# Contents

A Consumer-Oriented Decision-Making Approach for Selecting the Cloud Storage Service: From PAPRIKA Perspective .......................... 1  
*Salim Alismaili, Mengxiang Li, Jun Shen, and Qiang He*

Health Apps’ Functionalities, Effectiveness, and Evaluation .................. 13  
*Yazan Alnsour, Bidyut Hazarika, and Jiban Khuntia*

Predicting Online Reviewer Popularity: A Comparative Analysis of Machine Learning Techniques ................................................. 22  
*Samadrita Bhattacharyya, Shankhadeep Banerjee, and Indranil Bose*

Amazon and Alibaba: Competition in a Dynamic Environment ............... 29  
*Wei-Lun Chang and Thomas J. Allen*

Temporal Ownership Boundary in Sharing Economy ............................. 54  
*Huihui Chi, Wei Zhou, and Selwyn Piramuthu*

Optimal Pricing and Workforce Composition for Service Delivery Using a Hybrid Workforce (Research in Progress) .......................... 67  
*Su Dong, Monica S. Johar, and Ram L. Kumar*

The Performance Evaluation of Machine Learning Classifiers on Financial Microblogging Platforms ............................................. 74  
*Tianyou Hu and Arvind Tripathi*

The Cannibalization Effects of New Product Preannouncement and Launch on the C2C Marketplace .............................................. 84  
*Dan Ke, Heci Zhang, and Yanbin Tu*

Electronic Word of Behavior: Conceptual Framework and Research Design for Analyzing the Effect of Increased Digital Observability of Consumer Behaviors in a Movie Streaming Context ........ 95  
*Katrine Kunst, Ravi Vatrapu, and Abid Hussain*

Locked in by Social Media Features? Translating Clicks and Comments into Value ................................................................. 104  
*Eric C. Larson and Vidya Haran*

When Your App is Under the Spotlight ........................................... 110  
*Chen Liang, Zhan (Michael) Shi, and T.S. Raghu*

A Social Endorsing Mechanism for Mobile Coupons ............................ 117  
*Yung-Ming Li, Jyh-Hwa Liou, and Ching-Yuan Ni*
Effect of Instant Messenger Use on Purchase Decision of Consumers:
The Role of Communication Quality and Content ............................................ 125
  Zhepeng Lu, Xiaoshan Wang, and Jinghua Huang

Booking High-Complex Travel Products on the Internet:
The Role of Trust, Convenience, and Attitude ............................................. 139
  Maria Madlberger

Sponsored Data: Smarter Data Pricing in the Age of Data Cap ..................... 150
  Xiaowei Mei, Hsing Kenneth Cheng, Subhajyoti Bandyopadhyay,
  and Liangfei Qiu

Please Share! Online Word of Mouth and Charitable Crowdfunding ............. 162
  Mahdi Moqri and Subhajyoti Bandyopadhyay

Predicting Web User’s Behavior: An Absorbing Markov Chain Approach .......... 170
  Sungjune Park and Vinay Vasudev

Examining Customer Responses to Fake Online Reviews: The Role
of Suspicion and Product Knowledge .......................................................... 177
  Jie Ren, Pinar Ozturk, and Shoufu Luo

An Exploration of Public Reaction to the OPM Data Breach Notifications ........ 185
  Rohit Valecha, Eric Bachura, Rui Chen, and H. Raghav Rao

Behavior Theory Enabled Gender Classification Method
(Research in Progress) .................................................................................. 192
  Jing Wang, Xiangbin Yan, and Bin Zhu

Crowdfunding Platforms: The Role of Information Providers ..................... 201
  Zhenhua Wu and Zhijie Lin

Privacy-Preserving Access Control Scheme for Outsourced Data
in Cloud ........................................................................................................ 215
  Ning Zhang and Jianming Zhu

Continuous User Authentication on Touch-Screen Mobile Phones:
Toward More Secure and Usable M-Commerce ........................................... 225
  Dongsong Zhang, Yin Kang, Lina Zhou, and Jianwei Lai

Author Index .................................................................................................. 237
Internetworked World
15th Workshop on e-Business, WeB 2016, Dublin, Ireland, December 10, 2016, Revised Selected Papers
Fan, M.; Heikkilä, J.; Li, H.; Shaw, M.J.; Zhang, H. (Eds.)
2017, X, 237 p. 42 illus., Softcover
ISBN: 978-3-319-69643-0