



THE CHINESE UNIVERSITY OF HONG KONG
Department of Information Engineering

Seminar

Online social network research: a case study of Cyworld

by

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Date : 14 July, 2009 (Tue.)
Time : 2:30pm - 3:30pm
Venue : Room 833, Ho Sin Hang Engineering Building
The Chinese University of Hong Kong

Abstract

In the first part of this talk we present topological characteristics of Cyworld, the largest in Korea and one of the first major SNSs in the world. Cyworld exhibits a degree distribution deviating from the traditional power-law distribution and mixed clustering coefficient and degree distributions. The correlation between the friend relationship and guestbook log activities reveal that the actual interaction between users follows the more traditional social network. As the next step of OSN research we venture to study the evolution of communities. The first problem we face is consistent community identification. In the second part of the talk, we present the consistent community identification problem and our solution to it. We demonstrate through the AS graph and Karate club networks that our algorithm produces meaning results.

Biography

Sue Moon received her B.S. and M.S. from Seoul National University, Seoul, Korea, in 1988 and 1990, respectively, all in computer engineering. She received a Ph.D. degree in computer science from the University of Massachusetts at Amherst in 2000.

From 1999 to 2003, she worked in the IPMON project at Sprint ATL in Burlingame, California. In August of 2003, she joined KAIST and now teaches in Daejeon, Korea. Her research interests are: network performance measurement and monitoring, online social networks, and Future Internet. She served as TPC co-chairs for ACM Multimedia 2004 and ACM SIGCOMM MobiArch Workshop 2007, as general chair for PAM 2009 and in the TPC for INFOCOM 2003-2006, WWW 2007-2009, and ACM SIGCOMM IMC 2004, 2007, and 2009, just to name a few. She is also serving as guest editor for IEEE Network special edition on online social networks and Journal for Network and System Management special issue on New Advances on Measurement Based Network Management.

**** ALL ARE WELCOME ****