# Introduction to Data Analytics, Data Mining and Machine Learning for Social Media Minitrack

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Social media is changing how we work and play. It is also changing the way we access and consume media, stay in touch with family and friends, as well as how we communicate in our online communities. One of the things these activities share in common is that they generate a tremendous volume of data that can be analyzed and mined for both research and commercial purposes. This minitrack focuses on research that brings together digital and social media and data analytics, data mining and machine learning. We welcome quantitative, theoretical or applied papers whose approaches are within this scope or in closely related areas (e.g., data warehousing, content mining, structure mining, business intelligence and knowledge discovery). Topics of interest include (but are not limited to):

- Discovery, collection and extraction of social media data
- Text- or image-based mining of social media content
- Opinion mining, sentiment analysis and recommendation analysis
- Cleaning, curation and provenance of data on social media
- Identifying and profiling influential participants, subgroups and communities
- Crowd or cloud computation on social media data
- Predictive and forecasting analytics based on social media content
- Trend analysis to identify emerging topics, ideas and shifts
- Visual analysis of online media structure, usage and content
- Semantic representations of online content, link analysis and linkages
- Social search, retrieval and ranking
- Analysis of web-based collective intelligence
- Performance and scalability of social media data management
- Social innovation and social entrepreneurship through social media