Mobile Social Networking: An Innovative Approach-A Book Review

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***Abstract** −* **The objective of this work is the book "Mobile Social Networking: An Innovative Approach", 978-1-4614-8578-0, from Springer Series "Computational Social Sciences" review. Alvin Chin and Daqing Zhang, Editors of this book point briefly its main targets as:**
1. **Identify current problems in Mobile Social Networking and propose possible solutions.**
2. **Provide examples of real-life applications that illustrate mobile social networking.**
3. **Demonstrate real-life data extract from deploying the applications in the field.**
4. **Challenge the widely accepted preconceptions of what mobile social networking is within the industry and academic fields.**

The keywords and the related subjects presented below, also supplied by the Editors, give a complete idea about the subjects dealt with in this book and also on the research methodologies used. An innovative approach to this theme is used. The whole book is written in very correct and accessible English. It sounds scientifically rigorous and exigent. The contributors are leading experts in Mobile Social Networking, with high reputation, from academia and industry. According to the Editors, the target audiences are graduate students and researchers, business professionals and CTO's.

***Keywords** –* Data Mining Mobile Social Networking, Ephemeral Social Network, Future of Social Networking, Location-Based Social Network , Mobile Social Networking Applications, New wave of Social Networks, Social Network Data Analytics, Social Networking Smartphone Apps.

***Related subjects** –* Communication Networks, Complexity, HCI, Signals & Communication.

1.   The review

Mobile Social Networking is something omnipresent nowadays, with an enormous influence in our social life, in a broad sense. But, in general, that influence is noted for us mainly subconsciously and, consequently, the concept is not clear either in our minds or in its formulation through our own words. In the Preface of this book, the Editors Alvin Chin and Daqing Zhang state that:

"We are now entering a new computing era where mobile computing and social networking connect directly through their mobile phones".

It is comparable to:

"Mobile Social Networking is social networking where individuals with similar interests converse and connect with one another through their mobile phone and/or tablet"
(http://en.wikipedi.org/wiki/Mobile_social_network),

but much more poetic.

With this phrase, from an intuitive point of view, the concept becomes clearer. And so we are able to catch how great the influence of this kind of interaction in our life is. It is in fact true that it is one of the, if not even the, symbols of the present time life and, surely, it will be in future.

This is the theme for one of the most important achievements of this book: *"To state the meaning of Mobile Social Networking and to emphasize how omnipresent it is in our life"*. This is pursuit through the whole text.

The Editors point four main targets for this book:

- Identify current problems in Mobile Social Networking and propose possible solutions.

- Provide examples of real-life applications that illustrate mobile social networking.

- Demonstrate real-life data extract from deploying the applications in the field.

- Challenge the widely accepted preconceptions of what mobile social networking is within the industry and academic fields.

That is: simultaneously descriptive and operative.

From the descriptive point of view, in this book, with contributions from sociology, computer science, human-computer interaction and design, it is shown how mobile social networks can be found in user´s physical interactions both with the environment and with others. And also how the users behave around them and how their behavior differs as mobile or traditional online social networks are considered.

From the operative point of view it is shown

1. How applications can be built to provide mobile social networking.
2. The research issues that must be solved to enable this vision
3. How Mobile Social Networking can be used to provide computational intelligence in order to improve daily life in the future.

All this is made through an innovative approach that consists in looking at mobile social networks from the micro point of view: at a particular activity and how this can be recorded and shared easily with online social networks, instead of the usual macro point of view.

The book is composed of ten chapters:

1. Introduction
2. Socially Aware Computing: Concepts, Technologies, and Practices
3. Ephemeral Social Networks
4. Social Behavior in Mobile Social Networks: Characterizing Links, Roles, and Communities
5. Mobile Social Service Design for Special Context
6. Exploiting Personal and Community Context in Mobile Social Networks
7. Enhancing Mobile Social Networks with Ambient Intelligence
8. Data Analysis in Location-Based Social Networks
9. Towards Trustworthy Mobile Social Networking
10. Conclusions

The whole of them make sense all alone and are written in very good and accessible English. They sound scientifically rigorous and exigent.

The contributors are leading experts in Mobile Social Networking, with high reputation, from academia and industry.

According to the Editors, the target audiences are graduate students and researchers, business professionals and CTO's. In fact, the quality of the text makes it accessible either to academics or professionals, either at a beginner or at a senior level.

2. Overall review

This is a wonderful book, innovative, methodological and pedagogical, scientifically rigorous, important in establishing Mobile Social Networks concepts, simultaneously descriptive and operative. Written by highly reputed contributors from academia and industry, it is an essential reading for graduate students and researchers, business professionals and CTO´s. And also for everyone that aims to give the first step in approaching this theme.

References

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