

2015 International Conference on Behavioral, Economic and Socio-cultural Computing (BESC 2015)

**Nanjing, China
30 October – 1 November 2015**



**IEEE Catalog Number: CFP15BES-POD
ISBN: 978-1-4673-8784-2**

TABLE OF CONTENTS

Research on Equity-based Crowdfunding based on Corporate Finance Theory	1
<i>N. Liu, L. Xiang, X. Liu</i>	
A Multi-Label Model To Predict Undisclosed Attributes In Microblogging	6
<i>X. Pan, J. Yang, X. Qiu</i>	
Dynamical Evolution Of An Internet Social Network: A Case Study On An Event Of Protecting Plane Trees In Nanjing, China.....	13
<i>W. Huang, W. Wang, J. Gao, Q. Li</i>	
Popularity Prediction in Microblog Based on LR-DT	18
<i>W. Liu, X. Wang, Z. Cao</i>	
A Graph-based Approach for Semantic Similar Word Retrieval	24
<i>Y. Wang, Y. Gu, J. Zhou, W. Qu</i>	
Learning to Rank Domain Experts in Microblogging by Combining Text and Non-text Features.....	28
<i>L. Qi, Y. Huang, L. Li, G. Xu</i>	
A Situation Information Integrated Personalized Travel Package Recommendation Approach Based on TD-LDA Model.....	32
<i>H. Xiong, Z. Liu</i>	
A Contrast Of The Degree Of Activity Among The Three Major Powers, USA, China, And Russia: Insights From Media Reports.....	38
<i>S. Bi, J. Gao, Y. Wang, Y. Cao</i>	
A Latent Space Perturbation Algorithm for Boolean Matrix Completion based on Weighted Frobenius Norm	43
<i>H. Wang, G. Su, Y. Sun, S. Ye, P. Liao, Y. Sun</i>	
Housing Dynamics with Speculative Expectations.....	47
<i>M. Zheng</i>	
A Hybrid Statistical Approach for Stock Market Forecasting Based on Artificial Neural Network and ARIMA Time Series Models.....	54
<i>R. Ratnayaka, D. Seneviratne, W. Jianguo, H. Arumawadu</i>	
Regulations on the New Medians - Regulatory Regime Construction and Demanded Reforms.....	61
<i>Y. Liu, Q. Yi</i>	
China Momentum and Transparency.....	65
<i>H. Lin, M. Hung</i>	
Research on Ethical Issues in Engineering Practice and Its Countermeasures.....	72
<i>J. Fu, D. Yu, G. Qiu</i>	
Forecast the Price of Chemical Products with Multivariate Data	76
<i>X. Zhang, H. Yin, C. Wang, J. Wang, Y. Zhang</i>	
An Improved Neural Network Algorithm based on Artificial Bee Colony Algorithm and its Application in Sewage Treatment	83
<i>D. Pan, J. Cao</i>	
Discriminative Feature Combination Selection for Enhancing Multiclass Classification	89
<i>A. Song, W. Qian, Z. Wu, J. Zhao</i>	
Experimental Economic Research For Matching Job Positions	96
<i>G. Liao, M. You, G. Wang</i>	
Prediction of Social Mood on Chinese Societal Risk Perception.....	102
<i>Y. Dong, H. Chen, X. Tang, W. Qian, A. Zhou</i>	
An Analysis of New Visitors' Website Behaviour Before & After TV Advertising.....	109
<i>K. Medvediev, S. Berkovsky, G. Xu, Y. Onikienko</i>	
A Survival Analysis Method for Stock Market Prediction.....	116
<i>G. Gao, Z. Bu, L. Liu, J. Cao, Z. Wu</i>	
Aggregation Problem in DSGE Model.....	123
<i>L. Yang, S. Chen, C. Chang</i>	
Cultures of War and Inequality.....	130
<i>E. Tzafestas</i>	
Papers' Similarity Based on the Summarization Merits	137
<i>M. Alli, V. Alli, L. Feng</i>	
Guangzhou Smart City Construction and Big Data Research.....	143
<i>H. Zhang, S. Li, H. Jin</i>	

An Opinion Leader Perceptual Model based on PageRank Algorithm	150
<i>H. Li, S. Huang, G. Sun</i>	
The Design of Web Portable Personalization Framework based on Iterative Profiling Algorithm with Time Unit of Weighted Keywords	156
<i>S. Li, E. Ma</i>	
A Study of Computer Science Majors' Capacity Improvement Relying on Academic Discipline Competitions	163
<i>F. Ye, X. Zhang, F. Bian, J. Wang, S. Fan</i>	
A Hybrid Collaborative Filtering Recommendation Algorithm for Web-based Learning Systems	168
<i>S. Cao</i>	
Economic Policy Uncertainty And Duration Of Export.....	172
<i>Q. Wang, Y. Zhu</i>	
NFC Mobile Intelligent Campus Construction of Nanjing University of Finance and Economics.....	176
<i>X. Wang, N. Liu, Y. Liu, Y. Sun</i>	
Monoplistic Efficiency: A Performance Analysis on the Market Structure of The E-Commerce Industry	180
<i>T. Han, Y. Han</i>	
Balanced Graph Partitioning: Optimizing Graph Cut Based on Label Swapping	184
<i>H. Zhang</i>	
Behavioral Anomaly Detection Approach Based on Log Monitoring	188
<i>S. Du, J. Cao</i>	
Author Index	