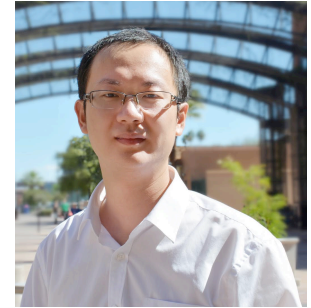


When: Friday 15:00 – 16:00

Where: HRBB 204

Speaker: Prof. Ben Xia Hu

Assistant Professor
Department of Computer Science & Engineering
College of Engineering
Texas A&M University



Title: Understanding Social Spammers: A Data Mining Perspective

Date: 11-18-2016

Abstract: With the growing popularity of social media, social spamming has become rampant on all platforms. Many (fake) accounts, known as social spammers, are employed to overwhelm legitimate users with unwanted information. Social spammers are unique due to their coordinated efforts to launch attacks such as distributing ads to generate sales, disseminating pornography and viruses, executing phishing attacks, or simply sabotaging a system's reputation. In this talk, I will introduce a novel and systematic analysis of social spammers from a data mining perspective to tackle the challenges raised by social media data for spammer detection. Specifically, I will formally define the problem of social spammer detection and discuss the unique properties of social media data that make this problem challenging. By analyzing the two most important types of information, network and content information, I will introduce a unified framework by collectively using heterogeneous information in social media. To tackle the labeling bottleneck in social media, I will show how we can take advantage of the existing information about spam in email, SMS, and on the web for spammer detection in microblogging. I will also present a solution for efficient online processing to handle fast-evolving social spammers

Biography: Dr. Xia "Ben" Hu is currently a tenure-track Assistant Professor at Texas A&M University in the Department of Computer Science and Engineering. He received his Ph.D. in Computer Science and Engineering from Arizona State University. At Texas A&M, Dr. Hu directs the Data Analytics at Texas A&M (DATA) Lab and is also affiliated with the Center for the Study of Digital Libraries and the Center for Remote Health Technologies and Systems. The DATA Lab currently consists of six Ph.D. students, three M.S. students and two undergraduate students. Research focus of the DATA Lab is to develop data mining and machine learning algorithms with understanding of theoretical properties to better discover actionable patterns from large-scale, networked, dynamic and sparse data. Existing research projects are directly motivated by, and contributes to, applications in social informatics, health informatics and information security. As a result, Dr. Hu has published nearly 60 papers in several major academic venues, including WWW, SIGIR, KDD, ICDM, SDM, WSDM, IJCAI, AAAI, CIKM, ICWSM, etc. One of his papers was selected in the Best Paper Shortlist in WSDM'13. He is the recipient of the 2014 ASU President Award for Innovation, and Faculty Emeriti Fellowship. His work has been featured in the several news media, including ACM TechNews, New Scientist, Defense One, and others. Updated information can be found at <http://faculty.cs.tamu.edu/xiahu/>.