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Editorial

The Convergence of New Computing Paradigms and Big Data Analytics Methodologies for Online Social Networks

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Abstract
The emerging in-depth convergence of advanced computing paradigms, social media big data and analytics methodologies, such as social computing, aware computing and situation analytics, seems inherently capable for gaining edge over comprehensiveness, diversity and wisdom for online social networks (OSNs) today. In the big data-enabling social media networks era, those novel computing paradigms and analytics become essential for processing data, mining rules and establishing knowledge. How to employ those the state-of-the-art of computing paradigms, big data analytics methodologies and techniques for OSNs is clearly highlighted and focused, and related works are systematically represented, with discussing a vision on new computing paradigms for OSNs.

1. Introduction

Over past decade, the developments of Web 3.0, Web 4.0 and Science 2.0 have become critical network infrastructure and knowledge platform for all socially organized participating entities (man, machine, group, and even brain-like computer) for exchanging, sharing, contributing a great amount of data, information, knowledge. Meanwhile, the popularity of online social networks tools, platforms, applications and services spurs much more interactions and collaboration at larger scale than ever before. The better leverage of those social big data for improving social network services depends on new computing paradigms and analytics methodologies to a great extent, such as social-sensed multimedia computing, aware computing and situation analytics, and so on. In addition, various forms of attacks constantly occur, including identity theft, social fishing, impersonation attack, hijack, image retrieval and analysis, fake requests, and Sybil and other malicious software attacks (Zhang, 2016). Malicious attacks also came from social bots (Ferrara, 2016). Resolving of all the challenging issue does need more effective and efficient computing and analysis methods.

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