

JOURNAL OF  
INFORMATION TECHNOLOGY CASE  
AND APPLICATION RESEARCH

CALL FOR PAPERS

# “Intelligence Implications of Social Media”

## Overall Research Question

How can analysis of social media and social networks be used to create useful intelligence for governments and multinational corporations?

This special issue will focus on a matter of critical concern to the intelligence community, including both government intelligence and business intelligence practitioners.

In its broadest sense, intelligence involves "sense making" of the environment. Here, we are concerned with how business or government organizations may harness social media to "make sense" of their environment. On the government side, intelligence today is much concerned with overall national security, economic security, international criminal syndicates, terrorism, human trafficking and in some regions with war-fighting. In private multinational enterprises, intelligence sometimes goes by the name of "competitive intelligence" or "business intelligence", but serves a similar purpose, that is ultimately the protection of the enterprise.

Social media, including social networking, has grown rapidly and is challenging many models of information and social interaction on the Internet. Businesses are using social media to recruit skilled employees, collect information on consumers, and build communities of interest. Business intelligence operations are exploring how social media can short-cut research processes, or can help develop useful information regarding the market or the competition. Government intelligence practitioners are examining the effect social media is having on international relations in places such as Iran, where it has revolutionized the communications activities of protesters. At all levels, a giant effort is underway to understand how to "make sense" of the vast ocean of information available through the Internet, and how to "map" social networks to important and potentially challenging phenomenon.

This special issue of JITCAR invites case studies on any of the following areas:

Area 1 -- Analysis and "Sense Making" Technologies.

- Technologies (or approaches) for automated analysis of social media, including social networks.
- Survey of advanced technologies that "data mine" social media for deriving intelligence for either government or business purposes.

#### Area 2 -- Infrastructure Technology.

- Inter-social Media systems and portals (connecting whole or parts of one social media system with another).

#### Area 3 -- Organizational Impact.

- Case studies, of how information developed by analysis of social media, or developed through use of social media, can be organized and used for decision making.
- Integration of organizational strategy with incoming intelligence derived from social media.
- Human Resources (HR) and training issues associated with effective utilization of social media by the organization.
- Development of "surge" capabilities, that is, the rapid build up, use, and then tear down of specialized functional intelligence analysis groups made possible by social media, including inter-organizational collaboration.

Each of these perspectives will be analyzed from the point of view of their possible effect on private and public intelligence organizations and the various information challenges they face.

#### Step One - Submission of One-Half Page Precis

There is no need to complete a paper prior to submitting it. Instead, the first step is to submit a one-page precis that summarizes your research and a case study that fits the criteria herein. After review of the precis, we will contact you by telephone to discuss further. The cases selected then will be extended into research papers.

IMPORTANT: The online form to submit your one-page page precis is [here](#).

#### Reference Literature

Here are a few examples of reference literature that may be helpful in incorporating a theoretical framework with your case study. Of course, this list is representative only:

- Information Technology

An excellent location for some of the most up to date theory is Robert J. Kauffman, Patrick Y.K. Chau, Terry R. Payneand, J. Christopher Westland, "[Introduction](#)", [Electronic Commerce Research and Applications](#) 1-2 9(1) Jan.-Feb. 2010 (Entire Volume is special issue on "Social Networks and Web 2.0"); see also H. Kautz, B. Selman, M. Shah, "[Referral Web: Combining social networks and](#)

[collaborative filtering](#)”, Communications of the ACM 63-5 40(3) 1997; Malcolm K. Sparrow, “[The application of network analysis to criminal intelligence: An assessment of the prospects](#)” Social Networks 251-74 13(3) 1991; James Kennedy, “[Swarm Intelligence](#)” in Albert Y. Zomaya, Ed., Handbook of Nature-Inspired and Innovative Computing Integrating Classical Models with Emerging Technologies Springer US 2006; Bin Yu, Munindar P. Singh, “[Searching social networks](#)”, [Proceedings](#), International Conference on Autonomous Agents, Melbourne, 65-72 (NY: ACM, 2003); Fei-Yue Wang, Kathleen M. Carley, Daniel Zeng, Wenji Mao, “[Social Computing: From Social Informatics to Social Intelligence](#)” [Intelligence Systems](#) 79-83 22(2) 2007.

- Intelligence

The study of intelligence is primarily a sub-discipline of political science, except for corporate intelligence which is considered a business discipline.

Some reference that may be useful are Michael Herman, [Intelligence Services in the Information Age](#) (2001); G. Treverton, [Reshaping national intelligence in an age of information](#) (NY: Cambridge UP, 2001); Matthew Aid, “All Glory is Fleeting: Sigint and the Fight against International Terrorism”, [Intelligence and National Security](#) 72-120 18/4 (Winter 2003); Stacy Perman, “Breaking a Terror Net,” [Business 2.0 Magazine](#) Dec 2001; Glenn Zorpette, “Making Intelligence Smarter” [IEEE Spectrum](#) Jan 2002; Philip H.J. Davis, “Information Warfare and the Future of the Spy”, [Information Communication and Society](#) Vol. 2 No. 2 1999; Jeffrey T. Richelson, “Desperately Seeking Signals”, [Bulletin of Atomic Scientists](#) 47-51 Mar/Apr 2000; Stephen Mercado, “A Venerable Source in a New Era: Sailing the Sea of OSINT in the Information Age”, [Studies in Intelligence](#) 45-55 48/3 2004; James Sheptycki, “High Policing in the Security Control Society”, [Policing](#) 70-9 1(1) 2007.

- Case Study Method

An overview of what is expected for a case study, and a compelling argument in favor of the case study method is found in Steven Gordon, “[The Case for Case-Based Research](#)” [JITCAR](#) 10(1). Authors should examine this document carefully. The classic seems to be R. Yin, [Case Study Research: Design and Methods](#) (Sage Publications).

### Schedule for Authors

The final papers are due to the publisher on May 25th, 2011, so working backwards, we get the following schedule:

<u>Date</u>	<u>Action</u>	<u>Grace Period</u>
June 1, 2010	<a href="#">Submission of Preci</a>	5-day with timely notice to editors.

---

June 15	Conference with Editors	As scheduled.
July 20	Acceptance or rejection of Precip	
September 25 to October 15	Check Point Conference with Authors	As scheduled.
December 15	Submission of Manuscript	7-day with timely notice to editors.
January - February, 2011	Review period for Editors and Referees	
March 15	Reviews and Decisions Sent to Authors	Earlier if possible.
March - April	Revision Period for Authors	
April 1	Check Point Conference with Authors	As scheduled.
May 25th, 2011	Final Manuscripts Due.	5-day with timely notice to editors, under exceptional circumstances.

### Evaluation of Submissions

Each submission should draw conclusions regarding the implications for organizational intelligence, either government intelligence, or corporate (business) intelligence. Submissions also will be evaluated according to their clarity, depth of discussion and relationship to a known theory or the creation of a new one that can become a hypothesis for further research.

### Guest Editors

Edward M. Roche Ph.D., J.D.  
Visiting Professor, Grenoble Ecole de Management  
12, rue Pierre Sémard - BP 127 - 38003 Grenoble Cedex 01  
Tél. : +33 4 76 70 60 60 - Fax : +33 4 76 70 60 99  
Email: [Edward-M.Roche@grenoble-em.com](mailto:Edward-M.Roche@grenoble-em.com)

Frank F. Blanco  
Executive Vice President  
[Intelligence and National Security Alliance](#) (INSA)  
Alexandria, Virginia

Email: [FBlanco@insaonline.org](mailto:FBlanco@insaonline.org)

### JITCAR Mission Statement

The Journal of Information Technology Case and Application Research

In this era, characterized by an explosion of information systems, information technologies (IT) and applications of these systems and technologies, the gap between theory and practice, frameworks and applications keeps widening. JITCAR seeks to narrow this gap by publishing case-based research that supports, extends, constrains, or elucidates existing theory or that helps in building new theories and frameworks. JITCAR was launched on the premise that case-based methodologies provide rich, detailed data that provide a context for theory that is absent in statistical studies. This journal should be of great value to academicians and students as well as researchers and practitioners of IT. JITCAR is a double blind refereed quarterly journal, international in all respects: content, authors, readers, reviewers, and editors.

#### Editor-In-Chief

Steven Gordon, Ph.D.

Technology, Operations & Information Management Division  
Babson College

#### Founding Editor

Professor Shailendra Palvia, Ph.D.