

SYSTEMS DESIGN ENGINEERING

Social Media Analysis

SYDE 770 - Topic 15(reading course)

Winter

The most actively growing part of the web is "social media" - e.g.. wikis, blogs, bboards, and collaboratively-developed community sites like Flickr and YouTube. The course is focused on mobile social media, e.g., that generated by users of smart phones on the go. This course will review techniques and the recent research literature that address the problem of analyzing and understanding social media. Topics that will be covered include:

- Text analysis techniques for sentiment analysis, analysis of figurative language, authorship attribution, and inference of demographic information about authors.
- Community analysis techniques for detecting communities, predicting authority, assessing influence (e.g. in viral marketing), or detecting spam.
- Visualization techniques for understanding the interactions within & between communities.
- Learning techniques for modeling and predicting trends in social media, or predicting other properties of media (e.g., user-provided content tags.)

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