香港浸會大學理學院
HKBU Faculty of Science

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DEPARTMENT OF COMPUTER SCIENCE

MPhil Degree Oral Presentation

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Time:	20 May 2011 (Friday) 11:00 am – 1:00 pm (35 mins presentation and 15 mins Q & A)
Venue:	T716, Cha Chi-Ming Science Tower, HSH Campus

"Commentary-based Social Media Clustering with Concept and Social Network Discovery"

Abstract

Due to the huge amount of videos in social media sites, categorizing videos with similar contents can help users to search videos more efficiently. A multi-assignment NMF clustering from commentary-based matrix factorization helps to facilitate searching of video in social media site whilst generation of new concept words improves the indexing.

Discovering relationships of celebrities can be a step for social network studies. However, the evolutional characteristic and the daunting complexity of the interrelationship among singers made the problem technically intriguing. To analyze the relationships between singers, a commentary-based social network analysis (CBSNA) methodology outperforms the commonly used tag-based approach. Weighting schemes are developed for handling noisy social network.

To study and analyze a social network, visualizing the network is an important step. However, due to the tremendous growth of social network, the resulting social network graphs (SNGs) are always massive in size. It is popular to construct binary social network based on predetermine values of distance between nodes for large social networks, yet this approach would cause heavy information loss. A simplified network presentation is proposed for small-world social networks which the simplified network is functionally equivalent to the original network and retains the main properties of nodes.

*** ALL INTERESTED ARE WELCOME***