## Contents

## The Second International Workshop on Emergency Management in Big Data Age (BigEM 2014)

Predicting Popularity of Microblogs in Emerging Disease Event Jiaqi Liu, Zhidong Cao, and Daniel Zeng	3
A Cross-Simulation Method for Large-Scale Traffic Evacuation with Big Data Shengcheng Yuan, Yi Liu, Gangqiao Wang, and Hui Zhang	14
Detecting Fake Reviews of Hype About Restaurants by Sentiment Analysis Run Yu Chen, Jin Yi Guo, and Xiao Long Deng	22
Where to Find Help When You Are in an Emergency? HelpMe: A Guidance System for Self-rescue Jiahai Wu, Huangfu Yang, Xiaowei Gao, Juncai Ma, and Kuien Liu	31
Keyword-Based Semantic Analysis of Microblog for Public Opinion Study in Online Collective Behaviors	44
Research on Reasoning Model of Firefighting and Rescue Cases Qingchun Kang, Lihong Lu, Libiao Pan, Yu Li, Jian Gao, and Danjun Lian	56
Empirical Study of Online Public Opinion Index Prediction on Real Accidents Data	65
Public Opinion Analysis and Crisis Response in Mass Incidents: A Case Study of a Flight Delay Event in China Yi Liu, Yefeng Ma, Qing Deng, Yi Liu, and Hui Zhang	77
An Effective Method to Detect People in Danger	87
Structured and Quantitative Research on Scenario of Firefighting and Rescue Cases Lihong Lu, Qingchun Kang, Shaofang Yang, Yu Li, Danjun Lian, and Sicheng Li	98
A Cross-Reasoning Method for Scenario Awareness and Decision-Making Support in Earthquake Emergency Response Jing Qian, Yi Liu, Gangqiao Wang, Ni Yang, and Hui Zhang	106

PM2.5 Air Quality Index Prediction Using an Ensemble Learning Model Wei Xu, Cheng Cheng, Danhuai Guo, Xin Chen, Hui Yuan, Rui Yang, and Yi Liu	119
Cloud Service-Oriented Modeling and Simulation of Regional Crowd Evacuation in Emergency Weiqing Ling, Jian Wang, and Xinquan Wei	130
Strategy Study on Mass Evacuation with LBS Information Yi-zhou Chen, Rui Yang, and Yi Liu	141
Online Social Network as a Powerful Tool to Identify Experts for Emergency Management Wei Du, Wei Xu, Jianshan Sun, and Jian Ma	151
The 2nd International Workshop on Big Data Management on Emerging Hardware (HardBD 2014)	
Wear-Aware Algorithms for PCM-Based Database Buffer Pools Yi Ou, Lei Chen, Jianliang Xu, and Theo Härder	165
Accelerate K-means Algorithm by Using GPU in the Hadoop Framework HuanXin Zheng and JunMin Wu	177
An Efficient Hybrid Index Structure for Temporal Marine Data Dongmei Huang, Le Sun, Danfeng Zhao, and Xiaoluo Zheng	187
On Massive Spatial Data Retrieval Based on Spark	200
HDStore: An SSD/HDD Hybrid Distributed Storage Scheme for Large-Scale Data	209
International Workshop on Data Management for Next-Generation Location-Based Services (DaNoS 2014)	
Rating Aware Route Planning in Road Networks Junqiang Dai, Wei Jiang, Guanfeng Liu, Jiajie Xu, Lei Zhao, and An Liu	223
Optimal RSUs Deployment in Vehicular Networks Chunyan Liu, Hejiao Huang, Hongwei Du, and Xiaohua Jia	236

HRSUNE 2014 Workshop Organizers' Message	XXI
Cache-Aware Query Processing with User Privacy Protection in Location-Based Services	247
International Workshop on Human Aspects of Making Recommendations in Social Ubiquitous Networking Environments (HRSUNE 2014)	
A Review of Factors Affecting Recommender Decisions in Social Networks for Educational Purposes Estefanía Martín, Isidoro Hernán-Losada, and Pablo A. Haya	261
Exploring Arduino for Building Educational Context-Aware Recommender Systems that Deliver Affective Recommendations in Social Ubiquitous Networking Environments	272
Olga C. Santos and Jesus G. Boticario	
The Ethics of a Recommendation System Pinata Winoto and Tiffany Tang	287
The Negative Effects of 'Too Accurate' Recommendation Results: A Pilot Study of the Effects of Search Engine Overuse on Chinese Students Lotus Xinhe Zhou and Tiffany Y. Tang	299
Supporting Growers with Recommendations in RedVides: Some Human Aspects Involved	307
Geographical Information in a Multi-domain Recommender System Tiffany Y. Tang, Pinata Winoto, and Robert Ziqin Ye	315
International Workshop on Big Data Systems and Services (BIDASYS 2014	1)
Hashtag Recommendation Based on User Tweet and Hashtag Classification on Twitter	325
Business Ecosystem and Ecosystem of Big Data Soonduck Yoo, Kwangdon Choi, and Malrey Lee	337
Using Big Data Strategy for the Development of the Communication Industry Soonduck Yoo, Jungihl Kim, and Kwangsun Ryu	349
A Data Model for Object-Based Seamless Digital Map Using Digital Map 2.0 Hyeongsoo Kim, Hyun Woo Park, Wonwoo Cho, Incheon Paik, and Keun Ho Ryu	360

Parallel Gene Clustering Using MapReduce	372
An Efficient Patent Storing Mechanism Based on SQLite on Hadoop Platform Xuhua Rui, Baul Kim, and Dugki Min	382
Considering Rating as Probability Distribution of Attitude in Recommender System Xiangyu Zhao, Zhendong Niu, Wentao Wang, Ke Niu, and Wu Yuan	393
On Computing Similarity in Academic Literature Data: Methods and Evaluation	403
Ranking People by Integrating Professional Capability, Sociability and Time Decaying Effect	413
Author Index	427