

Distinguished Seminar Series on Data Science & Artificial Intelligence

Social Media Mining: A Bountiful Frontier in AI and Data Science

Prof. Huan Liu

Professor
School of Computing and Augmented Intelligence
Arizona State University
USA



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Online via Zoom

English

Please register at <https://polyu.hk/cBdbE>
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All are welcome!

Abstract

Social media data differs from conventional data in many ways. It is not only big, but also noisy, linked, multimodal, and user generated. Unprecedented opportunities thus emerge for researchers in AI and Data Science through the lens of social media data. In this talk, we use examples to illustrate (1) fundamental problems associated with social media, challenging common practice and existential understanding in machine learning and data mining, (2) intriguing questions, unique to social media, that can be answered by mining social data, and (3) how we can make a difference – that is, contributing to society at large - by developing novel socially responsible AI algorithms in our work on social media mining and AI. There are ample opportunities for interdisciplinary collaborations in AI and data science. We further contemplate the role of social media mining in the rapid development of AI and Data Science and associated research issues.

About the Speaker

Prof. Huan Liu is a professor of Computer Science and Engineering at Arizona State University. He was recognized for excellence in teaching and research in Computer Science and Engineering at ASU. His research interests include AI, data mining, feature selection, social computing, and social media mining to investigate problems that arise in real-world applications with high-dimensional data of disparate forms. He co-authored the textbook, *Social Media Mining: An Introduction*, by Cambridge University Press. He is Editor in Chief of ACM TIST, Founding Field Chief Editor of *Frontiers in Big Data*, its Specialty Chief Editor of *Data Mining and Management*, and a founding organizer of the International Conference Series on Social Computing, Behavioral-Cultural Modeling, and Prediction. He is a Fellow of ACM, AAI, AAAS, and IEEE.