

Computer Science Seminar Series

National Capital Region

Likes-R-Us: Understanding and Protecting Likes in Social Media

Speaker: Prof. Dongwon Lee

Penn State University

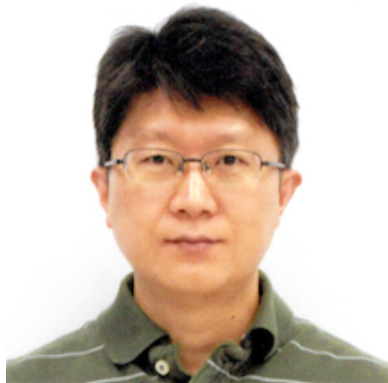
Friday, Oct 14, 2016

1:00PM- 2:00PM, NVC T3

Abstract

The recent dramatic increase in the usage and prevalence of social media has led to the creation and sharing of a significant amount of information in various formats such as texts, photos, or videos. When it comes to information consumption, people are not only accessing published and shared contents, but also interacting with them by adding comments or pressing the Like buttons. As one of popular activities in social media, in particular, pressing a Like button toward published contents can be interpreted as an indication of one's shared interests to the contents or the original posters. Therefore, such Like activities form relationships and networks among people, raising interesting questions about their unique characteristics and implications. In this talk, I will present some recent findings from the "Likes-R-Us" project (<https://goo.gl/vsLt2h>) at Penn State, identifying novel relationships from Like activities, understanding different age groups better through the lens of Likes, and uncovering fake Likes to maintain healthy eco systems.

Biography



Dongwon Lee is currently serving as a program director at National Science Foundation (NSF), co-managing cybersecurity programs such as SFS and SaTC-EDU with the yearly budget of \$50M. Since 2002, he has been also a faculty member at Penn State University, PA, currently on leave. He researches broadly in Data Science, in particular, on the management of and mining in data in diverse forms including structured records, text, multimedia, social media, and Web. Further details of his research can be found at: <http://pike.psu.edu/>