

THE DEPARTMENT OF COMPUTER SCIENCE PRESENTS

INVITED SPEAKER SERIES

Dr. Huan Liu
Arizona State University

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

Abstract: Social media data differs from conventional data in many ways. It is not only big, 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) what fundamental problems are with social media, (2) what intriguing questions that are unique to social media can be answered by mining social media, and (3) given the pervasive use of social media, how we can make a difference via social media mining and socially responsible AI algorithms. Big social media also provides conducive 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.

Bio: Dr. 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 media mining, and data science to investigate problems that arise in real-world applications with high-dimensional data of disparate forms. He is a co-author of the textbook, *Social Media Mining: An Introduction,* by Cambridge University Press. He is Founding Field Chief Editor of Frontiers in Big Data, its Specialty Chief Editor of Data Mining and Management, Editor in Chief of ACM TIST, 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.