# Program at a Glance

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

#### Day one:

2016/8/15 9:00–9:20

<table>
<thead>
<tr>
<th>Conference Opening</th>
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<tr>
<td>Jeffery Toney, Leon Wang, General Chairs &amp; Program Chairs</td>
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<tr>
<th>Keynote Session 1</th>
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<tr>
<td>Chair: Prof. George Chang</td>
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<tr>
<td>Name: Mr. Lawrence Zelvin (Director of Citi Cyber Intelligence Center, USA)</td>
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<tr>
<td>Title:</td>
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2016/8/15 10:20-12:00

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<thead>
<tr>
<th>Room 1</th>
<th>Room 2</th>
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</table>
| 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-Yin Yang**, National University of Kaohsiung, Taiwan

**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. 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. 15**  
Data Mining Twitter to Model Stock Price Movement  
**Andrew Huang**, High Technology High School
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<tr>
<th>Paper No. 40</th>
<th>Paper No. 60</th>
<th>Paper No. 45</th>
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</thead>
</table>
| **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. 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 | **Paper No. 45**
Discovering Design Factors of Machine-to-Machine Data for Social Infrastructure
**Sung Ryel Lim**, SK Holdings, Korea |

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

<p>| Room 1 | Room 2 | Room 3 |</p>
<table>
<thead>
<tr>
<th>Paper No.</th>
<th>Title</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Development of an Early Warning System to Predict and Prevent Dropout Using Association Rule Mining</td>
<td>Chih-Hong Huang, National University of Kaohsiung, Taiwan</td>
</tr>
<tr>
<td>2</td>
<td>Expatriate’s Mentoring factor from Laws of Learning to Spiral Effect of Knowledge Management</td>
<td>Hsin-Mei Lin, National Chi Nan University, Taiwan</td>
</tr>
<tr>
<td>14</td>
<td>The Formation of Demand Chain through the demand-driven platform</td>
<td>Yu Cui, Otemon Gakuin University, Japan</td>
</tr>
<tr>
<td>20</td>
<td>Dyadic Product Formula Representations of Confidence Measures and Decision Rules for Dyadic Data Set Samples</td>
<td>Linda Ness, Rutgers University, USA</td>
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<tr>
<td>27</td>
<td>Forecasting Production Quantity by Integrating Time Series Forecast Technologies and Artificial Intelligence Methods</td>
<td>Fengming Chang, National Taitung College, Taiwan</td>
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<tr>
<td>22</td>
<td>Realities and Ideals of Competencies – The Perceptual Gaps between Companies and University Students</td>
<td>Takashi Okamoto, Ehime University, Japan</td>
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<td>50</td>
<td>A Mobile-Mediated Task in an English Language Classroom in Taiwan</td>
<td>Juan Jenny Li, Kean University, USA</td>
</tr>
<tr>
<td>42</td>
<td>A New Multilayer Hierarchy Model for Classifying Weighted Data Point: SNP Genotype Calls</td>
<td>Chih-Hong Wu, National Kaohsiung University of Applied Sciences, Taiwan</td>
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### MISNC session 2: SN Analytics A
- Papers: 6, 14, 27, 68
- Chair: Prof. Min-Yuh Day

### MISNC session 3: SN for learning
- Papers: 2, 21, 22, 50
- Chair: Prof. Shiro Uesugi

### Data Science session 2:
- Papers: 19, 20, 28, 42, 64
- Chair: Prof. Roman Neruda
### Day two:

2016/8/16 9:00–10:00

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

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

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<tr>
<th>Room 1</th>
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| ISCWBDC:  
Papers – 11,12,37  
Chair: Prof. Lin Xu | WBISM2016 & SocialInformatics:  
Papers – 44, 48, 65, 26  
Chair: Kai Wang & Chi-Feng Tai | MISNC session 4:  
SN privacy&security B,  
Papers – 49, 52, 58  
Chair: Prof. Chih-Hung Chao |
| **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 | **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 | **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 |
| **Paper No. 12** | **Paper No. 48** | **Paper No. 52** |
Idea Creation of Creative Computing Based on Embedding Features and Ontology

Zhang Fuquan, Beijing Institute of Technology, China
Mao Zijing, University of Texas at San Antonio, USA
Ding Gangyi, Beijing Institute of Technology, China
Zhang Rui, Beijing Institute of Technology, China
Junjiang Lai, MinJiang University, China

The Effects of Platform Feature, Content Feature, and Service Experience on Music Streaming Service Continuance

Kai Wang, National University of Kaohsiung, Taiwan
Shih-Ting Huang, National University of Kaohsiung, Taiwan
Yi-Hsuan Li, National University of Kaohsiung, Taiwan

Overcoming the privacy of paradox in the purchase history data utilization
Hiroshi Koga, Kansai University, Japan

Paper No. 37
The Reliability and Economic Analysis on System Connection Mode
Lin Xu, Fuqing Branch of Fujian Normal University, China
Chao-Fan Xie, Fuqing Branch of Fujian Normal University, China
Lu-Xiong Xu, Fuqing Branch of Fujian Normal University, China

Paper No. 65
How Does Online Engagement Facilitate Social Word-of-Mouth?
Chi-Feng Tai, National Chiayi University, Taiwan
Kai Wang, National University of Kaohsiung, Taiwan

Paper No. 58
Social Engineering for Security Attacks
Jennifer Nelson, Kean University, USA
Juan Jenny Li, Kean University, USA

Paper No. 26
Gender Inference using Statistical Name Characteristics in Twitter
Juergen Mueller, University of Kassel, Germany
Gerd Stumme, University of Kassel, Germany

2016/8/16 13:30–14:30
Keynote Session 4
Chair: Prof. Juan Jenny Li
Name: Prof. Mauro Maggioni (Duke University, USA)
Title: Geometry and Learning for Data in High Dimensions

2016/08/16 14:50-16:50
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<tr>
<th>Paper No.</th>
<th>Title</th>
<th>Authors</th>
</tr>
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<tbody>
<tr>
<td>34</td>
<td>Defects detection by using 2D moving range feature and unanimous accord judgement between color components</td>
<td>Natsuki Sano, Onomichi City University, Japan [ Yuki Mori, Tokyo University of Science, Japan [ Tomomichi Suzuki, Tokyo University of Science, Japan</td>
</tr>
<tr>
<td>8</td>
<td>Applying and extending the Technology Acceptance Model to understand Social Networking Sites (SNS) Usage: Toward proposing a comprehensive model</td>
<td>Waleed Al-Ghath, Shaqra University, Saudi Arabia</td>
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<tr>
<td>32</td>
<td>An UpSelling Pricing Model using SDP-based Rating Mechanism with Dynamic Weight</td>
<td>Wan-Hsuen 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</td>
</tr>
<tr>
<td>35</td>
<td>Unlocking the Super Bowl Insights: Weighted Word Embeddings for Twitter Sentiment Classification</td>
<td>Xiangfeng Dai, North Carolina A&amp;T State University, USA [ Bob Prout, The University of North Carolina at Greensboro, USA</td>
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<tr>
<td>13</td>
<td>The Effectiveness of Social Media Use in Japanese Firms</td>
<td>Hiroki Idota, Kindai University, Japan [ Teruyuki Bunno, Kindai University, Japan [ Masatsugu Tsuji, Kobe International University, Japan</td>
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<tr>
<td>56</td>
<td>Application of Combined Arma-neural Network Models to Predict Stock Prices</td>
<td>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</td>
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<td>36</td>
<td>The open data application on determining main types of activities to predict tourist population and ticket sales in Taiwan National Forestry Recreation Area</td>
<td>Ching Li, National Taiwan Normal University, Taiwan [ Ping Feng Hsia, National Taiwan Normal University, Taiwan</td>
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<td>16</td>
<td>Social Media Strategies in the Retail Sector: Analysis and Recommendations for Three Multi-National Retailers</td>
<td>Rory Sadler, University of Westminster, UK [ Richard Evans, University of Westminster, UK</td>
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<td>62</td>
<td>Complexity Analysis of a Propagation Territory-based Routing in MANET with Obstacles</td>
<td>Chih-Hung Chao, National University of Kaohsiung, Taiwan [ Yi-Chung Tseng, National University of Kaohsiung, Taiwan [ Shyue-Liang Wang, National University of Kaohsiung, Taiwan</td>
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<td>Paper No.</td>
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<td>Authors</td>
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<td>57</td>
<td>An Analysis on Smartphone Adoption for University Students by using Choice-Based Conjoint Analysis</td>
<td>Masashi Ueda, Kyoto Sangyo University, Japan</td>
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<td>29</td>
<td>SenseQ: Creating relationships between objects to answer questions of humans by using Social Networks</td>
<td>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</td>
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<td>67</td>
<td>Privacy and Utility Effects of k-anonymity on Association Rule Hiding</td>
<td>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</td>
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<td>46</td>
<td>Predicting the Future Popularity of Images on Social Networks</td>
<td>Khaled Almgren, University of Bridgeport, USA; Jeongkyu Lee, University of Bridgeport, USA; Minkyu Kim, ASML, USA</td>
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<td>53</td>
<td>A Social Networking Strategy for Improving Knowledge Management and Communication in the Travel Industry</td>
<td>Jordan Lewis-Pryde, University of Westminster, UK; Richard Evans, University of Westminster, UK</td>
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<td>71</td>
<td>Evolutionary generation of adversarial examples for deep and shallow machine learning models</td>
<td>Petra Vidnerova, Academy of Sciences of the Czech Republic; Roman Neruda, Academy of Sciences of the Czech Republic</td>
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**Day three:**

2016/8/17 9:00–10:00

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

2016/8/17 10:00–11:00

**Award Session**
Chair: Dr. James Geller, NJIT
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

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**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

**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

**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

**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

**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
Yoohwan Kim, University of Nevada, Las Vegas, USA
Justin Zhan, University of Nevada, Las Vegas, USA
Matin Pirouz, University of Nevada, Las Vegas, USA

**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
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<th>Paper No. 24</th>
<th>Paper No. 74</th>
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| **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  
  | **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  
  | **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  
  |