

# **The 1st International Workshop on Mobile Social Networking and Cloud Computing (MSC 2011)**

**in cooperation with**

## **The 2nd International Conference on Security-enriched Urban Computing and Smart Grids (SUCoS 2011)**

**September 21-23, 2011, Hualien, Taiwan**

### **Workshop Theme:**

In the last decade, the rapid growing of network technology introduces the concept of applying social services on Internet and produces a new generation network – the social network, which abstracts the connections beyond physical host to the really human. As the social network websites attract tremendous users to communicate, interact, and connect with each other in every second. The potential of social network is impossible to be ignored. Since social network comes with a large amount of possible applications and has different characteristics of information generation and transmission. There exists several challenges and design issues that need to be overcome and integrated with different kinds of network technologies. Among those popular integrated network technologies, cloud computing represents a paradigm shift from existing IT infrastructure to using the services of software applications, computing and storage over wide-area distribution networks. This trend is being empowered by drastic performance improvement of the IT infrastructure components together with key innovations in the way cloud computing infrastructure is built, such as virtualization, distributed computing, multi-core processors, service-oriented architectures. Social networking and cloud computing technology have taken more and more attention in recent years. This workshop strives to foster state-of-the-art research pertaining to social networking and cloud computing, especially for mobile services, in the area of advanced technologies and innovative applications.

### **Goals:**

International Workshop on Mobile Social Networking and Cloud Computing (MSC 2011) is a forum to bring together business people, researchers, scientists, software architects, and industry professionals to discuss innovative ideas and diverse topics on the advance of mobile social networking and cloud computing. Using this forum, researchers and practitioners can exchange issues, challenges, new business models and structures, and new technologies and solutions.

Researchers and practitioners are invited to submit original and research papers addressing business and technical issues, challenges, solutions, and technologies in building mobile wireless software systems and applications. All submissions will be peer-reviewed by the members of the international program committee. Accepted paper will be included in the SUCoS2011 workshop proceedings.

### **Topics of Interest Include But Are Not Limited to the Following:**

- Social structure and community modeling
- Evolution of social media and information ecosystems
- Interoperability of social applications
- Social network behaviors, dynamics, topology, analysis, and self-organization
- Agent cooperation and models
- Fairness based resource sharing and allocation
- Scalability of social networks
- Identify and simulation of social network
- Recommender and collaborative filtering system

- Link analysis and network structure discovery
- Privacy and security issues in social computing systems
- Mobile, peer-to-peer and pervasive services in clouds
- Applications of multimedia, video and speed in clouds
- Cluster computing technology based on distributed architecture for multimedia applications
- Intelligent multimedia computing in clouds
- eScience and eBusiness
- Virtual enterprises and organizations
- Performance evaluation of multimedia applications for cloud
- Multimedia indexing and retrieval in clouds
- Image processing and digital signal processing in clouds

### **Submission:**

Original papers that are not published previously or under review by other journals or conferences will be considered. All submitted papers will be evaluated according to their originality, significance, correctness, presentation and relevance. The conference proceedings will be published in Communications in Computer and Information Science (CCIS) by Springer-Verlag. All submissions must be e-mailed to [sucoms2011.msc2011@gmail.com](mailto:sucoms2011.msc2011@gmail.com). The format for submission is PDF or DOC. For format and style guidelines authors should refer to: <http://www.springer.com/computer/lncs?SGWID=0-164-7-72376-0> Failure to comply will prevent the paper from appearing in the conference proceedings. Manuscripts will be limited to 10 pages following LNCS conference proceedings style and guidelines. Papers that present novel ideas, criticize existing work, and discuss practical studies and experiments are especially encouraged.

At least one of the authors of each accepted paper must register as a full participant of the workshop to have the paper published in the proceedings. MSC 2011 reserves the right to exclude a paper from distribution after the workshop if the paper is not presented at the conference.

### **Important Date**

Submission Deadline: **May 9, 2011**

Authors Notification: **June 6, 2011**

Final Submission and Registration Due: **June 20, 2011**

### **Steering Committee:**

Han-Chieh Chao	National Ilan University, Taiwan
Kwang-Cheng Chen	National Taiwan University, Taiwan
Sy-Yen Kuo	National Taiwan University, Taiwan
Hsu-Chun Yen	National Taiwan University, Taiwan

### **Workshop Co-Chairs:**

Der-Jiunn Deng	National Changhua University of Education, Taiwan
Chun-Cheng Lin	National Chiao Tung University, Taiwan
Lei Shu	Osaka University, Japan

### **Program Committee:**

Chien-Liang Chen	Aletheia University, Taiwan
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For further information on MSC 2011, please contact the workshop co-chairs at [cclin321@nctu.edu.tw](mailto:cclin321@nctu.edu.tw)