**專 題 演 講**

講 者： 彭文志 教授 (交通大學資訊工程學系)

題目： Social Media Mining from Big Data Perspective

摘要：

Social media nowadays becomes an important communication platform/service. A huge number of users and a considerable amount of data generated by users reflect the pluse of Earth. From big data perspective, there are some challenges in extracting values of social media data. I will briefly present some frameworks of social media mining to demonstrate how useful services are provided by exploring knowledge mined from social media. In addition, some challenges issues will be highlighted.

簡歷:

Wen-Chih Peng was born in Hsinchu, Taiwan, R.O.C in 1973. He received the BS and MS degrees from the National Chiao Tung University, Taiwan, in 1995 and 1997, respectively, and the Ph.D. degree in Electrical Engineering from the National Taiwan University, Taiwan, R.O.C in 2001. Currently, he is a professor at the department of Computer Science, National Chiao Tung University, Taiwan. Dr. Peng published some papers in several prestigious conferences, such as ACM International Conference on Knowledge Discovery and Data Mining (ACM KDD), IEEE International Conference on Data Mining (ICDM), ACM International Conference on Management of Data (ACM SIGMOD) and IEEE International Conference on Data Engineering (IEEE ICDE), and prestigious journals (e.g., IEEE TKDE, IEEE TMC, IEEE TPDS). Dr. Peng has the best paper award in ACM Workshop on location-based social network 2009 and the best student paper award in IEEE International Conference on Mobile Data Management 2011. His research interests include mobile data management, sensor data management and data mining. He is a member of IEEE.