

Editor's Introduction

In this issue of *Journal of Information Management*, we are delighted to present four research papers. The summaries of these papers are as follows.

Pin Luarn, Yu-Ping Chiu, Jen-Chieh Yang and Yu-Fan Lin in their paper "The Preference of Message Content of Key Fans - The Case of X Department Store on Facebook Fan Pages" divide Facebook key fans into "broad-minded key fans" and "single-minded key fans" through degree centrality and betweenness centrality, and then explore the preference of content type on these key fans. Based on Facebook Graph API, the study collected interaction and posting content which are stored in Facebook database for research purposes. Then, they used Pajek's agent-based modeling to induced 674 key fans from 13 fan pages. In addition, the study conducted content analysis to distinguish 745 posts published by the fan pages, and then used ANOVA to examine whether the key fans have different preference on content type. The results showed that different properties of key fans have different preference of message content. The broad-minded key fans have more response to the informative and entertaining contents, and the single-minded key fans are more likely to receive evaluative and profitable contents. The study used the concept of centrality to clarify who is a key fan, and collected objective and realistic data from Facebook fan pages to empirically investigate whether key fans have different preferences on content type. The study provides a new reference framework for the follow-up scholars from an academic standpoint. Fan page moderators can be guided by the results of the study with regards to decide what kind of content to place at brand pages. For example, if page moderators want to attract broad-minded key fans attention, they can post information about specific products, or the related marketing activity. For single-minded key fans, moderators can post the content about promotion, trial, coupon, special offers, or any other offer aimed to attract attention. The findings can help companies understand how to use information type to impact the engagement of key fans, and then enhance the performance outcomes of their brand pages.

Ruey-Shiang Shaw, Qing-Shan Jiang, Chin-Feng Tsao and Po-Han Chen in their paper "A Study of Opinion Unit Extraction Based on Chinese Syntactic Rules" propose a

method of opinion unit extraction based on statement level that can be applied to the discussing comments about smartphone appraisal group. Also, they implement the method and use data mining classification with attribute of statement structure and attribute of syntactic path structures to fulfill a rule of opinion unit extraction. Through Web 2.0 concepts being advocated to bring about internet opinion groups growing in recent years, the field of Chinese Sentiment Analysis related research has expected more attention and value. Opinion Unit (or Appraisal Entity) is to define the association of opinion words and their corresponding subjects. Because of the opinion unit regulates the polarity of comments, extracting and analyzing opinion units is significant task for the field study of Chinese Sentiment Analysis. The paper used the systems development process in information systems research to build a prototype system of a method of opinion unit recognition based on the syntactic rules in Chinese they proposed, and used the techniques of data mining to summarize opinion unit recognition rules to establish an opinion unit extracting mode. The study subjected to smartphone discussing comments was used to test their method of opinion unit recognition and the experiment indicated using the sentence structure and syntactic path structures as feature attributes would contribute to opinion unit extracting mode, and the statement structure was more influential in the opinion unit recognition rules. Results showed that their opinion unit extraction mode is better than correlation studies in F-Measure. The paper focuses on the discussing comments related to smartphone appraisal group. Hence, it is suggested that future research may apply their method of opinion unit extracting mode to other areas, such as computer, car or food. Also, future research is recommended to compare with using other data mining classification, such as SVM, Decision Tree, K-NN or Bayesian Statistics. The paper proposes the extraction principle of opinion unit. In commerce, it may apply to the sentiment analysis of products usage discussing comments. Also, future research may use the proposed attribute of statement structure and attribute of syntactic path structures to make an extensive study.

Lin-Chih Chen, Da-Ren Chen, Kuo-Hui Yeh and Chung-Cheng Wu in their paper “Using the Semantic Models to Analyze the Online Blog Posts” claim that the semantic analysis models can effectively improve the performance of blog search engine. In recent years, the online blogging community is growing bigger as the social network service. Generally, they have used various blog search engines, such as Technorati, Blogpulse,

and Google Blog Search, to find the blog post most appropriate for what they are seeking. In the paper, they use two semantic analysis models, Latent Semantic Analysis (LSA) and Probabilistic Latent Semantic Analysis (PLSA), to deal with these two problems. According to the results of simulation analysis, they conclude that the semantic analysis models can effectively be applied to the blog search engine. They have encountered synonym (two terms are syntactically different but semantically interchangeable expressions) and polysemy (a term has different meanings) problems when they search from the blog search engine. LSA uses a Singular Value Decomposition (SVD) technique to capture the synonym relationships between terms. PLSA can deal with the problem of polysemy and can explicitly distinguish between different meanings and different types of term usage.

Shin-Jer Yang, Rou-Yin Chen and Yung-Ming Hsieh in their paper “A Study of Critical Success Factors in Enterprise Cloud Migration” argue that the main feature of cloud computing is the virtualization, so the needs of computing resources are greatly reduced. Most of applications can be used on the network, so it is not necessary to install a lot of software and hardware that can directly operate on the cloud. In other words, they are more economic and convenient to use through cloud computing without installing and updating software. Owing to many benefits of cloud computing, many more organizations are eager to migrate their applications and services to the cloud, but not all applications are suitable for such migrations. Hence, their paper proposes the processing steps and examines the critical success factors (CSF) for enterprise cloud migration. First, they list and sort out five dimensions of CSF that may impact the cloud migration: business value, technology and architecture, organization and environment, security and privacy, risk and reliability. Second, they make focused discussion with three experts or scholars to remove the less important factors and re-design questionnaires, and then invite seven experts or scholars to fill out the new questionnaires. Finally, they utilize Analytical Hierarchy Process (AHP) method to evaluate and analyze for finding the weight ratios and order sequences of CSF for enterprise cloud migration. The paper identifies the proposed processing steps, and weight ratios and order sequences of CSF for enterprise cloud migration. Also, the proposed processing steps and CSF of cloud migration can provide enterprises or government the reference model to make them migrate to the cloud more smoothly and

successfully. The paper lays emphasis on the study of processing steps and CSF on the private cloud for enterprise cloud migration. Cloud computing is the next generation Internet; in short, it can provide virtualized computing resources for various applications and services. The enterprises can also save the cost of capital using cloud computing, they will not need to spend a lot of money to build data center. Hence, maintenance of IT facilities, network managements, and software upgrades can be hosted on the cloud.

Finally, on behalf of the editorial team, I would like to thank all the authors and reviewers for their collaborative efforts to make this issue possible. It is our sincere wish that this journal become abilingual knowledge exchange platform among information systems researchers around the world.

Eldon Y. Li, Ph.D., CPIM, CDE

Editor-in-Chief

University Chair Professor and Chairperson
Department of Management Information Systems

College of Commerce

National Chengchi University

Taipei, Taiwan

July 2015