

Call for Papers

IEEE Transactions on Systems, Man & Cybernetics, Part A

Special Issue

Social Media Analytics: Understanding the Pulse of the Society

The Internet, Web 2.0, and computer-mediated communications (blogs, forums, social networking sites) have made citizen-, user-, and consumer-generated contents a tremendous asset for understanding various social phenomena, from extremism to social activism, and from consumer sentiment to marketing intelligence. The topic is positioned right at the intersection of humans and systems.

The special issue will seek advanced modeling and simulation, human organizational interactions, web spidering, digital archiving, cyber archeology, social network analysis, sentiment analysis, and data/text/web mining techniques and methodologies which can contribute to understanding the pulse of the society. Advanced computational and modeling methods and relevant system-oriented case studies are sought. Selected topics will include:

- * Metrics and analytical tools for evaluation of social media, social interactions, and social activities
- * Social media content spidering, collection, and archiving
- * Modeling and simulation of social interactions
- * Human-system interaction for social activities
- * Cyber archeology and anthropology
- * Web 2.0 and web mining for social activities
- * Understanding fads and infectious ideas through social media
- * Web sentiment analysis and trend prediction
- * Cyber terrorism, extremism, and activism study
- * Consumer-generated media analysis
- * Marketing intelligence analytics and online brand communities
- * Company, brand, and product sentiment analysis
- * Public health and consumer health web surveillance

Important Dates:

Paper submission due:	August 1, 2009
Completion of first-round review:	December 1, 2009
Revised manuscript due:	March 1, 2010
Final decision notification:	May 1, 2010
Final version of the manuscript due:	July 1, 2010

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All papers should be submitted in PDF format to <http://mc.manuscriptcentral.com/smca-ieee> and the authors should state in their submission that “This manuscript is submitted for the special issue on Social Media Analytics: Understanding the Pulse of the Society (editors: H. Chen and C. C. Yang)”

All enquiries on this special issue should be sent to chris.yang@ischool.drexel.edu.