



MISNC 2016, Kean University, New Jersey, USA

August 17-19, 2016, The 3rd Multidisciplinary International Social Networks Conference

Program at a Glance

Date	August 14, 2016 (Sunday)	August 15, 2016 (Monday)	August 16, 2016 (Tuesday)	August 17, 2016 (Wednesday)
		8:30 Registration	8:30 Registration	8:30 Registration
AM		9:00-9:20 Conference Opening 9:20-10:20 Keynote 1	9:00-10:00 Keynote 3	9:00-10:00 Keynote 5
		10:20-10:40 Coffee Break	10:00-10:20 Coffee Break	10:00-11:00 First Annual Award Ceremony: Teaching Computing in NJ Higher Education
		10:40-12:00 Parallel Sessions MISNC1, DS1, IWODA	10:20-12:00 Parallel Sessions MISNC4&ISCWBDC C,WBISM&SocialInf ormatics,	11:00-11:15 Coffee Break 11:15-12:15 MISNC7&8, DS4 Fourth Annual NJ/NY Computer Science Chairs' Meeting (by Invitation Only)
Lunch		12:00-13:30 Lunch	12:00-13:30 Lunch	12:15-13:45 Lunch
PM		13:30-14:30 Keynote 2	13:30-14:30 Keynote 4	
		14:30-14:50 Coffee Break	14:30-14:50 Coffee Break	
		14:50-16:50 Parallel sessions MISNC2&3,DS2	14:50-16:50 Parallel sessions MISNC5&6,DS3	
Evening	19:00 Organizer dinner and final run through	17:30-19:30 Welcome Reception	17:00-19:00 Liberty Hall Museum Tour 19:00-21:30 Official Conference Banquet Best paper award Presentation of MISNC 2017	

Detail Program

Day one:

2016/8/15 9:00--9:20

Conference Opening
Jeffery Toney, Leon Wang, General Chairs & Program Chairs

2016/8/15 9:20--10:20

Keynote Session 1 Chair: Prof. George Chang
Name: Mr. Lawrence Zelvin (Director of Citi Cyber Intelligence Center, USA) Title:

2016/8/15 10:20-12:00

Room 1	Room 2	Room 3
MISNC session 1: SN privacy&security A Papers -- 17, 30, 40 Chair: Prof. Fengming Chang	IWODA: Papers – 51, 54, 60, 63 Chair: Prof. Chih-Chien Wang	Data Science session 1: Papers – 4, 15, 45 Chair: Prof. Been-Chian Chien
Paper No. 17 A Study of Biometric Feature for a Recall-Based Behavioral Graphical Mobile Authentication Jing-Chiou Liou , Kean University, USA Andrew Scaduto , Oceanside High School, USA	Paper No. 51 Developing Four Stars Election Open Data in RDF: Evidence from Taiwan Election Open Data Project Ching-Yuan Chien , Tamkang University, Taiwan Chia-Hsin Hung , Tamkang University, Taiwan Min-Yuh Day , Tamkang University, Taiwan Yuh-Tay Lin , Central Election Commission, Taiwan Chu-YinYang , National University of Kaohsiung, Taiwan	Paper No. 4 An Automatic Text Classification System Based on Genetic Algorithm Mohammed Khalee , Komar University of Science and Technology, Iraq Ismail Hmeidi , Jordan University of Science and Technology, Jordan Hassan Najadat , Jordan University of Science and Technology, Jordan
Paper No. 30 Identifying Factors Affecting Individual Perceived Credibility on SNS Lihong Song , Hong Kong Baptist University, Hong Kong Jean Lai , Hong Kong Baptist University, Hong Kong	Paper No. 54 Empowering Data Driven Journalism in Macedonia Visar Shehu , South East European University, Macedonia Adriana Mijushkovic , BIRN, Macedonia	Paper No. 15 Data Mining Twitter to Model Stock Price Movement Andrew Huang , High Technology High School

Jianjun Li , Hong Kong Baptist University, Hong Kong	Adrian Besimi , South East European University, Macedonia	
Paper No. 40 A Study of the Internet Privacy in Private Browsing Modeinding Jing-Chiou Liou , Kean University, USA Mohanapriya Logapriyan , Kean University, USA Te Wei Lai , Kean University, USA Daniel Pareja , Kean University, USA Sean Sewell , Kean University, USA	Paper No. 60 The Current Development of Open Election Data in Taiwan Chien-Chang Chen , Tamkang University, Taiwan Wen-Sheng Chen , Central Election Commission, Taiwan Yu-Jing Lin , Tamkang University, Taiwan Chih-Chien Wang , National Taipei University, Taiwan	Paper No. 45 Discovering Design Factors of Machine-to-Machine Data for Social Infrastructure Sung Ryel Lim , SK Holdings, Korea
	Paper No. 63 Toward Construction of Open Election Data Model: A Case Study of Taiwan's Election Data Hsin-Chang Yang , National University of Kaohsiung, Taiwan Cathy S. Lin , National University of Kaohsiung, Taiwan Han Wei Hsiao , National University of Kaohsiung, Taiwan Mei-Li Kao , Central Election Commission, Taiwan Leon S. L. Wang , National University of Kaohsiung, Taiwan	

2016/8/15 13:30--14:30

Keynote Session 2 Chair: Prof. Linda Ness
Name: Prof. Mung Chiang (Princeton University, USA) Title: Social Learning Networks

2016/08/15 14:50-16:50

Room 1	Room 2	Room 3
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<p>MISNC session 2: SN Analytics A Papers -- 6,14, 27, 68 Chair: Prof. Min-Yuh Day</p>	<p>MISNC session 3: SN for learning Papers – 2, 21, 22, 50 Chair: Prof. Shiro Uesugi</p>	<p>Data Science session 2: Papers – 19, 20, 28, 42, 64 Chair: Prof. Roman Neruda</p>
<p>Paper No. 6 Development of an Early Warning System to Predict and Prevent Dropout Using Association Rule Mining Chih-Hong Huang, National University of Kaohsiung, Taiwan Hsing-Lung Lien, National University of Kaohsiung, Taiwan Leon S.L. Wang, National University of Kaohsiung, Taiwan</p>	<p>Paper No. 2 Expatriate’s Mentoring factor from Laws of Learning to Spiral Effect of Knowledge Management Hsin-Mei Lin, National Chi Nan University, Taiwan Nai-Wen Chang, National Chi Nan University, Taiwan I-Ting Peng, Kun Shan University, Taiwan Chun-Han Lin, National Chi Nan University, Taiwan</p>	<p>Paper No. 19 Deep Web Query Interface Integration Based on Incremental Schema Matching and Merging Chichang Jou, Tamkang University, Taiwan</p>
<p>Paper No. 14 The Formation of Demand Chain through the demand-driven platform Yu Cui, Otemon Gakuin University, Japan</p>	<p>Paper No.21 What Arouses Rationality Recognition of Learning from Failure? Self-Interest or Altruism? Sanetake Nagayoshi, Shizuoka University, Japan Jun Nagayoshi, Shibaura Institute of Technology, Japan</p>	<p>Paper No. 20 Dyadic Product Formula Representations of Confidence Measures and Decision Rules for Dyadic Data Set Samples Linda Ness, Rutgers University, USA</p>
<p>Paper No. 27 Forecasting Production Quantity by Integrating Time Series Forecast Technologies and Artificial Intelligence Methods Fengming Chang, National Taitung College, Taiwan</p>	<p>Paper No. 22 Realities and Ideals of Competencies – The Perceptual Gaps between Companies and University Students Takashi Okamoto, Ehime University, Japan Nobuyuki Soga, Ehime University, Japan Taro Kumagai, Matsuyama University, Japan Hideo Arai, Matsuyama University, Japan</p>	<p>Paper No. 28 A data driven approach to create an extensible EV driving data model Chih-Hung Wu, National Kaohsiung University of Applied Sciences, Taiwan Chung-Hong Lee, National Kaohsiung University of Applied Sciences, Taiwan</p>
<p>Paper No. 68 Facebook Traffic Pattern Analytics Juan Jenny Li, Kean University, USA</p>	<p>Paper No. 50 A Mobile-Mediated Task in an English Language Classroom in Taiwan</p>	<p>Paper No. 42 A New Multilayer Hierarchy Model for Classifying Weighted Data Point: SNP Genotype Calls</p>

<p>Chao Chen, Kean University, USA Juan Iglesias, Kean University, USA Xiaoding Lin, Kean University, USA Linda Ness, Rutgers University, USA</p>	<p>Paoling Liao, National Kaohsiung Marine University, Taiwan Cheng-Shiuan Lin, National Taiwan University of Science and Technology Hsiao-Chu Fu, Er Xin High School</p>	<p>Ching-Yu Huang, Kean University, USA</p>
		<p>Paper No. 64 Effect of Multi-gram Term Expansion and Reduction in Text Classification Been-Chian Chien, National University of Tainan, Taiwan Chang-Sin Dai, National University of Tainan, Taiwan</p>

Day two:

2016/8/16 9:00--10:00

<p>Keynote Session 3 Chair: Prof. Leon Wang</p>
<p>Name: Prof. Katsutoshi Yada (Kansai University, Japan) Title: Data mining for marketing in the real world</p>

2016/8/16 10:20-12:00

Room 1	Room 2	Room 3
<p>ISCWBDC: Papers – 11,12,37 Chair: Prof. Lin Xu</p>	<p>WBISM2016 & SocialInformatics: Papers – 44, 48, 65, 26 Chair: Kai Wang & Chi-Feng Tai</p>	<p>MISNC session 4: SN privacy&security B, Papers – 49, 52, 58 Chair: Prof. Chih-Hung Chao</p>
<p>Paper No. 11 Simulation and Analysis of Classification Optimization model of Temperature Sensing Big Data in Intelligent Building Zhang Fuquan, Beijing Institute of Technology, China Mao Zijing, University of Texas at San Antonio, USA Ding Gangyi, Beijing Institute of Technology, China</p>	<p>Paper No. 44 A Study of The Effect of Spiral of Silence between Different Social Networking Platforms I-Hsien Ting, National University of Kaohsiung, Taiwan Zhenjiang Zhang, Beijing Jiaotong University, China Leon Wang, National University of Kaohsiung, Taiwan</p>	<p>Paper No. 49 Cyberbullying in the Social Networking Sites: An Online Disinhibition Effect Perspective Cheng-Yu Lai, Chung Yuan Christian University, Taiwan Chia-Hua Tsai, Chung Yuan Christian University, Taiwan</p>
<p>Paper No. 12</p>	<p>Paper No. 48</p>	<p>Paper No. 52</p>

<p>Idea Creation of Creative Computing Based on Embedding Features and Ontology</p> <p>Zhang Fuquan, Beijing Institute of Technology, China</p> <p>Mao Zijing, University of Texas at San Antonio, USA</p> <p>Ding Gangyi, Beijing Institute of Technology, China</p> <p>Zhang Rui, Beijing Institute of Technology, China</p> <p>Junjiang Lai, MinJiang University, China</p>	<p>The Effects of Platform Feature, Content Feature, and Service Experience on Music Streaming Service Continuance</p> <p>Kai Wang, National University of Kaohsiung, Taiwan</p> <p>Shih-Ting Huang, National University of Kaohsiung, Taiwan</p> <p>Yi-Hsuan Li, National University of Kaohsiung, Taiwan</p>	<p>Overcoming the privacy of paradox in the purchase history data utilization</p> <p>Hiroshi Koga, Kansai University, Japan</p>
<p>Paper No. 37</p> <p>The Reliability and Economic Analysis on System Connection Mode</p> <p>Lin Xu, Fuqing Branch of Fujian Normal University, China</p> <p>Chao-Fan Xie, Fuqing Branch of Fujian Normal University, China</p> <p>Lu-Xiong Xu, Fuqing Branch of Fujian Normal University, China</p>	<p>Paper No. 65</p> <p>How Does Online Engagement Facilitate Social Word-of-Mouth?</p> <p>Chi-Feng Tai, National Chiayi University, Taiwan</p> <p>Kai Wang, National University of Kaohsiung, Taiwan</p>	<p>Paper No. 58</p> <p>Social Engineering for Security Attacks</p> <p>Jennifer Nelson, Kean University, USA</p> <p>Juan Jenny Li, Kean University, USA</p>
	<p>Paper No. 26</p> <p>Gender Inference using Statistical Name Characteristics in Twitter</p> <p>Juergen Mueller, University of Kassel, Germany</p> <p>Gerd Stumme, University of Kassel, Germany</p>	

2016/8/16 13:30--14:30

<p>Keynote Session 4 Chair: Prof. Juan Jenny Li</p>
<p>Name: Prof. Mauro Maggioni (Duke University, USA) Title: Geometry and Learning for Data in High Dimensions</p>

2016/08/16 14:50-16:50

Room 1	Room 2	Room 3
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<p>MISNC session 5: SN Analytics B Papers – 34, 35, 36, 57 Chair: Prof. Chung-Hong Lee</p>	<p>MISNC session 6: SN Enhancement A Papers – 8, 13, 16, 29, 53 Chair: Prof. Yu-Hui Tao</p>	<p>Data Science session 3: Papers – 32, 56, 62, 67, 71 Chair: Prof. Jerry Chun-Wei Lin</p>
<p>Paper No. 34 Defects detection by using 2D moving range feature and unanimous accord judgement between color components Natsuki Sano, Onomichi City University, Japan Yuki Mori, Tokyo University of Science, Japan Tomomichi Suzuki, Tokyo University of Science, Japan</p>	<p>Paper No. 8 Applying and extending the Technology Acceptance Model to understand Social Networking Sites (SNS) Usage: Toward proposing a comprehensive model Waleed Al-Ghaith, Shaqra University, Saudi Arabia</p>	<p>Paper No. 32 An UpSelling Pricing Model using SDP-based Rating Mechanism with Dynamic Weight Wan-Hsun Hu, Chunghwa Telecom Laboratories, Taiwan Bo-Ting Lin, Chunghwa Telecom Laboratories, Taiwan Fang-Sun Lu, Chunghwa Telecom Laboratories, Taiwan Jeu-Yih Jeng, Chunghwa Telecom Laboratories, Taiwan</p>
<p>Paper No. 35 Unlocking the Super Bowl Insights: Weighted Word Embeddings for Twitter Sentiment Classification Xiangfeng Dai, North Carolina A&T State University, USA Bob Prout, The University of North Carolina at Greensboro, USA</p>	<p>Paper No.13 The Effectiveness of Social Media Use in Japanese Firms Hiroki Idota, Kindai University, Japan Teruyuki Bunno, Kindai University, Japan Masatsugu Tsuji, Kobe International University, Japan</p>	<p>Paper No. 56 Application of Combined Arma-neural Network Models to Predict Stock Prices Mohammad Umair Yaqub, King Fahd University of Petroleum and Miner, Saudi Arabia Mohammad Saad Al-Ahmadi, King Fahd University of Petroleum and Miner, Saudi Arabia</p>
<p>Paper No. 36 The open data application on determining main types of activities to predict tourist population and ticket sales in Taiwan National Forestry Recreation Area Ching Li, National Taiwan Normal University, Taiwan Ping Feng Hsia, National Taiwan Normal University, Taiwan</p>	<p>Paper No. 16 Social Media Strategies in the Retail Sector: Analysis and Recommendations for Three Multi-National Retailers Rory Sadler, University of Westminster, UK Richard Evans, University of Westminster, UK</p>	<p>Paper No. 62 Complexity Analysis of a Propagation Territory-based Routing in MANET with Obstacles Chih-Hung Chao, National University of Kaohsiung, Taiwan Yi-Chung Tseng, National University of Kaohsiung, Taiwan Shyue-Liang Wang, National University of Kaohsiung, Taiwan</p>

<p>Paper No. 57 An Analysis on Smartphone Adoption for University Students by using Choice-Based Conjoint Analysis Masashi Ueda, Kyoto Sangyo University, Japan</p>	<p>Paper No. 29 SenseQ: Creating relationships between objects to answer questions of humans by using Social Networks Daniel Meana-Llorián, University of Oviedo, Spain Cristian González García, University of Oviedo, Spain Vicente García Díaz, University of Oviedo, Spain B. Cristina Pelayo G-Bustelo, University of Oviedo, Spain Juan Manuel Cueva Lovelle, University of Oviedo, Spain</p>	<p>Paper No. 67 Privacy and Utility Effects of k-anonymity on Association Rule Hiding Yu-Chuan Tsai, National University of Kaohsiung, Taiwan Shyue-Liang Wang, National University of Kaohsiung, Taiwan Cheng-Yu Song, National University of Kaohsiung, Taiwan I-Hsien Ting, National University of Kaohsiung, Taiwan</p>
<p>Paper No. 46 Predicting the Future Popularity of Images on Social Networks Khaled Almgren, University of Bridgeport, USA Jeongkyu Lee, University of Bridgeport, USA Minkyu Kim, ASML, USA</p>	<p>Paper No. 53 A Social Networking Strategy for Improving Knowledge Management and Communication in the Travel Industry Jordan Lewis-Pryde, University of Westminster, UK Richard Evans, University of Westminster, UK</p>	<p>Paper No. 71 Evolutionary generation of adversarial examples for deep and shallow machine learning models Petra Vidnerova, Academy of Sciences of the Czech Republic, Czech Republic Roman Neruda, Academy of Sciences of the Czech Republic, Czech Republic</p>

Day three:

2016/8/17 9:00--10:00

<p>Keynote Session 5 Chair: I-Hsien (Derrick) Ting</p>
<p>Name: Prof. Vicente Garcia Diaz (University of Oviedo, Spain) Title: Social Internet of Things</p>

2016/8/17 10:00--11:00

<p>Award Session Chair: Dr. James Geller, NJIT</p>
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1. Jim Geller: Welcome to Chairs' Award Event and introduction of Secretary of Higher Education of the State of New Jersey, Rochelle Hendricks
2. Speaker: Dr. Jeffery Toney (Kean University, USA)
Title: Social Network in Education
3. State Rep Rochelle Hendricks introduce Brian Kernighan as the award winner
4. Brian Kernighan speech on the award acceptance
5. Others receive award

2016/8/17 11:15-12:15

Room 1	Room 2	Room 3
MISNC session 7: SN Enhancement B Papers – 23, 24, 25 Chair: Prof. Kai Wang	Data Science session 4: Papers – 72, 73, 74 Chair: Prof. Been-Chian Chien	MISNC session 8: SN Enhancement C Papers – 31, 33, 39, 53 Chair: Prof. Natsuki Sano
<p>Paper No. 23 Utilization of Facebook in University Student's Career Education Based on a Job Hunting Process under the Japanese Employment Practice Norihito Seki, Hokkai-Gakuen University, Japan Masanari Oishi, Hokkai-Gakuen University, Japan Hiroki Kondo, Hokkai-Gakuen University, Japan</p>	<p>Paper No. 72 Mining of High-Utility Itemsets by ACO Algorithm Jimmy Ming-Tai Wu, University of Nevada, Las Vegas USA Justin Zhan, University of Nevada, Las Vegas, USA Jerry Chun-Wei Lin, Harbin Institute of Technology Shenzhen Graduate School, China</p>	<p>Paper No. 31 An Efficient Anonymous System for Transaction Data Jerry Chun-Wei Lin, Harbin Institute of Technology Shenzhen Graduate School, China Qiankun Liu, Harbin Institute of Technology Shenzhen Graduate School, China Tzung-Pei Hong, National University of Kaohsiung, Taiwan Justin Zhan, University of Nevada, Las Vegas, USA Miroslav Voznak, VSB-Technical University of Ostrava, Czech Republic</p>
<p>Paper No. 25 An Adaptive Context Aware App for the Tourism Francesco Colace, Università degli studi di Salerno, Italy Saverio Lemma, Università degli studi di Salerno, Italy Marco Lombardi, Università degli studi di Salerno, Italy Luca Cerullo, Università degli studi di Salerno, Italy Mario Casillo, Università degli Studi di Napoli Federico II, Italy</p>	<p>Paper No. 73 Vulnerability Analysis of Iframe Attacks on Websites Haysam Selim, University of Nevada, Las Vegas, USA Shahab Tayeb, University of Nevada, Las Vegas, USA Yoochwan Kim, University of Nevada, Las Vegas, USA Justin Zhan, University of Nevada, Las Vegas, USA Matin Pirouz, University of Nevada, Las Vegas, USA</p>	<p>Paper No. 33 Finding Depth-k Skyline Friends in Distributed Social Networks by Using Neuro-fuzzy Networks Yi-Chung Chen, Feng Chia University, Taiwan Don-Lin Yang, Feng Chia University, Taiwan Tien-Yen Chang, Feng Chia University, Taiwan Po-Yu Huang, Feng Chia University, Taiwan</p>

		Meng-Che Tsai , Feng Chia University, Taiwan
<p>Paper No. 24 An Ontological Approach to Digital Storytelling Francesco Colace, Università degli studi di Salerno, Italy Massimo De Santo, Università degli studi di Salerno, Italy Saverio Lemma, Università degli studi di Salerno, Italy Marco Lombardi, Università degli studi di Salerno, Italy Mario Casillo, Università degli Studi di Napoli Federico II, Italy</p>	<p>Paper No. 74 Discovering the Hidden Connections between Genes and Proteins from the Undiscovered Public Literature Jain-Shing Wu, University of Nevada, Las Vegas, USA Xiangning Chen, University of Nevada, Las Vegas, USA Tian-Hsiang Huang, National Sun Yat-sen University, Taiwan</p>	<p>Paper No. 39 Potential of Electronic Word-of-Mouth Database in Academic Research: A Case Study on SIIR in Taiwan Yu-Hui Tao, National University of Kaohsiung, Taiwan</p>