Introduction and Logistics

CMSC 498J: Social Media Computing

Department of Computer Science
University of Maryland
Spring 2016

Hadi Amiri
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Lecturer

• Hadi Amiri
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  ▫ Office: AVW 3161
    • Always get lost in AVW?
      • http://eit.umd.edu/maps/avwilliams
      • www.umiacs.umd.edu/~hadi/contact.html
  ▫ Office hours: Tues 12:30-2:30

• Hobbies: I enjoy running in marathons among other sports.
TA(s)

- **Khanh Nguyen**
  - PhD student at CLIP
  - **Office**: AVW 4103
  - **Office hours:**
    - Tue 3:30-4:30pm,
    - Thu 2:00-3:00pm, or
    - by appointment.
  - **Contact**: http://khanhxnguyen.com/contact-me/
In this course, we study social networks by analyzing the social relations between users, the contents they share, and how contents and events are propagated through such networks. This helps us to better understand the structure of social networks and uncover the live and emerging social phenomena that will affect communities. You will dig up new innovative ideas in this context and evaluate them on real world datasets. At the end of this course, you will hopefully have a good understanding about the above issues and will have hands-on experience on a range of tasks from identifying important nodes to detecting communities and trends in social networks.

Course Instructors
- Hadi Amiri, Office: AWW 3161, Office hours: Tue 12:30-2:30pm
- [TA] Khanh Nguyen, Office: tba, Office hours: -- -- --

Announcements
- Date: Announcements
- 01-10: Homepage uploaded!
Textbooks

- [NCM] *Networks, Crowds, and Markets: Reasoning About a Highly Connected World*  
  David Easley and Jon Kleinberg

- [MMD] *Mining of Massive Datasets*  
  Jure Leskovec, Anand Rajaraman, Jeffrey D. Ullman

- Both freely available
<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topic</th>
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<tbody>
<tr>
<td>W01</td>
<td>Jan 26 - Jan 28</td>
<td>Course overview and Twitter</td>
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<tr>
<td>W02</td>
<td>Feb 02 - Feb 04</td>
<td>Network Basics</td>
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<tr>
<td>W03</td>
<td>Feb 09 - Feb 11</td>
<td>Strong and Weak Ties</td>
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<td>W04</td>
<td>Feb 16 - Feb 18</td>
<td>No Class</td>
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<tr>
<td>W05</td>
<td>Feb 23 - Feb 25</td>
<td>Fun topics: ideas, tools and datasets, vw tutorial, etc.</td>
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<tr>
<td>W06</td>
<td>Mar 02 - Mar 04</td>
<td>Web Graph and Network Popularity</td>
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<tr>
<td>W07</td>
<td>Mar 09 - Mar 11</td>
<td>Link Analysis</td>
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<tr>
<td>W08</td>
<td>Mar 16 - Mar 18</td>
<td>ENJOY the SPRING BREAK :)</td>
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<tr>
<td>W09</td>
<td>Mar 23 - Mar 25</td>
<td>Information Cascading</td>
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<tr>
<td>W10</td>
<td>Mar 30 - Apr 01</td>
<td>Small world Phenomenon</td>
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<td>W11</td>
<td>Apr 06 - Apr 08</td>
<td>Node similarity and homophily</td>
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<tr>
<td>W12</td>
<td>Apr 13 - Apr 15</td>
<td>Mining Data Streams</td>
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<td>W13</td>
<td>Apr 20 - Apr 22</td>
<td>Social Search</td>
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<td>W14</td>
<td>Apr 27 - Apr 29</td>
<td>Trend detection and tracking</td>
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<tr>
<td>W15</td>
<td>May 04 - May 06</td>
<td>Project Presentations!</td>
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<tr>
<td>W16</td>
<td>May 11</td>
<td>Recap.</td>
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Grading

• 5 HW assignments, top 4 considered (30%)

• Final Project (40%)

• Final Exam (30%)
  ▫ Thursday, May 12, 8:00-10:00am
General Policies

• **Attendance**
  ▫ NOT mandatory but highly recommended
  ▫ If you’d like to attend the classes, please be on time

• **Collaboration**
  ▫ Always follow FB rule and UMD’s honor code,
  ▫ Write name(s) of your collaborators on your assignments.

• **Academic Accommodation**
  ▫ if you are eligible
    • Get a letter from DSS Office in first 2 weeks of classes:
      • Call them at 301-314-7682 or visit Shoemaker Building.

• **Religious Observance**
  ▫ Let me know, no due date during these times.
HWs

• Should be done \textit{individually},
• Due to by \textbf{12:15pm on Tuesday} classes,
• \textbf{NO emails plz (except if we ask)}.

• Penalties for late submissions:
  ▫ \textbf{late within 2:15 hours} \textit{(i.e. until the end of Hadi's office hours)}: \textbf{10\% reduction in grade};
  ▫ \textbf{after that}: \textbf{zero mark}.

• HWs will be returned within 3 weeks of their due date:
  ▫ You can question the grading \textbf{within 3 days} of the return of the preliminary grades \textbf{by email}. 
Final Project

- **Innovative idea** that is evaluated on real or synthetic datasets.
- Team of **Four students (required)**.
- A **2-page proposal** in the provided **template**.
- A **7-page final report** in the provided **template**.
- All projects will be **presented in the class**.

- Final project is a substantial part of this course!
  - Start forming your team and working on ideas **Now**!
  - Lots of resources available!
  - Talk to me or TA for ideas, help, advice, etc.
Questions?