

ISSN: 2169-3285

Vol. 4, No. 1, January 2015



# Social Networking



ISSN: 2169-3285



[www.scirp.org/journal/sn](http://www.scirp.org/journal/sn)

# Journal Editorial Board

ISSN Print: 2169-3285

ISSN Online: 2169-3323

<http://www.scirp.org/journal/sn>

---

## Editor-in-Chief

**Prof. Li Weigang**

University of Brasilia, Brazil

## Editorial Board

**Dr. Theo Arentze**

Eindhoven University of Technology, The Netherlands

**Dr. Brent Coker**

University of Melbourne, Australia

**Dr. Alan J. Daly**

University of California, USA

**Dr. Hongjie Liu**

University of Maryland, USA

**Dr. Xiaozhong Liu**

Indiana University Bloomington, USA

**Dr. Miguel Pereira Lopes**

Universidade Técnica de Lisboa, Portugal

**Dr. Jonice Oliveira**

Federal University of Rio de Janeiro, Brazil

**Prof. Virginia Fernandez Perez**

University of Granada, Grenada

**Dr. Santi Phithakkitnukoon**

The Open University, UK

**Dr. Sanjukta Pookulangara**

University of North Texas, USA

**Prof. Sugata Sanyal**

Tata Consultancy Services, India

**Prof. Carlos E. Sluzki**

George Mason University, USA

**Dr. Xiaoxun Sun**

Australian Council for Educational Research, Australia

**Prof. Harry J. P. Timmermans**

Eindhoven University of Technology, The Netherlands

**Dr. M. Rocío Martínez Torres**

University of Seville, Spain

**Dr. Frank E. Tutzauer**

University at Buffalo, USA

**Prof. Shahadat Uddin**

University of Sydney, Australia

**Dr. Shaojung Sharon Wang**

National Sun Yat-sen University, Chinese Taipei

**Dr. Anna Wu**

Pennsylvania State University, USA

**Dr. Shi Zhou**

University College London, UK

## Editorial Assistants

**Dr. Nienke M. Moolenaar**

University of California, USA

**Dr. Adberrahmen Mtibaa**

Carnegie Mellon University in Qatar, Qatar

## Table of Contents

**Volume 4    Number 1**

**January 2015**

**Estimating Vertex Measures in Social Networks by Sampling Completions of RDS Trees**

B. Khan, K. Dombrowski, R. Curtis, T. Wendel.....1

**Mindset Shaping by Media: An Overview of Media Technologies Leading towards Media  
Imperialism in Media Mix**

A. Parashar, G. Sreenivasan.....17

## **Social Networking (SN)**

### **Journal Information**

#### **SUBSCRIPTIONS**

The *Social Networking* (Online at Scientific Research Publishing, [www.SciRP.org](http://www.SciRP.org)) is published quarterly by Scientific Research Publishing, Inc., USA.

#### **Subscription rates:**

Print: \$59 per issue.

To subscribe, please contact Journals Subscriptions Department, E-mail: [sub@scirp.org](mailto:sub@scirp.org)

#### **SERVICES**

##### **Advertisements**

Advertisement Sales Department, E-mail: [service@scirp.org](mailto:service@scirp.org)

##### **Reprints (minimum quantity 100 copies)**

Reprints Co-ordinator, Scientific Research Publishing, Inc., USA.

E-mail: [sub@scirp.org](mailto:sub@scirp.org)

#### **COPYRIGHT**

##### **COPYRIGHT AND REUSE RIGHTS FOR THE FRONT MATTER OF THE JOURNAL:**

Copyright © 2015 by Scientific Research Publishing Inc.

This work is licensed under the Creative Commons Attribution International License (CC BY).

<http://creativecommons.org/licenses/by/4.0/>

##### **COPYRIGHT FOR INDIVIDUAL PAPERS OF THE JOURNAL:**

Copyright © 2015 by author(s) and Scientific Research Publishing Inc.

##### **REUSE RIGHTS FOR INDIVIDUAL PAPERS:**

Note: At SCIRP authors can choose between CC BY and CC BY-NC. Please consult each paper for its reuse rights.

##### **DISCLAIMER OF LIABILITY**

Statements and opinions expressed in the articles and communications are those of the individual contributors and not the statements and opinion of Scientific Research Publishing, Inc. We assume no responsibility or liability for any damage or injury to persons or property arising out of the use of any materials, instructions, methods or ideas contained herein. We expressly disclaim any implied warranties of merchantability or fitness for a particular purpose. If expert assistance is required, the services of a competent professional person should be sought.

#### **PRODUCTION INFORMATION**

For manuscripts that have been accepted for publication, please contact:

E-mail: [sn@scirp.org](mailto:sn@scirp.org)



# Social Networking

ISSN Print: 2169-3285

ISSN Online: 2169-3323

<http://www.scirp.org/journal/sn>

Social Networking (SN) is an open access journal. The goal of this journal is to provide a platform for researchers and practitioners all over the world to promote, share, and discuss various new issues and developments in all areas of social networking.

## Subject Coverage

All manuscripts must be prepared in English, and are subject to a rigorous and fair peer-review process. Accepted papers will immediately appear online followed by printed hard copy. The journal publishes original papers including but not limited to the following fields:

- Benefits of participation in and competition among virtual communities
- Case studies and empirical studies, best practices and lessons learned
- Collaborative work in virtual environments
- Community models, platforms, services, and interactions, multi-channel communities
- Community-related business models
- Cross-cultural, political and economic impact of social networking
- Crowdsourcing through communities
- Effectiveness of social networks
- Evolution of and innovation in social networks
- Gaming communities
- Human computer interfaces, virtual communities, and social networks
- Information dispersion in social networks
- Innovation generation and social networks (e.g. case studies on “wisdom of crowds”, “collective intelligence”, etc.)
- Methodology in networking
- Motivation of participants in social networks
- Networking and health
- Peer-to-peer or mobile services for social networks
- Psychological effects of social networking
- Technology in virtual environments and social networks (hardware and software; peer-to-peer networks; platforms; Web services, SOA, and Web 2.0; and Wiki’s and blogs)
- Use of social network websites in investigations
- Use of social networks in the education
- Use of social networks in the science communities
- User-generated content and customer collaboration in social networks

We are also interested in: 1) Short reports—2-5 page papers where an author can either present an idea with theoretical background but has not yet completed the research needed for a complete paper or preliminary data; 2) Book reviews—Comments and critiques.

## Website and E-Mail

<http://www.scirp.org/journal/sn>

E-mail: [sn@scirp.org](mailto:sn@scirp.org)