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.