intention sequence patterns under the condition that *Min_Support* is 40% and 50%. Hence, the *Min_Support* of User #2 is 30%. Similarly, the intention sequence patterns of other users and final selection of *Min_Support* in MSNs can be concluded.

6 Conclusions

The existing MSNs environment increasingly requires situation awareness. Users' environment and behavior are dynamic, and an individual's intention is also to change. In order to adapt to the dynamic changes of user identities in the social domain, this paper extends and enriches the Situ theory, and builds a *SocialSitu* framework for the social media networks. We design and achieve the intention serialization algorithm in multimedia social networks. The user's frequent intention sequence mode is obtained through the intention serialization algorithm. When the user's identify changes, we conclude his behavior pattern with different ID, and prove that different *SocislSitu(t)* sequences are acquired in the same *Min_Support* with the same intention when his role and group change. In the future works, the existing intention sequence patterns of the user could be adopted to predict the user's more and deeper intentions. Besides, we will employ the *SocialSitu* and the proposed algorithm to improve multimedia recommendation system and some killer applications in MSNs.

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Author Biographies

Z. Zhang, born in October 1975, earned his Master, Ph.D. degrees in Computer Science from Dalian University of Technology and Xidian University, P. R. China, respectively. He was ever post-doctoral fellowship at School of Management, Xi'an Jiaotong University, China. Nowadays, he is a full-time Henan Province Distinguished Professor and Dean with Department of Computer Science, College of Information Engineering, Henan University of Science & Technology. He is also a Visiting Professor of Computer Science Department of Iowa State University. Prof. Zhang and research interests include multimedia social networks, digital rights management, trusted computing and usage control. Recent years, he has published over 100 scientific papers and edited 5 books in the above research fields, and also holds 10 authorized patents. He is IEEE Senior Member (06'M, 11'S), ACM Senior Member (08'M, 13'S), IEEE Systems, Man, Cybermetics Society Technical Committee on Soft Computing, World Federation on Soft Computing Young Researchers Committee, Membership for Digital Rights Management Technical Specialist Workgroup Attached to China National Audio, Video, Multimedia System and Device Standardization Technologies Committee. And also, he is editorial board member, associate editor for numerous international journals on social multimedia computing, soft computing and security.

R. Sun, born in December 1991, is currently a postgraduate majoring in computer science, College of Information Engineering, Henan University of Science & Technology. Her research interest focuses on multimedia social networks architectures and applications.

X. Wang, born in June 1993, is currently a postgraduate majoring in computer science, College of Information Engineering, Henan University of Science & Technology. Her research interest focuses on crowd computing and crowdsourcing for social media networks.

C. Zhao, born in October 1972, received his Ph.D .degree in Computer Science at Xi'an Jiaotong University, P. R. China. He is an associate professor at College of Information Engineering, Henan University of Science & Technology. His research interests include machine learning and social network analytics.