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IEEE Asia Pacific Conference on Wireless and Mobile 2016

CONFERENCE PROCEEDINGS

13-15 September 2016, Grand Royal Panghegar Hotel, Bandung - Indonesia



2016 IEEE Asia Pacific Conference on Wireless and Mobile (APWiMob)

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Part Number: CFP1675X-ART ISBN: 978-1-5090-2767-5



TABLE OF CONTENTS

NO.	PAPER TITLES AND AUTHORS NAME	
1	Optimal Full-Duplex Cooperative Spectrum Sensing in Asynchronous Cognitive Networks Teddy Febrianto; Mohammad Shikh-Bahaei	1
2	Finite-Length Analysis for Wireless Super-Dense Networks Exploiting Coded Random Access Over Rayleigh Fading Channels Khoirul Anwar; Rina Pudiiastuti	
3	Design of a 5 Bit Digital Phase Shifter for 1.27 GHz Phased Array L-Band SAR Muhsin Muhsin; Bambang Nugroho; Heroe Wijanto	14
4	Design and Realization of A Triple Biquad Microstrip Antenna with Flat Reflector for Access Point on Site WLAN 2,4 Ghz Muhammad Aziz; Tengku Ahmad Riza: Yuvu Wahvu	
5	Design, Implementation and Characterization of an RF Translator for TVWS Communication Patth Rick Ramirez; Joel Joseph Jr. S. Marciano	24
6	Diversity Maximal Combining for Transparent Protocol with Cooperative Network Coding (CNC) Muhammad Iqbal; Suwadi Suwadi; Iwan Wirawan; Rina Pudjiastuti	30
7	7 Improving LTE Throughput with Iterative Water-Filling Algorithm Dwi Samekto Bawono; Achmad Muayyadi; Ida Wahidah	
8	Performance Analysis of Generalized Frequency Division Multiplexing in8Various Pulse-shaping Filter for Next Generation Communication Systems Sumarsana Sumarsana; Achmad Muayyadi; Dharu Arseno	
9	RouteBoxer Library for Google Android Platform Aryo Pinandito; Mochamad Chandra Saputra; Rizal Setya Perdana	46
10	Examine Influence Factors of Webinar Adoption (Case Study At ABC University) Muhammad Nicky Has Has, Nick; Indrawati Indrawati	52
11	Human Tracking in Certain Indoor and Outdoor Area by Combining the Use of RFID and GPS Daniel P Hutabarat; Robby Saleh; Santoso Budijono; Rinda Hedwig	59
12	Automatic Arowana Raiser Controller Using Mobile Application Based on Android Nurliani Ritonga; Agung Nugroho Jati; Rifki Wijaya	63
13	Performance Evaluation of HTTP-CoAP Proxy for Wireless Sensor and Actuator Networks Adika Sulaeman; Fransiskus Astha Ekadiyanto; Riri Fitri Sari	68
14	SDN Controller Placement Design for Large Scale Production Network Muhammad Effendy; Rendy Munadi; Sofia Hertiana	74



A^PWiMob

IEEE Asia Pacific Conference on Wireless and Mobile

15	Enhancing Spam Detection on Mobile Phone Short Message Service (SMS) Performance Using FP-Growth and Naive Bayes Classifier Shaufiah Shaufiah; Dea Delvia Arifin; Moch Arif Bijaksana	80
16	Performance Analysis of a Novel Decentralised MAC Protocol for Cognitive Radio Networks Wajdi Alhakami; Ali Mansour; Ghazanfar A. Safdar	85
17	User Cooperation in a Multi-Hop Network with Multi-Interface Devices for Energy Efficiency Riyanto Jayadi; Yuan-Cheng Lai	92
18	Analysis Effect of Discrete Wavelet Transform in Multi Carrier Code Division Multiple Access Julika Givary; Rina Pudjiastuti; Ledya Novamizanti	99
19	Performance Comparison of Orthogonal Wavelet Division Multiplexing (OWDM) System Using Discrete Wavelet Transform and Wavelet Packet Transform on Rayleigh Channel Yuyun Siti Rohmah; Dwi Andi Nurmantris; Irwan Dinata	104
20	MIMO MC-CDMA with Differential Unitary Space Time Frequency Modulation for Fast Fading Environment Dhoni Setiawan; Rina Pudjiastuti; Sugi Sugihartono	109
21	The Efficiency-Fairness Trade-Off of Social-Rank-based Forwarding in Social Opportunistic Networks Bambang Soelistijanto	113
22	Optimization of Channel Allocation in Wireless Body Area Networks by Means of Reinforcement Learning Tauseef Ahmed; Faisal Ahmed; Yannick Le Moullec	120
23	Homogeneous Interference Mitigation Techniques for Wireless Body Area Network Under Coexistence: A Survey Sajid Farid; Yousaf Zia; Arshad Farhad; Faisal Bashir Hussain	124
24	Deploying Information Centric Networking in LTE Mobile Networks Prakash Suthar; Milan Stolic	130
25	Implementation of Stream Cipher Salsa20 Algorithm to Secure Voice on Push to Talk Application Diyana Afdhila; Surya Michrandi Nasution; Fairuz Azmi	137



AUTHOR INDEX

Α

Telkom University, Indonesia
Universitas Indonesia, Indonesia
Telkom University, Indonesia
University of Bedfordshire, United Kingdom
COMSATS Institute of Information Technology, Pakistan
Universitas Brawijaya & Fakultas Ilmu Komputer, Indonesia

В

Bambang Nugroho 14		Telkom University, Indonesia
Bambang Soelistijanto	113	Sanata Dharma University, Indonesia

D

Daniel P Hutabarat 59		Bina Nusantara University, Indonesia
Dea Delvia Arifin 80		Telkom University, Indonesia
Dharu Arseno 41		Telkom University, Indonesia
Dhoni Setiawan 109		Telkom University, Indonesia
Diyana Afdhila 137		Telkom University, Indonesia
Dwi Andi Nurmantris	104	Telkom University, Indonesia
Dwi Samekto Bawono	35	Telkom University, Indonesia

F

Fairuz Azmi Telkom University, Indonesia 137 Faisal Ahmed 120 Faisal Bashir Hussain 124 Fransiskus Astha Ekadiyanto 68

G

Ghazanfar A. Safdar 85

Η

Heroe Wijanto 14 Tallinn University of Technology, Estonia Bahria University, Islamabad, Pakistan Universitas Indonesia, Indonesia

University of Bedfordshire, United Kingdom

Telkom University, Indonesia

I



APWiMob IEEE Asia Pacific Conference on Wireless and Mobile

Ida Wahidah 35	Telkom University, Indonesia
Indrawati Indrawati 52	Telkom University, Indonesia
Irwan Dinata 104	University of Bangka Belitung, Indonesia
Iwan Wirawan 30	ITS, Indonesia

J

Joel Joseph Jr. S. Marciano24University of the Philippines & Wireless
Communications Engineering Laboratory, PhilippinesJulika Givary99Telkom University, Indonesia

K

Khoirul Anwar 7 Telkom University, Indonesia

L

Ledv	va Novamizanti	99	Telkom University, Indonesia
LCU	ya Novannzanti	55	

Μ

Milan Stolic 130	Cisco Systems, USA
Moch Arif Bijaksana 80	Telkom University, Indonesia
Mochamad Chandra Saputra 46	Universitas Brawijaya, Indonesia
Mohammad Shikh-Bahaei 1	Kings college London, United Kingdom
Muhammad Aziz 18	Telkom University, Indonesia
Muhammad Effendy 74	Telkom University & PT Telekomunikasi Indonesia, Indonesia
Muhammad Iqbal 30	Telkom University & Institut Teknologi Sepuluh November Surabaya, Indonesia
Muhammad Nicky Has Has, Nick 52	University of Telkom & Telkom, Indonesia
Muhsin Muhsin 14	Telkom University, Indonesia
N	
Nurliani Ritonga 63	Telkom University, Indonesia
Ρ	
Patth Rick Ramirez 24	University of the Philippines Diliman & Wireless Communications Engineering Laboratory, Philippines
Prakash Suthar 130	Cisco Systems, USA
D	

R

Rendy Munadi 74

Telkom University, Indonesia



APWiMob IEEE Asia Pacific Conference on Wireless and Mobile

Rifki Wijaya 63 Institut Teknologi Bandung, Indonesia Rina Pudjiastuti 7, 30, 99, 109 Telkom University, Indonesia Rinda Hedwig 59 University of Bina Nusantara, Indonesia Riri Fitri Sari 68 University of Indonesia, Indonesia National Taiwan University of Science and Technology, Riyanto Jayadi 92 Taiwan **Rizal Setya Perdana** 46 Universitas Brawijaya, Indonesia Robby Saleh 59 Bina Nusantara University, Indonesia

S

Sajid Farid 124 Bahria University, Islamabad Pakistan, Pakistan Santoso Budijono 59 Bina Nusantara University, Indonesia Shaufiah Shaufiah Telkom University, Indonesia 80 Sofia Hertiana Institut Teknologi Bandung & Telkom University, 74 Indonesia Sugi Sugihartono 109 Bandung Institute of Technology, Indonesia Sumarsana Sumarsana 41 Telkom University, Indonesia Surva Michrandi Nasution 137 Telkom University, Indonesia Suwadi Suwadi 30 ITS, Indonesia

Т

Tauseef Ahmed 120	Tallinn University of Technology, Estonia
Teddy Febrianto 1	King's College London, United Kingdom
Tengku Ahmad Riza 18	Telkom University, Indonesia

W

Wajdi Alhakami 85

Υ

Yannick Le Moullec120Yousaf Zia124Yuan-Cheng Lai92Yuyu Wahyu18Yuyun Siti Rohmah104

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WELCOME MESSAGE FROM THE CONFERENCE CHAIR

Welcome to APWiMob 2016, Bandung – Indonesia

It is our great pleasure to invite you to attend the 2016 IEEE Asia Pacific Conference on Wireless and Mobile (APWiMob 2016), which is the 3rd of the consecutive series initiated in 2014 in Bali, followed in 2015 in Bandung.



APWiMob 2016 is international: papers have been submitted not only from Asia-Pacific countries but also from America, Europe and Africa. We cordially

welcome you to APWiMob 2016. Besides, we would like to take this opportunity to take this opportunity to express our sincere appreciation to the leading scientists, session organizers and all contributors for their great help and valuable supports to APWiMob 2016. Many thanks also to the Technical Program Committee, the Organizing Committee, and the International Steering Committee as well as the sponsors, the IEEE Communications Society Chapter Indonesia, for their efforts to bring all the participants an excellent technical program and an opportunity to spend a pleasant time at the conference.

APWiMob 2016 provides an international forum for researchers, academicians, professionals, and students from various engineering fields and with cross-disciplinary interests in wireless communications and mobile technologies, networks, services, and applications to interact and disseminate information on the latest developments. It is expected that the attendees will bring many benefits to the scientific and technological development for all countries and to formation of new international cooperation and strengthening of established international collaborations. The committee is doing its best effort for the inclusion of the conference proceedings to the IEEE Xplore Data Base. The presentations of this conference will be accessible to a wider range of readers and will have continual impact to this research field.

Bandung is the capital city of West Java Province. It is the historic site of the first university in Indonesia. It is also popular place for leisure activities for people not only from Jakarta, the capital of Indonesia, but also from Malaysia and Singapore thanks to its strategic location that is reachable by railways, highways, as well as air plane. We hope all of attendees an enjoyable and memorable stay in Bandung, Indonesia.



APWIMOD IEEE Asia Pacific Conference on Wireless and Mobile

Bandung, 13 September 2016

Chair of APWiMob 2016,

<u>Sigit Yuwono, PhD</u> Telkom University



WELCOME MESSAGE FROM TPC CHAIR

Dear Ladies and Gentlemen,



It has always been a pleasure to host and to welcome researchers, academics, practitioners, and students from across national borders for a shared, prestigious event like APWiMob 2016, the IEEE Asia Pacific Conference on Wireless and Mobile 2016, in Bandung, where the high qualified papers in wireless communications and mobile technologies, networks, services, and applications to interact and disseminate information on the latest developments, will be presented. The conference received 55 papers from 130

authors of 14 countries and through high qualification of reviewing process and tight registration process APWiMob 2016 will publish 25 papers from 79 authors of 10 countries with high qualified papers.

The research in advanced information and communication technologies and services, and also communications networks with advanced technologies are very important since it represents a great achievement in topics of interest, which the best contributors coming from excellent laboratories and schools throughout the world, precipitate to come and contribute their finest works. Therefore, this conference will become the landmark for engineering society to express their thoughts and skills in finding best algorithms or modern mathematical modeling for the future technology. Not only the high qualified papers, the conference is supported by 3 experts in tutorial sessions and 3 distinguished experts in keynote sessions.

We would like to express special appreciation for 218 technical program committee (TPC) that supported the review process, thus enable us to present high qualified conference in communications technology. We congratulate the authors of papers that made it into the proceedings and to IEEE Xplore, for the job well done.

We wish to express strong appreciation to our most important sponsors: IEEE ComSoc Indonesia Chapter and Telkom University, especially School of Electrical Engineering. We are also blessed to have three distinguished Guest Speakers: Prof. Dr.-Ing. Abdelhak M. Zoubir, Prof. Haruhiro Fujita and Sigit P. Wigati Djarot, PhD.



APWiMob IEEE Asia Pacific Conference on Wireless and Mobile

As always, many thanks are due to all members of APWiMob 2016 committee for their dedication for making this conference a success. Above all, thank you to all of you for coming to this conference.

We warmly invite you to taste Bandung food, walk its streets, and bring from Bandung some memorable items that will keep your heart in touch with this historical and pleasant city of Bandung.

Best regards,

TPC Chair,

<u>Rina Pudji Astuti</u> Telkom University IEEE Comsoc Chapter Indonesia



PROGRAM AT A GLANCE

Day One: Tuesday, 13 September 2016

TIME	AMARTAPURA C	MADHUKARA A	MADHUKARA B
07.00 - 08.30	Registration		
08.30 - 08.45	Opening Speech		
08.45 - 09.00	Speech from the Chair of ICCEREC and APWiMob		
09.00 - 09.15	Launching IEEE SPS Indonesia Chapter		
09.15 - 10.00	Keynote Session 1		
10.00 - 10.30	Coffee Break & Photo Session		
10.30 - 11.15	Keynote Session II		
11.15 - 12.00	Keynote Session III		
12.00 - 13.00	Lunch Break		
13.00 - 15.00		Tutorial Session I	Technical Session I
15.00 - 15.15		Coffee Break	Coffee Break
15.15 - 17.00		Tutorial Session II	Technical Session II
18.30 - 21.00	GALA DINNER at AMARTAPURA C		

Day Two: Wednesday, 14 September 2016

TIME	MADHUKARA A	MADHUKARA B
08.00 - 09.30	Tutorial Session III	Technical Session III
09.30 - 09.45	Coffee Break	Coffee Break
09.45 - 11.00	SPS (Signal Processing Society) Indonesia Chaper 1 st Meeting	Technical Session IV



<text><text></text></text>	Bambang Social-Rank-based The Efficiency-fairness Trade-Off of Social-Rank-based Forwarding in Social Opportunistic Networks Actively Participated in Actively Participated in IEEE Asia Pacific Conference on Wireless and Mobile 2016 as Paper Presenter	Bandung-Indonesia 13-15 September 2016 Conference Chair MM Sigit Yuwono, PhD
Image: Contract of the second of the seco	Sponsored by Constructions socret Montenant Constructions Construction	

The Efficiency-Fairness Trade-Off of Social-Rankbased Forwarding in Social Opportunistic Networks

Bambang Soelistijanto Informatics Department Sanata Dharma University, Indonesia b.soelistijanto@usd.ac.id

Abstract — Social-rank-based forwarding algorithms favour the most popular nodes as the most likely relay nodes to deliver messages to the destinations. When these strategies are able to deliver messages with a high success rate and a low delay in social opportunistic networks (SONs), this however creates unbalanced load distribution, where the most popular nodes carry a much heavier burden compared to others. In this paper, we analyze the efficiency and fairness trade-off of social-rank-based forwarding strategies in SONs. Initially, we investigate the node popularity distribution in real-life SONs. We confirm that the node popularity is power-law distributed, with the existence of a few hub nodes that have many connections with other nodes and therefore are much popular in the entire network. Subsequently, we apply a social-rank-based forwarding algorithm on these human-centric networks. Moreover, we perform two distinct scenarios as follows. In the first scenario, we consider absolute delivery efficiency and examine the impact that hub nodes have on the network delivery performance. We show that these nodes enable the network to deliver messages with a high probability in a low delay; however, this consumes much resources on the central nodes. In the second scenario, in contrast, we consider the absolute fairness of resource allocation across the network nodes. We confirm that maintaining this fairness significantly degrades the network delivery performances.

Keywords: social-rank-based forwarding, social opportunistic networks, node popularity, efficiency-fairness trade-off

I. INTRODUCTION

In recent years, opportunistic networks have gained popularity in research as a natural evolution from mobile ad hoc networks (MANETs) [1]. In opportunistic networks, nodes come into contact with each other at unpredictable intervals with an unpredictable duration of each contact. Technological advances are leading to a world replete with mobile devices, such as cellular phones, notebooks, and gadgets, thus paving the way for a multitude of opportunities for device contacts. Opportunistic computing exploits opportunistic communication between devices to share each other's content, resources and services. Examples of opportunistic networks include animal wildlife monitoring networks [2], vehicular networks [3], and social (human) opportunistic networks [4].

Social opportunistic networks (SONs) to date have been investigated as a promising approach for communications (e.g. the Haggle project [5]). SONs attempt to close the gap between human and network behaviour by taking a user-centric approach to networking. These networks exploit users' mobility as an opportunity to enable data forwarding. SONs are therefore human-centric because the node contacts reflect the way humans come into contact, and humans tend to move in a way that is influenced by their social relationships. SONs are consequently tightly coupled with social (relations) networks and knowledge of human relationships can be exploited to build more efficient and reliable communication protocols.

Social-aware forwarding algorithms [6,7] use node social structures, such as popularity (social rank) and community (social clique), as the forwarding metrics to efficiently select the most likely relay nodes to deliver messages to the destinations. Furthermore, social-rank-based forwarding [8,9] considers node popularity in the entire network and favours the most popular nodes as the best carriers to enable the data delivery in a low delay. Node popularity in a social network is commonly evaluated by a centrality metric, e.g. Freeman's centrality measures [10]. During node contacts, the algorithms transfer messages to nodes with a higher centrality than the forwarding node, so the centrality monotonically increases from source to destination (a next-best-hop hill-climbing heuristic). When these strategies are able to bring a high delivery success rate within a low latency in SONs, this however creates unbalanced load distribution among the network nodes, where a few most popular nodes carry a heavier burden compared to others, quickly depleting the constraint resources of these nodes, e.g. power and storage, and eventually degrading the network delivery performance. With the increasing workload today, it has become critical to make full use of the limited resources of mobile devices so that the resource efficiency can be improved and hence more and more mobile applications can be supported. Ensuring network resource distribution fairness is therefore a crucial goal if social-rank-based forwarding strategies are to be adopted in the future

In this paper, we analyze the trade-off between delivery efficiency and network resource distribution fairness when social-rank-based forwarding algorithms are applied in SONs. Previous study in [11] has discussed this issue in general mobile opportunistic networking. This paper however focuses it in SONs, since these human-centric networks posses a unique characteristic, namely a non-random topology structure, exhibiting a power-law node degree distribution with the existence of a few high degree nodes [12,13]. These nodes have many connections with other nodes and therefore are much popular in the network and can act as communication hubs in the network. Consequently, a social-rank-based forwarding algorithm directs most of the traffic through these hub nodes, leading to unbalanced load distribution in the network, where a few hub nodes carry a much heavier burden compared to other nodes. In this analysis, we therefore perform two distinct scenarios as follows. In the first one, we consider absolute delivery efficiency. We examine the impact that the hub nodes have on the network delivery performance. In the second one, in contrast, we consider the absolute fairness of resource allocation across the network nodes. We investigate how this load balancing impacts on the overall delivery performance.

The remainder of this paper is organized as follows. Section II provides a brief overview of social-rank-based forwarding algorithms. Section III describes the node popularity distribution in SONs. In Section IV, we discuss the efficiency and fairness trade-off of social-rank-based forwarding strategies in SONs. Finally, Section V concludes the paper.

II. SOCIAL-RANK-BASED FORWARDING ALGORITHMS

Routing strategies in opportunistic networks are designed to efficiently select the most likely relay nodes to deliver a message to the destination. A node has to decide whether or not to forward a message to the contacted node based on knowledge of the past behaviour of the peer. Such forwarding decisions are typically guided by, on one hand, the desire to reduce the number of copies of messages in the network and, on the other hand, the desire to decrease end-to-end transfer delay. Social-rank-based forwarding, a class of social-aware forwarding, represents one of the most promising methods for addressing this forwarding challenge. These strategies favour higher social ranked nodes as better carriers to deliver messages to the destinations with a low delay. During node contacts, the algorithms forward copies of messages to nodes with a higher ranking than the forwarding node until the destinations are encountered. We now provide a brief review of social-rank-based forwarding strategies. We distinguish between two types of these strategies based on the metrics used to rank nodes in the network, namely centrality-based and contact-based forwarding.

- a) Centrality-based forwarding: Social network analysis (SNA) examines node popularity in a social network in term of centrality, such as Freeman's centrality measures [10], i.e. degree centrality, betweeness centrality and closeness centrality. Degree centrality is the total number of links that a node has. Betweeness centrality of a node however is the number of shortest paths that pass through the node divided by the total number of shortest paths in the network. Closeness centrality of a node is the reciprocal of the mean of the shortest paths between the node and all other reachable nodes. In the following, we mention two centrality-based forwarding algorithms in the literature:
 - *DEGREE*: As part of the BubbleRap protocol [7], this algorithm uses degree centrality to measure node popularity in the entire network (global popularity). Node degree in intermittently-connected networks, such as opportunistic networks, is calculated as the number of distinct nodes encountered in a given time

interval. *DEGREE* furthermore determines a node's degree in a time interval (or time window) by calculating the node degree value averaged over all previous windows.

- *PeopleRank* [8]: Inspired by the PageRank algorithm of Google, PeopleRank exploits node centrality to achieve efficient message transmission in SONs. The node centrality here is calculated by considering the popularity of the neighbouring nodes. Consequently, PeopleRank gives higher weight to nodes if they are socially connected to other important (popular) nodes in the network.
- b) **Contact-based forwarding:** in this class, information learned during node contact, e.g. contact frequency, duration and recency, is used to quantify node importance (popularity) in the network. We now present three contact-based forwarding algorithms as follows:
 - *Context Aware Adaptive Routing (CAR)* [14]: Here, node popularity is quantified by a connectivity change rate, which is the number of nodes that became neighbours or disappeared in a time interval and then normalized by the total number of nodes met in the same time interval. A high value of this metric indicates a node is very active in the network and hence is very popular in the entire network.
 - Sociable Routing [9]: In this strategy, node popularity is evaluated using a sociability indicator. This metric considers both node own social behaviour, such as node's mobility pattern, and the neighbours' sociability levels. The social behaviour of a node is quantified by counting its encounters with all the other nodes in the network over a time period. Furthermore, the sociability degree of a node should intuitively benefit from having highly sociable neighbours.
 - *Fair Route* [15]: This algorithm uses interaction strength (tie strength) to measure node popularity in the network. The tie strength is evaluated based on node contact frequency. Node global popularity is then calculated as the total tie strength of a node towards its all neighbour nodes.

III. NODE POPULARITY DISTRIBUTION IN SONS

Knowledge of network topology structure is indeed required to analyze the delivery performance of a routing protocol in the network. In mobile communication networks, such as MANETs and opportunistic networks, the mobility pattern of mobile devices will directly affect the topology of the networks. Furthermore, SONs are human-centric networks and the node contacts in these networks consequently reflect the way humans come into contact. The authors in [12,13] investigated the topology characteristics of SONs using several real human contact datasets. They initially aggregated the data traces to form contact graphs and subsequently performed an *off-line* analysis on the derived graphs (in [16], the contact graphs are identified as electronic social networks). Finally, they confirmed that the graphs posses a strong non-random connectivity structure, which exhibits a power-law degree distribution where a few nodes have a very large degree of connections to other nodes, but most of the network nodes have few ones. These high degree nodes are therefore (socially) very popular in the network and can act as communication hubs in the network.

In this paper, instead, we perform an online analysis to investigate the node popularity distribution in SONs using the ONE simulator [17], a discrete event simulator for opportunistic networks. In self-organizing networks, such as opportunistic networks, a node should be able to autonomously identify its popularity in the network. In this study, node popularity is calculated as the number of distinct nodes encountered in a given time interval. This is equal to the node degree centrality (or node degree in the graph theory) in an aggregated contact graph. Moreover, we use the C-Window technique of BubbleRap [7] to calculate node degree in a time interval (or time window). This method is a cumulative moving average that determines the degree of a node in a time window by calculating the node degree value averaged over all previous windows. For the simulation's node mobility scenario, we use real-life mobility traces, namely the Reality [18] and Sassy [19] datasets. In Reality, 100 smart phones were deployed among the students and staff of MIT to capture the academic activities in the campus over one academic year. However, the Sassy trace contains the contact information of 27 people of the University of St. Andrews during a period of 74 days.



Fig. 1. Instantaneous node degree distribution in Reality

From the simulation results, we depict the instantaneous node degree distribution in Reality and Sassy in Fig. 1 and 2, respectively. The time window used for calculating node degree is set to 24 hours for both node mobility scenarios. From both figures, we see a few nodes that have degree much higher than the average degree in the network (e.g. the mean node degrees in Reality and Sassy, respectively, are 2.12 and 0.74). In addition, in Fig. 3 we depict the cumulative distribution function (CDF) of the node degree distribution in Reality (due to space limitations, we omit the figure for Sassy). The figure confirms that the node degree in Reality is powerlaw distributed, where the probability of finding a high degree node is very low, since the majority of nodes have low degree. The degree distribution in real human networks is therefore far from that of a random graph [20]. Moreover, Ferreti et al. [21] also confirmed the feasibility of coupling between SONs and scale-free networks, those with the main characteristic of a power-law degree distribution. When social-rank-based forwarding strategies favour higher degree nodes as better traffic relays, as we will show in the next section, unbalanced load distribution eventually results, where a few highest degree nodes carry a much heavier burden compared to others, quickly depleting the limited resources of these nodes, e.g. storage and power, and finally degrading the network delivery performance. Since most mobile devices have limited resources, this efficiency-fairness trade-off is therefore a crucial issue in mobile social networking.



Fig. 2. Instantaneous node degree distribution in Sassy



Fig. 3. CDF of node degree distribution in Reality

IV. EFFICIENCY-FAIRNESS TRADE-OFF

In this section, we quantitatively analyze the trade-off between efficiency and fairness of social-rank-based forwarding strategies in SONs. We first define these evaluation metrics and next investigate this trade-off using real human contact datasets.

We define "*efficiency*" as the delivery success rate of a forwarding strategy within a given time interval. Higher efficiency means more messages successfully delivered within a shorter delay. In addition to efficiency, fairness is a very important performance metric in mobile communication networks, since most mobile devices have limited resources, e.g. storage and power. We therefore define "*fairness*" as the relative equality in the distribution of resource utilization among nodes in the network. A forwarding strategy is "fair" when the resource capacity assignment of a given node is equivalent to that of all the network nodes. In this performance

evaluation, we use the GINI index [22] to measure the resource distribution fairness level in the network (i.e. an index value of '0' means that the resource consumption is distributed evenly among all the network nodes, and value of '1' indicates perfect inequality where only the resource of a single node is fully exploited).

We investigate the trade-off between efficiency and fairness of social-rank-based forwarding strategies in SONs using the ONE simulator [17]. Our analysis is based on two human contact datasets collected in campus environments, i.e. Reality [18] and Sassy [19]. In this study, we use DEGREE as the forwarding strategy, where the time window for calculating node degree is set to 24 hours for both datasets. In addition, we perform two distinct scenarios as follows. In the first scenario, we consider absolute delivery efficiency: we compare the network delivery performance when hub nodes participate in the forwarding process with the one when the nodes refrain from the forwarding process. In the second scenario, however, we consider the absolute fairness of resource allocation across nodes in the network: we examine how this load balancing impacts on the overall delivery performance. We now discuss the two scenarios in detail as follows.

a) Absolute delivery efficiency

As discussed in [8,9], delivery efficiency deals with the participation of popular nodes in message delivery. In this scenario, we therefore investigate the impact of hub nodes on the network delivery performance. We compare the delivery performance of *DEGREE* in real-life SONs when the most popular nodes involve in the forwarding process with the one when these nodes boycott the delivery process. For the latter case, in the simulation we set the radio range of the highest degree nodes to be zero in both datasets (e.g. node 29, 39, 57, 86 and 95 in Reality, and node 5, 15 and 21 in Sassy), so that they cannot be active in both sending and receiving messages during node contacts.

From the simulation results, in Fig. 4 and 5 we depict the delivery success ratio of DEGREE as a function of different message time-to-lives (TTLs), in Reality and Sassy, respectively, for both the original case (when the hub nodes are included in the forwarding process) and the hub node removal case (when the hub nodes are excluded from the forwarding process). As expected, excluding the most popular nodes from the forwarding process deteriorates the success rate in both mobility scenarios. In the original case, the forwarding algorithm directs most of the network traffic traverses the shortest-paths through the hub nodes towards the destinations, resulting in message delivery with a low delay. Despite its benefit, however, this efficient delivery creates unbalanced load distribution in the network. For example, in Fig. 6 we illustrate the node popularity (measured in node degree) vs. node load (= total relay messages processed by a given node) in Reality for the original case. The figure shows that a few highest degree nodes process a large fraction of the network traffic, while majority of the network nodes only receive a small number of relay messages. Moreover, we depict in Fig. 7 the GINI index that measures the load distribution fairness level in Reality and Sassy for both cases. We see that the load distribution fairness in the original case is poorer (a higher

GINI index) than that in the hub node removal case in both node mobility scenarios. Clearly, removing hub nodes in the forwarding process improves the load distribution fairness (i.e. a reduced GINI index), but this negatively impacts on the overall delivery time (i.e. a long transfer delay).



Fig. 4. Delivery performance of *DEGREE* with various message TTLs in Reality for the original and hub node removal cases



Fig. 5. Delivery performance of *DEGREE* with various message TTLs in Sassy for the original and hub node removal cases



Fig. 6. Node popularity (measured in node degree) vs. node load (= total received relay messages) in Reality for the original case



Fig. 7. Load distribution fairness level (measured in a GINI index) in Reality and Sassy for the original and hub node removal cases



(b) A low degree node (non-hub node)

Fig. 8. Buffer occupancy growth of nodes in Reality for the original case

b) Absolute resource distribution fairness

From a networking perspective, it is desirable to have a uniform load distribution in the network in order to use network resources evenly and fairly. However, as we have shown previously, most of the communications in SONs rely on a few hub nodes (i.e. the most popular individuals), and this in turn quickly depletes the constraint resources of these nodes, e.g. buffer (storage) and power. For example, from the simulation results in Section IV.a we depict in Fig. 8(a) and 8(b) the change over time of buffer occupancy of an illustrative hub node and non-hub node, respectively, in Reality. Fig. 8(a) shows that the buffer queue length of the hub node increases quickly during initial period of the simulation. In other

words, the hub node's buffer is frequently saturated throughout the simulation. In contrast, in the low degree node, as shown in Fig. 8(b), the buffer occupancy is typically low and slightly fluctuates during the simulation. This therefore confirms the unbalanced resource utilization when a social-rank-based forwarding, e.g. *DEGREE*, is applied in a SON.

In this section, we aim to investigate the impact of absolute resource allocation fairness on the network delivery performance. Let us assume an absolute fair resource distribution in the network. This requires that the forwarding strategy should be able to ensure the fairness by balancing load across the network nodes. We subsequently modify the forwarding algorithm of *DEGREE* so that the network load can be uniformly distributed among the nodes (e.g. each node receives the same number of relay messages) as follows. When node *j* is in contact with node *k*, node *j* will forward a copy of its message to node *k* if:

$degree(N_k) > degree(N_i)$ AND $load(N_k) \le avg_net_load$

where $avg_net_load = \sum_{i=1}^n load(N_i)/n$, with N_i represents a node i, n is the total number of nodes in the network, and $load(N_i)$ is the number of messages that node *i* currently carries in its buffer (we assume that all messages have the same length). In this analysis, we first hypothesise that the forwarding algorithm has knowledge of instantaneous load of all nodes in the network, and hence global resource allocation fairness can finally be achieved (we name this forwarding strategy Global_Fair). In fact, however, global knowledge is not normally available to opportunistic network nodes due to a very long transfer delay. As a consequence, the forwarding algorithm of a node has to use locally available information when calculating the global load. In Algorithm 1, we show the modified DEGREE algorithm that uses local information from neighbouring nodes to estimate the average network load (we call this algorithm *Local_Fair*). When node *j* encounters node k, they initially exchange both their node load and average network load values. Afterwards, they update their average network load based on this information. When node j has a message, it will forward a copy of the message to node k if the degree of node k is higher than *j*'s degree and the load carried by node k is lower than the average network load.

Algorithm 1. Local Fair (N_i)

$avg_net_load \leftarrow 0$
while N_j is in contact with N_k do
send $load(N_j)$
send $avg_net_load(N_j)$
receive $load(N_k)$
receive $avg_net_load(N_k)$
update avg_net_load
while $\exists m \in buffer(N_j)$ do
if $degree(N_k) \ge degree(N_j)$ AND $load(N_k) \le avg_net_load$
OR N_k = destination (m)
then forward (m, N_k)
end if
end while
end while

From the simulation results, we depict in Fig. 9 and 10 the delivery success ratio of *DEGREE*, *Global_Fair* and *Local_Fair* as a function of different message time-to-lives (TTLs), in Reality and Sassy, respectively. It is clear that maintaining absolute resource allocation fairness, both globally and locally, significantly degrades the overall delivery success ratio in both node mobility scenarios. However, *Local_Fair* performs slightly better than *Global_Fair*, since the former considers locally average network load which is typically a little bit higher than the globally average network load.



Fig. 9. Delivery performance of *DEGREE*, *Local_Fair* and *Global_Fair* with various message TTLs in Reality



Fig. 10. Delivery performance of *DEGREE*, *Local_Fair* and *Global_Fair* with various message TTLs in Sassy

Finally, the above analysis confirms that when fairness is our goal, absolute fairness is not. The absolute fairness is likely to prevent popular nodes from participating in the forwarding process, resulting in significant network performance degradation. The goal of designing better forwarding algorithms in SONs is therefore to further satisfy popular nodes by moving from a situation where these nodes carry large burden in delivering messages to a "fair distribution" of this load among the popular nodes and their adjacent nodes (friends). In [23], we propose two strategies to increase load distribution fairness in SONs, namely improving social-based forwarding metrics and applying buffer congestion control on the forwarding algorithms. In the first approach, we argue that

other centrality measures (than the Freeman's centrality metrics) in the sociology literature can be used to obtain better load distribution fairness, for example the Bonacich centrality measure [24]. While in the Freeman's centrality metrics (e.g. degree centrality) a node's popularity is measured based on the node's itself position in the network, Bonacich centrality however considers the neighbours' popularities when calculating the popularity of the node in the network. Consequently, unpopular nodes can increase their popularities when they have neighbours (friends) with higher popularities, leading to the increase of the probability of these low ranked nodes to be selected as traffic relays and eventually improving load distribution fairness in the network. In the second approach, on the other hand, buffer congestion control can prevent the forwarding algorithms from burdening popular nodes with relay messages. This can help the forwarding strategy to distribute the load more evenly among nodes in the network.

V. CONCLUSIONS AND FUTURE WORK

In this paper, we have investigated the trade-off between efficiency and fairness of social-rank-based forwarding strategies in SONs. We performed two distinct scenarios in this study. In the first one, we considered absolute delivery efficiency and examined the impact of hub nodes on the network delivery performance. We showed that these nodes enable the network to deliver messages with a high probability in a low delay; however, this efficient delivery consumes much resource of the central nodes. In the second one, however, we considered the absolute fairness of resource allocation fairness across the network nodes. We confirmed that maintaining this fairness significantly deteriorates the network delivery performance.

For future work, we identify two important points. First, searching for other centrality metrics (than the Freeman's centrality metrics) that can bring better load distribution fairness in SONs, e.g. the Bonacich centrality measure [24]. Second, applying buffer congestion control on social-based forwarding algorithms to reduce large burden carried by popular nodes.

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