COMPUTER SCIENCE
UNIVERSITY OF MARYLAND

Introduction and Logistics

CMSC 498J: Social Media Computing

Department of Computer Science
University of Maryland
Spring 2015

Hadi Amiri
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Lecturer

- Hadi Amiri
  - hadi@umd.edu
  - www.umiacs.umd.edu/~hadi/
  - Office: AVW 3161
    - Always get lost in AVW?
      - http://eit.umd.edu/maps/avwilliams
      - www.umiacs.umd.edu/~hadi/contact.html
  - Office hours: Mons 3:30-4:30
  - Hobbies: I enjoy running in marathons among other sports.

TA(s)

- TA: TBA
  - Office: TBA
  - Office hours: TBA

Course Homepage

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http://www.umiacs.umd.edu/~hadi/cmsc498j/

Social Media Computing

In this course, we study social networks by analyzing social relation between users, contents they share, and ways contents and events are propagated through such networks. This helps us to better understand the structure of social networks and uncover the live and emerging social phenomena that will affect communities. You will dig up new innovative ideas in this context and evaluate them on real world datasets. At the end of this course, you will h
above issues and will have hands-on experience on
to detecting communities and trends in social netwo

Announcements

GENERAL INFO & ANNOUNCEMENTS

Time: Mon / Wed 2:00pm - 3:15pm (Spring 2015)
Class: CSI 1121

Instructor: Hadi Amiri, Office: AVW 3161, Office hours: Mons 3:30-4:30
TA: TBA, Office: TBA, Office hours: TBA

More info at https://ntst.umd.edu/soc/201501/CMSC/CMSC498

01-26: Welcome to CMSC 498J!

01-10: Homepage uploaded!

TEXTBOOKS

The textbooks are freely available:

[NCM] **Networks, Crowds, and Markets: Reasoning About a Highly Connected World**
David Easley and Jon Kleinberg

Textbooks

- **[NCM]** **Networks, Crowds, and Markets: Reasoning About a Highly Connected World**
  David Easley and Jon Kleinberg

- **[MMD]** **Mining of Massive Datasets**
  Jure Leskovec, Anand Rajaraman, Jeffrey D. Ullman

- Both freely available

Syllabus (tentative)

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W01: Jan 26 - Jan 28	Course overview and Twitter
W02: Feb 02 - Feb 04	Network Basics
W03: Feb 09 - Feb 11	Strong and Weak Ties
W04: -- - Feb 18	Balanced and unbalanced Networks
W05: Feb 23 - Feb 25	Fun topics: ideas, tools and datasets, vw tutorial, etc.
W06: Mar 02 - Mar 04	Web Graph and Network Popularity
W07: Mar 09 - Mar 11	Link Analysis
W08: Mar 16 - Mar 18	ENJOY the SPRING BREAK :)
W09: Mar 23 - Mar 25	Information Cascading
W10: Mar 30 - Apr 01	Small world Phenomenon
W11: Apr 06 - Apr 08	Node similarity and homophily
W12: Apr 13 - Apr 15	Mining Data Streams
W13: Apr 20 - Apr 22	Social Search
W14: Apr 27 - Apr 29	Trend detection and tracking
W15: May 04 - May 06	Project Presentations!
W16: May 11	Recap.

Grading

- 4 HW assignments, top 3, 10% each (30%)
- Final Project (40%)
- Final Exam (30%)
  - Monday, May 18, 1:30-3:30pm

General Policies

- **Attendance**
  - NOT mandatory but highly recommended
  - If you'd like to attend the classes, please be on time
- **Collaboration**
  - Always follow FB rule and UMD's honor code,
  - Write name(s) of your collaborators on your assignments.
- **Academic Accommodation**
  - if you are eligible
    - Get a letter from DSS Office in first 2 weeks of classes:
      - Call them at 301-314-7682 or visit Shoemaker Building.
- **Religious Observance**
  - Let me know, no due date during these times.

HWs

- Should be done **individually**,
- Due to by **3:15pm on Monday** classes,
- **NO emails plz (except if we ask)**.

- Penalties for late submissions:
  - **late within 1:15 hour** (i.e. until the end of Hadi's office hours): **10% reduction in grade**;
  - **after that**: **zero mark**.

- HWs will be returned within 3 weeks of their due date:
  - You can question the grading **within 3 days** of the return of the preliminary grades **by email**.

Final Project

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- **Innovative idea** that is **evaluated on real or synthetic datasets**.
- Team of **Four students (required)**.
- A **2-page proposal** in the provided **template**.
- A **7-page final report** in the provided **template**.
- All projects will be **presented in the class**.

- Final project is a substantial part of this course!
  - Start forming your team and working on ideas **Now**!
  - Lots of resources available!
  - Talk to me or TA for ideas, help, advice, etc.

Questions?

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