

Where we have been;
where we are heading

Jonathan Zhu

j.zhu@cityu.edu.hk

weblab.com.cityu.edu.hk

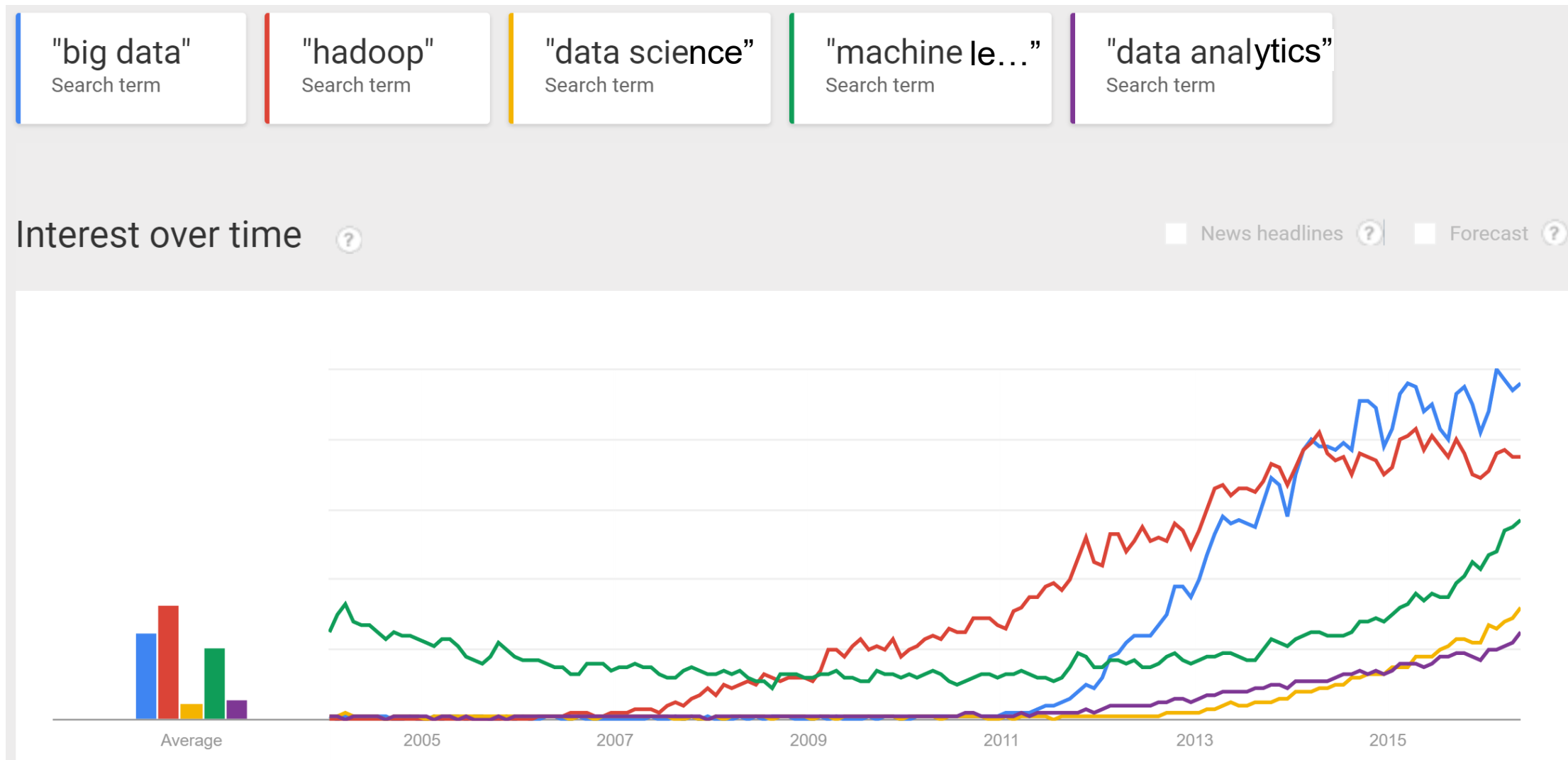


Recent Trends

- “Big” data is given way to data “science”
- The rise of discipline-specific computational+
 - Computational social science
- Applied data science leads the way
 - Recommender systems
- Coding triumphs tools
 - Python/R vs. Excel/SPSS
- ...



Google Trends (2004-2016)



Regional Difference

Regional interest ?

"big data" "hadoop" "data science" "machine learning"



		Region City
India	100	<div><div></div></div>
Singapore	70	<div><div></div></div>
Hong Kong	59	<div><div></div></div>
South Korea	54	<div><div></div></div>
Taiwan	46	<div><div></div></div>
Sri Lanka	31	<div><div></div></div>
United States	29	<div><div></div></div>



Evolution of MA in Comm & New Media

30 credits

- theory courses
 - fundamental
 - global
 - regulations
- tech courses
 - internet
 - multimedia
 - database
- final project
- electives

1998

27 credits

- theory courses
 - fundamental
 - global
 - regulations
- tech courses
 - internet
 - multimedia
- electives
 - ...
 - ...

2005-2014

27 credits

- required
 - fundamental
 - internet
 - research methods
- media data analytics stream
 - programming
 - social networks
 - big data
- visual media stream
- comm & new media stream

2015



Data Analytics Courses

Semester	Course	Focus
A	COM507 Data Acquisition and Storage	Python language, web scraping, text processing
A	COM5506 Social Network Analysis	Data structure, network analysis, visualization
B	COM5508 Social Media Data	Machine learning algorithms, big data platforms



What Skills You Learn?



Data Collection

Text Processing

Data Analysis

Data Visualization

COM5507

COM5506

COM5508



How to Learn?

- Be patient
- Be persistent
- Be detailed-minded
- Learn by practice
- Learn by trials & errors
- Always consult help files



Training at weblab.com.cityu.edu.hk

**Web Mining Lab**
互聯網挖掘實驗室

[Home](#) [Projects](#) [Workshops](#) [Publications](#) [News](#) [Visualization](#)

Welcome to the Web Mining Lab!

We're a social science research group located inside the Department of Media and Communication, City University of Hong Kong. We started in 2000 as a survey research group, and have since expanded into social media research (Web 2.0) involving interdisciplinary methods. We welcome new collaborations, exchange visits, and etc.

Current Members


Jonathan Zhu


Winson Peng


Zhang Lun


Tang Sihui

['14 COM Web Mining](#)

['14 Fudan FIST CCR](#)

['14 COM SPSS Syntax](#)

['15 ICA BlueSky](#)

['15 CityU CCR](#)

['15 CityU-Fudan Data Mining](#)

['16 CityU CSS Workshop](#)

['16 ICA Preconference Workshop \(Tokyo\)](#)

[Other Talks](#)

NEWS AND EVENTS

- Apr 20, Winson spoke at COM seminar on interdisciplinary communication study
- Jan 20, New Interest Group on Computational Methods at ICA
- Jan 19, Strong Presence of Web Mining Lab at ICA2016
- Nov 18, New article on social media, mass media, and public opinions
- Oct 22, Workshop on Data Mining for New Media in December at Fudan
- Aug 21, Winson appointed as a Corresponding Member of the CCF Task Force on Big Data

