GLOBAL INITIATIVE OF ACADEMIC NETWORKS

APRIL 18TH TO APRIL 22ND 2022

ARTIFICIAL INTELLIGENCE FOR SOCIAL MEDIA CONTENT EXTRACTION, ANALYSIS AND RECOMMENDATION SYSTEMS
(THROUGH ONLINE MODE)

Overview

Social network has become part and parcel of everyone's daily life. Social networks like Whatsapp, Twitter, Facebook, LinkedIn, Instagram connects individuals across the globe to help share their thoughts, ideas and exchange information. Social networks have impacted the decisions of individuals to move from one idea to another. There are three major intellectual activities involving social media data. Extraction of data and identifying patterns in data, analysis of social media data for information extraction, retrieval and use the analysed data for possible prediction and recommendation. In order to automatically carry out the tasks associated with Social media data, appropriate machine learning algorithms embedded with intelligence is essential. This necessitates the use of appropriate AI algorithms coupled with machine and deep learning techniques. This course aims at enriching the course participants with AI and machine learning algorithms that are essential and required for extracting, analyzing, and recommending social media content.

Course participants will learn these topics through lectures and hands-on experiments on all days. Also case studies and assignments will be shared to stimulate research motivation of participants.

Modules	Overview of Social networks and representation April 18th '22 Information Retrieval and Extraction from Social Media April 19th '22 Feature Extraction and community detection April 20th '22 Machine and Deep learning for Social media data April 21st '22 Recommender systems and applications April 22nd '22 **Number of participants for the course will be limited to FIFTY**
You Should Attend If...	▪ You are a data analyst or research scientist interested in exploring social media analysis and recommender systems ▪ You work in the industry that deals with Social media analysis, recommender systems and would like to explore AI in recommender systems. ▪ You are a student or faculty from academic institution interested in learning how to conduct research on social media data, AI, recommender systems and predictive analytics.
Fees	The participation fees for taking the course is as follows: **Participants from abroad:** US $500 **Industry/ Research Organizations:** Rs. 7,000/- **Academic Institutions Faculty:** Rs. 2,000/- **Students and Research Scholars:** Rs. 1,000/- The above fee includes all instructional materials, computer use for tutorials and assignments, laboratory equipment usage, and internet facility. The participants will be provided accommodation on payment basis.

The Faculty

Dr. **Yiu-Kai Dennis Ng** is an Associate Professor of Computer Science Department at Brigham Young University, USA. His current research interests are in web information retrieval, recommender systems, and web query processing. He is currently the director of the Advanced Information Retrieval Applications (AIRA) Lab at BYU. Dennis Ng is a member of ACM.

Dr. Sole Pera is a Computer Science Associate Professor at Boise State University, where she co-directs the People and Information Research Team (Piret). Sole's expertise is in information retrieval with extended areas of interest including natural language processing, text complexity analysis, machine learning, and artificial intelligence. Sole is a co-PI in the ongoing NSF-funded project CAST (Child Adaptive Search Tool).

Dr. **Rajeswari Sridhar** is an Associate Professor at the Department of Computer Science and Engineering in the National Institute of Technology, Tiruchirappalli. Her current research interests include Natural language processing, Artificial Intelligence, Cloud Computing, and Social media analysis. She is a member of CSI, IEEE, and ACM.

Dr. **G. R. Gangadharan** is an Associate Professor at the Department of Computer Applications in the National Institute of Technology, Tiruchirappalli. His research interests include cloud computing and data analytics. He is a Senior Member of IEEE and ACM.

Course Coordinators

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