

**ICPE2013**

The 5th International Conference on  
Information Capital, Property, & Ethics

Tsurumi University

2013

The 5<sup>th</sup> International Conference on  
Information Capital,  
Property, and Ethics (ICPE)

2013 年情報資本・資産・倫理研究大会

Program and Abstracts



鶴見大学

Tsurumi University



## ORIGIN and PURPOSE

The 5th International Conference on Information Capital, Property, & Ethics (ICPE-2013) is held at Tsurumi University, Yokohama, Japan. Scholars and professionals interested in intellectual property issues, information studies, and international politics are invited to participate in the conference that brings together scholars and professionals from various countries.

The theme of the conference is "Globalizing Intellectual Property: The Geopolitics and Ethics of Information Rights". It is expected that it will lead to our increased understanding of the dynamics of information capital as represented by intellectual property, and how geopolitics affect information ethics. It is also expected that lasting and productive linkages will be developed among the participating scholars from various parts of the world.

The 1st International Conference on Information Capital, Property, & Ethics (ICPE) was held in Shih Hsin University, Taipei in 2008. The ultimate object of conference was to strengthen international academic and cultural exchange in the information studies discipline, and to promote information ethics in the knowledge service profession.

The International Conference on Information Capital, Property, & Ethics (ICPE), which began in 2008 and has rotated annually among the Sister Schools. Since its humble beginnings in Shih Hsin University, the meeting has been held in the following locations:

- Shih Hsin University, Taipei, Taiwan (1st ICPE 2008),
- University of South Florida, Tampa, FL, USA (2nd ICPE2010)
- Sun Yat-sen University, Guangzhou, China (3rd ICPE2011)
- Shih Hsin University, Taipei, Taiwan (4th ICPE2012)
- Tsurumi University, Yokohama, Japan (5th ICPE2013)

**ORGANIZER :**

School of Information, University of South Florida, Tampa, U.S.A.

Department/Graduate Program of Information and Communications, Shih Hsin University, Taipei, Taiwan

Department of Information Management, Peking University, Beijing, China

School of Information Management, Sun Yat-sen University, Guangzhou, China

Department of Library, Archival and Information Studies, Tsurumi University, Yokohama, Japan

**Local Organizing Committee :**

Tomoko HARADA, Takashi NAGATSUKA, Hiroyuki TSUNODA, Kazushi OHYA,  
Fumito IKURA, Akihiro MOTOKI, Hideo KUBOKI

**CONFERENCE DATE and VENUE :**

1st Day : December 6th Friday 2012 at Lecture Hall No.3 and No. 4, Kinenkan,  
Tsurumi University.

2nd Day : December 7th Saturday at Lecture Hall No.3, No. 4, Kinenkan,  
Tsurumi University.

**日程・場所 :**

1 日目 : 2013 年 12 月 6 日 (金) 鶴見大学記念館第 3 講堂・第 4 講堂

2 日目 : 2013 年 12 月 7 日 (土) 鶴見大学記念館第 3 講堂・第 4 講堂

# CONFERENCE PROGRAM

## 会議日程

2013 Conference of Information Capital, Property, and Ethics (ICPE)  
2013 年情報資本・資産・倫理研究大会

Date/日時 : December 6<sup>th</sup> Friday (1st Day )

Place/場所 : Lecture Hall No.3 and No. 4, Kinenkan, 鶴見大学記念館第3,4 講堂 (記念館3階)

Time時間	Session/ Topics /Speakersセッション/テーマ/発表者
12:00-13:00	<b>Registration</b> 会議登録
<b>Lecture Hall No.3, Kinenkan, Tsurumi University</b> <b>鶴見大学記念館第3講堂</b>	
13:00-13:20 (20分)	<p><b>Opening Remarks</b> 開会挨拶</p> <p>Dr. Kiyotaka Kimura President of Tsurumi University 鶴見大学学長 木村清孝</p> <p>Dr. Nobutaka Takada Professor and Dean, School of Literature, Tsurumi University, Yokohama, Japan 鶴見大学文学部長 教授 高田信敬</p> <p>Dr. Shu-Jin Cao (China) Professor and Dean, School of Information Management, Sun Yat-sen University, Guangzhou, China 中国中山大学情報管理学部長 曹樹金博士</p> <p>Dr. Qing-Shan Zhou (China) Professor and Vice Dean, the Department of Information Management, Peking University, Beijing, China 北京大学情報管理学科副所長 周慶山博士</p> <p>Dr. Ming-Shu Yuan (Taiwan) Associate Professor and Director, the Department of Information and Communication, Shih Hsin University, Taipei, Taiwan 世新大学情報コミュニケーション学科長 阮明淑博士</p> <p>Dr. Ismail Abdullahi (USA) Associate Professor, School of Library &amp; Information Sciences, North Carolina Central University, Durham, North Carolina, U.S.A 米国ノースカロライナセントラル大学 図書館情報学部 准教授 イスマイル・アブダラヒ博士</p>
<p>(A) <b>Lecture Hall No.3, 鶴見大学記念館第3講堂</b>    <b>Session I 13:20-14:40</b> <b>Information Ethics (情報倫理)</b></p> <p>(B) <b>Lecture Hall No.4, 鶴見大学記念館第4講堂</b>    <b>Session II 13:20-14:40</b> <b>Data Assets and System (データ資産とシステム)</b></p>	
<p>(A) <b>Lecture Hall No.3, Kinenkan, 鶴見大学記念館第3講堂</b> <b>Session I 13:20-14:40 Information Ethics (情報倫理)</b></p>	

<p><b>Session I</b></p> <p><b>13:20-14:20</b> <b>(60 分)</b></p>	<p><b>Key Note Speaker</b> Topic: <u>“Technology and Human Services in Library and Information Profession (LIP): an Ethical and Moral Dilemma.”</u></p> <p>Dr. Ismail Abdullahi (USA) Associate Professor, School of Library &amp; Information Sciences, North Carolina Central University, Durham, North Carolina, 米国ノースカロライナセントラル大学 図書館情報学部 准教授 イスマイル・アブダラヒ博士</p> <hr/> <p>Topic: <u>“Study of Information Ethics’ Teaching in American LIS Master’s Programs”</u></p> <p>Jiang Xiaonan (China) School of Information Management, Sun Yat-sen University 中国中山大学情報管理学部 大学院生 蒋啸南</p> <hr/> <p><b>Topic:</b> <u>“Know it morally vs. Do it morally: The Ethical Gap of College Students in Informational Norms”</u></p> <p>Dr. Tao-Ming Chuang (Taiwan) Dept. of Information and Communication, Shih Hsin University 世新大学情報コミュニケーション学科准教授 莊道明 博士</p>
<p><b>14:20-14:40</b> <b>(20 分)</b></p>	<p><b>Discussion 討論</b></p>
<p><b>(B) Lecture Hall No.4, 鶴見大学記念館第4講堂</b> <b>Session II 13:20-14:40 Data Assets and System (データ資産とシステム)</b></p>	
<p><b>Session II</b></p> <p><b>13:20-14:20</b> <b>(60 分)</b></p>	<p><b>Key Note Speaker</b> Topic: <u>“Issues on Personal Data Assets Management”</u></p> <p>Dr. Qing-Shan Zhou (China) Professor and Vice Dean, the Department of Information Management, Peking University, Beijing, China 北京大学情報管理学科副所長 教授 周慶山博士</p> <hr/> <p>Topic: <u>“Learning Support System using 3DCG and GIF animation for an intuitive understanding of Braille.”</u></p> <p>Akihiro Motoki (Japan) Associate Professor, Department of Library, Archival and Information Studies, Tsurumi University, Yokohama, Japan 鶴見大学ドキュメンテーション学科 准教授 元木章博</p> <hr/> <p>Topic: <u>“Textual Characteristics based High Quality Online Reviews Evaluation and Detection”</u></p> <p>Dr. Hui Nie, Chengyin Gao and Zhe Rong (China) School of Information Management, Sun Yat-sen University 中国中山大学情報管理学部 准教授 聂 卉 博士</p>

14:20-14:40 (20分)	Discussion 討論
14:40-15:00 (20分)	Tea Break 休憩 (記念館3Fセミナールーム)
(C) Lecture Hall No.3, 鶴見大学記念館第3講堂 Session III 15:00-16:20 Library and Research (図書館と研究)	
Session III 15:00-16:00 (60分)	<p><b>Key Note Speaker</b></p> <p>Topic: <i>“The Propagation and Its Impact of Japanese Library Science Ideology in China”</i></p> <p>Dr. Yantao Pan and Dr. Huanwen Cheng (China) Professor, School of Information Management, Sun Yat-sen University 中国中山大学情報管理学部 教授 潘燕桃 博士・図書館長 教授 程煥文博士</p>
	<p>Topic: <i>“The factors of research activities in countries derived from the number of articles in each subject field and researcher's affiliate”</i></p> <p>Dr. Hiroyuki Tsunoda Professor, Department of Library, Archival and Information Studies, Tsurumi University, Yokohama, Japan 鶴見大学ドキュメンテーション学科 教授 角田裕之 博士</p>
	<p>Topic: <i>“Understanding users’ library mobile device application needs”</i></p> <p>Dr. Nei-Ching Yeh (Taiwan) Professor, Department of Information &amp; Communications, Shih Hsin University 世新大学情報コミュニケーション学科 教授 葉乃靜 博士</p>
16:00-16:20 (20分)	Discussion 討論
(D) Lecture Hall No.4, 鶴見大学記念館第4講堂 Session IV 15:00-16:20 Library and Information Literacy (図書館と情報リテラシー)	
Session IV 15:00-16:00 (60分)	<p>Topic: <i>“Curriculum Development of Information Literacy in University – Experience of Shih Hsin University (2009-2013)”</i></p> <p>Dr. Chih-Feng P. Lin (Taiwan) Associate Professor, Department of Information &amp; Communications, Shih Hsin University 世新大学情報コミュニケーション学科 林志鳳 博士.</p>

	<p>Topic: <u>“A warm color emerged: the Private libraries in Cities”</u></p> <p>Dr. Wang Zizhou  Professor and Vice Dean, the Department of Information Management,  Peking University, Beijing, China  北京大学情報管理学科副所長 教授 王 子舟 博士</p>	
	<p>Topic: <u>“An Analysis of Public Library Service Standard of China: An Information-rights Point of View”</u></p> <p>Dr. Zhou Yi  Associate Professor, School of Information Management, Sun Yat-sen University  中国中山大学情報管理学部 准教授 周 旖博士</p>	
<b>16:00-16:20</b> (20 分)	<b>Discussion 討論</b>	
<b>Lecture Hall No.3, 鶴見大学記念館第3講堂</b>		
<b>16:30-17:00</b> (30 分)	<b>One Minute Speech by Poster Presenters</b>	
<b>Seminar Room, 鶴見大学記念館セミナー室 (3F)</b>		
<b>17:00-17:50</b> (50 分)	<b>Poster Session</b>	
<b>Kinenkan 1F, 記念館1階食堂</b>		
<b>18:00-19:30</b> (90 分)	<b>Welcome Reception レセプション 記念館1階食堂</b>	

Date/日時 : December 7<sup>th</sup> Saturday (2nd Day)

Place/場所 : Lecture Hall No.3, No 4.Kinenkan, Tsurumi University 鶴見大学記念館第3講堂、第4講堂 (記念館3階)

Time時間	Session/ Topics /Speakersセッション/テーマ/発表者	Session Chairs司会者
9:30-10:00	Registration 会議登録	
(E) Lecture Hall No.3, 鶴見大学記念館第3講堂 Session V 10:00-11:20 Library and Legal Challenges 図書館とリーガルチャレンジ		
Session V 10:00-11:00 (60分)	<b>Key Note Speaker</b> Topic: <i>“The Internet of Things: Privacy, Security, and Legal Challenges”</i>  Dr. John N. Gathegi (USA) Professor, School of Information, School of Mass Communications, University of South Florida, U.S.A. 米国南フロリダ大学 情報学部・マスコミュニケーション学部教授 ジョン・ガシギ博士	
	Topic: <i>“China's "985" library Copyright Policy Survey”</i>  Professor Chunrong Luo (China) Sun Yat-sen University Library, Guangzhou, China 中国中山大学図書館 教授 罗春荣 博士	
	Topic: <i>“The Propagation of Library Rights Ideology in China: A Case Study on Library Rights.”</i>  Dr. Jingzhu Wei (China) Associate Professor, School of Information Management, SYSU, Guangzhou, China 中国中山大学情報管理学部 准教授 韦景竹 博士	
11:00-11:20 (20分)	Discussion 討論	
(F)Lecture Hall No.4, 鶴見大学記念館第4講堂 Session VI 10:00-11:20 Digital Curation and Copyright デジタル・キュレーションと著作権		
Session VI 10:00-11:00 (60分)	<b>Key Note Speaker</b> Topic: <i>“The application of digital content curation”</i>  Dr. Ming-Shu Yuan (Taiwan) Associate Professor and Director, the Department of Information and Communication, Shih Hsin University 世新大学情報コミュニケーション学科長 教授 阮明淑博士	



	<p>Topic: <u>“A Survey of Copyright Statements on Digital Collections of College Libraries: Whether They Can Play a Role in Avoiding Copyright-infringement Behaviors?”</u></p> <p>Dr. Tang Qiong (China) Associate Professor, School of Information Management, Sun Yat-sen University 中国中山大学情報管理学部 准教授唐琼 博士</p>
	<p>Topic: <u>“Intellectual Property Rights during Digital Preservation: A Case Study of Copyright Management in HathiTrust”</u></p> <p>Gao Ya (China) School of Information Management, Sun Yat-sen University 中国中山大学情報管理学部 大学院生 高雅</p>
11:00-11:20 (20 分)	<b>Discussion 討論</b>

11:20-11:40 (20 分)	<b>Tea Break 休憩 (記念館3Fセミナールーム)</b>
11:20-13:00 (100 分)	<b>Poster Presentation (記念館3Fセミナールーム) and Lunch</b>

**(G)Lecture Hall No.3, 鶴見大学記念館第3講堂 Session VII 13:30-14:30 Knowledge Resources and Copyright 知識資源と著作権**

<b>Session VII</b>  <b>13:30-14:30</b> <b>(60 分)</b>	<p><b>Key Note Speaker</b></p> <p>Topic: <u>“Study on Copyright of In-depth Aggregation of Network Information Resources”</u></p> <p>Dr. Shu-Jin Cao (China) Professor and Dean, School of Information Management, SYSU, Guangzhou, China 中国中山大学情報管理学部長 曹樹金博士.</p>
	<p>Topic: <u>“Ethical issues and indigenous knowledge production and use in sub-Saharan Africa in the 21st century”</u></p> <p>Dr. E Ondari-Okemwa (South Africa) Professor and Head: Department of Library and Information Science, University of Fort Hare, South Africa 南アフリカ フォートフェア大学 図書館情報学科 主任 教授 エズラ オンドリ・オケンワ博士</p>
	<p>Topic: <u>“Case Study on Intellectual Property of Network Information Resources In-depth Aggregation in Domestic and Overseas in recently year”</u></p> <p>Gu Tinghua (China) School of Information Management, Sun Yat-sen University 中国中山大学情報管理学部 大学院生 古婷骅</p>

14:30-14:50 (20分)	Discussion 討論	
(H)Lecture Hall No.4, 鶴見大学記念館第4講堂 Session VIII 13:30-14:30 Knowledge sharing 知識共有		
Session VIII 13:30-14:30 (60分)	<p>Topic: <u>“Effective knowledge sharing mechanism in knowledge communities”</u></p> <p>Dr. Yang XU and Shigeo SUGIMOTO (China, Japan) Associate Professor, Dept. of Information Management, Peking University. 北京大学情報管理学科准教授 徐扬 博士</p>	
	<p>Topic: <u>“A Study on Retrieve and Archive of Web pages”</u></p> <p>Dr. Shien-Chiang Yu (Taiwan) Professor, the Department of Information and Communication, Shih Hsin University 世新大学情報コミュニケーション学科教授 余顯強 博士</p>	
	<p>Topic: <u>“On the Idea Evolution of Social Vulnerable Groups’ Rights of Accessing Public Information Services in China: In the Sight of the Southern Weekend Newspaper (1984-2012)”</u></p> <p>Dr. Jing Zhang (China) Associate Professor, School of Information Management, Sun Yat-sen University 中国中山大学情報管理学部 准教授 张靖 博士</p>	
14:30-14:50 (20分)	Discussion 討論	
<i>Lecture Hall No.3, Kinenkan, Tsurumi University 鶴見大学記念館第3講堂 (記念館3階)</i>		
15:00-15:20 (20分)	Closing Remarks 会議のまとめ 閉会挨拶	

## SPEAKERS

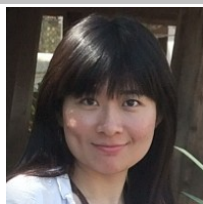
### 講演者

Speakers/Position	講演者/所属	Nationality
	<p>Dr. Ismail Abdullahi</p> <p>Associate Professor, School of Library &amp; Information Sciences, North Carolina Central University, Durham, North Carolina, U.S.A 米国ノースカロライナセントラル大学 図書館情報学部 准教授 イスマイル・アブダラヒ 博士</p>	United States of America
	<p>Dr. Shu-Jin Cao</p> <p>Professor and Dean, School of Information Management, SYSU, Guangzhou, China 中国中山大学 情報管理学部長 曹樹金 博士</p>	China
	<p>Dr. Tao-Ming Chuang</p> <p>Dept. of Information and Communication, Shih Hsin University 世新大学 情報コミュニケーション学科 准教授 莊道明 博士</p>	Taiwan
	<p>Dr. John N. Gathegi</p> <p>Professor, School of Information, School of Mass Communications, University of South Florida, U.S.A. 米国南フロリダ大学 情報学部・マスコミュニケーション学部教授 ジョン・ガシギ 博士</p>	United States of America
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鶴見大学 ドキュメンテーション学科 准教授 元木章博

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China

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世新大学 情報コミュニケーション学科長 阮明淑 博士

Dr. Qing-Shan Zhou

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Professor and Vice Dean, the Department of Information Management, Peking University, Beijing, China

北京大学 情報管理学科副所長 教授 周慶山 博士

# Acknowledgement and Appreciation

## 謝 辭

The success and final outcome of the 5th Information Capital, Property, and Ethics (ICPE 2013) required a lot of guidance and assistance from many people and we are extremely fortunate to have got this all along the completion of our project work. Whatever we have done is only due to such guidance and assistance and we would not forget to thank them.

The conference sponsors, Shih Hsin University, Peking University, Sun Yat-sen University and Tsurumi University, are an invaluable part of our success. The support and funding they provide allow us to create the best conference experience possible for attendees and partner affiliates.

We, Local Organizing Committee of the 5th ICPE 2013, respect and thank Dr. Kiyotaka Kimura, President of Tsurumi University, Dr. Nobuko Maeda, Vice President of Tsurumi University and a director of Tsurumi University Center for International Exchange and Dr. Nobutaka Takada, Professor and Dean, School of Literature, for giving us an opportunity to do the project work in the 5th ICPE 2013 and providing us all support and guidance which made us complete the project on time. We are extremely grateful to them for providing such a nice support and guidance though they had busy schedule managing the university affairs.

We would not forget to remember academic staffs of Tsurumi University for their unlisted encouragement and more over for their timely support and guidance till the completion of our project work.

We are thankful to and fortunate enough to get constant encouragement, support and guidance from all Teaching staffs of School of Literature which helped us in successfully completing our project work. Also, we would like to extend our sincere regards to all technical-support staff of department of Library, Archival and Information Studies for their timely support.

Tomoko HARADA  
Head of Local Organizing Committee  
Professor and Chair,  
Department of Library, Archival and Information Studies,  
Tsurumi University

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## **Technology and Human Services in Library and Information Profession (LIP): an Ethical and Moral Dilemma**

**Ismail Abdullahi**

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In today's library and information profession, more and more technologies are being used to access, organize, and provide services. These technologies take many forms, such as computers, the Internet, and web and digital services, and the list is increasing; even more technologies will be used in the future. The emergence and development of these technologies have provided many opportunities for both libraries and users in terms of access and networks. However, they have also come with unexpected challenges and ethical and moral dilemmas regarding the way information is accessed and used. These concerns include privacy, censorship, authenticity of information, intellectual property, the digital divide, and ethical and cultural issues that affect the socio-cultural life of every user. These concerns also lead to the following questions: Are we surrendering our human culture to technological culture? With more and more human services being taken over by technology, where does this lead us? This paper will examine the integration and use of technologies in libraries and how they have affected the social relations of libraries and users, as well as the ethical and moral dilemmas they have created.

## **Study of Information Ethics' Teaching in American LIS Master's Programs**

**Jiang Xiaonan**

School of Information Management,  
Sun Yat-sen University, Guangzhou, China

Information ethics education is considered as a significant element in Library and Information Science (LIS) field. The American Library Association (ALA)'s first consideration of a formalized code of the ethics dates to 1930, with its suggested code of ethics, and with subsequent statements, revisions, or developments in 1939,1975,1979,1981 1995 and 2008. Despite many LIS programs claims to put information ethics education into practice, few papers have examined how they accomplished the goal.The study gives an overview of the information ethics content and teaching methods used in conveying the information ethics content via courses in fourteen of Library and Information Masters' programs. The paper collects data from all fifty ALA-accredited Master's programs' websites, all the materials about the Information Ethics (IE) course :class schedules, course descriptions and course syllabus (usually have basic course information, instructor information, catalog description, objectives, course title, perquisites, requirements, teaching methods, textbooks, reference and assignments) are target. The findings of the research are: Twenty-eight percent (14 of 50) of the ALA-accredited Master's programs have comprehensive IE courses, however, only two of them consider IE course as core course. There are four schools offering IE course in top ten. Mainly four steps of the IE education in teaching area: production, storage, access and dissemination of information and other issues related of them. It covers about five parts: basic theories, policy and society, codes and information ethics of information sources and services, case studies and other relevant elements of information ethics. Teachers or educators usually take group or individual study, value-clarification and role-playing in their single school. Collaboration in teaching brings a new landscape in developing the IE courses. Finally, the author points out that the contents of the course should be divided into four parts (analyze tools and methodology, information ethics in library and information career, information ethics policy and localization and internationalization of information ethics); Information ethics courses should be set up to all educational levels in any places; teachers must build a free teaching environment to allow different ideas come out and then lead them in direct way.

**Know it morally vs. Do it morally**  
**: The Ethical Gap of College Students in Informational Norms**

**Tao-Ming Chuang**

Department of Information and Communication,  
Shih Hsin University, Taipei, Taiwan

University education is not only to foster qualified manpower, but also to be the final stage of formal education for students before entering society. The quality levels of university students will influence a social development in the future. In the information society, students utilized information and communication technologies to complete their academic works under the requests of information ethics, regulations, and laws. Are college students aware of the contents of information ethics, access regulations, and laws in their usage? Do college students behave what they knew to abide the norms, regulations, and the law of information in their actual behavior? The ethical gap is the difference between what you want to be and what you actually be in ethical issues. The purpose of the study is to survey the ethical gap of college students in information norms and regulations including information privacy, computer usage, fair use, and academic ethics. Questionnaire surveys in 2008 and 2013 were conducted in the Department of Information and Communications at the Shih Hsin University in Taiwan. The ethical gap of college students commonly existed in their information behaviors. The new generation of college students, enrolled in the academic year of 2013, was more willing to fulfill the information norms in actual behavior than the old generation students, enrolled in the academic year of 2008.

## **Issues on Personal Data Assets Management**

**Qing-Shan Zhou**

Department of Information Management,  
Peking University, Beijing, China

Personal data is a valuable assets resource in the mobile communication era, and how to collect, organize, store, analyze , service for utilization of the resource has become an important issue, therefore, we need to take systematic research for scientifically establishing resource management systems such as gathering information policy, information organization model, data storage security, data mining and analysis technology and services regulation and information ecosystem ,also the data literacy and ethics as well.

## **Learning Support System using 3DCG and GIF animation for an intuitive understanding of Braille**

**Akihiro MOTOKI**

Department of Library, Archival and Information Studies,  
Tsurumi University, Yokohama, Japan

Braille is a series of raised dots that can be read with the fingers by people who are blind or whose eyesight is not sufficient for reading printed material. The letter is represented by patterns of raised 6 dots. Visually impaired persons spontaneously can use Braille as one of methods for read and write. Supporters of visually impaired persons must have both the ability of Braille for read and write and to communicate well with the visually impaired persons. The display of Braille is the 2-dimensional only. Little attention has been given to how to express Braille. It is discussed about the importance of a representation of Braille on 3-dimensional. The purpose of this study is to develop the learning support system (LSS) using 3DCG and GIF animation for an intuitive understanding of Braille. Two new features of which each student can learn how to read and write Braille with 3DCG and also can learn by watching GIF animation to display the contents about “mirror image”, were added to the existing LSS.

## **Textual Characteristics based High Quality Online Reviews Evaluation and Detection**

**Hui Nie<sup>1)</sup>, Chengying Gao<sup>2)</sup> and Zhe Rong<sup>1)</sup>**

- 1) School of Information Management, Sun Yat-sen University, Guangzhou, China
- 2) School of Software, Sun Yat-sen University, Guangzhou, China

With the rapid growth of internet, a wealth of product reviews has been spread to the web. The user-generated on-line information varies greatly in quality, which making harder for review readers to identify the most useful reviews and understand the true underlying quality of a product. In this paper, we studied the problem of evaluating and detecting high-quality product reviews. We particularly examined how the textual aspect of a review affects the perceived usefulness of it. Based on a real-world data set, our results indicate that the text-specific characteristics are significantly associated with the perceived helpfulness of reviews. A review is perceived to be useful if the content of the review focusing on the given subject, with rich information and being moderately expressed in subjective ways.



# **The Propagation and Its Impact of Japanese Library Science Ideology in China**

**Yantao Pan and Huanwen Cheng**

School of Information Management,  
Sun Yat-sen University, Guangzhou, China

This paper discusses how Japanese library science ideology had been propagated in China at the end of 19th century and the beginning of 20th century, from the perspectives of the introduction of the phrase of “图书馆” into China from Japan, the translations of Japanese works and papers in library science, and the studies on the development of library science and Japanese library scientists and their thoughts. This study also reveals the impacts Japanese library science ideology had on the development of library science and librarianship in China. Research methods employed in this paper include content analysis, documentary research and historical analysis.

**The factors of research activities in countries derived from the number of articles in  
each subject field and researcher's affiliate**

**Hiroyuki TSUNODA**

Department of Library, Archival and Information Studies,  
Tsurumi University, Yokohama, Japan

## **Understanding users' needs for library mobile device application**

**Nei-Ching Yeh**

Department of Information and Communications,  
Shih Hsin University, Taipei, Taiwan

As the growing of smart phone ownership, the mobile information service is becoming popular. Thus, no one should underestimate the potential of mobile internet and mobile app. However, what do people of Taiwan do with their mobiles? How do they use smart phone, especially the mobile application, to satisfy their information needs? The study about mobile device information service or mobile application needs is seldom in Taiwan. We believe that it is important to investigate library user's mobile information behavior and mobile application needs before proposing the library mobile information service. Understanding the why requires a deeper picture of what drives people to incorporate mobile Internet access into their daily lives. This paper reports on a diary and deep-interview study performed to better understand library user's mobile information behavior, and focused on their mobile device application needs. The author is seeking answers to help improve the development of mobile service and speed adoption of library mobile information services. The contributions of this study are twofold: First, we could utilize the experienced mobile device users have about good mobile services and applications to provide new adaptive service for library users. Secondly, we could provide suggestions about what kinds of mobile applications which library can provide for users to promote their service.

**Curriculum Development of Information Literacy in University  
– Experience of Shih Hsin University (2009-2013)**

**Chihfeng P. Lin**

Department of Information & Communications,  
Shih Hsin University, Taipei, Taiwan

Course of Information Literacy was originated as introduction of library's services as called Bibliography Instruction (BI), then it was included as required course by Department of Information & Communication which was transformed from Library and Information Science that contains with experts of LIS services as teaching force. The College of Journalism and Communication assigned the course as a required course for college students to enhance students' capability of collecting and organizing information. The course is now a required course campus-wide. Challenges and hurdles of imparting the course of Information Literacy in the university occurred and solutions were conducted. This paper describes the development of the course, the path of teaching and learning, and as part of university's curriculum development.

## **A warm color emerged: the Private libraries in Cities**

**Wang Zizhou**

Department of Information Management,  
Peking University, Beijing, China

In the recent decade, private libraries in cities have developed very rapidly. There are all kinds of them. Some are of public welfare, some are semi-nonprofit. Some are traditional libraries, some are network libraries. Some are rooted for the inheritance of knowledge & culture, some are aiming at providing information & knowledge service to the community residents. Some are specialized for certain types of readers, some are public for reading promotion. Although the forms and operations of private libraries in cities are different, their functions are in common. Besides the main role in both dissemination of information & knowledge and social education, they also mainly focus on the construction of public space which bring cultural vitality to the development of cities. It is worth mentioning that some private libraries have become the emerging cultural landmarks in the city.

## **An Analysis of Public Library Service Standard of China : An Information-rights Point of View**

**Zhou Yi**

School of Information Management,  
Sun Yat-sen University, Guangzhou, China

Public Library Service Standard (GB/T28220—2011) was published by General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China (AQSIQ), and Standardization Administration of the People's Republic of China (SAC) on May 1st, 2012, which is the first national service standard about public culture, and also the first in library standard system of China. The Standard includes 8 parts: area of application, standard files cited, items and definitions, general rules, resources, efficiency, promotion, supervision and feedback. The standard bases on the construction of public cultural service system covering the whole of society, and focusing on building public library service system with the main line of provinces, cities, counties, towns and villages. Meanwhile, the standard identifies the basic principle of basic service free, and defines the rights and duties of the various levels of government, directors and librarians, and users. By analyzing the Public Library Service Standard in the view of information-rights point, the paper thinks that the indices of the standard reflect the Chinese social cognition for the public library which is an information center, a culture center, and a facility for social education and leisure. But the standard evaluates public libraries by quantitative methods and pays attention to the input of public libraries. The ideas and method of the evaluation is different from the international trend. From the beginning of 1970s, the new trend encourages public libraries to develop and implement individual plans based on needs of the local community. The changes indicate the transformation from the input to output model library as well as from national standards to local standards based on the community needs. From this perspective, Public Library Service Standard doesn't emphasize the measurement of the effectiveness of library services and the needs of the local community. However, the ideas and method of the standard takes full account of the current actual level and conditions of economy, culture and social development of China. There are several phases of protecting citizen's information rights. And at this stage, the urgent priority for China is establishing public library service system.

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December 7<sup>th</sup> Saturday 12 月 7 日 (土)

## **The Internet of Things: Privacy, Security, and Legal Challenges**

**John N. Gathegi**

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Tampa, USA.

The Internet is an essential backbone that allows the creation of a ubiquitous digital environment, enabling various multimedia to work seamlessly together. Already, a trend in Internet-connectivity of non-traditional devices is emerging, creating a world of new intelligence around us, the so-called ambient intelligence or the “Internet of Things”. The Internet of Things suggests major challenges in, among other areas, privacy, security, and the law. This paper focuses on the likely impact of the Internet of Things in these areas, and concludes that the notions of privacy, security, and even the law are going to be stretched considerably in attempting to meet the challenges spawned by this new environment.



## **China's "985" library Copyright Policy Survey**

**Chunrong Luo**

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The University Library is fully committed to continuing its support for teaching, research and private study in the University. The academic library is a resource for the provision of information and scholarly literature in a variety of formats for the benefit of the University community. Keeping Copyright balance is one of the functions of academic library, the library and the implementation and maintenance of negative copyright law and meet the public demand for knowledge and information dual functions. The library copyright policy is a declaration made by the library to show the fact that library respect the copyright owners intellectual property, on the other hand, it has become a necessary behavior guide for library workers and readers to avoid breaking, or infringing, the intellectual property and copyright laws. This paper investigates and analyzes the main contents and the scope of protected works of the copyright policy. Then it compares and analyzes the advantages and disadvantages of the copyright policies of 985 University libraries from seven aspects, including the copyright ownership, legal basis, right confirmation, fair use, infringement, remedy measures and disclaimer. Finally, Authors propose recommendations for improvement.

## **The Propagation of Library Rights Ideology in China : A Case Study on Library Rights**

**Jingzhu Wei**

School of Information Management,  
Sun Yat-sen University, Guangzhou, China

Public interest has clear and rich contents and has a close relationship with the national interest, group interest and individual interest. The public interest of copyright system include: order and flourish of the science and culture undertakings; free flow of ideas and information; basic public democratic and cultural rights embodiment in copyright; society morality ethics; the interests of vulnerable groups. Chinese Copyright Law is experiencing the third amendment after two amendments in 2001 and 2010. This amendment is a node of Chinese Copyright Law from the "passive adjustment" to "initiative arrangement". In the process of copyright law amendment, various stakeholders are intensely lobbying, so copyright law is undergoing collision from various interests. How to ensure the rationality of copyright law, and make people pick up the belief of the copyright system is very important. This paper considers that Chinese copyright law should firmly go down the direction of public interest in the process of this and later amendments.

## **The application of digital content curation**

**Ming-Shu Yuan**

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Shih Hsin University, Taipei, Taiwan

The rise of internet and social media with rapid growth in digital information; the quality merits and difficult true result in changes of information dissemination and information sharepocalypse. Digital content curation originated from the demand on information selecting and sharing of internet community, based on curators' aesthetics, values and personal tastes to build up relevant contents from personal interested topics or hot issues and presented in blogs, websites or platforms by providing links and evaluate the original source. Through curatorial process with manual or semi-automatic mechanisms screening a large amount of digital information to extract clear and useful information which is useful to community for information dissemination, sharing, learning, seeking answers, exchanges, social networks, and reputation enhancement. The rapid expanding on curation tools and platforms is also speeding up the development of digital content curation. The common methods on digital content curation including aggregation, distillation, elevation, mash-up, and chronology. This research will introduce applications for library and magazines publishers. It will also share the experience of curation workshops related to the applications.

## **A Survey of Copyright Statements on Electronic Resources of College Libraries: Whether They Can Play a Role in Avoiding Copyright-infringement Behaviours?**

**Qiong Tang<sup>1)</sup>, Danni Liang<sup>2)</sup> and Xiaowen Chen<sup>1)</sup>**

- 1) School of Information Management, Sun Yat-sen University, Guangzhou, China
- 2) Department of Information Management, Peking University, Beijing, china.

This paper will examine the copyright statements attached to electronic resources provided by college libraries, to determine how often they are present and analyze the content of those statements for common themes. The data will tell us that how well libraries are meeting their obligations in this realm. And then, it will explore common copyright-related problems that arise when end users use digital library resources. A total of one-hundred and fifteen college libraries' websites of universities sponsored by 211 Project in the People's Republic of China were examined. Particular attention was paid to whether the libraries are meeting their obligation to educate users about their rights by including information about fair use and problematic copyright-infringement behaviours. And then, notices published on libraries' websites about students' copyright-infringement behaviours were documented, and three librarians in charge of the electronic resources were interviewed regarding student-users' problematic copyright-infringement behaviours that they often encountered. Of the one-hundred and fifteen libraries surveyed, seventy-seven libraries (66%) have copyright statements, and most of them relates to licensed electronic resources. There are, indeed, common elements among statements. They can be grouped, roughly, into five common themes: purpose or basis of copyright statement, authorized users, fair use, copyright-infringement behaviours, remedy measures and disclaimer. Only about seventeen percent of the statements explained the two terms "fair use" and "authorized users" in detail. And some of these statements were frequently vague or misleading, about sixty-six percent of the respondents didn't explain what is systematic downloading. Of the seventy-seven libraries which provide statements, thirty-one libraries published notices about users' copyright-infringement behaviours. Combined with the librarian-interview results, we found that end users' problematic behaviours included systematic downloading, distribution to unauthorized users, and going beyond fair use. Librarians and libraries should take some measures to solve these problems. For example, copyright statements on digitalized collections should be improved, The content of copyright statements needs to be more clear, precise and avoiding ambiguity, copyright education should be delivered along with or imbedded in the general library-use education or information-literacy programs, and copyright librarians should be established to handle the library copyright issues.

**Intellectual Property Rights during Digital Preservation:  
A Case Study of Copyright Management in HathiTrust Digital Repository**

**Gao Ya**

School of Information Management,  
Sun Yat-sen University, Guangzhou, China

HathiTrust was launched in 2008 as a joint project of now over 60 research libraries to preserve and provide access to millions of their digitized holdings. Legal changes concerning management and use of digitized collections have taken place during the past decades. In this context, libraries and information institutions are faced with more obligations and constraints when providing access to their materials. This paper examines the designed infrastructure, as well as technical and legal strategies employed in the process of HathiTrust's copyright management, which can be generally described as rights determination, lawful uses and access determination. The rights determination can be fulfilled through both automatic and manual approaches. Each volume is given a copyright status according to its bibliographic metadata before getting ingested into HathiTrust repository, and the records of rights status is stored in the rights database where later manual determination or access control can override the previous status. During the manual rights determination phase, some in-copyright works that are reviewed by staff can be determined to be in public domain. In addition, certain in-copyright volumes can be made available to users with access permissions, third-party agreements, fair uses and other legal interpretations. Since the exercises of libraries to make information as available as possible must be balanced with the acknowledgement and honour of intellectual property rights, the copyright management of HathiTrust really stands out as a forward-looking attempt in the area of digitized material copyright issues. Using HathiTrust as a case study, this paper also hopes to provide a better picture of its strategies and other digital preservation projects can learn from its practice.

# **Study on Copyright of In-depth Aggregation of Network Information Resources**

**Shu-Jin Cao**

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Sun Yat-sen University, Guangzhou, China

In-depth aggregation of network information resources is most likely to be an important direction of digital information organization and a hot topic of academic field. There have been several related national research projects in China in recent years. However, there are just few research on the copyright issues of network information resources in-depth aggregation. This paper analyzes the copyright risk in different modes of in-depth aggregation and discusses the circumvent strategies based on the definition of in-depth aggregation of network information resources and in the framework of China Copyright Law, Information Network Transmission Right Protection Regulation and international intellectual property conventions China has joined. Meanwhile, this paper will propose suggestions of perfecting digital copyright protection rules of China according to thereasonable needs of in-depth aggregation of network information resources.

## **Ethical issues and indigenous knowledge production and use in sub-Saharan Africa in the 21st century**

**E Ondari-Okemwa**

Department of Library Information Science,  
University of Fort Hare, South Africa

This paper addresses the ethical issues which relate to the sharing, use, access, research and personal as well as social benefit of indigenous knowledge produced in sub-Saharan Africa. Close to two decades into the 21st century, which supposedly ushered in the “knowledge/information society,” communities in sub-Saharan Africa still depend on indigenous knowledge to have access to information which they use for making crucial decisions and solve day-to-day critical problems. In the information age, indigenous knowledge may be the only source of information that communities and individuals in sub-Saharan Africa have control over and are comfortably familiar with. Indigenous knowledge is recognized as having relevance to sub-Saharan Africa’s people’s daily life, economic development, cultural preservation and political transformation which may lead to poverty reduction in the region that is categorized as one of the least developed, if not the least developed in the world. Important as indigenous knowledge is to communities in sub-Saharan Africa, the issues of ethics relating to access and use of the knowledge do not feature prominently. The broad objectives of this paper include examining the ethics that should be observed when producing indigenous knowledge in sub-Saharan Africa; how the knowledge should be shared ethically; who should have access to the knowledge; find out the extent to which research findings in indigenous knowledge may be used to address local concerns such as projects in health, agriculture and education in sub-Saharan Africa; economic, technical, cultural and political development in sub-Saharan Africa. Methods for collecting data for the paper will included a review of available relevant literature, seeking views of a few indigenous knowledge practitioners, and the author’s knowledge of indigenous knowledge systems in sub-Saharan Africa. Findings of the study suggest that a number of ethical issues relating to indigenous knowledge produced in sub-Saharan Africa are still contentious.

## **Case Study on Intellectual Property of Network Information Resources In-depth Aggregation in Domestic and Overseas in Recently Year**

**Gu Tinghua**

School of Information Management,  
Sun Yat-sen University, Guangzhou, China

The purpose of this paper is to analysis the identification and limitation of copyright infringement liability of the internet service provider under internet environment base on the network information resources in-depth aggregation. Network information resources in-depth aggregation and intellectual property, two highly popular topics in network information resources discussions, because of the network information resources have obvious features such as multi-source, cross-border, and intellectual property also have the salient features of territoriality, network information resources in-depth aggregation needs to comply with the national intellectual property law which are the copyright works belongs to. Copyright Law of the People's Republic of China and Information Network Transmission Right Protection Regulation as direct legal basis for network information resources in-depth aggregation in China. This paper selecting several intellectual property dispute cases involved the network information resources in-depth aggregation in recent years, and from three perspectives to analyzing, including the main points from the cases, the focus dispute in the cases, and the impacts on network information resources in-depth aggregation. These cases include both at domestic and external, in order to adapt to the territoriality characteristics of intellectual property. In the conclusion part of this paper, based on the case study, summarize the network information resources in-depth aggregation of legal problems involved, and on the basis of the summary to discusses the circumvent strategies, guarantee the in-depth aggregation behavior within the law.



## **Effective knowledge sharing mechanism in knowledge communities**

**Yang XU<sup>1)</sup>, Shigeo SUGIMOTO<sup>2)</sup>**

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2) Research Center for Knowledge Communities, University of Tsukuba, Tsukuba, Japan

Knowledge sharing is an important issue of management of knowledge communities. In the recent years, a variety of knowledge communities have emerged, and effective knowledge sharing mechanism can be very helpful to improve the knowledge communities' performance. This paper analyses the features of modern knowledge communities and proposes knowledge sharing mechanism and management strategies. Knowledge sharing processes in knowledge communities are studied quantitatively, considering how different factors can affect knowledge sharing results and how to improve knowledge community performance. Some interesting results are inferred from the quantitative model of knowledge sharing and mathematical simulation: 1) Improving the acceptance ability of individuals can increase the productivity interest; 2) With a fixed learning ability, there exists an optimal team size for the working group so the number of working individual should be controlled to get a maximum productivity interest. Finally, this paper discusses the necessity, effectiveness and possible improvement of knowledge sharing in knowledge communities.

## **A Study on Retrieve and Archive of Web pages**

**Shien-Chiang Yu**

Department of Information and Communication,  
Shih Hsin University, Taipei, Taiwan

Web resources are recording the human societal information at that time, including visual design art, style, and included various kinds of resources in these web pages. The value of very having preserved. But web resources not only grow up quickly, but also disappear fast. Web resources will be probably unable to be utilized again because of factors such as server shutdown, revision, etc. at any time. Even preserved the pages, still face the fragile characteristic of digital information. Therefore, the preserved method must address methodological and practical issues to archive and manage digital preservation. This study adopt two major research methods: content analysis and experiment. Through content analysis to explore the characteristics of web pages mode, the procedure of retrieve web content, structured data processing standards, and the relation of mapping between both. Experimental method implemented web tree down mining techniques. In addition, to cope with the migration of HTML version, to avoid thereafter browser cannot parse the preserved web content today, this research also study long-term preservation issues, including standardization, in line with long-term application format, data extraction and restructuring and other factors. Based on these requirements, this study covers the solution of long-term preservation of web site archive. Using the way of Topic Maps syntax to reorganize unstructured HTML of original web pages into the semi-structured. Making Web content description can provide automated management, analysis and application.

**On the Idea Evolution of Social Vulnerable Groups' Rights of Accessing Public Information Services in China: In the Sight of the Southern Weekend Newspaper (1984-2012)**

**Bella Jing Zhang**

School of Information Management,  
Sun Yat-sen University, Guangzhou, China

The idea of the rights of accessing public information services (hereafter RAPIS) is the various opinions on the RAPIS hold by the subjects of right, by the government authorities, by the public information services professions and practitioners, and by the social media. Through collecting and analyzing concerned reports on the Southern Weekend Newspaper, one of the most serious newspapers with great public confidence in China, this study portrays the idea of Social Vulnerable Groups' RAPIS in different eras during 1984 to 2012 in the sight of social media. The research method of content analysis is used and four dimensions of observation including subjects, system, protection and attitudes of right are carried out.

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103	GU,JIAWEI	Content-Based Image Retrieval with combined features and user needs	Peking University
104	He,Hui	Research on Evaluation of Regional Patent Competitiveness in China Based on Catastrophe Progression Method	Sun Yat-sen University
105	HUANG, HSIANG-MING	A Study of Communication Design for Seniors Health Commodities Print Advertisement	Shih Hsin University
106	Kanemaru Saki	Distribution of the number of books of the BL in public libraries in Japan	Tsurumi University
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### **Survey of Capacity Integration Platform in B2B E-commerce field**

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In this poster the logical structure characteristics of Capacity Integration Platform(CIP) in B2B E-commerce field were studied by modeling and case research. The definition of CIP was introduced to illuminate the function and process design features. Through benchmark of several certain application Capacity Integration Platforms, we abstracted the general database model and mechanisms of this kind of system. This model reveals five main technical points of a Capacity Integration Platform, based on the efficiency, effectiveness, economy of the information utilization. These five technical points played dominant roles to the Comprehensive Evaluation with the relevant stakeholders. The supporting data were obtained from two industry objects in B2B E-commerce field, which typically under the perfect market competition. The research find out the general rules to construct a Capacity Integration Platform in a multi-manufacturer competition market, which aims to reduce over capacity and bring benefit to both suppliers and clients. It was an applied design of Data Mining in the Supply Chain Management. We also discussed some problems to be solved in the information security of the CIP systems currently.

### **A New Type of Hegemony Resulting from Over-expanding of Intellectual Property : Challenge to Chinese Companies**

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This paper discussed the concept and legal characteristics of intellectual hegemony in the first part. What's more, intellectual hegemony was compared to the disadvantage of intellectual property regime and abuse of intellectual property rights respectively in aspects of management and punishment, summarizing the similarities and differences. In the second part, the paper discussed the relationship between intellectual hegemony and international politics. In modern society, knowledge-oriented, superiority in intellectual property was regarded as prime competitive advantage. It's obviously that developed countries had significant advantage in intellectual level than developing countries by which they desired to maintain. The paper concluded how intellectual hegemony was accelerated by geopolitics. Afterwards, as intellectual hegemony extended and affected larger scope, the paper studied about the way it in return challenged the international relation. Also the paper summarized the reason why intellectual hegemony developed so fast in recent decades, and effect which intellectual property regime exerted on constitutional system and national sovereignty. In the last part, in order to get balanced of patent protection and antitrust under the circumstance of intellectual hegemony, the paper analyzed patents' impact and qualities of excellent companies via using h index. The paper aimed to find out the patents' quality gap of domestic and foreign companies, gave suggestion to Chinese companies getting initiative on development of intellectual property regime. During the demonstration, the paper firstly took oil companies (44 companies) and telecommunication companies (22 companies) on the

Fortune 500 list as samples. Secondly, it collected patents information of those companies using the Derwent Innovation Index, especially patents citation data. Thirdly, it figured out patents' h indexes of domestic companies and international companies to analyze the quality, impact and value of those patents. Subsequently the paper found out that patents' h indexes of foreign companies were significantly higher than those of domestic companies of both oil industry and telecommunication industry. It could be concluded that the patents' impact and quality of domestic companies had not reached the top level, and that the development of patents' protection and encouragement was in great need. Finally, the paper gave improvement suggestion to domestic companies on their way to fight against intellectual hegemony.

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### **Content-Based Image Retrieval with combined features and user needs**

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Image data are a kind of important information capital. In the big data times, photos on the social network services like Facebook and streetscape in map services, as well as other image database can all benefits the society through different kinds of ways. A popular subject to process these image databases is Content-Based Image Retrieval (CBIR). CBIR is performed by matching various features of certain images to search a similar image according to the one uploaded. Three main kinds of features are the color, the texture and the shape. However, only one of the features cannot return a satisfactory result. For example, if retrieving an image of grayscale which is similar to a colored image on shape, the latter one may not appear in the result list. This paper is going to combine various features extracted from certain images. Each of the three main features has one or more descriptions. Color histogram, main color and color vector angle are used to describe the color information; grayscale entropy matrix and contour points distribution histogram are used to describe the shape information; and primitive spatial distribution is used to describe the texture information. These six features are measured separately and finally combined as one indicator to scale the similarity of two images. The main purpose of this paper is to concern about the weight factors of the three main features. The weights of the six features will be different according to the source image and the need of the user. An instance is that the color of an image, which is painted only in the blue channel, will be impaired correspondingly because for this kind of image, shape and texture are more important. The need of the user also plays an important role in image retrieval for images like A and  $\nabla$  give different meanings and the user want the latter. Considering both the characteristic and the need of the user, the accuracy of the result will be improved a lot.

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### **Research on Evaluation of Regional Patent Competitiveness in China Based on Catastrophe Progression Method**

He Hui

With the economic knowledgization and economic globalization, patents, as one of the main manifestations of Intellectual Property, play an important role in the economic and social development of a region. Evaluating regional patent competitiveness is helpful for promoting regional patent system construction and economic development. This article aims at studying the patent competitiveness of provincial regions in China, and the relationship between patent competitiveness and regional economic strength. In the article, method of building evaluation index system and Catastrophe Progression Method are used. Choosing 30 provinces, autonomous regions and municipalities of China as research subjects, based on literature research and availability of data, this article constructs an evaluation index system composed of four categories of indicators, and use CPM to get a comprehensive evaluation of regional patent competitiveness. By adopting statistical data in 2011, the article evaluates the comprehensive patent competitiveness of these regions, ranks them, and analysis the merits and demerits of each province in patent competitiveness aspect. Furthermore, the study compares the comprehensive patent competitiveness with economic strength of each region, to explore the association between them. The study not only shows current situation of patent competitiveness of provinces in China and the relationship between patent competitiveness and economic strength, but also find out some problems of regional patent competitiveness at this stage. For the case of different provinces, several solutions to the problems and measures to improve regional patent competitiveness are proposed. This study firstly applies CPM to the study of regional patent competitiveness in China, which can reduce the subjectivity and shows a more objective result of patent competitiveness. Meanwhile the evaluation index system and empirical study in this article may enrich the study of regional patent competitiveness and help better discover the relationship between patent and region development.

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**A Study of Communication Design for Seniors Health Commodities Print Advertisement**

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In the 21st century, with the vigorous development of science and technology the society has been in a booming state, after. Due to the average age of people has been extended year by years. The problem of aging people is becoming more and more important. Multicultural features made people with different kinds of thoughts, therefore interpersonal communication is particularly important. As the growth of elder people, seniors' health and wellness advertising will become popular in the future. The purpose of this study is to discuss about that if the images and implications of the messages which the elders receive were the same as that the designers wish to convey; this study tries to understand how the print advertisements effectively attract elders' attention. Previous researches found on the principles of design or the method of design of senior health commodities, but studies from the viewpoints of users are seldom. In addition, for using some kinds of print advertisements such as "Viartril-s", "Centrum" to analyze the health commodities print advertisements ideas of the participants to understand how to improve the communication design. This study focused on those over 65 years old and older, and use

in-depth interviews to collect data. In order to explore the respondents' true feelings, we combined unstructured and open-ended questions to obtain answers. Finally, we got a conclusion and provided suggestions for designers and further researches.

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**The number of BL books collected by public libraries in Japan**

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The BL(boys love) books were almost removed from a list of book collection by Japanese public libraries in 2008. The BL books focus on homoerotic or homoromantic male sexual relationships as pederasty. The student attitudes toward the BL books were researched about the students of Tsurumi University. The 20 BL books that published until 31 December 2012 and also fallen under the category of the novel were selected from the commercially published books. The number of BL books held in a library per the selected 20 BL books was investigated to a central public library locating at prefectural capital in each prefecture, and also the Tsurumi University Library. At the time, the places of book stock, open shelf system or closed stack system, were also surveyed. The reason for the difference in the BL book collection at the central public library in each prefecture was discussed.

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**Exploring Interactions in an Online Community with Techniques of Social Network Analysis: A Case Study of Womentalk Discussion Board of Ptt.cc**

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Ptt.cc is a Bulletin Board System (BBS), which is owns the most popularity and the most numbers of users in this kind of systems in Taiwan. There are usually over a hundred thousand users engaging in this system at a time to post articles and to exchange information with various topics freely. There are many discussion boards with various topics in Ptt.cc, and Womentalk is the one of such discussion boards in the system, major at feminine topics. Articles posted by female users on the board are often to express thoughts and feelings about their live, work, news events...etc. Or to request supports by other users. The topics were mostly set up with feminine perspective, but sometimes it could be found a few articles posted by male users to ask for advises from female users. In this study, we collected articles content posted on the Womentalk discussion board to extract the social network for analyses of their social activities. A special interaction behavior could be discovered in articles content posted in the Ptt.cc that occurred when a participant was interested to an article and/or its responses, she/he might post a short response within a line to express her/his opinion. The computer system record all the activities on the discussion board, since all the articles with replies and the user accounts involved in such interactions would be comprehensively stored as easily retrievable data. Each user that has either created an article or replied to one would represent a node in the network. The study gathers such interaction data of Womentalk of a certain time span, and applies the concepts and methods of social



network analysis to explore the interactions' structural characteristics for information visualization. Whenever a user replies to an article of another user, a connection edge would be established, pointing from the "replier node" to the "article creator node". After such a social network model has been built, this study will apply various centrality indexes to measure the importance of each node on the network, and will seek to use the density of network to reflect on the intensity and the frequency of the interactions. The result will be represented graphically.

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### **A Research on Blogger and Post Evaluation Based on Context and Linking Structure**

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A technology blogspace is a good resource for users to find information; traditional kinds of website evaluation and search engine work unsatisfactory on the blogspace. We take the IT blogspace CSDN in China as a sample, come up with a way to evaluate the quality of bloggers and their posts based on internal factors like context accuracy, timeliness and external factors like linking structure, considering the two-level information provision and evaluation model, and then try to establish a blog search engine to help users find bloggers and posts of high quality.

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### **Study of Use and Credibility on Bulletin Board System :A Case Study of PTT**

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Bulletin Board System (BBS) PTT (hereafter be shorted as PTT) is now the biggest BBS site in Taiwan . There are about 1.5 million registers in PTT1/PTT2 and over 150 thousand users on line at the same time in rush hours. There are over 20 thousand different kind of boards and over 20 thousand new articles and replies were sent. Though Internet is a virtual environment, it can't entirely detach from real life. Users still come from real societies, they react by different ways or methods. Things happen in virtual world may also be real life issues, and with the power to change the real world. There are many studies focus on the interaction between PTT and users. Studies about the relationship between users and contents are seldom. PTT is the biggest BBS community, and the ways users interact with each others are not like the same as in Facebook or Twitter. They react to each other by text only or hyperlinks. They also react with contents in different ways .Because of the scale and special react ways of PTT, this study select PTT as the research field. This study is going to interview users with different genders, ages, and jobs. It focuses on users' PTT using experiences, users' relationship with PTT and how users recognize the credibility of contents. Based on the analysis of the interview data, this study will find the impact factors of PTT using. This study tries to analyze users' use and credibility about the contents on PTT, and finds out the factors which affect users to recognize the contents. This study also

discusses how these popular contents are developed, and understands how users' reactions influence their virtual and real life. This study is seeking to provide a new way for further studies on virtual community activities.

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### **A Cointegration analysis on IPR-FDI-Growth Nexus in China**

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Intellectual property rights' (IPR) protection has been one of the major issues on national and international agendas for several decades, and there have been a number of important developments in the IPR arena. This paper examines a new theory of relationship among foreign direct investment (FDI), intellectual property rights, and economic growth in use of China's data. Recently a previous research uses dynamic panel data techniques and a sample of 103 countries over 1970-2009, finds that although FDI and IPR have positive effects on growth for most of the countries, stronger IPR mitigates the growth effect of FDI for developing countries. However, although the research has both variables being included in the regression independently as well as their joint effect parameter as " $\beta*(FDI*IPR)$ " while building the regression model, to ensure that the interaction term does not proxy for FDI or IPR, there is another research proves that using the method of cointegration analysis to deal with this situation, the result can be stricter by optimizing the process of dealing with the impact of IPR on FDI. So this paper introduces the method of cointegration analysis into the model to achieve that purpose, and use the weighted Ginarte-Park index to suit for China's specific situation, to explore that how this theory works on a specific developing country. The empirical results show that there is a long-term positive relationship between the protection of intellectual property rights and FDI, with the new method of cointegration analysis and the new weighted Ginarte-Park index, the theory still substantially make sense on China's data, and also show that the protection level has a lagged effect on the FDI flow. It also shows that China is currently in an important period of transformation of the mode of economic growth and the national economy industrial restructuring, and thus for a higher quality of FDI requirements.

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### **Online Word Segmentation System for Chinese Web News**

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This study will develop a system that can automatically retrieve Chinese news articles on line and execute real-time word segmentation. Word is the least meaningful unit of language, any natural language processing (NLP) work of Chinese must be executed after recognizing the words in sentences because there is no obvious delimits between word and word in Chinese sentences. For years of research, there have been developed many algorithms for Chinese word segmentation, for example, Maximum Matching Algorithm. Most of these algorithms work by matching the word items collected in

dictionaries with text in a sentence, and choose the best result with the most possible word combination for output. Chinese Knowledge Information Processing Group (CKIP) of Academia Sinica has already made its Chinese word segmentation method into an on-line service for academic purpose. Users may send their text equipped with XML format to the server and receive the word segmentation result with part-of-speech (POS) tags. The POS tags were set based on the POS category of Academia Sinica Balanced Corpus of Modern Chinese. The system this study creates will provide an on-line service that will automatically retrieve Chinese news articles from the website of Central News Agency (CNA, <http://www.cna.com.tw>), and transmit the text to CKIP's Chinese word segmentation system for real-time word segmentation. Finally, the service will show the result of word segmentation of the news articles. The service is implemented with R, a well-known statistical computing platform to execute the procedures, functioning with real-time news retrieval, word segmentation system connection and word segmentation result processing modules. The results exported by the service are available for further statistical analysis and text mining.

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### **Effects of sound commentary on pictures and figures in digital talking picture books**

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The year 2010 is called "the first year of electronic books" in Japan. An electronic book has begun to spread out triggered by Amazon Kindle released in November, 2007. The electronic book can bring and read anywhere. Above all, the accessible function such as sound reading aloud and the letter extended function of electronic books have a favorable effect on persons with disability and elderly persons, who get a chance to read books by these functions of electronic books. However, as for persons of normal vision cannot carry out the Braille book as talking book from libraries for a reason of the limitation of copyright. Picture books were written by an author of this paper originally. Braille books as sound books and also electronic books are created from the Picture books which were written by the author. Because the author create Braille books as talking books oneself, the books can use irrespective of copyright. Braille books appended sounds to explain pictures and figures are created originally. The sound books and multimedia DAISY books what already exist have no such new feature. A questionnaire survey was carried out about sound commentaries added on pictures and figures of talking books.

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### **The Disputes Between Domain Names and Trademarks**

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There are often disputes between domain names and trademarks: sometimes the domain names containing the famous trademarks are deliberately registered by those who don't own the trademarks; and sometimes similar trademarks are fighting for the same domain name. In China, though limited,

there are several laws and regulations concerning the disputes mentioned above. In the paper, there are some relevant cases analyses. And based on the cases and the laws and regulations, the paper get summarized including the reasons of the appearance of the disputes discussed above and the ways to deal with the disputes, and some further questions are raised such as the connection between the domain name and the trademark and the protection of trademarks in Chinese.

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**The Elementary Research of the Grass-roots Library's Development in Inner Mongolia  
--A Case Study of Grassland bookstore**

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In the course of building a well-off society in an all-round way with many problems to be solved in rural areas, while culture is the soul. Farmers in the information age eager to improve self viability and development power by effective learning, and the most basic objective of the Grassland bookstore construction is designed to allow the farmers and herders in Inner Mongolia have chance to read and benefit from reading. How to make Grassland bookstore play a significant role in the history, the key to solving currently emerging issues is finding the road of sustainable development. On the basis of a great deal of survey and research work, the author analyses current problems with the Grassland bookstore and carries on the deep discussion concerning capital source, investment plan, books renewal mechanism, management standardization, effective guidance of publicity reading and explores how to keep a sustainable plan of development. Countries invested a lot of human, financial, materials, and only correct path of development will make every penny play a due role. Key words: the grass-roots library; Grassland bookstore; The public library cause; Herding area of Inner Mongolia

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**The Creation of Interactive Graphs for Comparing Higher Education Systems between Taiwan  
and Japan**

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The purpose of information design is to use graphs to visualize complex data so that their users can clearly understand and be interested to information embedded in the data, and they can further explore insight knowledge useful to them. Interactive graph, a new approach to information design, adds interactive concepts and elements into informational graphs to change the relation between users and graphs from one-directional observation to bi-directional interaction. The communication process of interactive graphs begins from that creators ideate a story based on their observation and imagination about the data, and then draw graphs describing the story to communicate with possible users. Users can read the visualized story, understand the meaning represented in the story, and moreover, inspire their deep knowing to the data from interaction with the graphs. In summary, the approach of interactive

graph is a communication between creators and users. In this study, we created a set of interactive graphs to present a lot of comparisons of the higher education systems of Taiwan and Japan. First, we collected data related to higher education systems of both countries from the websites of the Ministry of Education of Taiwan and the Ministry of Education, Culture, Sports, Science and Technology of Japan. Then, we analyzed the collected data into relevant information to sketch the storyboards for designing interactive graphs. After completing the storyboards, we drew objects in the graph using Adobe Illustrator, and then synthesized them into interactive graphs using Adobe Flash. The features of the resulting interactive graphs are described as follows. 1) We drew two characters who respectively wear graduated clothes of Taiwan and Japan to represent the higher education systems in both countries, so it would arouse more users' interest in messages of communication. 2) We use warm colors as the tone of background in the graphs to make users feel harmonious and comfortable in vision. 3) Through emphasis of information based on the visual design, users can clearly understand the comparisons represented in the interactive graphs.

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**A Study about Smart Phones Users on Paid Application's Experiential Learning and Purchase Decision**

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Advanced in modern communications technology has made people is no longer restricted to traditional space. Also increase information speed, efficient and immediate. With increasing demand of function in the mobile phones for consumers, they can provide more and more perfect services. Due to the mobile phones' highly integrated and multi-function, the consumers depend on the mobile phones continually upgrading. In application store offers a variety of application to download for everyone. The choice of purchasing behavior on the paid applications for the consumers, they use different mobile device to purchase according to the rank. The influence of population variables on the paid application for the consumers. Five propose are explored in the research. The first purpose of this study is to investigate the smart phone's users. The second purpose of this study is to investigate the smart phone's users experiential learning of demand and purpose on application. The third purpose of this study is to investigate the demand and purpose of the paid application for the smart phone's users. The fourth purpose of this study is to understand the curse of the application from free to purchase for smart phone's users. The fifth propose of this study is to understand whether the Experiential Learning and Consumers Decision influence each other.

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**Healthful Pocket**

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According to MIC 2013, the Internet survey shows the ways of communication which most people rely on in this modern day. 73.6% of the people around the world are using smartphones; therefore, people are becoming smartphone addicts. The percentage for the App usage are very high for smartphone addicts. Furthermore, the seller can not underestimate the usage of the App. Now we all have become one of the trends. In the modern society, people are getting less sleep, stay up late, irregular meal time. In the news, there's been a lot of negative information towards food. Therefore, our health are getting effected. However, people are starting to care the importance of a healthy life. Just by spreading the knowledge isn't the best idea because people are being passive. As the result, the health information can also be spread on apps to let students and office workers to get the newest update. App "The Pocket Health" content have three category, healthy article, healthy reminder and healthy game. The content of article to subdivide dietetic health, beauty health, exercise health and healthy cookery book; Healthy reminder have drink water reminder, sleeping reminder, taking medicine reminder and used by people more and more "tomato clock". An important figure of the game is little monster at ours icon. Users must have balanced diet and exercise. Or it will cause the little monster's weight on the rise. To add game' interest also can view the little monster's mood and feeling to add game' interest. By the way of entertain and relax, the users will notice the importance of balanced diet and exercise.

The Pocket Health symbol that we portable the health everywhere. This program data sources combine the database of health knowledge from Zhuan Yuan Company. The Zhuan Yuan Company manages a web page the name is iHealth. iHealth have a lot of article that talks about health. This program will use iHealth's article to be main content. This program will design a game and function of reminder as well. The game will combine the knowledge of health with a cute monster. The function of reminder will remind the users to be aware of their health situation. This is a special function in the app of health. This program will have learning and fun. This program wish those knowledge of health will give users better life.

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### **Preliminary Study of Patent Analysis for Physiological Electronic Sensors**

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The MEMS Industry is an important and popular research field in domestic and international. In recent years, semiconductor, IC and other international companies made large investment in R&D for related products. Beside the mobile phone and consumer products, using electronic sensors in medical and exercise physiology industries has become important trend in competition market. This study uses the Thomson Innovation patent database, through patent analysis to explore the global trend of technical development for PES ; the core patent holder and popular technology subjects to understand the global layout of patent for PES, comparing the differences of patent technology among the patentee's and drew out the commend. This study search out 12,846 patent records and based on five patent indicators for analysis process. The results show the number of patent for related technical field has been increasing year by year. The major source of patent technology is the BOSCH and technology market is USA and Japan. In patent citations, MIT and the California University are the most patent cited. In the patent

cited companies, the KIONIX, the INVENSENSE, and the BAXTER have been developed the exercise physiological sensors in the sports-related products. In the layout for patent, there are several subjects on that semiconductor manufacturing process, the fluid / pressure sensing, cell phone / camera, signal output / link, MEMS components / functions and accelerometer. The BOSCH (MEMS components / functions), the HONE(accelerometer)and the QCOM(cell phone / camera) have cumulated many patents of their own. The study reveals development of specific industrial technology is valuable reference for R & D.

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**Customer Lifetime Value Model Based on Personalized Information of the Customer  
in B2C E Commerce**

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Customer lifetime value (CLV) model is widely used in CRM and the marketing. However, in the B2C e-commerce environment, customer value has some new feature such as individuality, volatility, richness, availability, etc. Based on the present study of CLV model and its parameter influence, it were discussed the development of customer lifetime value model by means of introducing dynamic customer personalized information which is the three indicators R, F, M value of RFM model into the CLV model, in order to improve the performance of the CLV model. Finally, explored the instructive significance of the model for the practice of business and management in B2C e-commerce.

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**Review the Intellectual Property Issues in the Environment of Big Data**

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In today's world of knowledge-based economy, the globalization of information networks and the development of Internet technology have instilled Internet into every field of the society. As World Intellectual Property Organization (WIPO) Copyright Treaty and WIPO Performances and Phonograms Treaty took effect in June, 2007, and as citizens has gradually enhanced their awareness in protecting intellectual properties, the protection of IP on the Internet has become a hot issue for the world in the age of information. Even though China has made distinct achievements in Internet IP protection, new challenges has been brought to the existing IP legislation system by the development of Internet technology, as well as the high-speed circulation of Internet information globally. Therefore, settling the issue of IP protection in the context of Internet can tremendously promote the sharing and innovation of information resources, and thus propel the society forward with a giant leap. This article discusses the issue of IP protection in the context of Internet, reviews the literatures on Internet IP, and analyses the current situation and existing problems of the IP protection in China today. Meanwhile, in face of the constantly new challenges imposed by Internet to traditional IP, the society and related legislative

institutions should reexamine the problems emerged in Internet IP protection, and solving these problems can not only defend the rights of Internet IP holders, but also offer the industry's opinions on the completion of IP legislation, aiming to facilitate the healthy development of the Internet IP in China, and thus to create a better social environment for the innovation of technology, and to improve the innovation capability and the comprehensive national strength of China.

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**Problems Come with SNS**

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Technology is not neutral. More information didn't make people happier. SNS didn't help people make friends But lose friends. In the book of Data Smog: Surviving the information Glut(2002), David Shenk , the writer, listed 13 rules of the information glut. All of the 13 rules come true these years. When we concentrate on the SNS websites, most of the 13 rules come true. So I summarize 6 problems come with SNS and list some possible new characters of the next generation of SNS.

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**Augmented reality flash card for children English education on smartphone**

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According to the research of Taiwan Institute For Information Industry, smartphone penetration rate will approach over 50% in 2015. This trend of smartphone with developing features as augmented reality and virtual reality has its potential for the field of education which improves children's classroom learning through more real interactions. In this research, we try to design a augmented reality flash card of English learning for kids. Abundant graphic, games, videos of general knowledge or special topics can be applied to the learning process in an innovative and motivating way. In the following process, analysis from literature reviews are used as the foundation of software prototyping that combining with features of flashcards, produce the augmented reality flash cards for English learning for kids. In the end, expert interviews are used to evaluate and review our research. Hopefully, every child can find the happiness of learning with this design! This is study expects to utilize the card to provide happy environment for children to learn English.

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**A Study of Interactive Signage on Household Retails**

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With the increasing market share and the cost reduction of digital signage, more and more businesses have joined the application of digital signage. Such application can be regularly applied at public space like campuses, hotels, retail stores and airports. However, the information which signage plays was already arranged as a playlist, consumers can just only receive the information from the media passively. This kind of mode can't longer be able to meet consumers' demands, especially in Household retails where kitchenware and furnishings usually with higher price. Also, each product contains different feature, so consumers need more customized product information. The "interactive signage" is an interactive mechanism like touch, augmented reality and motion control added to digital signage and attract consumers to interact with it. By this interactive mechanism, consumers can choose the most important information for themselves. This research will use "documentary analysis" and "prototyping method". Firstly, we will analyze the domestic and international cases and related literature in order to understand businesses application trends of interactive signage, and then we will organize the key point of create interactive signage. The user interface will use motion control in this prototyping, the content of interactive signage will be operated by consumer's gesture, and they will immediate get the product information what they want. In this research, we expect to improve the inadequate interactions of digital signage, and we will also summarize the design process of interactive signage to be the design model for related industries.

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### **Digital Library Intellectual Property Research Analysis in China and over the world**

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By using content analysis method based on word frequency analysis, this paper analyzes digital library intellectual property problem in China and over the world between 2003 and 2012. The analysis method can show the overall characteristics of articles, the relationships between the articles, the process and new trends of the academic development and the priorities and hot topics of the academic research. The data come from CNKI Chinese Academic Journal and SCI, SSCI Citation Database. This paper uses the frequency statistics software such as Wordsmith Tools for word frequency statistics of 1911papers in CNKI and 241 papers in SCI and SSCI and combines with the literature analysis of databases so as to get a more comprehensive analysis of the problem. The core of digital library construction is information resource, and during the process of information, the most important issue is the protection of intellectual property. At the same time, the digital library stores the information resource distracting from the different carriers with mode of digital and diffuses with mode of network, which will touch upon the issue of intellectual property right in the information resource digitization, information resource transmission, information resource service etc. So this paper pays more attention on the intellectual property problem in the information resource digitization, information resource transmission, information resource service. It mainly discusses which periodicals talk more about this topic, in which years people think more about the topic and which are the high frequency words. From these analysis results, we can see the process, recent situation, hot topics and new trends of the research and development of digital library intellectual property in China and over the world during the past 10 years.

Besides, we can discuss the same and differences in China and over the world. These will be helpful for network construct, legislation of intellectual rights protection, library work and the further study of the digital library intellectual property problem.

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**A Study of Peking University's Undergraduates' Utilization of College Library and its Influence on Learning Skills and Academic Performance**

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This research makes a deep and statistical analysis of the undergraduate students of Peking University's utilization of their college library and its correlation with the student's learning skills and academic performance. Nowadays, with the services offered by the library getting multiplier, the utilization level of the different services and its relationship with the students' learning ability and academic performance are worth of discussion. In order to get insight into the problem, we conducted a survey in our university, which collected 179 pieces of validated questionnaires. With data collected from survey and the method of Variance Analysis, Correlation Analysis, Descriptive Analysis and so on, we found that the undergraduates of Peking University's overall utilization level of its library is high but the usage of the multimedia resource and the searching skill learning service offered by the library is relatively low. Second, the students of different gender, grade and major differs greatly in their utilization level of the traditional resource of the library. Third, students with different level of the overall utilization level of the library do not have significant difference in their learning ability. Forth, the students with different average time spent on self-study in the library have significant difference in their learning ability. At the same time, students of different general utilization level and specific resource of PKU's library differs significantly in their academic performance.

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**Research on the User Privacy with Big Data: Starting from "The Prism"**

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Whether it is commercial, economic or other fields, decisions will no longer be based on experience and intuition popularly, data and analysis become the basis of decision behavior. Today the big data becomes the hot concept. This article links the big data and user privacy to remind China the important of information security. The age of big data brought centralized information storage and management. With the amounts and types of Internet users' information growing quickly, many Internet operators have owned a huge mass of users' information data, once these data retailed, it may cause irreparable damage to the Internet operators and Internet users. "Prism" is the typical case. In June 5th -6 day, "Guardian" and "Washington Post" reported the American National Security Bureau (NSA) of the "prism" (PRISM) secret surveillance program, the United States intelligence center server can be directly into the United States Internet "to do the data mining for collecting information" without any limitation. In other words,

NSA joins the project technology company license without the consent, and also doesn't need to get instructions from the court, can get the large amounts of the users' information, which covers the e-mail, video and audio chat, file transfer, photos, video conference and social networking services. Without the politics perspective, "Prism" shows that it is not difficult to find and get others' privacy information by the development of information technology. This page analyses the foresight political and commercial value of the big data which users make, and enumerates the causes of user privacy, including the national information security, business interests demand and the weakness of user privacy consciousness. Then it shows the adverse situation of Chinese information security, points out the potential problems existing in Chinese user privacy. Finally it gives some measures to protect users' privacy information from three aspects of the government, enterprises and individuals.

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