## International Journal of Social Science and Humanity

## **CONTENTS**

Volume 5, Number 3, March 2015
Factors that Affect the Effectiveness of Personalized Recommendation of Artwork
Social Marginalisation of Women in the Saudi Novel after the Gulf War in 1990
Graphic Design as Means of Students' Creative Activity
The Development of Democratic Consolidation in Turkey Since 2000s
Does Opinion Leadership Increase the Followers on Twitter
Re-Constructed Unitary History on Green Island, Taiwan: The Former Political Prison/Oasis Villa265  H. W. Lin
Customer Perceptions of Health Examination Service Quality: An Empirical Investigation in South Korea
Sehwon Kang and Jungsuk Oh
Community and Neighbourhood in Egyptian Context, Case Formal and Informal Settlements - Cairo281  Sarah Eldefrawi
Internationalization of the Taiwan Banking Industry, 1990-2001
The King Who Loves Sex: The Functions of Literature in Traditional Malay Poetry
Rights of the People with Disabilities and Social Exclusion in Malaysia
Reliability and Validity of Consumers' Decision Making Investigation of Safe Street Food Purchasing, Pilot Study in Nakhon Si Thammarat, Thailand
Utilizing Web 2.0 Tools in a Group Based Learning Environment: A Malaysian Classroom Perspective31 Wai-Jing Kwok and Tse-Kian Neo
Rebellion and Return: Probing into the Marriage and Family Values of Generation X
Exploring International Tourists' Attitudes and Perceptions: in Characterizing Malaysian Heritage Food (MHF)

as a Tourism Attraction in Malaysia	321
Siti Radhiah Omar, Shahrim Ab Karim, and Siti Nazirah Omar	