium Chairs

Social computing has recently become one of the central themes across a number of information and communication technology fields. It is emerging as an attractive computing paradigm and methodology considering social context and social modeling, using principles of social sciences, or in a socially collaborative way, during information system design and production.

The rapid proliferation of online social networking system and service demonstrates the incredible power of social computing. Meanwhile, an effective organization and usage of various social networks and even the design of future Internet also present many new challenges to social computing research and system development.

The 2010 International Symposium on Social Computing and Networking (SocialNet 2010) is held with CPSCOM 2010 (the 3rd IEEE/CM International Conferences on Cyber, Physical and Social Computing). It is the next event of SocialNet 2009, which was successfully held in conjunction with the PCom 2009 in December 2009, Chengdu, China. The symposium aims to bring together researchers, scientists, engineers, and scholar students in computer science, networking, sociology and business, and foster interdisciplinary interaction and collaboration towards the challenges and new opportunities in practice and theory of social computing and social networking.

SocialNet 2010 has 9 final papers and each paper was carefully reviewed by the internationally organized Technical Program Committee (TPC) members—more than three reviewers for each paper. We congratulate the authors of accepted papers and regret that a lot of high quality submissions could not be included, due to the limited space.

On behalf of the organizing committee of SocialNet 2010, we appreciate all submissions authors. We would also like to thank the TPC members and external reviewers for their efforts in reviewing the submissions. Great thanks go to Yingwen Chen (National University of Defense Technology, China) and Wei Yin (University of Queensland, Australia), for their work in promoting this event. And the guidance and help from Jianhua Ma (Hosei University, Japan) and Laurence T. Yang (St Francis Xavier University, Canada) is much appreciated.

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Program Chairs of SocialNet 2010