

“Data Science Approach towards Understanding Information Propagation”

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Social media and network platforms have become extremely popular. Every day hundreds of millions of users share conversations on random thoughts, emotional expressions, political news, and social issues on these platforms. Users interact by following each other's updates and passing along interesting pieces of information to their friends. Information therefore can propagate widely and quickly through social links. Information propagation in networks like Twitter and Facebook is unique in that traditional media sources and word-of-mouth propagation coexist. The availability of digitally-logged propagation events in social platforms help us better understand how user influence, tie strength, repeated exposures, conventions, and various other factors come into play in the way people generate and consume information in the modern society. Collectively, the rich data allows for computationally solving complex social science problems. In this talk, I will present several exciting data-driven research directions towards understanding information propagation, including emergence of conventions and rumor detection.