Social networks are computer-mediated communities whose members share common interests, needs or purposes. Consequently, most, if not all, of the content, companionship and entertainment accessible from social networks are dependent on the voluntary contributions of members. Unlike formalized relationships however, social networks exercise little authority and control over the behavior of members. For social networks to prosper, they must therefore be proactive in delivering innovative and value-added services that facilitate members in generating novel content, maintaining community cohesion as well as providing advice and mutual support to one another in times of need.

Social networking services embody both social and technical elements that shape how members interact with one another. Whereas social elements reflect communal policies that dictate the participatory behaviors of members in social networks, technical elements refer to actual technological functionalities, which support the enactment and enforcement of these policies. The design and innovation of social networking services thus play an instrumental role in determining members’ participation within such communities.

This minitrack embraces both retrospective and progressive views of how social networking services have evolved and would transform with technological advances. We welcome papers that identify and address knowledge gaps in the design and innovation of social networking services in response to emergent technologies. Papers that subscribe to inter-disciplinary perspectives and/or adopt mixed methods are particularly welcome.

Topics of interest include but are not limited to:

- Big data analytics in social networking services
- Business intelligence in social networking services
- Cloud computing services in social networks
- Context awareness in social networking services
- Collaborative services for social shopping networks
- Digital service innovation in social networks
- Digital service ecosystem in social networks
- Failure and recovery of social networking services
- Hedonic design of social networking services
- Human-computer interaction in social networking services
- Mobility in social networking services
- Performance evaluation of social networking services
- Privacy and security in social networking services
- Service analytics in social networks
- Service logic in social networks
- Service quality in social networks
- Value creating services in social networks
- Virality and social networking services
- Web 2.0 and social networking services
Open Collaboration through the Web

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