```
12
            ??^{3}
                                Wikipedia.org1
    Facebook.com Amazon.com
Youtube.com Twitter.com
qq.com
Taobao.com
            ??
    \mathbf{Big}^{67}
    Linked
Noisy
    Unstructured<sup>8</sup>
Incomplete
    10
            11
    12
    1314
            (e_i, a_{ij}, s_{ijkl}, h_k, t_l)
    e_i a_{ij} h_k t_l s_{jkl}
    ??
16
1718
??
    SD = \sum_{w \in D} S_w * weight(w) * modifier(w) \sum weight(w)
    S_w weight(w) modifier(w) 
 PMI(x, y) = \log_2 F(x, y) F(x) F(y)
    F(x,y)F(x)xx
    PMIIR(x) = \sum_{p \in pWords} PMI(x,p) - \sum_{n \in nWords} PMI(x,n)
    \begin{array}{l} pWordsnWords \\ DS\{(d,s)|d \in \\ D,s \in \\ S\} \end{array}
g: D \to S, g(d) = \arg \max_{S} f(d, s)
(4)
\{(f, s_f) | rep(f, D) > \rho_f, s_f = agg(S, f) \}
(5)
    frep(f, D)s_ffagg(S, f)f???????
```

```
http://www.cnnic.net.cn/hlwfzyj/hlwxzbg/hlwtjbg/201407/P020140721507223212132.pdf
http://www.cnnic.cn/hlwfzyj/hlwfzzx/qwfb/201408/t20140825_47878.htm
www.alexa.com20149
http://en.wikipedia.org/wiki/Social
me-
dia/
http://www.twitter.com/
http://www.flickr.com/
http://www.facebook.com/
http://www.facebook.com/
http://www.whitehouse.gov/sites/default/files/docs/big_data_privacy_report_may_1_2014.pdf
20145
www.amazon.com
www.yelp.com
```