Preface of Special Issue on Social Networks Analysis and Mining

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In this decade, social networking application and social media have become the mainstream of our daily life. Our daily activities almost have been transformed to social media, especially the communication between people. Therefore, a large amount of data has been gathered by unbelievable speed and it becomes a big issue about how to manage and analyze those data. In this special issue, the topic is about social networks analysis and mining, which intends to focus on the mentioned issue above. The four selected papers in this special issue are invited and extended from MISNC 2020 (The 7th Multidisciplinary International Social Networks Conference), which will be introduced as follows.

The first paper of the special issue is entitled “The Online Attention Game for Digital Identity Education: An Exploratory Study” which is authored by Obana et al. In this paper, the authors use the so-called OAG (online attention game) played in a laboratory, classroom setting or remotely. The OAG games are using to study the online posting behavior of young university students and adult researchers. The paper also concluded that OAG was useful for digital identity education even at the difficult time of the COVID-19 pandemic.

Ishimaru et al. proposed a paper and the title is “In-store journey model with purchasing behavior based on in-store journey data and ID-POS data”. In the paper, the authors propose an in-store journey simulation model with purchasing behavior and using agent-based simulation by applying actual in-store customer journey data. The data are collected using the bluetooth beacons and ID-POS. The authors also show that the proposed model and agent-based simulation can be used to predict the effect on sales promotion.

The third paper entitled “Rebuilding Food Supply Chain with Introducing Decentralized Credit Mechanism” is authored by Cui et al. which touches a hot topic about blockchain. In this paper, the authors proposed a decentralized credit mechanism of food supply chain. This paper also shows that the traceability of agricultural

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products based on the blockchain can realize fast and secure authentication permissions and achieve data security.

The last paper is proposed by Chia Sung Yen and the title of the paper is “Application on Mobil Learning by Video Manual-A Study of HRD from Bicycle Manufacturing”. The author used in-depth interviews to investigate both workers and managers in the same manufacturing industry about the effects of applying digital cameras to record and edit the production line equipment. The author concludes that it can promote junior workers’ self-efficacy. The results also show that the use of different language translations can provide simultaneous education and training for workers from different countries. When put digital teaching materials on cloud, it is also very helpful to save more time for employees in the learning process.

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