EDITORIAL

The IADIS International Journal on WWW/Internet (IJWI) is a peer-reviewed scientific journal published exclusively in an electronic format. The IADIS IJWI is devoted to the WWW and Internet broad fields. The mission of this journal is to publish original contributions in its domain fields in order to disseminate knowledge amongst its readers and to be a reference publication. It publishes original papers, review papers, ongoing research papers, technical reports, case studies, conference reports, management reports, book reviews, notes, commentaries and news on future scientific events.

This volume (Volume 14, Issue 1 - ISSN: 1645-7641) combines 8 selected original papers that bring together researchers covering the wide spectrum of the WWW and Internet in the context of the digital society. The authors' contributions embrace important research topics such as Social Media; Multimodal Interaction Systems, Privacy, e-Society and Business Intelligence, Electronic Government and Mobile Phones in different contexts amongst other.

The first contribution to this issue by Jonathan S. Prates, Sandro J. Rigo, Cristiano A. Costa and Jorge. L. V. Barbosa entitled "THE ROLE OF A COGNITIVE BASED MODEL IN MULTIMODAL INTERACTION SYSTEMS DIALOGUE MANAGEMENT" presents an "experimental approach to implement multimodal interaction systems where the main innovative aspect is related to the dialogue managing that is based on the working memory model proposed by Baddeley and Hitch". As a result the authors proposed a computational model and developed two different prototypes with the purpose to provide conditions for the production of dialog elements perceived by the user as closer to real situations of natural language dialogue between people.

The second paper by Yasuyuki Okamura, Takayuki Yumoto, Manabu Nii and Naotake Kamiura with the title "SENTIMENT ESTIMATION OF TWEETS BY LEARNING SOCIAL BOOKMARK DATA" focuses on the increasing popularity of social media and in the fact that the sentiment of a tweet posted on Twitter can represent precious information on the reputation of various targets both on the Web and in the real world. With this study the authors proposed a method to categorize tweets into four types of impression: "interesting", "funny", "negative", and "other". They developed tweet classifiers for each sentiment by automatically obtaining training data from SBM (Social Bookmark).

The third paper, "VALUE CREATION MODELS WITHIN SOCIAL MEDIA ENTERPRISES" authored by Refad Bader and Kyeong Kang explores the "economic value creation within social media enterprises". In this work the authors had reviewed current social media Value Creation (VC) models, academic literature on VC models, their central connections and similarities, their main differences and their main key themes, with the purpose of presenting the VC model as the most adapted and used model within Social Media Enterprises (SMEs).

The fourth paper - "THE PRACTICES OF ACCESSING AND SAVING INFORMATION. A SURVEY OF USING DIGITAL VS TRADITIONAL MEDIA" - by Przemysław Polak has the main purpose of assess the concrete behavior of users when they intend to use the information retrieved from the Internet. For that purpose, a survey was conducted at four universities from four different countries. Not only, it was examined the extent to which students actually use digital media for obtaining and storing information, but also investigated the quantity of the use of electronic and traditional printed forms of information medium. Accordingly to the author the study covered the use of two types of information: news about current events and books.

The fifth work by Dirk Frosch-Wilke and Sina Tuchtenhagen entitled "USING BUSINESS INTELLIGENCE SYSTEMS FOR ENTERPRISE ARCHITECTURE VISUALIZATION" demonstrate "how information needed by EAM (Enterprise Architecture Management) can also be modelled, stored, and business friendly visualized within a BI (Business Intelligence) system". Thus, the authors present how data of the Enterprise Architecture can be integrated in a Business Intelligence system and how these data can be used to visualize Enterprise Architecture information within a BI system.

The sixth contribution by Jędrzej Wieczorkowski and Ilona Pawełoszek entitled "BIG DATA PRIVACY CONCERNS IN THE LIGHT OF SURVEY RESULTS" explores "the issue of privacy and threats related to using big data technologies, especially personal data processing, video surveillance and monitoring the internet users' behavior during different activities". The purpose of this study is the classification of subjective perception of privacy violation related to mass personal data processing. The authors present a questionnaire survey results that was conducted among the students of Warsaw School of Economics.

The seventh paper "E-GOVERNMENT READINESS, BUSINESS ENVIRONMENT AND ENTREPRENEURSHIP –THE EFFECT DEPENDS ON THE INCOME LEVEL OF THE COUNTRY?" authored by Gustavo de Oliveira Almeida and Deborah Moraes Zouain has the main purpose of determining the impact of change of the index of e-readiness of e-Government on effortlessness of doing business, in the new business rate and the perception of corruption in countries of high, medium and low income, in order to analyze whether the effects depend on the income level. The results presented support the common idea about the large difference in the level of sophistication of e-Government in relation to the income of the countries.

The final work by Chao Mbogo, Edwin Blake and Hussein Suleman with the title "EVALUATING THE EFFECT OF USING SCAFFOLDING TECHNIQUES TO SUPPORT JAVA PROGRAMMING ON A MOBILE PHONE" focuses on the notion that the presence everywhere of mobile phones offers an opportunity to use them as a source for development of programs beyond the classroom. However, mobile phones present some limitations in terms of programming environments. Taking in consideration such limitations, the authors proposed that programming environments on mobile phones could include scaffolding techniques exclusively designed for mobile phones, and designed based on learners' needs.

More and more, it is known that technology can be used to improve all aspects in our society, daily life and security in the context of the digital world. These papers illustrate that the development of technology have increased our ambitions to make all aspects of technology a more global and international matter. It is possible to improve life quality to all individuals by paying attention to the manner we use technology in our lives. Technology is always present. The review of the relevant literature contributes to the theoretical grounding of these areas in the context of the digital society and the innovative empirical research on different technologies creates opportunity for the development of ground-breaking findings.

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