

网络科学第四讲

2019版

主讲教师：罗铁坚

电子邮箱：tjluo@ucas.ac.cn

提纲

- Social Media Network



Agents

- An agent is an actor that has the capacity to adapt their state to some change within their environment
- Control system of this kind consists of a sensor, controller and an actuator

This lecture's slides adapted from :

R. Zafarani, M. A. Abbasi, and H. Liu, *Social Media Mining: An Introduction*,
Cambridge University Press, 2014.

Facebook

The image shows a screenshot of Mark Zuckerberg's Facebook profile. The page layout includes a top navigation bar with the Facebook logo, a search bar, and links for Home, Profile, and Account. On the left side, there is a profile picture of Mark Zuckerberg and a sidebar menu with options like Wall, Info, Photos (826), Questions, Family, and a list of family members including Karen Zuckerberg (Mother), Edward Zuckerberg (Father), Randi Zuckerberg (Sister), Donna Zuckerberg (Sister), and Arielle Zuckerberg (Sister). The main content area features the name 'Mark Zuckerberg' and a bio: 'Has worked at Facebook', 'Studied Computer Science at Harvard University', 'Lives in Palo Alto, California', 'From Dobbs Ferry, New York', and 'Born on May 14, 1984'. Below the bio are several photo thumbnails. The 'Education and Work' section lists: 'Employers: Facebook (Feb 2004 to present - Palo Alto, California)', 'College: Harvard University (Computer Science - Psychology, including courses like CS182 and CS121)', and 'High School: Ardsley High School and Phillips Exeter Academy (Class of 2002)'. A 'Philosophy' section contains a quote: 'All children are artists. The problem is how to remain an artist once he grows up.' On the right side, there are buttons for 'Send Message' and 'Poke', a 'You and Mark' section with 3 mutual friends, and a 'Sponsored' section with several advertisements for Police Auctions, SF Bucket List, Stay close to your team, and Craft Beer Attorney.

- How does Facebook use your data?
- Where do you think Facebook can use your data?

What about Amazon?

The screenshot shows the Amazon.com homepage with the following elements:

- Header:** Amazon logo, navigation links (Your Amazon.com, Today's Deals, Gift Cards, Help), and a promotional banner for **FREE Two-Day Shipping** with a link to [Join Amazon Prime Today](#).
- Navigation:** "Shop by Department" dropdown, a search bar with "All" selected, a "Go" button, and links for "Hello, Sign in Your Account", "Cart" (showing 0 items), and "Wish List".
- Instant Video:** A banner for "Amazon Instant Video: The latest TV shows, available instantly." with a link to [EXPAND TO LEARN MORE](#).
- Product Categories:** A row of category links: Instant Video, MP3 Store, Cloud Player, **Kindle**, Cloud Drive, Appstore for Android, Digital Games & Software, and Audible Audiobooks.
- Kindle Promotions:**
 - Kindle Fire HD:** "The All-New kindle fire HD. The ultimate HD experience. From \$199 > [Shop now](#)". Includes an image of the device.
 - Kindle Paperwhite:** "Introducing kindle paperwhite. The world's most advanced e-reader. From \$119 > [Shop now](#)". Includes an image of the device.
- Friends & Family Gifting:** A section with a Facebook icon and the text "Gift Connections Made Easy > [Learn more](#)".
- Free Songs:** A large advertisement for "Hundreds of Free Songs" with a "\$0" icon. Text: "Play on the Web, Android, and Kindle Fire". Includes a "Shop now" link and the Amazon MP3 logo.
- Amazon Clothing Store:** A large advertisement for "THE AMAZON CLOTHING STORE DRESS SHOP". Text: "The season's biggest trends from Calvin Klein, BCBGMAXAZRIA, Tracy Reese, and more." Includes two images of women in dresses and links for [Shop Dresses](#) and [Shop All Clothing](#).
- Gold Box Deal of the Day:** A small advertisement for "\$1.99 Kindle Inspirational Memoirs and More" with a book cover image.



Real people. Real reviews.®

Welcome About Me Write a Review

Try Yelp in... Are You Looking For Yelp Berkeley

- Amsterdam
- Atlanta
- Austin
- Berlin
- Boston
- Chicago
- Dallas
- Denver
- Detroit
- Dublin
- Honolulu
- Houston

Yelp Berkeley

Search for (e.g. taco, cheap dinner, Max's)

san francisco restaurants

- San Francisco Community Acupuncture
- San Francisco Food Bank
- San Francisco Symphony
- san francisco restaurants
- San Francisco Movie Tours
- San Francisco Marriott Fishermans Wharf
- San Francisco Gay Wedding Video
- San Francisco Soup Company
- San Francisco Test Only Smog
- San Francisco CityPASS

Near (Address, Neighborhood, City, State or Zip)

San Francisco, CA


Search

Talk Events Member Search


Hide

- Philadelphia
- Portland
- Saint Louis
- San Diego
- San Francisco
- San Jose
- Seattle
- Toronto
- Vancouver
- Washington, DC
- More Cities »

 Yelp is the fun and easy way to find and talk about great (and not so great) local businesses [Sign Up Now](#)

 **Best of yelp** [More "Best Of" »](#)

Restaurants
4505 reviewed




1. La Bedaine
2. Kingston 11 Cuisine
3. Vital Vittles
4. Cheese Board Pizza
5. Emilia's Pizzeria

...see more »

Nightlife
881 reviewed

Shopping
4852 reviewed



1. Chestnut & Vine Floral...
2. Waterside Workshops
3. UniFormal & UniEleganza Tuxedo...
4. Lee's Florist & Nursery
5. Supple Integrative Skin Care

...see more »

Beauty and Spas
2566 reviewed

- Browse by Category**
-  Restaurants
 -  Food
 -  Nightlife
 -  Shopping
 -  Beauty and Spas
 -  Arts & Entertainment
 -  Event Planning & Services
 -  Health and Medical
 -  Active Life
 -  Hotels & Travel
 -  Automotive
 -  Home Services
 -  Local Services
 -  Local Flavor
 -  Pets
 -  Education



Get the Yelp app on your mobile phone

It's free and helps you find great, local businesses on the go!

[Get it for Free Now](#)

Review of the Day [Archive »](#)

Voted by our members!



 Dapo

*Cozy, romantic little neighborhood spot: Nice location right across from good ol' Fenton's. No reservations at this little place. so either come a little

Or Twitter?

The screenshot shows a web browser window displaying the Twitter 'Who to follow' page for technology interests. The browser's address bar shows the URL 'twitter.com/#!/who_to_follow/interests/technology'. The page features a search bar, navigation links, and a list of suggested users to follow. The 'Who to follow' section includes a search box and tabs for 'View Suggestions', 'Browse Interests', and 'Find Friends'. Under 'Browse Interests', there are various categories like 'Art & Design', 'Books', 'Business', etc., with 'Technology' selected. A list of users follows, each with a profile picture, name, bio, and a 'Follow' button. The right sidebar contains sections for 'You recently followed', 'Similar to Michelle Cale', 'You recently viewed', 'Invite Friends', and 'Related Services'. The footer includes links for 'About', 'Help', 'Blog', 'Status', 'Jobs', 'Terms', 'Privacy', 'Shortcuts', 'Advertisers', 'Businesses', 'Media', 'Developers', 'Resources', and a copyright notice for 2011 Twitter.

twitter.com/#!/who_to_follow/interests/technology

Search Home Profile Messages Who To Follow

Who to follow

find users by name Search

View Suggestions Browse Interests Find Friends

View Technology (60)

Art & Design · Books · Business · Charity · Deals · Entertainment · Family · Fashion · Food & Drink · Funny · Health · Music · News · Politics · Science · Sports · Staff Picks · Staff Picks: NFL Playoffs · Technology · Travel · Twitter

- guardiantech** Guardian Tech
News and comment from the Guardian's technology team
- kaifulee** Kai-Fu Lee
I am the CEO of Innovation Works (www.innovation-works.com). I used to work at Microsoft, SGI, Apple, and Google. I have written several Chinese books.
- sacca** Chris Sacca
I'm an investor in Twitter & other startups. Learn more at www.lowercasellc.com. Just finished bicycling across the USA and am thinking about my next adventure.
- kevinrose** Kevin Rose
Tech angel investor. Founder of digg.com, wefollow.com. Random ideas, entrepreneur, climber of rocks, video blogger, & tea drinker.
- arstechnica** Ars Technica
The Art of Technology
- lessig** Lessig
law prof, reformer.
- leolaporte** Leo Laporte
Podcaster, broadcaster and tech pundit. The Tech

You recently followed · View All →

Similar to Michelle Cale

- GlobalFundWomen** Global Fund for Women · Follow
Largest global grantmaker exclusively funding women's rights. Committed to a world of equality & social justice.
- nockee** Chris · Follow
Ultracyclist and endurance junkie. Did Race Across Oregon and Hoodoo 500 Voyager in 2009. Doing RAW solo in 2011

You recently viewed · Clear

- StartupReport** · Follow
Kevin Steger
- guardiantech** · Follow
Guardian Tech
- pierre** · Follow
Pierre Omidyar
- spoonen** · Follow
Sanjay Poonen
- cote** · Follow
cote
- Stratalux** · Follow
Stratalux

Invite Friends

Not finding who you're looking for? Invite friends to Twitter via email. See what you'll send them.

your friend's email address Invite

Lots of people to invite? Separate multiple email addresses with commas.

Related Services

- Microsoft** · Bing Social's Recommendations for Influential Twitter Users.
- LinkedIn** · Find your LinkedIn colleagues who use Twitter.

About · Help · Blog · Status · Jobs · Terms · Privacy · Shortcuts
Advertisers · Businesses · Media · Developers · Resources · © 2011 Twitter

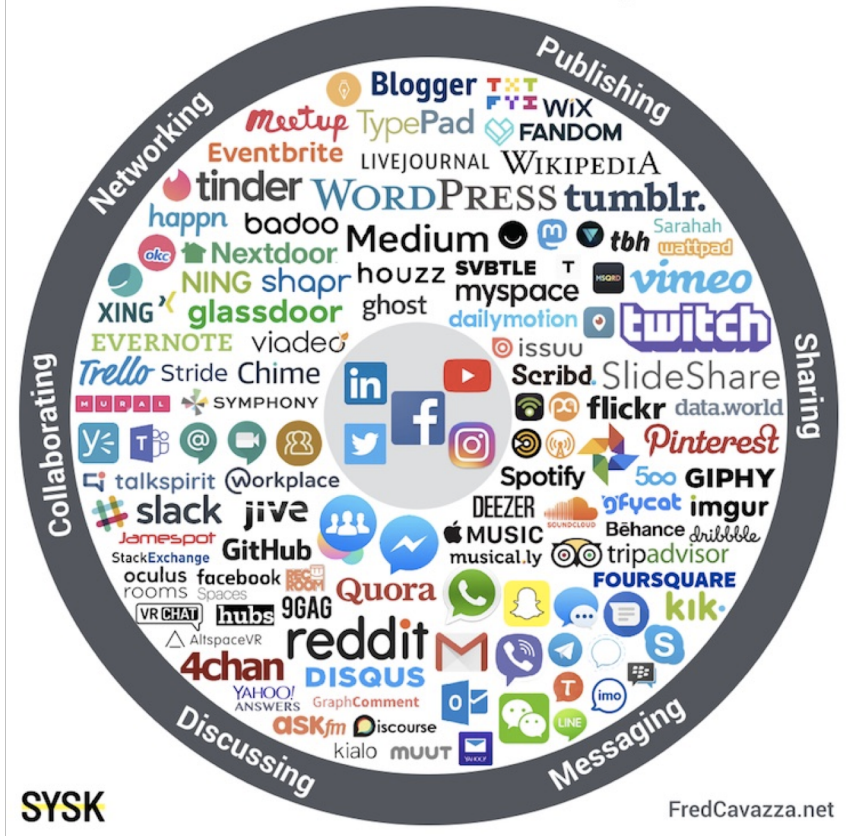
Definition

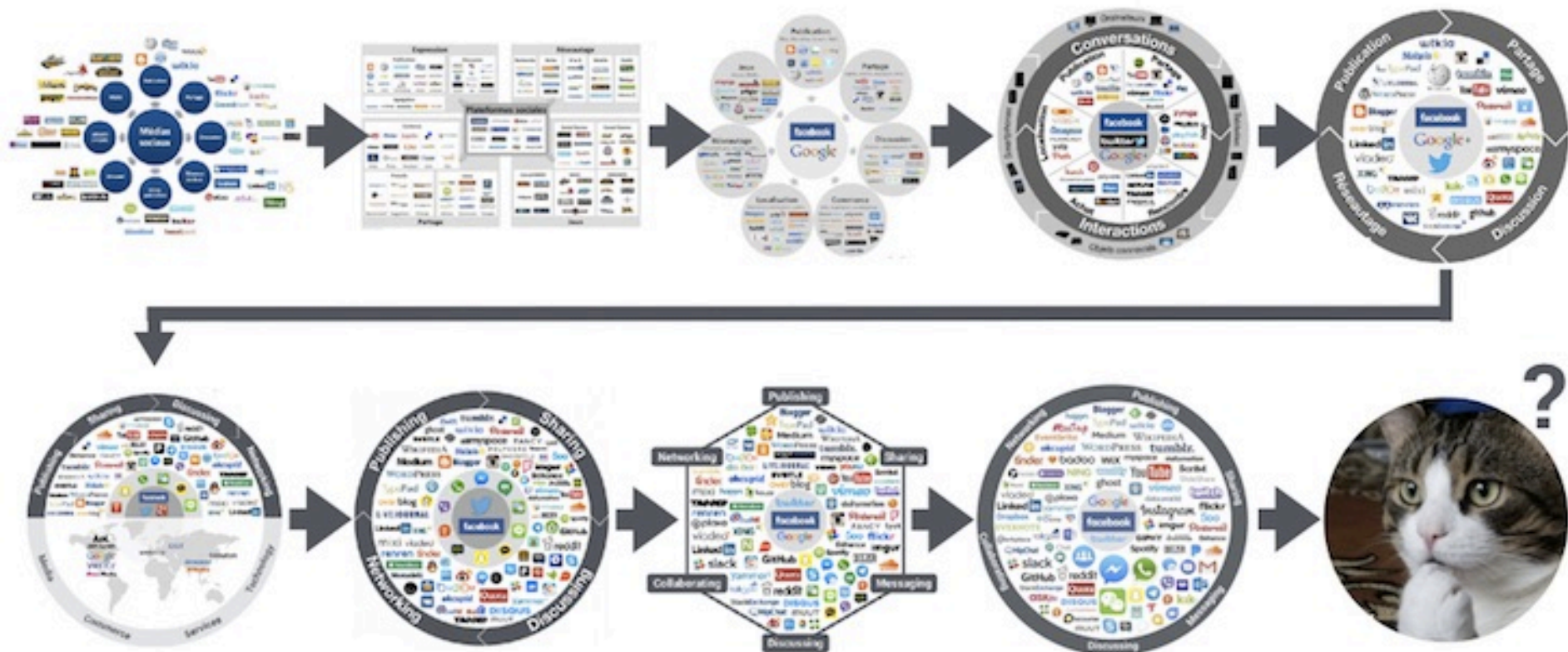
Social Media is the use of electronic and Internet tools for the purpose of sharing and discussing information and experiences with other human beings in more efficient ways.

Social Media Landscape 2017



Social Media Landscape 2018



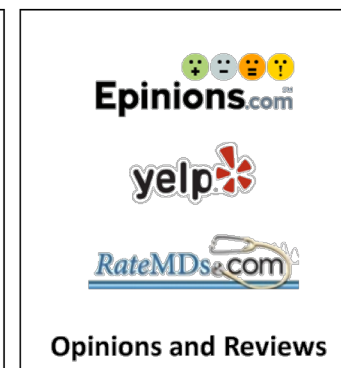
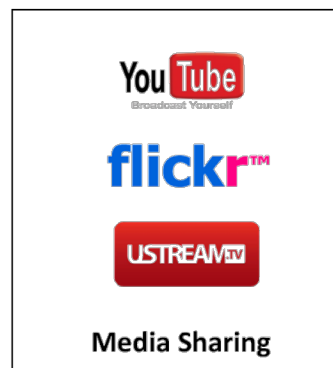


Social Media: Examples

- A wiki article
- Web reviews and ratings of a popular pizza place in your city
 - E.g., Yelp.com
- An online social network of your professional contacts
 - E.g., Facebook.com, LinkedIn.com
- An iPhone application that informs you where parking is likely available
 - FasPark

Types of Social Media

- Online Social Networking
- Publishing
 - Blogging
 - Wiki
- Micro blogging
- Social News
- Social Bookmarking
- Media Sharing
 - Video Sharing
 - Photo Sharing
 - Podcast Sharing
- Opinion, Review, and Ratings Websites
- Answers
- Entertainment



Online Social Networking

Online Social Networks are web-based services that allow individuals and communities to connect with real world friends and acquaintances online

- Interactions

- Friendship interaction

- Friends, like, comments, ...

- Media Sharing

- Sending and receiving messages

- Examples

- Facebook.com

- MySpace.com

- Bebo.com

- Orkut.com

myspace. Find a favorite artist, song or album | Music | Search | [Powered by Google](#)

Home Mail Profile Friends Music Video Games More My Account Sign Out

music My Music Music Videos Charts New Releases Featured Playlists Karaoke Shows Forums

Pei Pei
Indie / Pop / Rock

Seattle
United States
Profile Views: 208

[Online Now!](#)

Last Login: 3/18/2010

View My: [Pics](#) | [Videos](#) | [Playlists](#)

Contacting Pei Pei

- Send Message
- Forward to Friend
- Add to Friends
- Add to Favourites
- IM / Call
- Block User
- Add to Group
- Rank User

MySpace URL:
www.myspace.com/peitz

Pei Pei: General Info

Member Since	3/1/2010
Band Members	Sayuri Wijaya Gould
Influences	Too many to list them all. They include Pink, U2, Zee Avi, A Fine Frenzy, Black White, Damien Rice, and more.
Type of Label	Unsigned

music Pop Out Player

Greenlake
by Pei Pei 1 plays

I Don't Need To Be Rich
by Pei Pei 14 plays

I Love You
by Pei Pei 14 plays

Bitter Heart by Zee Avi
by Pei Pei 4 plays

Play today: 23
Total plays: 61

Albums (0) | Videos (0) | Playlists (0)

Upcoming Shows (view all)

Mar 20 2010	7:00P	Freshly's Cafe	Seattle, Washington
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Pei Pei's Latest Blog Entry [Subscribe to this Blog]

[View All Blog Entries]

About Pei Pei

Making music is one of my life-long hobbies. I've been playing the acoustic guitar on-and-off since I was 14. I've always loved singing but I grew up with different genres of music: the "Ave Maria", Broadway and Disney kind. I was in the school and church choirs back in the day. I even performed in Carnegie Hall on my first trip to the States with my high school choir.

Just recently, I started taking this guitar-playing and singing rock/pop/indie songs more seriously. And hence, the creation of this mySpace profile.

facebook Search

Barack Obama

Wall Info OPA Store Photos Join OPA Video

Barack Obama + Others [Barack Obama](#) Just Others

Barack Obama

August 2010
8 new photos
23 hours ago · Comment · Like · View Feedback (22,938) · Share

Barack Obama Making sure we can continue to move forward starts with your own promise to cast a ballot this fall. Will you commit to vote in the 2010 elections?

Commit to Vote in the 2010 Elections

my.barackobama.com
Congress and I are hard at work trying to repair a decade of damage and move America forward. We cannot afford to go backward or let Republicans repeat the reforms we've fought so hard for.

Thursday at 12:13pm · Comment · Like · View Feedback (28,955) · Share · Report

Barack Obama We've been through tough times before, and it is precisely those times that we rebuilt, rebalanced, and recaptured the ingenuity and resilience that makes this nation so great. That's how our predecessors built the first American century. That's how we'll build the next.

Made in America: Another Step for American Manufacturing

www.whitehouse.gov
The Manufacturing Enhancement Act of 2010 will create jobs, help American companies compete, and strengthen manufacturing as a key driver of our economic recovery.

Thursday at 9:30am · Comment · Like · View Feedback (23,338) · Share · Report

Barack Obama Ramadan is a reminder that Islam has always been part of America and that American Muslims have made extraordinary contributions to our country. Today I want to extend my best wishes to the 1.5 billion Muslims around the world as you welcome the beginning of Ramadan.

Statement by the President on the Occasion of Ramadan

www.whitehouse.gov
Ramadan is a time when Muslims around the world reflect upon the wisdom and guidance that comes with faith and the responsibility that human beings have to one another and to God.

Wednesday at 11:20pm · Comment · Like · View Feedback (42,751) · Share · Report

12,482,787 People Like This

Blogging

A blog is a journal-like website for users, a.k.a. bloggers, to contribute textual and multimedia content, arranged in reverse chronological order

- Maintained both individually or by a community
 - See a tutorial at KDD
http://videlectures.net/kdd08_liu_briat/
- Usages:
 - Sharing information and opinions with friends and strangers
 - Disseminating subject-specific content
 - Who is the influential
http://videlectures.net/wsdm08_agarwal_iib/

The screenshot shows the Marriott blog page. At the top, there's a header with the Marriott logo and the tagline "on the move". Below the header is a profile picture of Bill Marriott, Chairman & CEO of Marriott International. The main content area features a post titled "In Good Company" dated 10/06/2011 9:18 AM. The post text discusses Marriott's recognition as one of the World's Most Ethical Companies for the fourth year, highlighting its commitment to ethical standards and community. A sidebar on the right contains navigation links like Home, Categories, and RSS Feeds, as well as a search bar and social media icons.

The screenshot shows the tuaw.com blog page, titled "The Unofficial Apple Weblog". The main article is "Flash-based iPod: who cares?" posted on Dec 4, 2004. The article discusses the rumors of a flash-based iPod and the author's skepticism, arguing that Apple's focus is on high-quality engineering rather than just low-capacity, cheaper devices. The page layout includes a header with the site name, a navigation bar, and a sidebar with sections for Resources, Email, RSS Newsfeed, and Link to Us.

Microblogging

Microblogging can be considered as a counterpart to blogging, but with limited content

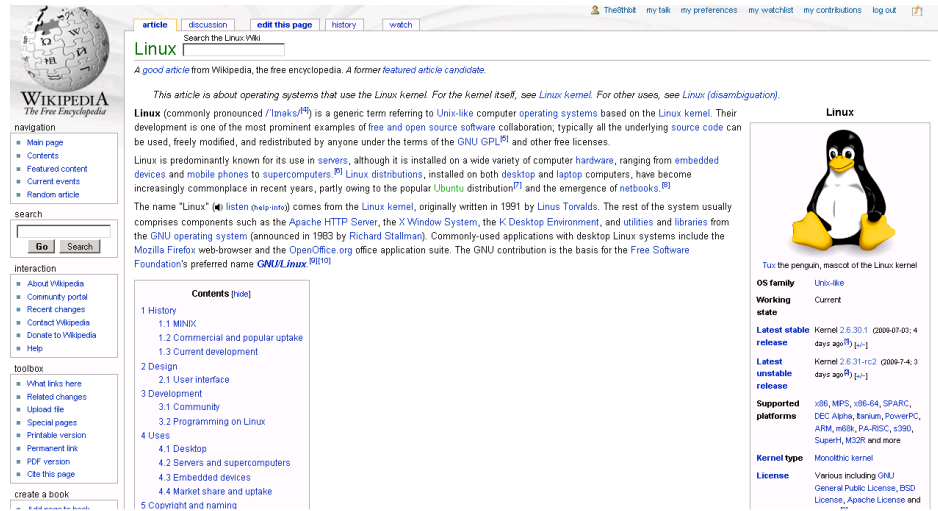
- Usage
 - communication medium
 - social interaction
 - citizen journalism
- Service Providers:
 - Twitter
 - Google buzz



A wiki is a collaborative editing environment that allows users to develop Web pages using a simplified markup language

Wikipedia allows interested individuals to collaboratively develop articles on a variety of subjects.

Using the wisdom of crowds effectively, it has become a comprehensive repository of information useful to a variety of individuals

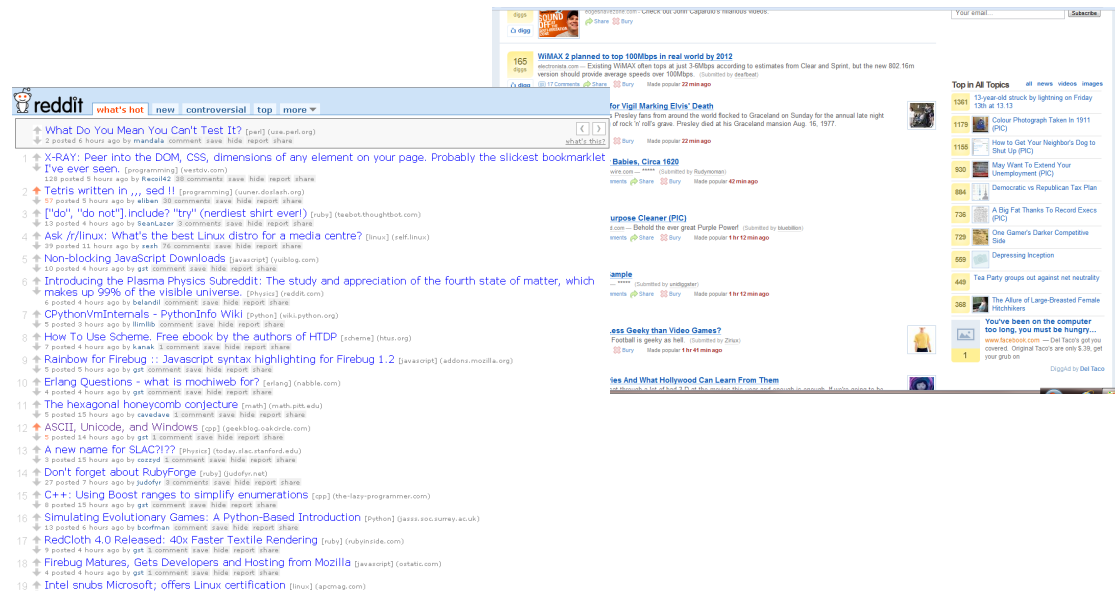


The screenshot shows the Wikipedia article for "Linux". At the top, there's a navigation bar with "article", "discussion", "edit this page", "history", and "watch" buttons. Below that is a search bar and a "Go" button. The main content area starts with a globe icon and the text "Linux" followed by a search bar. A note says "A good article from Wikipedia, the free encyclopedia. A former featured article candidate." The article text begins with "This article is about operating systems that use the Linux kernel. For the kernel itself, see Linux kernel. For other uses, see Linux (disambiguation)." It then defines Linux as a generic term for Unix-like operating systems based on the Linux kernel, mentioning its development as a prominent example of free and open source software collaboration. It lists various devices where Linux is used, from servers to supercomputers, and mentions popular distributions like Ubuntu and Fedora. A section titled "Contents (hide)" lists 5 main sections: 1 History, 2 Design, 3 Development, 4 Uses, and 5 Copyright and naming. On the right side, there's a sidebar with a penguin mascot (Tux) and a table of information about the Linux kernel, including OS family, working state, latest stable release, latest unstable release, supported platforms, kernel type, and license.

OS family	Unix-like
Working state	Current
Latest stable release	Kernel 2.6.30.1 (2009-07-01; 4 days ago) [v · t · e]
Latest unstable release	Kernel 2.6.31-rc2 (2009-07-4; 3 days ago) [v · t · e]
Supported platforms	x86, MIPS, x86-64, SPARC, DEC Alpha, Sun, PowerPC, ARM, m68k, PA-RISC, i386, SuperH, M32R and more
Kernel type	Monolithic kernel
License	Various including GNU General Public License, BSD License, Apache License and ...

Social News refers to the sharing and selection of news stories and articles by a community of users.

- Users can share articles that they believe would interest the community
- Samples:
 - Digg.com
 - Slashdot
 - Fark
 - Reddit



Social Bookmarking

Social Bookmarking sites allow users to bookmark web content for storage, organization and sharing.

- These bookmarks can be tagged with metadata to categorize and provide context to the shared content, allowing users to organize information making it easy to search and identify relevant information.
- Samples
 - Delicious.com
 - StumbleUpon.com

The screenshot shows the homepage of Delicious, a social bookmarking service. At the top, the logo reads "delicious social bookmarking" with a tagline "It's Free! Join Now Sign In". A blue banner below the logo features the text "The tastiest bookmarks on the web. Save your own or see what's fresh now!" and a "Learn More" link. A search bar is positioned below the banner with the placeholder text "Search the biggest collection of bookmarks in the universe...". The main content area is titled "Popular Bookmarks" and lists several trending items, each with a thumbnail, title, tags, and a "SAVE" button. The items include "Technology Review: 3-D Printing for the Masses" (62 saves), "Back Up a Web Server - Webmonkey" (61 saves), "mixi for iPhoneから発掘されたmixi日記投稿用API" (81 saves), "Cut-Your-Spending-by-\$500-Per-Month: Personal Finance News from Yahoo! Finance" (61 saves), "Movie box office charts" (122 saves), "AppleInsider | Ten step guide to sharing your iPhone's connection with NetShare" (68 saves), "How Hard Could It Be?: Good System, Bad System - Starbucks - company culture" (90 saves), "Embedded.com - Ten lies about microprocessors" (83 saves), "Berilium » Búsqueda por servidores" (94 saves), and "TechCrunchIT » Blog Archive » Welcome to Web 3.0: Now Your Other Computer is a Data Center" (92 saves). A "Popular Tags" sidebar on the right lists various categories like design, blog, video, software, tools, music, programming, webdesign, reference, tutorial, art, web, howto, javascript, free, linux, web2.0, development, google, inspiration, photography, news, food, flash, css, blogs, education, business, technology, and travel. The footer contains navigation links for "delicious", "about", "blog", "terms of service", "privacy policy", "copyright policy", "forums", "support", and a "What's new?" button.

Media Sharing

Media sharing is an umbrella term that refers to the sharing of a variety of media on the web.

Users share such multimedia content of possible interest to others

- Samples:

- Video Sharing:

- YouTube.com

- Photo Sharing:

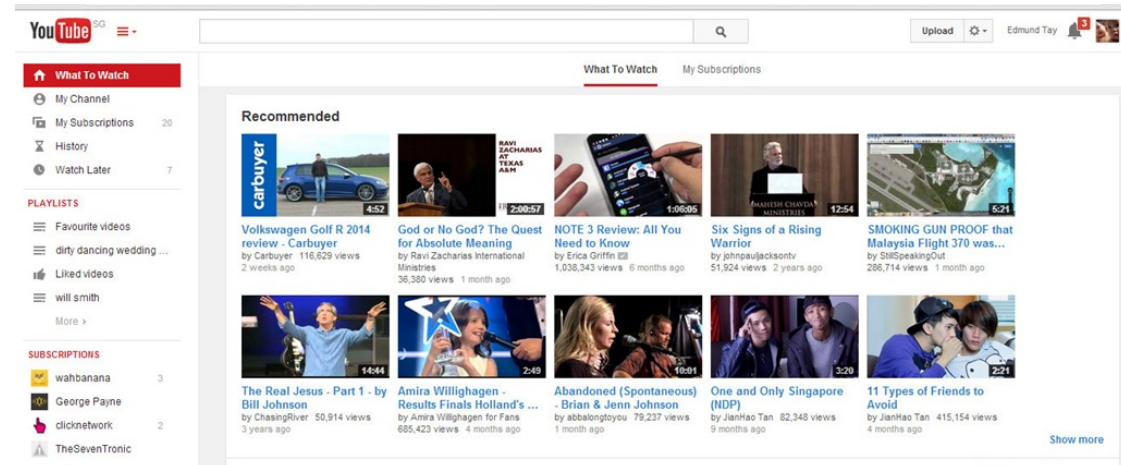
- Flickr.com, picasa.com

- Document Sharing:

- Scribd.com,
Slideshare.com

- Livecasting:

- Justin.tv, Ustream.com



Opinion, Review, and Ratings Websites

Opinion, review, and ratings websites are websites whose primary function is to collect and publish user-submitted content in the form of subjective commentary on existing products, services, entertainment, businesses, places, etc. Some commercial sites may serve a secondary purpose as review sites by publishing product reviews submitted by customers.

- Examples
 - Cnet.com
 - Epinions.com
 - yelp.com
 - tripadvisor.com

The screenshot shows the Yelp website interface. At the top, there is a search bar with the text "Search for (e.g. taco, cheap dinner, Max's)" and a location dropdown set to "sf, ca". Below the search bar is a navigation menu with options like "Welcome", "About Me", "Write a Review", "Find Friends", "Messaging", "Talk", "Events", and "Member Search". The main content area is for "Tartine Bakery" and specifically for "Croissant". It features three images of croissants, one of which is priced at "\$3.85". To the right, there is a "Menu for Tartine Bakery" section with a "Breakfast Pastries" sub-section. This menu lists items such as "Croissant" (\$3.85), "Frangipane Croissant" (\$4.50), "Double Pain Au Chocolat" (\$4.50), "Morning Buns" (\$3.85), "Buttermilk Scones" (\$3.25), "Tea Cake" (\$3.75), "Bread Pudding" (Price details), "Pain Au Jambon" (\$4.95), "Gougere" (\$3.50), "Cake Aux Olives" (\$4.95), "Quiche" (Price details), and "Muesli" (Price details). Below the menu, there is a section for user reviews. A review by "Stephanie S. Loma Linda, CA" is visible, dated "10/23/2012". The review text reads: "This was our first stop from the airport and we were starving! The line was long, but it went pretty fast. This was our first time here and we couldn't decide what to order. We tried the morning bun, chocolate and almond croissant, bread pudding, & the chocolate eclair. Everything was delicious, but the morning bun was soo amazing. I loved the hints of citrus and the flakiness of the bun. I made my hubby go back & buy me another one to save for later. Oh, Tartine! I wish you were also located in So. Cal." Below the review, there are options to "Write a Review", "Add a photo", "Compliment", "Send Message", "Follow This Reviewer", and "Flag this review".

Socially-Provided Answers

In these sites, users who require certain guidance, advice or knowledge can ask questions. Other users from the community can answer these questions based on knowledge acquired from previous experiences, personal opinions or from relevant research.

- Unlike review and opinion sites, which contain self-motivated contribution of opinions, answer sites contain knowledge shared in response to a specific query.

- Samples:
 - WikiAnswers, Yahoo Answers, Quora, Stackoverflow,

Search Google Analytics Questions and Topics Add Question

Question added to topic Google Analytics:
What percentage of visits would Omniture / Google Analytics / Coremetrics etc miss?
Assuming client-side integration, compared with the numbers from the web servers and proxy logs.
Follow · · 0 Answers · 5:55pm

Answer added in topic Google Analytics:
How can I track Pinterest in Google Analytics?
1 Ross Allen, Front End Engineer at Airbnb
Their Javascript pinit.js file (<http://assets.pinterest.com/js/p...>) doesn't seem to add any callbacks, so the best you can do is track clicks on the 'Pin It' button in Goo... [\(more\)](#)
 · · 2 Answers · 5:17pm

Answer added in topic Google Analytics:
Google Analytics: Why would someone from an email marketing company tell me that Google analytics does not track visits from Mac users?
2 Anon User
The person was seeing if you were gullible enough to be a good fit with their product.
Sales 101.
 · · 4 Answers · 3:52pm

Share Topic · Invite People
 Twitter Facebook Quora

Top Answerers
 Mike Sullivan
20 Answers
 Ozberk Olcer
20 Answers Director of Web Analytics in SEM AS. (Google Analytics Certified Partner)
 Shay Sharon
22 Answers
 AJ Kohn
17 Answers
 Christopher O'Donnell
11 Answers

Followed by 5455 People

stackoverflow Search... Log In Sign Up

Home Ask Question

PUBLIC Stack Overflow Interesting 300 Featured Hot Week Month

votes	answers	view	question	asked
0	0	1	Using Bootstrap 4 To Change Color and Position in One Class	asked 14 secs ago Christian Begg 3
-1	0	16	Reverse the digits of an integer	modified 15 secs ago Mike 'Pomax' Kamermans 28.4k
0	0	8	Computing and using Jacobian for solve_ivp method	modified 16 secs ago Travis Czechowski 6
0	0	1	How to remove padding between nav, article, and footer?	asked 19 secs ago mcandre 12.5k

```
36 if (dev.isBored() || job.sucks()) {
37   searchJobs({
38     flexibleHours: true,
39     companyCulture: 100
40   });
41 }
42
43 // A career site that's by
44 // developers, for developers.
```

[Get started](#)

Jobs near you

Software Engineer, Mobile Applications (Android/iOS)
Google 9 Beijing, China
[android](#) [ios](#)

Main Characteristics

- **Participation**
 - social media encourages contributions and feedback from everyone who is interested. It blurs the line between media and audience.
- **Openness**
 - most social media services are open to feedback and participation. They encourage voting, comments and the sharing of information. There are rarely any barriers to accessing and making use of content – password-protected content is frowned on.
- **Conversation**
 - whereas traditional media is about “broadcast” (content transmitted or distributed to an audience) social media is better seen as a two-way conversation.
- **Community**
 - social media allows communities to form quickly and communicate effectively. Communities share common interests, such as a love of photography, a political issue or a favorite TV show.
- **Connectedness**
 - Most kinds of social media thrive on their connectedness, making use of links to other sites, resources and people.

Social Media Mining is the process of representing, analyzing, and extracting meaningful patterns from social media data

1. Big Data Paradox

1. Social media data is big, yet not evenly distributed.
2. Often little data is available for an individual

2. Obtaining Sufficient Samples

1. Are our samples reliable representatives of the full data?

3. Noise Removal Fallacy

1. Too much removal makes data more sparse
2. Noise definition is relative and complicated and is task-dependent

4. Evaluation Dilemma

1. When there is no ground truth, how can you evaluate?

结束语

- 社交媒体网络是复杂系统
- 如何分析社交网络的现象