

# Connecting Isolated Social Multimedia Big Data

## Abstract:

The explosion of social media has led to various Online Social Networking (OSN) services. Today's typical netizens are using a multitude of OSN services. Exploring the user-contributed cross-OSN heterogeneous data is critical to connect between the separated data islands and facilitate value mining from big social multimedia. From the perspective of data fusion, understanding the association among cross-OSN data is fundamental to advanced social media analysis and applications. From the perspective of user modeling, exploiting the available user data on different OSNs contributes to an integrated online user profile and thus improved customized social media services. This talk will introduce a user-centric research paradigm for cross-OSN mining and applications and some pilot works along two basic tasks: (1) From users: cross-OSN association mining and (2) For users: cross-OSN user modeling.

## Bio

Changsheng Xu is a distinguished professor of Institute of Automation, Chinese Academy of Sciences. His research interests include multimedia content analysis/indexing/retrieval, pattern recognition and computer vision. He has hold 50 granted/pending patents and published over 300 refereed research papers including 100+ IEEE/ACM Trans. papers in these areas.

Prof. Xu is Editor-in-Chief of Multimedia Systems. He serves/served Associate Editor of IEEE Trans. on Multimedia and ACM Trans. on Multimedia Computing, Communications and Applications. He received the Best Paper Awards of ACM Multimedia 2016 and 2016 ACM Trans. on Multimedia Computing, Communications and Applications. He served as Program Chair of ACM Multimedia 2009. He has served as associate editor, guest editor, general chair, program chair, area/track chair, special session organizer, session chair and TPC member for over 20 IEEE and ACM prestigious multimedia journals, conferences and workshops. He is an ACM Distinguished Scientist, IEEE Fellow, and IAPR Fellow.