

**Proposed Special Session on
Intelligent techniques for Social Media Analytics
At
7th World Congress on Information and Communication Technologies
South Asian University, Delhi, India.
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The voluminous growth (or tremendous adaptation) of Web 2.0 has led to the creation of digital society consisting of social networks and web-based communities. These days' social networking portals such as Facebook and Twitter are perceived as the main medium for sharing the knowledge, opinion and experience about the products and services used by the people. Social media has redefined the way of doing business and business marketing strategies. Social media analytics has become the key for organizations to compete, understand customer behavior, analyze product reputation, decide brand promotion strategies and derive valuable business insights etc.

This special session seeks contributions which focus on applying intelligent techniques such as nature inspired algorithms, neural networks, fuzzy logic, rough sets, supervised learning, unsupervised learning, deep learning, Hidden Markov models etc for social media and social network analysis.

We solicit conceptual, experiential, scientific and technical papers offering new insights into the following topics, but not limited to them:

- Tools and techniques for Social network analysis
- Social Influence analysis
- Dynamic social networks
- Nature inspired approach for social network analysis
- Evolutionary algorithmic approach to Social networks
- Search algorithms on social networks
- Security and privacy in social networks
- Social media monitoring and analysis
- Spatio-temporal aspects in social networks and social media
- Social Media Visualization
- Social media based Business Competitive Intelligence
- Business Analytics and Predictive model for social media data
- Data Security in Social Media
- Social Media marketing
- Brand management through social media
- Social Commerce
- Advertisement content and consumer engagement analysis on social media
- Product and Brand Reputation Analysis for online Ecommerce applications
- Opinion Mining
- Big social data analytics
- Data models and query models for social networks and social media
- Data preparation for social network analysis and mining
- Case studies of utilizing social media to gain Business insights

- Tools for Social media Analytics
- Social media for Business decision making
- Social data analytics for CRM

- Trust and Reputation in social networks
- Sustainable Competitive Analysis
- Social Clouds and Analytics
- Contextual social network analysis
- Community detection
- Data protection inside communities
- Dynamics and evolution patterns of social networks, trend prediction
- Large-scale graph algorithms
- Link and node prediction in social networks
- Misbehavior detection in communities
- Business Ego network
- Mobile and stream data analysis for social network applications
- Multi-agent based social network modeling and analysis
- Multidisciplinary applications of social network analysis
- Network integration and conflict resolution
- Pattern presentation for end-users and experts
- Personalization for search and for social interaction
- Recommendations for e-commerce and business applications
- Recommendation networks

Special Session Organizers

Professor Punam Bedi, Department of Computer Science, University of Delhi

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