ASE
Academy of Science and Engineering

2014

The Third ASE International Conference on Big Data Science and Computing
The Seventh ASE International Conference on Social Computing

August 4 - August 7, 2014
FIT Building,
Tsinghua University,
Beijing, China

Gateway of knowledge, imagination, exploration, discoveries through open access for the next generation Digital World

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Welcome Message from the Conference Executive Chairs

Ni hao, welcome to Beijing, welcome to China, and welcome to the 2nd ASE International Conference on Big Data Science and Computing (BigDataScience 2014-Beijing) and the 7th ASE International Conference on Social Computing (SocialCom 2014-Beijing) held during August 4-7, 2014, in Beijing, P. R. China. On behalf of the Organizing Committee, we would like to express my sincere and warm welcome to all participants! This is the first time that ASE has held this conference outside of the US. The conference committee has assembled a relevant program on the current state of the art and recent advances in big data and social computing. As the Executive Chairs, we feel fortunate to have this opportunity to bring and lead these conferences for the first time in China. These ASE conferences are designed not just for only researchers and academicians, but also developers, practitioners, business leaders, and users, to connect industry and academia to provide research from thought-provoking and leading-edge researchers and industry scientists.

We have a rich program of activities at the conference. From industry, we have a workshop on using text classifiers to mine and understand social media data, exhibits where companies will showcase their products in big data and social computing, and 6 keynotes that will address problems in big data and social computing. From academia, we have paper sessions from BigDataScience 2014-Beijing and SocialCom 2014-Beijing on current work in big data and social computing, and a Symposium (BigSocialSym) for works-in-progress research by authors. To stimulate discussion and interaction between the authors and the conference attendees, we have a poster session where authors have the opportunity to present their work in an informal and social environment as well as a panel discussion that will debate and discuss challenges and opportunities in big data and social computing. Besides the technical program, we also have social activities including a self-guided tour of Tsinghua University (one of the most prestigious and top universities in China), as well as a conference banquet.

This conference would certainly not have been possible without the many individuals on the organizing committee for their hard work and support. Special thanks go to the Steering Chair (Justin Zhan) for providing the administrative and technical support. As well, special thanks go to the Honorary Chairs (Zhi-hua Zhou, Fei-Yue Wang), General Chairs (Junjie Wu, Wei Ding, Su Yang, Kristina Lerman), Program Chairs (Wei Xu, Fei Wang, Martin Atzmuller, James She), Workshop Chairs (Guo Bin, Yong Ge, Mike Liang, Mauro Conti), Poster Chairs (Harold Liu, Zhiyong Yu, Hua Yuan), Exhibit Chair (Zhiang Wu), Symposium Chairs (Alvin Chin, Mauro Conti, Mike Liang, Bin Guo, Yong Ge), Local Chair (Minlie Huang), Publicity Chairs (Ruijin He, Ping Luo, Yu Cao, Christoph Trattner, Marc Smith), Panel Chair (Zhang Lin), and Sponsorship Chair (Dou Shen). Special thanks goes to our corporate sponsors Microsoft and Baidu for their generous financial support, Tsinghua University for providing the venue, and ASE (Mark Ben, Balkirat Kaur) for the leading support for this conference. Also, a special thanks to the authors, without you, there would be no conference. Finally, special thanks to you, the attendees, for coming to the conference. This conference is for you so make the most of your time to attend all the sessions, talk with the students and researchers, engage in thought-provoking discussions and most of all have fun.

We hope you enjoy the conference, have time to visit the many attractions in Beijing, and visit beautiful China.

Sincerely,

Alvin Chin, Microsoft
Justin Zhan, North Carolina AT&T State University
Executive Chairs, BigDataScience 2014-Beijing and SocialCom 2014-Beijing

Welcome Message from the BigDataScience 2014-Beijing General and Program Chairs

On behalf of the Academy of Science and Engineering (ASE), welcome to the Third ASE International Conference on Big Data Science and Computing. The ASE conferences serve as a leading international forum to bring together scientists, researchers and scholars from a broad spectrum of technical background across academia, industries and research institutions to present scientific studies, share novel ideas and concepts, and explore cutting-edge technologies on big data, cyber security, and social computing. Topics and programs in this conference focus on a wide range of important issues regarding Advancing Big Data Science & Engineering (BIGDATA), which drew broad interest and robust participation globally from researchers and scholars in areas of big data science, data mining and data analytics.

The Third ASE International Conference on Big Data Science and Computing aims to advance core technologies and strengthen scientific tools on extracting, analyzing, visualizing and managing useful information from large, diverse, distributed and heterogeneous data sets. This conference covers several emerging research and application areas as well as traditional topics. The Workshop and the Symposium organized in this conference connect research institutions to industrial practitioners to promote collaborations in transferring new technologies into practice. The new tools and technologies as well as the enhanced collaboration will accelerate progress of scientific discovery, facilitate innovations, and improve human health and quality of life. In addition, this conference will provide perspective on future development and potential applications in areas of big data, cyber security, and social computing. The full paper acceptance rate is about 25%, and the short paper acceptance rate is about 29%. The highly competitive acceptance rates have resulted in the high-quality and exciting conference proceedings.

Many people work diligently in organizing the Third ASE International Conference on Big Data Science and Computing. We wish to acknowledge substantial efforts of the ASE conference committee, workshop, and symposium organizers. We would like to thank the Executive Chairs Dr. Alvin Chin and Dr. Justin Zhan, for their advice and leadership, and to the Program Chairs Dr. Wei Xu and Dr. Fei Wang for their hard work in organizing such a stimulating conference. We would like to thank all the speakers, authors, presenters for your participation and contribution. We also would like to thank all sponsors and volunteers for your financial support and dedication, with special thanks to Tsinghua University for hosting this conference. Finally, as the General and Program Chairs of this conference, we would like to thank everyone for your enthusiasm, participation and contribution, which make this event a reality.

Sincerely,

Wei Ding, University of Massachussetts Boston, USA
Junjie Wu, Beihang University, China
General Chairs, BigDataScience 2014-Beijing

Wei Xu, Tsinghua University, Beijing, China
Fei Wang, IBM T. J. Watson Research Ctr., NY, USA
Program Chairs, BigDataScience 2014-Beijing

The Third ASE International Conference on Big Data Science and Computing

Conference Committee

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Nan Cao, IBM Thomas J. Watson Research Center, USA

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Justin Zhan, North Carolina A&T State University, USA

Welcome Message from the SocialCom 2014-Beijing General and Program Chairs

Welcome to the 7th ASE International Conference on Social Computing (SocialCom 2014-Beijing) sponsored by the Academy of Science and Engineering. This is the first time that the conference will be held in Asia, specifically in Beijing, China on August 4-7, 2014.

Started in 2009, SocialCom has evolved into the premier international forum for research on information and communication technologies that consider social context. With the rise of online social platforms, and the growing availability of data about human and social behavior online, research in the fields related to Social Computing has grown by leaps and bounds, giving rise not only to new questions but also new techniques and research methodologies. The breadth of the Social Computing research program is reflected in the wide variety of application domains that research presented at the conference has addressed. These include online social media and social networks, digital government, public health and digitally facilitated disaster response, gaming platforms, advertising and marketing, and so on. SocialCom 2014-Beijing will continue this fine tradition, with two tracks of papers with a 16.6% acceptance rate: Social Networks, Media and Services Track and the Social Signal Processing Track. In addition to the technical program. In addition, SocialCom 2014-Beijing is proud to invite two distinguished researchers from the United States and China to give keynote addresses: Guanling Chen of University of Massachusetts at Lowell and Alvin Chin of Microsoft (China).

Organizing an international conference of this scope requires the support of many people and organizations. As general chairs, our main responsibility is to coordinate the various tasks carried out with the rest of the superbly talented and dedicated program committee. We are grateful to the Executive Chairs (Alvin Chin, Microsoft) and Steering Chair (Justin Zhan, North Carolina) for their tireless efforts for the conference, the Honorary Chair (Fei-Yue Wang), and Program Chairs (James She and Martin Atzmueller), who coordinated the review and publications process. In addition, we want to thank the Panel Chair (Zhang Lin), Exhibit Chair (Zhiang Wu), Poster Chairs (Harold Liu, Zhiyong Yu and Hua Yuan), Workshop Chairs (Mike Liang and Mauro Conti), Advisory Chair (Feng Xia), Publicity Chairs (Ruijin He, Christoph Trattner and Marc Smith), Local Chair (Minlie Huang) and last but certainly not the least, the Program Committee for their time and effort reading and evaluating the submissions.

We thank you for participating in SocialCom 2014-Beijing and hope that you will find the conference an enriching experience.

Kristina Lerman, Univ. of Southern California, USA
Su Yang, Fudan University, China
General Chairs, SocialCom 2014-Beijing

Martin Atzmueller, Univ. of Kassel, Kassel, Germany
James She, HK Univ. of Science & Technology, HK
Program Chairs, SocialCom 2014-Beijing

The Sixth ASE International Conference on Social Computing

Conference Committee

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Christoph Trattner, Graz University of Technology, Austria
Marc Smith, ConnectedAction, USA

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Baoliu Ye, Nanjing University, China
Arkaitz Zubiaga, Dublin Institute of Technology, Ireland

Track 2: Social Signal Processing

Peng Cui, Tsinghua University, China
Jill Freyne, CSIRO ICT, Australia

Program Committee

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Siddhartha Bhattacharyya, University of Illinois at Chicago, USA
Charalacampos Chelmis, University of Southern California, USA
Ernesto Díaz-Avilés, IBM Research, Ireland
Rosta Farzan, University of Pittsburgh, USA
Wai-Tat Fu, University of Illinois at Urbana-Champaign, USA
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Ruth García, Universitat Pompeu Fabra, Spain
David Laniado, Barcelona Media, Spain
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Thomas Steiner, Google, Germany
Ke Tao, Delft University of Technology, Netherlands
Claudia Wagner, GESIS, Germany
Su Yang, Fudan University, China
Xing Xie, Microsoft Research Asia, China

Track 2 Social Signal Processing

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Guandong Xu, University of Technology Sydney, Australia
Huan Liu, Arizona State University, USA
Jon Gratch, University of Southern California, USA
Emilio Ferrara, Indiana University, USA
Wei Pan, MIT, USA
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Howard Lander, RENCI/UNC-Chapel Hill, USA
Arcot Rajasekar, University of North Carolina-Chapel Hill, USA
Justin Zhan, North Carolina A&T State University, USA

The ASE International Symposium for Recent Advances in Big Data and Social Computing 2014 (BigSocialSym)

Conference Committee

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Mauro Conti, University of Padua, Italy
Mike Liang, Microsoft Research Asia, China
Bin Guo, Northwestern Polytechnic University, China
Yong Ge, University of North Carolina at Charlotte, USA

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Arkaitz Zubiaga, Dublin Institute of Technology, Ireland
Baoliu Ye, Nanjing University, China
Peng Cui, Tsinghua University, China
Jill Freyne, CSIRO ICT, Australia
Nan Cao, IBM Thomas J. Watson Research Center, USA
Yuewen Liu, Xi'an Jiaotong University, China
Honghu Liu, University of California Los Angeles, USA
Jiayu Zhou, Samsung Research, USA
Junjie Wu, Beihang University, China
Wei Ding, University of Massachusetts at Boston, USA
Fei Wang, IBM T.J. Watson Research Center, USA
Wei Xu, Tsinghua University, China

BIGDATASCIENCE 2014-BEIJING AND SOCIALCOM 2014-BEIJING WORKSHOP PROGRAM

Monday, August 4, 2014, Tsinghua University, FIT Building		
Time	**Activity**	**Location**
ASE BigDataScience and SocialCom 2014-Beijing Workshops: The Workshop on Text Analytics for Social Data Using DiscoverText & Sifter **Stuart Shulman, Founder & CEO of Texifter, Research Associate Professor of Political Science at the University of Massachusetts Amherst** **Session Chair: Ping Luo, Chinese Academy of Sciences**		
8:00~18:00	Registration	1st floor FIT main entrance
9:00~10:00	Session 1 - Background: The History & Theory of DiscoverText & Sifter	FIT 1-312, FIT Building floor 3
10:00~10:20	Coffee Break	Outside of FIT 1-312, foyer area
10:20~12:00	Session 2 - Hands-On Session I: How to Use the Software	FIT 1-312, FIT Building floor 3
12:00~14:00	Lunch	On own
14:00~15:45	Session 3 - Applied Research: Detecting Political & Health Fear in Social Data	FIT 1-312, FIT Building floor 3
15:45~16:05	Coffee Break	Outside of FIT 1-312, foyer area
16:05~18:00	Session 4 - Hands-On Session II: Collaborative Teamwork	FIT 1-312, FIT Building floor 3

Workshop on Text Analytics for Social Data Using DiscoverText & Sifter

Attend this workshop to learn how to build custom machine classifiers for sifting social media data. All attendees will get an extended free trial of DiscoverText (http://discovertext.com) (60-days) with access to Facebook, Twitter, Tumblr, Disqus, WordPress and more. Bring your laptop and immediately tap into day-forward full fire hose social data streams. Join the live beta test of Sifter (http://sifter.texifter.com), a free tool for estimating the cost to license historical Twitter datasets. Learn how to construct social data fetch queries, search resulting archives, filter on metadata or other project attributes, count and set aside duplicates, cluster near-duplicates, crowd source the human coding (also called labeling or annotation), and build high quality word sense disambiguation engines for cleaning up messy social data streams. Use basic research measurement tools, developed over ten years of National Science Foundation funding, to improve human and machine performance over time. Learn to reach and substantiate inferences on a solid basic research model informed by 14 years of interdisciplinary scientific research into the text classification problem.

discovertext

sifter

Search and retrieve data from the complete history of Twitter

Bio:

Dr. Stuart W. Shulman is founder & CEO of Texifter, and a Research Associate Professor of Political Science at the University of Massachusetts Amherst. He is founding Director of the Qualitative Data Analysis Program (QDAP) at the University of Pittsburgh and at UMass Amherst, and Associate Director of the National Center for Digital Government. Dr. Shulman is Editor Emeritus of the Journal of Information Technology & Politics, the official journal of Information Technology & Politics section of the American Political Science Association.

Contact: stu@polsci.umass.edu

CONFERENCE PROGRAM

Tuesday, August 5, 2014, Tsinghua University, FIT Building		
Time	**Activity**	**Location**
ASE BigDataScience and SocialCom 2014 Program		
8:00~18:00	Registration	1st floor FIT main entrance
9:00-9:10	Opening Ceremony Executive Chairs: Alvin Chin (Microsoft), Justin Zhan (North Carolina A&T State University)	FIT Lecture Hall
9:10~9:50	BigDataScience Keynote 1: Big Data Research from Management and Business perspective: Thoughts for Debating Wayne Huang, Ohio State University Session Chair: Justin Zhan (North Carolina A&T State University)	FIT Lecture Hall
9:50~10:00	Coffee Break	Outside Lecture Hall
10:00~11:10	BigDataScience Session 1: Big Data Applications – I Session Chair: Junjie Wu (Beihang University)	FIT Lecture Hall
11:10~12:00	SocialCom Session 1: Social Networks, Media and Services – I Session Chair: Guanling Chen (University of Massachussetts at Lowell)	FIT Lecture Hall
12:00~13:30	Lunch Sponsored by Microsoft	FIT 1st floor main entrance
13:30~13:35	Afternoon Remarks	FIT Lecture Hall

13:35~14:15	SocialCom Keynote 2: Utility of Context Awareness for Behavioral Health Guanling Chen, University of Massachussetts at Lowell Session Chair: Su Yang (Fudan University)	FIT Lecture Hall
14:15~15:10	BigDataScience Session 2: Big Data Science, Mining and Analytics – I Session Chair: Bin Guo (Northwestern Polytechnic University)	FIT Lecture Hall
15:10~16:05	SocialCom Session 2: Social Signal Processing – I Session Chair: Ziliang Zong (Texas State University)	FIT Lecture Hall
16:05~16:20	Coffee Break	Outside Lecture Hall
16:20~16:50	Poster madness Session Chairs: Harold Liu (Beijing Institute of Technology), Hua Yuan (University of Electronic Science & Technology of China)	FIT Lecture Hall
17:00~19:00	Poster session and reception Session Chairs: Harold Liu (Beijing Institute of Technology), Hua Yuan (University of Electronic Science & Technology of China)	FIT 1st floor main entrance
Exhibits		
8:00~11:30	Exhibitor setup	FIT 1st floor main entrance
12:00~17:00	Exhibitor display	

KEYNOTE SPEAKERS

Big Data Research from Management and Business Perspective: Thoughts for Debating

BigDataScience Keynote 1, August 5, 2014, 9:10 – 9:50 AM, FIT Lecture Hall

Dr. Wayne Huang
Professor, MIS, Ohio State University

Abstract: Increasing trends in urbanization around the world have given rise to the heuristic of the "city" in academic, philanthropic, and commercial domains. University programs have proliferated in urban or metropolitan studies, city and regional planning, research in the built environment, and the like. The Rockefeller Foundation is investing in 100 "Resilient Cities," and the "Future Cities Lab" in San Francisco and others develop design projects in urban settings. "Smart cities" is the title of a recent book and the topic of countless articles and conferences. Corporate programs at IBM, Cisco and elsewhere also use the concept of "smart cities," while governments around the world are pouring money into public-private partnerships to develop data-gathering and analytics applications that will benefit transportation, energy, and the environment.

The vibrant interest in cities and urban technology seems fresh and innovative, but the framework of the city as crucible of creativity, democracy, and commerce harks back to the Renaissance. Advances in arts and sciences, exploration and mapping, democratic governance and independent business models flourished then and now, many of which were facilitated by new technology. As Renaissance humanists recognized—and as this workshop title suggests—technological advances must be matched by the human, *social* component in order to realize their full benefit.

This talk will identify four scales or range of parameters to consider in the current technology-enabled urban context, then examine a few specific use cases and their effect along these scales. How does technology and social computing mediate or exacerbate the poles of privacy and security, individual vs. collective interests, grassroots vs. hierarchical organization, and concerns of poverty and wealth

Bio: Wayne Huang is a Professor of MIS at Ohio University, USA. His main research interests are big data management and application, business analytics and intelligence, using IS/IT to support decision-making, Cross-culture research in IS, eLearning & Education. He has teaching/research experience in established research universities in Australia, Singapore, Hong Kong, US and mainland China, including Harvard University, University of New South Wales, National Univ. of Singapore, etc.

Utility of Context Awareness for Behavioural Health

SocialCom Keynote 2, August 5, 2014, 1:35 – 2:15 PM, FIT Lecture Hall

Dr. Guanling Chen
Associate Professor, Department of Computer Science, University of Massachussetts at Lowell, USA

Abstract: Across the world the healthcare costs continue to increase, and there is a growing societal need to address the increasing prevalence of behavioral health issues, such as obesity, substance abuse, and general lack of treatment adherence for a variety of health problems. While technology-based behavior intervention has been around for many years, the emerging smartphone and wearable sensing technology brings a great promise to push health behavior change further by inferring and predicting real-time behavior occurrence and their context. In this talk we envision how social and physical context awareness can sustain behavior change motivation and assist health habit formation. We describe our preliminary work that supports this vision and outline the research challenges to be addressed.

Bio: Guanling Chen is an Associate Professor of Computer Science at University of Massachusetts Lowell. He is also an Affiliate Faculty at Institute for Security, Technology, and Society (ISTS) at Dartmouth College. After receiving his B.S. in Computer Science from Nanjing University in1997, he completed his Ph.D. in Computer Science from Dartmouth College in 2004. He was an I3P Fellow before he joined the faculty of UMass Lowell in 2005. His research interests include mobile computing, ubiquitous & pervasive computing, human-computer interaction, and intelligent systems. He has received over $1.5 million research grants from National Science Foundation (NSF) and Department of Homeland Security (DHS). He is well published at leading journals and conferences, and has served as an organizer of several top conferences in pervasive and mobile computing. His research has led to several patent applications and he is currently serving as a board advisor of a leading enterprise mobile solution provider. For more information see: http://www.cs.uml.edu/~glchen/.

CONFERENCE PAPERS

BigDataScience Session 1: Big Data Applications – I
Tuesday, August 5, 2014, 10:00 – 11:10 AM, FIT Lecture Hall
Session Chair: Junjie Wu, Beihang University

1. Real Time Event Detection in Sina Weibo (Full, 20 minutes)
   Xinjiang Lu (Northwestern Polytechnic University), Zhiwen Yu (Northwestern Polytechnic University), Bin Guo (Northwestern Polytechnic University), Jiafan Zhang (Northwestern Polytechnic University), Alvin Chin (Microsoft), Jilei Tian (Microsoft), Yang Cao (Microsoft)

2. A Feature Set for Streams and a Demonstration on High-Frequency Financial Tick Data (Full, 20 minutes)
   Terry Lyons (University of Oxford), Hao Ni (University of Oxford), Harald Oberhauser (University of Oxford)

3. The Value of Using Open-Source Scalable Technologies for Social Science and Social Network Analysis (Short, 15 minutes)
   Eugene Ch'ng (University of Nottingham Ningbo)

4. Using Hadoop to Implement a Semantic Method of Assessing The Quality of Research Medical Datasets (Short, 15 minutes)
   Stephen Bonner (University of Huddersfield), Grigoris Antoniou (University of Huddersfield), Laura Moss (University of Glasgow), Ibad Kureshi (Durham University), David Corsar (University of Aberdeen)

SocialCom Session 1: Social Networks, Media and Services – I
Tuesday, August 5, 2014, 11:10 – 12:00, FIT Lecture Hall
Session Chair: Guanling Chen, University of Massachussetts at Lowell

5. Optimisation of Strategy Placements for Public Good in Complex Networks (Full, 20 minutes)
   Dharshana Kasthurirathna (The University of Sydney), Harrison Nguye (The University of Sydney), Mahendra Piraveenan (The University of Sydney), Shahadat Uddin (The University of Sydney) and Upul Senanayake (The University of Sydney)

6. Enron Corporation: You're the Boss if People Get Mentioned to You (Short, 15 minutes)
   Apoorv Agarwal (Columbia University), Adinoyi Omuya (Columbia University), Jingwei Zhang (Columbia University) and Owen Rambow (Columbia University)

7. Fairness-Aware Loan Recommendation for Microfinance Services (Short, 15 minutes)
   Eric L. Lee (National Taiwan University), Jing-Kai Lou (Academic Sinica), Wei-Ming Chen (National Taiwan University), Yen-Chi Chen (National Taiwan University), Shou-De Lin (National Taiwan University), Yen-Cheng Chiang (Chinese University of Hong Kong), Kuan-Ta Chen (Academia Sinica)

BigDataScience Session 2: Big Data Science, Mining and Analytics – I
Tuesday, August 5, 2014, 2:15– 3:10 PM, FIT Lecture Hall
Session Chair: Bin Guo, Northwestern Polytechnic University

8. Community Detection for Clustered Attributed Graphs via a Variational EM Algorithm (Full, 20 minutes)
   Xiangyong Cao (Xi'an Jiaotong University), Xiangyu Chang (Xi'an Jiaotong University), Zongben Xu (Xi'an Jiaotong University)

9. SQLPhi: A SQL-Based Database Engine for Intel Xeon Phi Coprocessors (Symposium, 15 minutes)
   Stuart Olsen (Texas State University), Brian Romoser (Texas State University), Ziliang Zong (Texas State University)

SocialCom Session 2: Social Signal Processing – I
Tuesday, August 5, 2014, 3:10– 4:05 PM, FIT Lecture Hall
Session Chair: Ziliang Zong, Texas State University

10. Characterizing and Predicting Retention in Community Blogs (Full, 20 minutes)
    Imrul Kayes (University of Southern Florida), Xiang Zuo (University of Southern Florida), Da Wang (Hubei University of Science & Technology), Jacob Chakareski (UA)

11. Bridging Structural Holes: Scholarly Collaboration in Online Social Networks (Short, 15 minutes)
    Marco Bastos (Duke University)

12. Assessing Sentiment Segregation in Urban Communities (Full, 20 minutes)
    Yu-Ru Lin (University of Pittsburgh)

POSTER SESSION

August 5, 2014, 5:00 – 7:00 PM, FIT 1st floor main entrance

Session Chairs:
Harold Liu, Beijing Institute of Technology
Hua Yuan, University of Electronic Science & Technology of China
Zhiyong Yu, Fuzhou University

1. **Fast Mode Regression in Big Data Analysis**
   Keming Yu (Brunel University), Joanne Ford (Brunel University), Frauke Becker (Brunel University)

2. **IFline - The Student's Social Network**
   Arthur Bortone (Federal Institute of Rio de Janeiro), Carlos Oliveira (Federal Institute of Rio de Janeiro) Henric Johnson (Blekinge Institute of Technology)

3. **Big Data and Smart Grid**
   Xin Miao (China Electric Power Research Institute)

4. **Scholarly Collaboration in the Hastac Social Network**
   Marco T. Bastos (Duke University)

5. **An Enhanced Collaborative Filtering with Flexible Item Popularity Control for Recommender Systems**
   Tu Chen (Beijing University of Posts and Telecommunications), Hui Tian (Beijing University of Posts and Telecommunications), Xuzhen Zhu (Beijing University of Posts and Telecommunications)

6. **Did You Blog Yesterday? Retention in Community Blogs**
   Imrul Kayes (University of South Florida), Xiang Zuo (University of South Florida), Da Wang (HuBei University of Technology), Jacob Chakareski (University of Alabama)

7. **Community Detection for Clustered Attributed Graphs via a Variational EM Algorithm**
   Xiangyong Cao (Xi'an Jiaotong University), Xiangyu Chang (Xi'an Jiaotong University), Zongben Xu (Xi'an Jiaotong University)

8. **Galactica: A GPU Parallelized Database Accelerator**
   Keh Kok Yong (MIMOS Berhad), Ettikan K. Karuppiah (MIMOS Berhad), Simon See (NVIDIA Corporation)

9. **How to Become a More Popular Thread on Tianya Club**
   Jindong Chen (Chinese Academy of Sciences), Lina Cao (Chinese Academy of Sciences), Xijin Tang (Chinese Academy of Sciences)

10. **Knowledge Barter-Auctioning: An Incentive for Quality of User-Generated Content in Online Communities**
    Qijin Ji (Soochow University), Haifeng Shen (Flinders University), Yuqing Mao (National Institutes of Health), Yanqin Zhu (Soochow University)

11. **Scalable Hierarchical Recommendations Using Spatial Autocorrelation**
    Ayushi Dalmia (IIIT Hyderabad), Joydeep Das (The Heritage Academy), Prosenjit Gupta (Heritage Institute of Technology), Subhashis Majumder (Heritage Institute of Technology), Debarshi Dutta (University of Southampton)

12. **Hidden Aspect Rating Discovery from Text Reviews of E-Commerce Web Sites**
    Yinqing Xu (The Chinese University of Hong Kong), Wai Lam (The Chinese University of Hong Kong), Rui Fan (Beihang University)

13. **The Role of Peer Influence in Churn in Wireless Networks**
    Qiwei Han (Carnegie Mellon University and University of Lisbon), Pedro Ferreira (Carnegie Mellon University and University of Lisbon)

14. **Enron Corporation: You're the Boss if People Get Mentioned to You**
    Apoorv Agarwal (Columbia University), Adinoyi Omuya (Columbia University), Jingwei Zhang (Columbia University), Owen Rambow (Columbia University)

15. **Optimisation of Strategy Placements for Public Good in Complex Networks**
    Dharshana Kasthurirathna (The University of Sydney), Harrison Nguyen (The University of Sydney), Mahendra Piraveenan (The University of Sydney), Shahadat Uddin (The University of Sydney), Upul Senanayake (The University of Sydney)

16. **VANET-based Secure Value-Added Services**
    Shi-Jinn Horng National Taiwan University of Science and Technology, and Southwest Jiaotong University), Shiang-Feng Tzeng (National Taiwan University of Science and Technology, and Southwest Jiaotong University)

17. **FAST: Fast Anonymization of Big Data Streams**
    Esmaeil Mohammadian (Sharif University of Technology), Morteza Noferesti (Sharif University of Technology), Rasool Jalili (Sharif University of Technology)

18. **Role of Trust in Evolution of Scientific Collaboration Networks**
    Avijit Gayen (Indian Institute Technology), Joydeep Chandra (Indian Institute Technology)

19. **An Optimized Method to Allocate and Re-Allocate Aggregated Data in a Data Storage**
    Vivian Lee (Fujitsu Laboratories of Europe), Bo Hu (Fujitsu Laboratories of Europe)

20. **The Value Of Using Big Data Technologies For Social Network Analysis In Computational Social Science**
    Eugene Ch'ng (University of Nottingham Ningbo)

21. **Detecting Weak Public Transport Connections from Cellphone and Public Transport Data**
    *Thomas Holleczek (SingTel), Liang Yu (A*STAR), Joseph K. Lee (University of British Columbia), Oliver Senn (Singapore-MIT Alliance for Research and Technology), Carlo Ratti (MIT), Patrick Jaillet (MIT)*

22. **Recommending Friends in Local Social Networks: An Envelope of Algorithms**
    Yuewen Liu (Xi'an Jiaotong University), Xiangyu Chang (Xi'an Jiaotong University), Wayne Wei Huang (Ohio State University)

23. **Data Readiness Level For Unstructured Data with a Focus on Unindexed Text Data**
    Yang Lu (North Carolina A&T State University), Xing Fang (North Carolina A&T State University) Justin Zhan (North Carolina A&T State University)

CONFERENCE PROGRAM

Wednesday, August 6, 2014, Tsinghua University, FIT Building		
Time	**Activity**	**Location**
ASE BigDataScience and SocialCom 2014 Program		
8:00~18:00	Registration	1st floor FIT main entrance
9:00~9:05	Morning Remarks	FIT Lecture Hall
9:05~9:45	BigDataScience Keynote 3: Unlocking Value from Open Data Zhen Liu, Microsoft Session Chair: Alvin Chin (Microsoft)	FIT Lecture Hall
9:45~10:00	Coffee Break	Outside Lecture Hall
10:00~11:25	BigDataScience Session 3: Big Data Mining, Science and Analytics – II Session Chair: Justin Shi (Temple University)	FIT Lecture Hall
11:25~12:15	SocialCom Session 3: Social Networks, Media and Services – II Session Chair: Eugene Ch'ng, University of Nottingham	FIT Lecture Hall
12:15~14:00	Lunch Sponsored by Baidu	FIT 1st floor main entrance
14:00~14:10	Afternoon Remarks	FIT Lecture Hall
14:10~14:50	BigDataScience Keynote 4: Computing Issues for Big Data – Theory, Systems, and Applications Chunming Hu, Beihang University Session Chair: Yuewen Liu (Xi'an Jiaotong University)	FIT Lecture Hall

14:50~15:10	Coffee Break	Outside Lecture Hall
15:10~16:10	Panel discussion: Challenges and Opportunities in Big Data and Social Computing Moderator: Zhang Lin (Beijing University of Posts and Telecommunications)	FIT Lecture Hall
16:10~18:00	Social activity: Tsinghua University walking tour	Tsinghua University
18:00-21:00	Banquet	Yan Ming Yuan
Exhibits		
09:00~15:00	Exhibitor display	FIT 1st floor main entrance

KEYNOTE SPEAKERS

Unlocking Value from Open Data

BigDataScience Keynote 3, August 6, 2014, 9:05 – 9:45 AM, FIT Lecture Hall

Dr. Zhen Liu
Head of China Innovation Group, Microsoft Asia-Pacific R&D Group, Microsoft

Abstract: Open data has become an important trend in initiatives of local governments aiming at improving transparency and efficiency in the recent years. In this talk we present various ways to unlocking values out of open data that are available currently. We will also discuss about challenges that people are facing in using and analyzing open data. We shall then present technologies that are being developed to address these challenges.

Bio: Dr. Zhen Liu joined Microsoft Asia R&D Center in 2012 as the Head of China Innovation Group, based in Beijing. Before joining Microsoft, Zhen was with Nokia as the Head of Nokia Research Center (NRC) Beijing, and then became the Head of NRC Growth Economies Lab. Prior to this experience, Zhen was with IBM T. J. Watson Research Center and served as the senior manager of the Next Generation Distributed Systems department. Zhen was also a Research Director of INRIA (the French national research center on information and automation).
Zhen is a fellow of IEEE. He has published over 200 papers and obtained over 90 granted patents. Zhen Liu was the general chair of the ACM Sigmetrics 2008 Conference, co-chair of ACM HotMetrics 2008, program co-chair of the Joint Conference of ACM Sigmetrics and IFIP Performance 2004, technical program co-chair of Sensorcomm 2009, and area technical program committee chair for INFOCOM 2008 and INFOCOM 2009. Zhen is on the editorial boards of several journals including IEEE Transactions on Service Computing and the Journal of Performance Evaluation.

Computing Issues for Big Data – Theory, Systems and Applications

BigDataScience Keynote 4, August 6, 2014, 2:10 – 2:50 PM, FIT Lecture Hall

Dr. Chunming Hu
Associate Professor, Vice Dean of School of Computer Science and Engineering, Beihang University, China

Abstract: Big data may contain big values, but also brings lots of challenges to the computing theory, architecture, framework, knowledge discovery algorithms, and domain specific tools and applications. Beyond the 4-V or 5-V characters of big datasets, the data processing shows the features like inexact, incremental, and inductive manner. This brings new research opportunities to research community across theory, systems, algorithms, and applications. Is there some new "theory" for the big data? How to handle the data computing algorithms in an operatable manner? This report shares some view on new challenges identified, and covers some of the application scenarios such as micro-blog data analysis and data processing in building next generation search engines.

Bio: Dr. Chunming Hu is an associate professor at School of Computer Science, Beihang University. He got his Ph.D degree in 2006 at Beihang University. Now he is the vice dean of School of Computer Science, Beihang University. His research interests are distributed systems, software middleware, system virtualization and resource scheduling in cloud systems. He is elected as the Chair of the Academic Committee of YOCSEF, and member of System Software Technical Committee of China Computer Forum. He is also serving for W3C China to promote the web standards in China.

CONFERENCE PAPERS

BigDataScience Session 3: Big Data Mining, Science and Analytics – II
Wednesday, August 6, 2014, 10:00-11:25 AM, FIT Lecture Hall
Session Chair: Justin Shi, Temple University

13. Detecting Weak Public Transport Connections from Cellphone and Public Transport Data (Full, 20 minutes)
Thomas Holleczek (SingTel), Liang Yu (A-STAR), Joseph K. Lee (University of British Columbia), Oliver Senn (Singapore-MIT Alliance for Research and Technology), Kristian Kloeckl (MIT), Carlo Ratti (MIT), Patrick Jaillet (MIT)

14. Galactica: A GPU Parallelized Database Accelerator (Short, 15 minutes)
Keh Kok Yong (Mimos Berhad), Ettikan K. Karuppiah (Mimos Berhad), Simon See, NVIDIA

15. Scalable Hierarchical Recommendations Using Spatial Autocorrelation (Full, 20 minutes)
Ayushi Dalmia (IIIT Hyderabad), Joydeep Das (The Heritage Academy), Prosenjit Gupta (Heritage Institute of Technology), Subhashis Majumder (Heritage Institute of Technology), Debarshi Dutta (University of Southampton)

16. Recommending Friends in Local Social Networks: An Envelope of Algorithms (Short, 15 minutes)
Yuewen Liu (Xi'an Jiaotong University), Xiangyu Chang (Xi'an Jiaotong University), Wei Huang (Ohio University)

17. Bigdata Analysis with Interactive Visualization Using R Packages (Symposium, 15 minutes)
Wonhee Cho (Kookmin University), Yoojin Lim (Kookmin University), Hwangro Lee (Kookmin University), Mohan Krishna Varma Nandimandalam (Kookmin University), Moonsoo Lee (Kookmin University), Eunmi Choi (Kookmin University)

SocialCom Session 3: Social Networks, Media and Services – II
Wednesday, August 6, 2014, 11:25 AM-12:15 PM, FIT Lecture Hall
Session Chair: Eugene Ch'ng, University of Nottingham Ningbo

18. Stimulating High Quality Social Media through Knowledge Barter-Auctioning (Full, 20 minutes)
Qijin Ji (Soochow University), Haifeng Shen (Flinders University), Yuqing Mao (National Institutes of Health) and Yanqin Zhu (Soochow University)

19. How to Become a More Popular Thread on Tianya Club (Short, 15 minutes)
Jindong Chen (Chinese Academy of Sciences), Lina Cao (Chinese Academy of Sciences), Xijin Tang (Chinese Academy of Sciences)

20. VANET-based Secure Value-Added Services (Short, 15 minutes)
Shi-Jinn Horng (National Taiwan University of Science and Technology), Shiang-Feng Tzeng (National Taiwan University of Science and Technology)

PANEL SESSION

Challenges and Opportunities in Big Data and Social Computing

August 6, 2014, 3:10 – 4:10 PM, FIT Lecture Hall

Moderator: Zhang Lin, Beijing University of Posts and Telecommunications, China
Panelists: Dr. Guanling Chen, University of Massachussetts at Lowell, USA
Dr. Chunming Hu, Beihang University, China
Dr. Justin Zhan, North Carolina A&T State University, USA
Dr. Stuart W. Shulman, Founder & CEO of Texifter, Research Associate Professor of Political Science at the University of Massachusetts Amherst, USA
Mu Li, Senior Architect, Institute of Deep Learning, Baidu, China
Dr. Zhen Liu, Director, Head of China Innovation Group, Microsoft Asia-Pacific R&D Group, Microsoft

Dr. Guanling Chen
Associate Professor, Department of Computer Science, University of Massachussetts at Lowell, USA

Guanling Chen is an Associate Professor of Computer Science at University of Massachusetts Lowell. He is also an Affiliate Faculty at Institute for Security, Technology, and Society (ISTS) at Dartmouth College. After receiving his B.S. in Computer Science from Nanjing University in1997, he completed his Ph.D. in Computer Science from Dartmouth College in 2004. He was an I3P Fellow before he joined the faculty of UMass Lowell in 2005. His research interests include mobile computing, ubiquitous & pervasive computing, human-computer interaction, and intelligent systems. He has received over $1.5 million research grants from National Science Foundation (NSF) and Department of Homeland Security (DHS). He is well published at leading journals and conferences, and has served as an organizer of several top conferences in pervasive and mobile computing. His research has led to several patent applications and he is currently serving as a board advisor of a leading enterprise mobile solution provider. For more information see: http://www.cs.uml.edu/~glchen/.

Dr. Chunming Hu
Associate Professor, Vice Dean of School of Computer Science and Engineering, Beihang University, China

Dr. Chunming Hu is an associate professor at School of Computer Science, Beihang University. He got his Ph.D degree in 2006 at Beihang University. Now he is the vice dean of School of Computer Science, Beihang University. His research interests are distributed systems, software middleware, system virtualization and resource scheduling in cloud systems. He is elected as the Chair of the Academic Committee of YOCSEF, and member of System Software Technical Committee of China Computer Forum. He is also serving for W3C China to promote the web standards in China.

Dr. Justin Zhan
Director of ILAB, Department of Computer Science, College of Engineering
North Carolina A&T State University

Dr. Justin Zhan is the director of ILAB. He is a faculty member at Department of Computer Science, College of Engineering, North Carolina A&T State University. He has previously been a faculty member at Carnegie Mellon University and National Center for the Protection of Financial Infrastructure in South Dakota State. His research interests include Big Data, Information Assurance, Social Computing, and Health Science. He is a steering chair of ASE/IEEE International Conference on Social Computing (SocialCom), ASE/IEEE International Conference on Privacy, Security, Risk and Trust (PASSAT), and ASE/IEEE International Conference on BioMedical Computing (BioMedCom). He is currently an editor-in-chief of International Journal of Privacy, Security and Integrity, International Journal of Social Computing and Cyber-Physical Systems, and managing editor of SCIENCE journal and HUMAN Journal. He has served as a conference general chair, a program chair, a publicity chair, a workshop chair, or a program committee member for 160 international conferences and an editor-in-chief, an editor, an associate editor, a guest editor, an editorial advisory board member, or an editorial board member for 30 journals. He has published 150 articles in peer-reviewed journals and conferences and delivered above 30 keynote speeches and invited talks. He has been involved in a number of projects ($60 million) as a PI or a Co-PI, funded by the National Science Foundation, Department of Defense, National Institute of Health, etc.

Dr. Stuart W. Shulman
Founder & CEO of Texifter, Research Associate Professor of Political Science,
University of Massachusetts Amherst, USA

Dr. Stuart W. Shulman is founder & CEO of Texifter, and a Research Associate Professor of Political Science at the University of Massachusetts Amherst. He is founding Director of the Qualitative Data Analysis Program (QDAP) at the University of Pittsburgh and at UMass Amherst, and Associate Director of the National Center for Digital Government. Dr. Shulman is Editor Emeritus of the Journal of Information Technology & Politics, the official journal of Information Technology & Politics section of the American Political Science Association.

Mu Li
Senior Architect, Institute of Deep Learning, Baidu, China

Mu Li is a senior architect of Institute of Deep Learning at Baidu. His research interests lie in machine learning and distributed system. He built a core machine learning system for Baidu's online computational advertising, which scales to hundreds of billions samples and parameters. He is also a Ph.D candidate at CSD of CMU working with Alex Smola and Dave Andersen. He got his master and bachelor degrees from Shanghai Jiao Tong University.

Dr. Zhen Liu
Head of China Innovation Group, Microsoft Asia-Pacific R&D Group, Microsoft

Dr. Zhen Liu joined Microsoft Asia R&D Center in 2012 as the Head of China Innovation Group, based in Beijing. Before joining Microsoft, Zhen was with Nokia as the Head of Nokia Research Center (NRC) Beijing, and then became the Head of NRC Growth Economies Lab. Prior to this experience, Zhen was with IBM T. J. Watson Research Center and served as the senior manager of the Next Generation Distributed Systems department. Zhen was also a Research Director of INRIA (the French national research center on information and automation).

Zhen is a fellow of IEEE. He has published over 200 papers and obtained over 90 granted patents. Zhen Liu was the general chair of the ACM Sigmetrics 2008 Conference, co-chair of ACM HotMetrics 2008, program co-chair of the Joint Conference of ACM Sigmetrics and IFIP Performance 2004, technical program co-chair of Sensorcomm 2009, and area technical program committee chair for INFOCOM 2008 and INFOCOM 2009. Zhen is on the editorial boards of several journals including IEEE Transactions on Service Computing and the Journal of Performance Evaluation.

CONFERENCE PROGRAM

Thursday, August 7, 2014, Tsinghua University, FIT Building		
Time	**Activity**	**Location**
ASE BigDataScience and SocialCom 2014 Program		
8:00~17:00	Registration	1st floor FIT main entrance
9:00~9:05	Morning Remarks	FIT Lecture Hall
9:05~9:45	SocialCom Keynote 5: Connecting People Through Mobile Social Networks Alvin Chin, Microsoft Session Chair: Junjie Wu (Beihang University)	FIT Lecture Hall
9:45~10:00	Coffee Break	Outside Lecture Hall
10:00~11:05	BigDataScience Session 4: Big Data Applications – II Session Chair: Chiu Tan (Temple University)	FIT Lecture Hall
11:05~12:05	SocialCom Session 4: Social Signal Processing – II Session Chair: Stuart Shulman (Texifter, University of Massachusetts Amherst)	FIT Lecture Hall
12:05~14:00	Lunch	FIT 1st floor main entrance
14:00~14:05	Afternoon remarks	FIT Lecture Hall
14:05~14:45	BigDataScience/SocialCom Keynote 6: Scaling Distributed Machine Learning with the Parameter Server Mu Li, Baidu Session Chair: Harold Liu (Beijing Institute of Technology)	FIT Lecture Hall
14:45~16:35	BigDataScience and SocialCom Symposium: BigSocialSym	FIT Lecture Hall

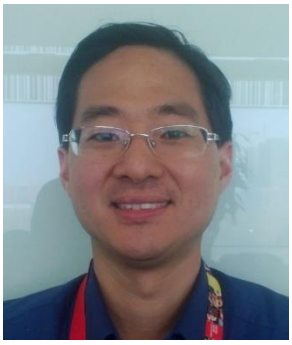
	Session Chair: Hua Yuan (University of Electronic Science & Technology of China)	
16:35~16:45	Coffee break	Outside Lecture Hall
16:45~17:00	Closing Ceremony	FIT Lecture Hall
Exhibits		
9:00~14:00	Exhibitor display	FIT 1st floor main entrance
14:00~17:00	Exhibitor dismantle	FIT 1st floor main entrance

KEYNOTE SPEAKERS

Connecting People Through Mobile Social Networks

SocialCom Keynote 5, August 7, 2014, 9:05 – 9:45 AM, FIT Lecture Hall

Dr. Alvin Chin
Senior Researcher, Xpress Internet Services China, MP SE&A, Microsoft Devices Group, Microsoft



Abstract: Today, we are becoming flooded with more and more information, we are busy, and we crave for information that is fast and easy to obtain. How to match the right content and right people with ourselves? This is the goal of recommender systems, however, most are usually based on user profile and homophily (similar characteristics). The results of recommendation systems might be ok, but they are not exactly in real-time or very personalized, because they do not take into account context that includes social, location and mobile (SoLoMo). People that we encounter and connect with, around physical resources such as conferences, provide opportunities for extending our social networks from offline to online which we call mobile social networks. In this talk, I will discuss about our application and system called Find & Connect for connecting people from offline to online, study the influence on user behavior of offline on online and vice versa from three conference events, and how we can recommend people based on physical proximity and homophily. In addition, I will discuss about how an online environment such as a group shopping website can help recommend shops offline using spatial and temporal context. Finally, I will discuss about content recommendations from the mobile web and how we can use big data to create personalized web content recommendations that are more relevant, interesting and surprising to the user.

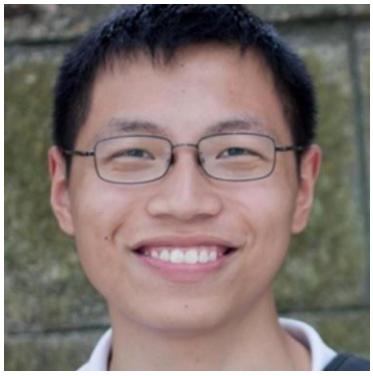
Bio: Alvin Chin is Senior Researcher, Xpress Internet Services, Mobile Phones SE&A, Microsoft Devices Group at Microsoft (formerly Nokia). He previously was in the Mobile Social Experiences group at Nokia Research Center, Beijing. His current research involves studying user behavior on the mobile web and in social networks, mining the big data from browser logs, and creating recommendations of web content based on user profiling and context. His previous research explored how the mobile phone could be used for creating physical proximity social networks to capture and infer context for social activity and collaboration in offline physical environments and online social networking sites such as Facebook or Twitter, and also designing improved people recommendation systems that take into account physical context. Alvin has Bachelors and Masters degrees in Computer Engineering from the University of Waterloo and a PhD in Computer Science from the University of Toronto, Canada. His research interests include social networking, computer-supported collaborative work, web and data mining, recommendations, context-aware computing, and pervasive and ubiquitous computing. Alvin is

an active user of social networking and Web 2.0 technologies, and is a member and reviewer of various program committees such as CSCW, SocialCom, ACM Hypertext, IEEE CPSCom, UIC/ATC, and MobiWIS. He is the Executive Chair of the ASE BigDataScience and SocialCom conferences held in Beijing, China, and Program Chair for IEEE CIT 2014. He is also an Associate Editor for the New Review of Hypermedia and Multimedia (NRHM) journal and Co-Editor on the Special Issue on Participatory Sensing and Crowd Intelligence of the ACM Transactions on Internet Services and Technology (TIST) journal. Alvin has published papers in conferences and workshops such as in Hypertext, SocialCom, CSCW, KDD,and UbiComp as well as in journals such as New Review of Hypermedia and Multimedia, ACM Transactions on Internet Services and Technology and Journal of Computer-Mediated Communication. Alvin received a Best Paper Award at the IEEE CPSCom 2011 conference. He is an Editor of the book called Mobile Social Networking: An Innovative Approach published by Springer and co-edited with Daqing Zhang, has several book chapters, and has presented at both academic and industry events. He can be contacted at alvin.chin@microsoft.com, and his web site is at http://www.alvinychin.com.

Scaling Distributed Machine Learning with the Parameter Server

BigDataScience/SocialCom Keynote 6, August 7, 2014, 2:10 – 3:10 PM, Lecture Hall

Mu Li
Senior Architect, Institute of Deep Learning, Baidu, China



Abstract: Big data may contain big values, but also brings lots of challenges to the computing theory, architecture, framework, knowledge discovery algorithms, and domain specific tools and applications. Beyond the 4-V or 5-V characters of big datasets, the data processing shows the features like inexact, incremental, and inductive manner. This brings new research opportunities to research community across theory, systems, algorithms, and applications. Is there some new "theory" for the big data? How to handle the data computing algorithms in an operatable manner? This report shares some view on new challenges identified, and covers some of the application scenarios such as micro-blog data analysis and data processing in building next generation search engines.

Bio: Mu Li is a senior architect of Institute of Deep Learning at Baidu. His research interests lie in machine learning and distributed system. He built a core machine learning system for Baidu's online computational advertising, which scales to hundreds of billions samples and parameters. He is also a Ph.D candidate at CSD of CMU working with Alex Smola and Dave Andersen. He got his master and bachelor degrees from Shanghai Jiao Tong University.

CONFERENCE PAPERS

BigDataScience Session 4: Big Data Applications – II
Thursday, August 7, 2014, 10:00-11:05 AM, FIT Lecture Hall
Session Chair: Harold Liu, Beijing Institute of Technology

21. Creating a Chemistry of Sciences with Big Data (Full, 20 minutes)
Yike Guo (Imperial College London), David Johnson (Imperial College London)

22. Hidden Aspect Rating Discovery from Text Reviews of E-Commerce Web Sites (Short, 15 minutes)
Yinqing Xu (The Chinese University of Hong Kong), Wai Lam (The Chinese University of Hong Kong)

23. Data Readiness Level For Unstructured Data with a Focus on Unindexed Text Data (Short, 15 minutes)
Yang Lu (North Carolina A&T State University), Xing Fang (North Carolina A&T State University) Justin Zhan (North Carolina A&T State University)

24. Clustering Experiments on Big Transactional Data for Market Segmentation (Short, 15 minutes)
Ashishkumar Singh (Monash University), Grace Rumantir (Monash University), Annie South (Australia New Zealand Bank), Blair Bethwaite (Monash University)

SocialCom Session 4: Social Signal Processing – II
Thursday, August 7, 2014, 11:05 AM -12:05 PM, FIT Lecture Hall
Session Chair: Hua Yuan (University of Electronic Science & Technology of China)

25. Role of Trust in Evolution of Scientific Collaboration Networks (Full, 20 minutes)
Avijit Gayen (Indian Institute Technology), Joydeep Chandra (Indian Institute Technology)

26. Role of Peer Influence in Churn in Wireless Networks (Full, 20 minutes)
Qiwei Han (Carnegie Mellon University and University of Lisbon), Pedro Ferreira (Carnegie Mellon University and University of Lisbon)

27. An Enhanced Collaborative Filtering with Flexible Item Popularity Control for Recommender Systems (Full, 20 minutes)
Tu Chen (Beijing University of Posts and Telecommunications), Hui Tian (Beijing University of Posts and Telecommunications), Xuzhen Zhu (Beijing University of Posts and Telecommunications)

1ST INTERNATIONAL SYMPOSIUM ON RECENT ADVANCES IN BIG DATA AND SOCIAL COMPUTING (BIGSOCIALSYM)

Thursday, August 7, 2014, 2:45 – 4:35 PM, FIT Lecture Hall

Session Chair: Hua Yuan, University of Electronic Science & Technology of China

1. A Gender Lens Perspective of the Use of Social Network in Higher Education in Malaysia and Australia (2:45~3:00 PM)
   Kung-Keat Teoh (Flinders University), Tahereh Pourshafie (Flinders University), Vimala Balakrishnan (Universiti Malaya)

2. CAP Plus for Big Data (3:00~3:15 PM)
   Justin Shi (Temple University)

3. Identity Tracking in Big Data - Preliminary Research Using In-Memory Data Graph Models for Record Linkage and Probabilistic Signature Hashing for Approximate String Matching in Big Health and Human Services Databases (3:15~3:30 PM)
   Joseph Jupin (Temple University), Justin Shi (Temple University)

4. On The Reproducibility and Scalability of Extreme Scale Applications (3:30~3:45 PM)
   Justin Shi (Temple University)

5. Predicting Controversy of Wikipedia Articles Using the Article Feedback Tool (3:45~4:00 PM)
   Michal Jankowski-Lorek (PJWSTK), Radoslaw Nielek (PJWSTK), Adam Wierzbicki (PJWSTK), Kazimierz Zielinski (PJWSTK)

6. Paging Method Switching for QEMU-KVM Guest Machine (4:00~4:15 PM)
   Yu Zhang (Technische Universitat Chemnitz) Rene Oertel (Technische Universitat Chemnitz), Wolfgang Rehm (Technische Universitat Chemnitz)

7. FAST: Fast Anonymization of Big Data Streams (Full, 20 minutes, 4:15~4:35 PM)
   Esmaeil Mohammadian (DNSL), Morteza Noferesti (DNSL), Rasool Jalili (DNSL)

EXHIBITORS

Textifter # 1

Texifter, LLC
237 Shutesbury Rd.
Amherst, MA 01002
Email info@discovertext.com
Web www.discovertext.com

Texifter, LLC is a spin-out company based on text analysis research by Dr. Stuart Shulman, the founder of QDAP-Pitt and current Director of QDAP-UMass. Over the last 10 years, Dr. Shulman has conducted research primarily in the domain of electronic rulemaking, with a specific focus on the development of human language tools for reviewing large numbers of public comments. Over the past three years, he has been sole inventor on five distinct software applications that support tasks ranging from text classification, blog capture, and manuscript review management, to the development of better annotation for improving optical character recognition. New research focuses on the detection of threats and novel ideas communicated in public comments, blogs and other media. Texifter is a vehicle for the commercialization of new tools developed in the QDAP labs.

Microsoft #2

Microsoft Research Asia
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Phone (86-10) 5917-8888
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Web research.microsoft.com/en-us/labs/asia/default.aspx

Microsoft Research Asia is founded in Beijing as Microsoft's fundamental research facility in the Asia Pacific region and expands rapidly. By attracting the best talent from Asia and across the globe, Microsoft Research Asia has grown into a world-class research laboratory with more than 230 researchers and developers and more than 250 visiting scientists and students. Today, the lab conducts basic research in natural user interfaces, next-generation multimedia, data-intensive computing, search and online advertising, and computer science fundamentals.

Springer #3

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Web http://link.springer.com/

Providing researchers with access to millions of scientific documents from journals, books, series, protocols and reference works.

GENERAL INFORMATION

Registration Desk

The Registration Desk will be open to assist you at the following times:

Monday, August 4, 8:00 to 18:00
Tuesday, August 5, 8:00 to 18:00
Wednesday, August 6, 8:00 to 18:00
Thursday, August 7, 8:00 to 17:00

Location: FIT building, 1st floor main entrance

Conference materials, name badges, receipt bills, and on-site registration are at the Registration Desk. If you have any issues, problems or questions, you can contact a student volunteer (wearing a Tsinghua T-shirt) at the Registration Desk or in any of the conference rooms.

Events

Poster session and reception
Tuesday, August 5 from 17:00 to 19:00, FIT Building, 1st floor main entrance

Tsinghua University self-guided walking tour
Wednesday, August 6 from 16:10 to 18:00, Tsinghua University

Banquet
Wednesday, August 6 from 18:00 to 21:00, Yan Ming Yuan, Building 2, Yard 1, Zhongguancun Donglu, Haidian District, Beijing

Presentation Information

Language
The presentation language of ***BigDataScience and SocialCom 2014*** is English.

Checking in
Session Chairs are requested to register at least 30 minutes before their sessions, or as soon as the Registration Desk is open.

Setting Up
You are required to arrive at the room (in which you will deliver your talk) at least 15 minutes before the commencement of the session. Upon arrival, please confirm your attendance with the Session Chair and upload your PPT file to the conference laptop.

Please bring with you a single paragraph summary, including your name (as you will be introduced), affiliation and research interests (maximum 100 words). Please present this to the Session Chair upon arrival, for use for introductory purposes, prior to your talk.

Upon arrival, please copy your slides file to the presentation computer. If you plan to use your own equipment, please ensure it is ready to go prior to the session commencing, since there is very little time between presentations. If you have requested optional equipment, ensure that it is in the room. For all assistance, please speak to the Session Chair.

Name Badges

All delegates, sponsors and speakers of ***BigDataScience and SocialCom 2014*** will be provided with a name badge, to be collected upon registration. This badge must be worn at all times as it is your official pass to all sessions of the conferences, workshop, reception, lunches, dinners, morning and afternoon coffee breaks.

Message Board

Any program changes or urgent announcements from the secretariat and private messages will be posted on the message board in the registration area. Please check the message board occasionally.

WiFi Connection and Internet Access

To access the Internet, we have two connection points:

<u>At the Lecture Hall:</u>

SSID: ConferenceRoom
No password

<u>At the 1st floor lobby:</u>

SSID: AES
Password: Tsinghua

Note that you cannot access some internet sites like Facebook, Twitter, YouTube and some services of Google in China. If you would like to access these sites, you can install a VPN. You can create a VPN account like StrongVPN.

Follow Us on Social Media

Share your thoughts and photos on social media and follow us on the following social media channels. Use the conference hashtags #bigdatascience2014beijing and #socialcom2014beijing in your posts.

BigDataScience 2014-Beijing:

Twitter: https://twitter.com/BigDataCom

Facebook: https://www.facebook.com/bigdata2014

LinkedIn: http://www.linkedin.com/groups/Big-Data-Science-Computing-6610404?gid=6610404&mostPopular=&trk=tyah&trkInfo=tarId%3A1398235327755%2Ctas%3ABig%20Data%20Science%2Cidx%3A1-3-3

Sina Weibo: http://weibo.com/bigdataSCI

SocialCom 2014-Beijing

Twitter: https://twitter.com/SocialCom2014

Facebook: https://www.facebook.com/pages/Socialcom2014/1394737990779306

LinkedIn: http://www.linkedin.com/groups/IEEE-ASE-International-Conference-on-6609543?trk=my_groups-b-grp-v

Sina Weibo: http://weibo.com/SocialCom2014

VENUE

Beijing is the capital of the People's Republic of China and one of the most populous cities in the world. The metropolis, located in northern China, is governed as a direct-controlled municipality under the national government, with 14 urban and suburban districts and two rural counties. Beijing Municipality is surrounded by Hebei Province with the exception of neighboring Tianjin Municipality to the southeast. Beijing is the second largest Chinese city by urban population after Shanghai and is the nation's political, cultural, and educational center.[11] It is home to the headquarters of most of China's largest state-owned companies, and is a major hub for the national highway, expressway, railway, and high-speed rail networks. The city's history dates back three millennia. As the last of the Four Great Ancient Capitals of China, Beijing has been the political center of the country for much of the past eight centuries. The city is renowned for its opulent palaces, temples, parks and gardens, tombs, walls and gates, and its art treasures and universities have made it a center of culture and art in China.

The Third ASE International Conference on Big Data Science and Computing (BigDataScience 2014-Beijing) and the Seventh ASE International Conference on Social Computing (SocialCom 2014-Beijing) will be held in the

Future Information Technology building (FIT building) on the beautiful Tsinghua University campus in Beijing. Tsinghua University is one of the top research universities in China and many top conferences are held here every year. The Research Center for Future Information Technology (FIT) is the incubator for emerging key information research projects. FIT serves the objectives of promoting new directions of academic research and technical innovation.

About Tsinghua University

Tsinghua University was established in 1911, originally under the name "Tsinghua Xuetang". The school was renamed "Tsinghua School" in 1912. The university section was founded in 1925. The name "National Tsinghua University" was adopted in 1928. The faculty greatly valued the interaction between Chinese and Western cultures, the sciences and humanities, the ancient and modern. Tsinghua scholars Wang Guowei, Liang Qichao, Chen Yinque and Zhao Yuanren, renowned as the "Four Tutors" in the Institute of Chinese Classics, advocated this belief and had a profound impact on Tsinghua's later development. Since China opened up to the world in 1978, Tsinghua University has developed at a breathtaking pace into a comprehensive research university. At present, the university has 14 schools and 56 departments with faculties in science, engineering, humanities, law, medicine, history, philosophy, economics, management, education and art. The University has now over 25,900 students, including 13,100 undergraduates and 12,800 graduate students. As one of China's most renowned universities, Tsinghua has become an important institution for fostering talent and scientific research.

Coming by plane

When you arrive at Beijing Capital International Airport, you can take a taxi or subway.

By taxi:

It's about 100 RMB to arrive at Tsinghua University by taxi. Please take the designated taxis that are located in the taxi waiting area. Do not take the taxis that have no taxi sign, as they are not authorized taxis and will not provide you with a receipt. Please tell or show the taxi driver this:

去清华大学东门。In Pinyin: Qu4 qing1 hua2 da4 xue2 dong1 men2.

In English: Go to East Gate of Tsinghua University.

By subway:

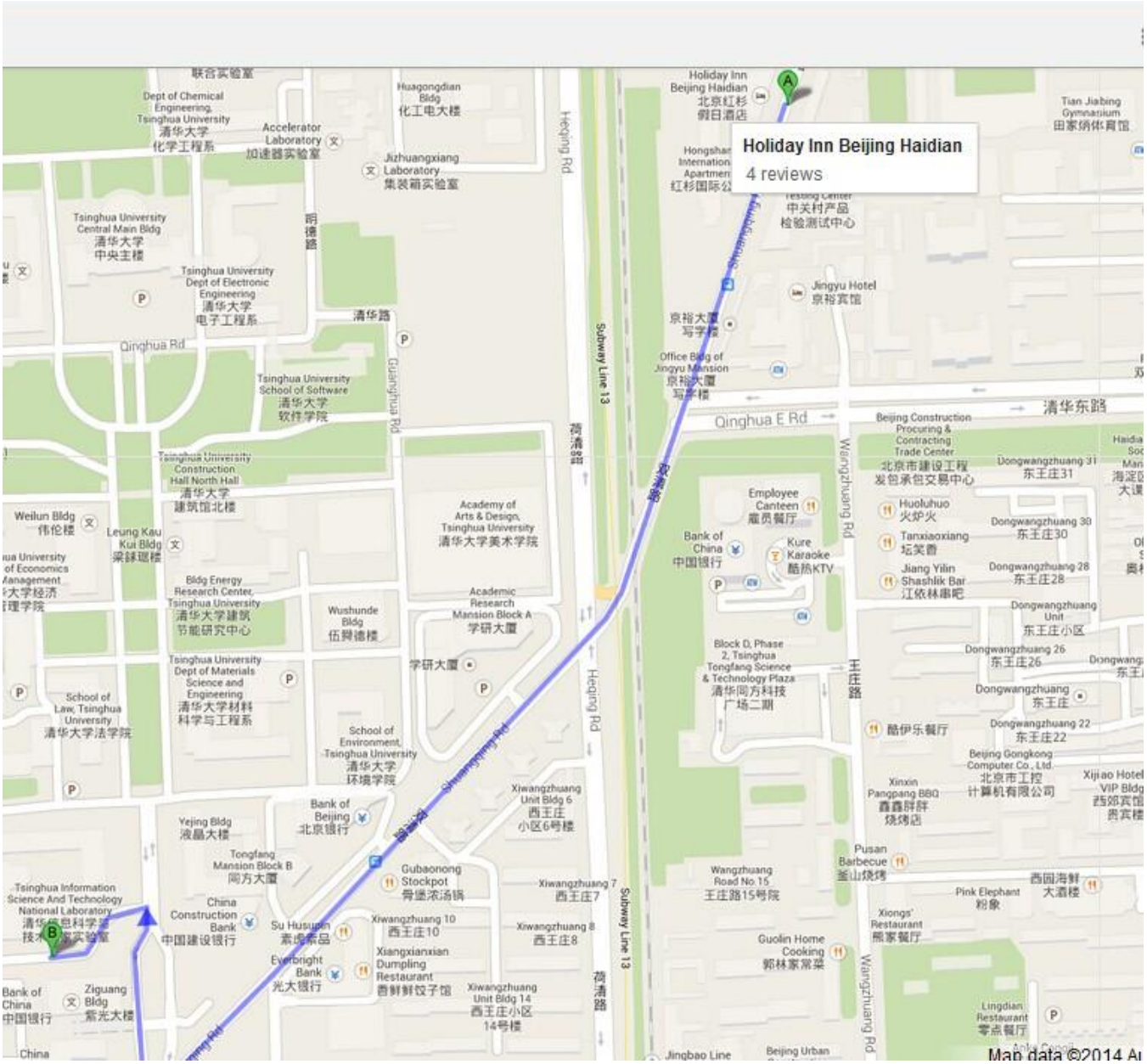
Take the Airport Express subway to Sanyuanqiao Station (三元桥), transfer to Line 10 subway line to Bagou direction, then get off at Zhichunlu Station (知春路). Transfer to Line 13 subway line to Dongzhimen (东直门) direction and get off at Wudaokou Station, exit A. It is about 15 minutes to get to the East gate of Tsinghua University on foot. The cost of the subway is 25 RMB for the Airport Express + 2 RMB subway = 27 RMB.

See the map on how to get to Tsinghua University from Wudaokou Station:

Tongfang Mansion Block B
同方大厦
Gubaonong Stockpot
骨堡浓汤锅
Xiwangzhuang 7
西王庄7
Subway Line 13
Tsinghua Information Science And Technology National Laboratory
清华信息科学与技术国家实验室
China Construction Bank
中国建设银行
Su Husupin
素虎素品
Xiwangzhuang 10
西王庄10
Xiwangzhuang 8
西王庄8
Everbright Bank
光大银行
Xiangxianxian Dumpling Restaurant
香鲜鲜饺子馆
Xiwangzhuang Unit Bldg 14
西王庄小区14号楼
荷清路
Bank of China
中国银行
Ziguang Bldg
紫光大楼
Zhongguancun S Rd
China Merchants Bank
招商银行
Ziguang Mansion
紫光大厦
Block C, Dongsheng Mansion
东升大厦
Qinghuayuan Hotel
清华园宾馆
Dongheng Billiards Club (Tsinghua Park Shop)
东恒台球城(清华园店)
Xiwangzhuang Hostel
西王庄招待所
Jingbao L
京包线
Hanting
Hotels (Tsi
East Gate B
汉庭酒
(清华东
中关村东路
Zhongguancun E Rd
Dongshengxiang Labor Personnel Disputed Mediation Center
东升乡劳动人事争议调解中心
Donghaisheng Property
东海升物业
Chicheng Hotel
赤诚旅馆
Xindongyuan Gufenshe
新东源股份社
Heqing Rd
ghua Science Qidi Club
科技园·俱乐部
怡多咖啡厅
Zui'ai Fashion Restaurant
醉爱时尚餐厅
Isshin Japanese Restaurant
一心日本料理
Lantinghui Hotel
兰亭汇快捷酒店
Citic Bank
中信银行清华园支行
Jinshilian Supermarket
今时联超市
Xiucoco
XIUCOCO
Gabu Gabu
呷哺呷哺
Tsinghuayuan Hotel
清华园宾馆
东源大厦
KFC
肯德基
没名生煎
五道口店
Industrial and Commercial Bank of China
工商银行
超越极限健身俱乐部
成府路
Wudaokou
五道口站
ngfu Rd
成府路
Hengrui
鲜芋仙

Getting to Tsinghua University from Your Hotel

From Holiday Inn to Tsinghua University



From Wenjin Hotel to Tsinghua University

From Unisplendour International Hotel (Ziguang Hotel) to Tsinghua University

Miscellaneous

Currency Exchange:
If you wish to exchange currency to RMB, you can do so at the currency exchange counters when you arrive at the airport, at the baggage claim area.

Bank ATMs:
There are some banks near Tsinghua University where you might be able to use your credit card to withdraw cash. If any questions, please contact one of the student volunteers or local committee members.

Mobile Phone Pre-paid SIM cards:
For local usage, you can buy a mobile phone pre-paid SIM card at a cell phone store or convenience store. For more info, please see http://www.beijing-visitor.com/beijing-travel/mobile-phones.

Safety Emergency:
If you have emergent safety issues during the stay, please call 110 for help from police.

Medical Emergency:
If you have emergent medical issues, please call 120. The nearest hospital is Bei Yi San Yuan (北医三院).

List of Restaurants Near Tsinghua University

1. 宏状元(双清路店)Hong Zhuang Yuan (Chinese fast food, like congee, pancake, etc)
010-82526168

北京市海淀区双清路 88 号华源世纪商务楼 2 楼

2. 素虎净素餐厅 Su Hu（Vegetarian）
010-82527078; 15712872390

北京市海淀区双清路 88 号华源世纪商务楼 2 楼

3. 天厨妙香素食馆(五道口店)Tian Chu Miao Xiang(Vegetarian)
010-62797078

北京市海淀区中关村东路 1 号清华科技园创业大厦 1 楼 110 室

4. 水木锦堂铁板烧自助餐厅(五道口店) Shui Mu Jing Tang (Barbecue Buffet)
010-82151999; 010-82158086

北京市海淀区五道口清华科技园 D 座 2 楼

5. 陈阿婆(清华店) Chen A Po （Hot pot）
010-82526138

北京市海淀区双清路 88 号华源世纪商务楼 2 层

6. 醉爱时尚餐厅 Zui Ai (Fine dining, ~200 RMB per person)
010-82527568

北京市海淀区中关村东路 8 号东升大厦 2-3 层

7. 全聚德烤鸭店(清华园店) Quan Ju De (Roast Duck, the most traditional & Chinese style)
010-82150018;010-82151015

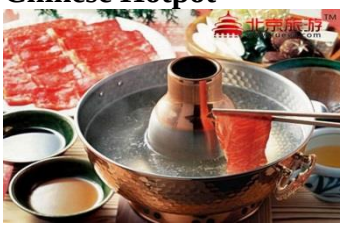
北京市海淀区中关村东路 1 号院清华科技园·科技大厦

LOCAL GUIDE

You can have a lot of fun here in Beijing from enjoying food to taking tours. Here are some recommendations:

1. **Beijing Food**

Chinese Hotpot



Shuan yang rou, or Mongolian hot pot as it is often known in the West, is a very popular Chinese dish, especially in Beijing, and is primarily eaten in winter, when cold winds blow down from Mongolia. It is particularly popular for Chinese New Year. Yang rou is Mandarin for lamb, the favored meat for this dish. Shuan can be roughly translated as "to swish."

Hot pot (Chinese: 火锅; pinyin: huǒ guō), less commonly Chinese fondue or steamboat, refers to several East Asian varieties of stew, consisting of a simmering metal pot of stock at the center of the dining table. While the hot pot is kept simmering, ingredients are placed into the pot and are cooked at the table. Typical hot pot dishes include thinly sliced meat, leafy vegetables, mushrooms, wontons, egg dumplings, and seafood. The cooked food is usually eaten with a dipping sauce. In many areas, hot pot meals are often eaten in the winter.
Read more: http://www.beijingtours.cc/382.html#axzz38vB6Takc

Peking Roast Duck

The art of roasting ducks evolved from techniques used to prepare sucking pigs. For more than a century, specialized chefs have developed the idea that the skin of the duck should be so soft and crisp that it melts in the mouth. In applying the traditional method of preparation, the chefs at Quanjude pay particular attention to the quality of the duck, the auxiliary ingredients and the type of wood burned in the oven. Special farms supply plump Beijing ducks weighing an average of 2.5 kilograms each. The two famous Beijing condiment shops, Liubiju and Tianyuan, supply the dark tangy bean sauce spread on the pancakes. The fragrant sesame oil and refined sugar are also specially selected. Finally, only the wood of fruit trees such as date, peach and pear are used in the roasting process to give the meat its unique fragrance.

The preparation of the dish requires a series of complicated steps, which include inflating the unbroken skin like a balloon so that it roasts just right. Quanjude employs chefs who specialize in these techniques, while other chefs prepare the non-duck dishes. Whereas in the past the restaurant's staff numbered no more than 40, it has at present grown to over 1,000. Among them are chefs and managers with records of 40 or 50 years of faithful service.

The slicing of the meat from the carcass of the duck is an art in itself. A skilled chef is able to cut between 100 and 120 slices in four or five minutes, each slice with an equal portion of both skin and meat. Inventiveness is another quality cultivated at Quanjude. One seasoned chef has mastered more than 80 dishes made from the duck's innards, head, wings and webs. A selection of these dishes, whether hot, cold, boiled, fried, stewed or pickled, will be the makings of an all-duck banquet.

Read more: http://www.beijingtours.cc/148.html#ixzz38vC3F17J.

2. **Beijing Tours**

Summer Palace

Summer Palace in Beijing, Haidian District, northwest territory, is the best preserved and largest imperial garden, is the world famous tourist destinations, are the first batch of national key cultural relics protection units. Imperial Summer Palace was originally a palace and gardens. AD 1750, Emperor Qianlong in the Qing Yi Park converted here. In 1860, Qing Yi Park is the British and French troops burned. In 1888, Empress Dowager Cixi diverted 30 million taels of silver in funding reconstruction of the Navy, renamed this name, for the Summer Recreation ground. By 1900, the Summer Palace will again be "Boxer Rebellion" of the destruction and burning of many buildings. 1903 repair. Later in the warlords, the Kuomintang rule, will again be destroyed, continued after the liberation of repair, so that this ancient landscape was rejuvenated.

Summer Palace, an area of 290 hectares (4350 acres), of which the surface about 3 / 4. Longevity Hill on the gardens as high as 41 meters as the center of Buddhist Incense, depending on location and terrain, the configuration of the house, hall, pavilions, corridors, pavilions and other fine buildings. Build a foot of the mountain 728 meters long corridor, like a color of red to a wide variety of buildings and mountains, blue linked together. The ingenious idea of garden art, garden art in the history of Sino-foreign status significantly, is rare in the world of garden art.

Read more: http://www.beijingtours.cc/79.html#ixzz38vDDgarb

Forbidden City, The Palace Museum

The Palace Museum, historically and artistically one of the most comprehensive Chinese museums, was established on the foundation of the palace that was the ritual center of two dynasties, the Ming and the Qing, and their collections of treasures. Designated by the State Council as one of China's foremost protected monuments in 1961, the Palace Museum was also made a UNESCO World Heritage site in 1987.

Situated at the heart of Beijing, the Palace Museum is approached through Tiananmen Gate. Immediately to the north of the Palace Museum is Prospect Hill (also called Coal Hill), while on the east and west are Wangfujing and Zhongnanhai neighborhoods. It is a location endowed with cosmic significance by ancient China's astronomers. Correlating the emperor's abode, which they onsidered the pivot of the terrestrial world, with the Pole Star Ziweiyuan), which they believed to be at the center of the heavens, they alled the palace The Purple Forbidden City. The Forbidden City was built from 1406 to 1420 by the third Ming emperor Yongle who, upon surping the throne, determined to move his capital north from Nanjing to Beijing.
Read more: http://www.beijingtours.cc/132.html#ixzz38vDNAFaS

The Great Wall at Mutianyu

Mutianyu Great Wall Travel Area is situated in Huairou District of Beijing. It has a longer history and is bestowed with brilliant cultures. In according to historic record, Mutianyu Great Wall was supervised and built up by a subordinate general to Zhu Yuanzhang, Xu Da based on the relic of the Great Wall in Northern Qi . In 1987, Mutianyu Great Wall was appraised as one of the 16 scenic spots in new Beijing and in 1992, it was appraised as the World Best of Beijing Tourism. In 2002, it was appraised as 4A grade scenic area and is the essence of Great Wall.

The architecture of Mutianyu Great Wall is of special style. It has closely packed enemy towers and [perilous passes. It was built up with battlements on both side of walls. On southeast side, there is one general gateway platform connected with three enemy towers together, which is quite rare in the whole Great Wall; in northwest side, there are the Great Wall section named as Ox Horn Edge built above the sea level of over 1000 meters and the sections named as Arrow Buckle and Flying Eagle Facing Upward built on the knife-steep mountain peak,

which look extraordinary and rugged. The whole section of Great Wall stretches and winds like a huge flying dragon.

Read more: http://www.beijingtours.cc/492.html#ixzz38vDelXxb

Beijing Hutong Tour

People say that the real culture of Beijing is the ‘culture of the Hutong’ and the ‘culture of the courtyard’. How true that is. Often, it is Beijing’s winding Hutongs that attract tourists from home and abroad rather than the high-rise buildings and large mansions.

Hutong is a typical lane or small street in Beijing that originated during the Yuan Dynasty (1271-1368). ;Hutong; is a Mongolian word, meaning;water well. During that time, water well is the settlement around which people lived. There are tens of thousands of hutongs surrounding the Forbidden City. In the past, Beijing was composed of countless courtyards. Hutongs were formed when people left a passageway between two courtyards to make entering them more convenient.

As the symbol of Beijing City, a hutong has its own layout and structure, which makes it a wonder in the world. When taking a bird;s eye view of Beijing, you will find the combination of hutongs and courtyards just like an orderly chessboard with delicate gardens, fine rockeries, and ancient ruins. Hutongs have witnessed the development of Beijing. Where there is a hutong, there is a story.
Read more: http://www.beijingtours.cc/216.html#ixzz38vEC3Snl

You may find more information at http://www.beijingtours.cc/. Enjoy your stay at Beijing!

SPONSORS

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Conference sponsors:

Financial sponsors:

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Academy of Science and Engineering

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SocialInformatics 2014 -The Third ASE International Conference on Social Informatics
BioMedCom 2014 -The Third ASE International Conference on Biomedical Computing
PASSAT 2014 - The Sixth ASE International Conference on Privacy, Security, Risk and Trust
Harvard University, Cambridge, MA, USA,
December 15-19, 2014

The Fifth ASE International Conference on Big Data Science and Computing
The Eighth ASE International Conference on Social Computing
The Fourth ASE International Conference on Cyber Security
San Jose, CA, USA, June 15-20, 2015

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