

Preface

The popularity of various types of Online Social Networks (OSNs) is increasing dramatically. Nowadays, platforms such as Facebook, Twitter, LinkedIn, and YouTube are used in business, education, and social activities by billions of users around the world. In fact, several factors contributed to this ever-increasing popularity. Obviously, many of these platforms mimic real social relationships and give their users the opportunities to communicate over a very convenient online medium, meeting new friends, and sharing a large amount of information. Moreover, OSNs empowered online users with the capability for instant publishing of their own generated multimedia content. In the era of Online Social Media (OSM), publishing for the 'inter' world has become one click away. With less restriction, filtering or censorship, publishing has become very tempting for millions of users. In the context of libraries, social media has an impact on shaping library services and resources. E-publishing is one of the library aspects that can be affected by social media, where the library e-content can be augmented and better shared via social media.

The main aim of this book is to present the current state of the art in the field of e-publishing and social media. The book discusses a relatively new research topic that will be useful to researchers in the area of social media and e-publishing.

The book mainly discusses the role of social media in shaping e-publishing. It includes four main parts; namely, Social Media in Libraries and Information Centers, Social Media and e-publishing Usages in e-learning, Information Retrieval in Social Media, and Information Security in Social Media.

The first part discusses *Social Media in Libraries and Information Centers*, where three case studies are presented. The first chapter of this part reports the experience and recommendations of two librarians in a large U.S. university library for using social media as a library communication tool, especially Facebook and Twitter. The researchers then make recommendations for branch library and subject librarian social media usage. The second chapter discusses a second case study about the impact of social networks on information consumption and usage. The researchers have studied a bibliographic database (e-Marefa) to examine how social media can improve the value of an academic article. The research showed that an

article can be ‘virally’ downloaded and read when shared via social media. The third chapter explains the role that social media had on Wikipedia where analysis of how the presumption of information in social media shaped Wikipedia is explored.

The second part presents new researches in the field of *Social Media and e-Publishing Usages in e-Learning*. The major ideas presented in these research study chapters include how Social Network Sites (SNS) increase the activity and efficiency of e-learning by assessing the risks and advantages of using these networks, how SNS use IPython to support educators in teaching the fundamentals of web scraping, how SNS are used to support the learning and academic activities in universities and how SNS shaped the e-content for the present generation, and how SNS as used more as means of socialization than as a learning medium so that sharing and exchanging information and e-publishing have become the norm; examples include blogs, e-books, e-journals, online newspapers, while digital library usage was relegated to a minor position.

The third part discusses *Information Retrieval in Social Media*. Three chapters are presented to discuss the investigating and designing of new Information Retrieval (IR) models in the context of social media. The first chapter develops a defeasible description logic system that can represent a flexible publication ontology which can support intelligent queries. In the second chapter, authors discuss a retrieval method that can meet users’ requests and handle their diversity by investigating several techniques to support users in searching and navigating the full texts of digitized books and complementary social media in order to enhance the user book search experience. They employed the INEX SBS track which uses professional metadata and user generated metadata (social media content) to enhance the retrieval process for books.

The fourth part of the book covers *Security and Privacy in the Era of Social Media*. It has one chapter which discusses some of the current research in the field of online social networks security. It presents different attacks that are especially relevant to online social networks. Moreover, it highlights some methods and precautions available to tackle these attacks. A discussion of the trade-off between services and security is also given in the light of stakeholders’ rights and responsibilities. Accordingly, authors of the chapters argue that there is a need for suggesting models and technical solutions in the light of the emerging threats highlighted in the chapter. Possible future research directions related to privacy, Sybil attacks, social engineering, spam, malware, and botnet attacks are discussed.

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