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Soggetti	Education, Higher - Data processing Educational technology Computer-assisted instruction Education Social Sciences Theory & Practice of Education
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2. Record Nr.	UNINA9910787964303321
Autore	Wang Yufeng (Computer scientist)
Titolo	Mobile social networking and computing : a multidisciplinary integrated perspective // Yufeng Wang and Jianhua Ma
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ISBN	0-429-09895-2 1-4665-5275-1
Descrizione fisica	1 online resource (410 p.)
Classificazione	COM060000TEC041000TEC061000
Disciplina	006.7/54 006.754
Soggetti	Mobile computing Online social networks
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Formato	Materiale a stampa
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Front Cover; Contents; Preface; Acknowledgments; Author Biographies; Chapter 1: Introduction to Mobile Social Networking and Computing; Chapter 2: Multidimensional (Temporal-Spatio-Social) Structural Characteristics of Mobile Social Networks; Chapter 3: User Behaviors and Interaction in MSNs; Chapter 4: Incentive Mechanisms in Mobile Social Networks; Chapter 5: Information Diffusion in Mobile Social Networks; Chapter 6: Mobile Search and Ranking; Chapter 7: Energy-Efficient Mechanisms in Mobile Social Networks; Chapter 8: Privacy, Trust, and Reputation in Mobile Networking and Computing Chapter 9: Economic and Business Models in Mobile Social NetworksChapter 10: Socially Inspired Mobile Networking; Chapter 11: Location-Based Services; Chapter 12: Mobile Social Networking in Proximity; Chapter 13: Mobile Social Networking Development Platforms and Examples; Back Cover
Sommario/riassunto	This book introduces mobile social networking (MSN) and computing from a multi-disciplinary perspective. It covers fundamental theory and key problems in MSN, including characteristics, inner structural relationship, incentive mechanisms, resource allocating, information diffusion, search, ranking, privacy, trust and reputation in MSN. It

reviews various applications and includes analysis on related platforms--
