



COMP 45th Anniversary

Distinguished Lecture Series



Big Social Media Data and Its Challenges for Machine Learning

► Abstract

"Big data is the new oil." Social media data opens the door for interdisciplinary research and allows researchers to collectively study large-scale human behavior otherwise impossible.

The study of social media data brings out new challenges for machine learning and data mining. In this talk, we examine some critical issues related to big social media data such as how to make 'big' data bigger, how to protect a user's privacy without the loss of service utility, and how to evaluate machine learned results without ground truth and at scale.

With more data and newer tools, we are better than ever equipped to answer challenging and novel research questions and advance data science with ever evolving data.

► About the Speaker

Prof. 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 Arizona State University.


Prof. Liu's research interests are in data mining, machine learning, social computing, and artificial intelligence, investigating problems that arise in real-world applications with high-dimensional data of disparate forms. His well-cited publications include books, book chapters, encyclopedia entries, as well as conference and journal papers. He is a textbook co-author of *Social Media Mining: An Introduction* by Cambridge University Press.


Prof. Liu is a founding organizer of the International Conference Series on Social Computing, Behavioral-Cultural Modeling, and Prediction, and Chief Editor of Data Mining and Management in Frontiers in Big Data. He is a Fellow of ACM, AAAI, AAAS, and IEEE.




Prof. Huan Liu
Professor

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 **17 April 2019 (Wed)**

 **11:00 am - 12:00 nn**

 **PQ303, 3/F, Core P, PolyU**

Online registration



<https://polyu.hk/hJWuX>