

Minitrack Title: Design, Evaluation, and Implications of Social Networking Applications

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Description:

Social networking applications, such as blogs, instant messaging, podcasts, social networking websites (e.g., Facebook), and virtual world (e.g., Second Life), have become increasingly popular over the past few years. Such applications usually include communication tools to support the capturing, storing and presentation of information/communications among the users, and interactive tools that facilitate interactions among the users. Using these tools, individuals can share information in the online setting and form social networks based on transactions, interest, or relationships. For example, social networking websites such as MySpace.com, Facebook.com and LinkedIn.com allow their members to edit a profile page within the site, identify members with whom they share a connection, view the profiles and posts of other members, and send messages to other members (Boyd and Ellison, 2008). These features facilitate the formation of social networks. Overall, social networking applications are quickly transforming societies by creating a pervasive technical infrastructure that enables efficient development and sustention of social relationships. Social networking applications also have great implications for business. Applications that analyze and present the structure of online social networks provide invaluable knowledge for business to understand and utilize online social networks.

This mini-track aims to address all issues related to social networking applications from the technical, behavioral, or managerial perspectives. In this mini-track, we welcome research that designs and evaluates interface of social networking applications, examines the impact and implications of social networking applications to individuals, teams, and organizations, and proposes methodologies and techniques to identify and analyze social networks. A wide variety of research methodologies are welcome in this mini-track, including prototyping-based studies, analytical modeling approaches, experimental studies, and cases studies.

Potential Topics:

Example topics of interest include, but are not limited to, the following:

- Theory and design practice of social networking applications

- Methodologies and development techniques on social networking applications
- Design features for supporting social network formation
- Design features for supporting social network analysis
- Evaluation of the effect of interface design on social network development
- Analysis of social networking patterns and trends
- Visualization and presentation of social networks
- Trust and privacy issues in social networking applications
- The impact of social networking applications on e-Commerce
- Social networking applications in education
- Case studies on social networking applications
- Business implications of social networking applications