Big Data Analytics in Social Media

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In recent years social media sites such as Twitter and Facebook have provided not just a means for communications, but also a crucial platform for ongoing discussions of societal events. The rise of "big data" (e.g., via channels like Twitter, Facebook, Youtube) has given a new window into studying events across the globe. It has become possible to aggregate public data to deep our understanding of human behaviors, detect on-going events, and forecast future happenings.

In this talk, we will disclose many interesting applications on social media. As we know, financial markets are quite sensitive to unanticipated news and events. Can we predict finance market using social media data? Rumors and real news has been around. Can we spot fake news? Civil unrest is a common happening in both democracies and authoritarian regimes. Can we forecast its happening using open data sources? Besides of these interesting topics, we will also introduce climate change influence on social media, discuss traffic control applications and disease forecasting.

Bio:

Fang Jin is an assistant professor in the department of computer science. She has a broad interest in machine learning and data mining. Her research has been focused on information propagation modeling, graph mining, anomaly detection, and spatiotemporal data analysis. Generally speaking, her research seeks to apply data mining into big data to discover deeper insights for social good.