**PhD Project Proposal**

School of Electronics, Electrical Engineering and Computer Science

& ECIT Global Research Institute

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| **Proposed Project Title: Novel techniques for automated analysis of social media data** |
| **Principal Supervisor:** DrAnna Jurek-Loughrey **Second Supervisor:** Dr Deepak Padmanabhan |
| Social media is one of the most significant information exchange technologies of the 21st century. Popular sites like Twitter, Facebook, Instagram and Foursquare provide vast amounts of semi-structured and unstructured data, such as textual data (e.g. tweets and comments), network data (e.g. Facebook friendship network), actions (e.g. likes) and location data. Analysis of these massive quantities of data can provide valuable hidden insights that can be applied to make informed decisions in multiple domains including healthcare, security and marketing.  The main objective of this project will be to develop a scalable and intelligent technology for automatic analysis of the big data generated through social media using different machine learning techniques. This will involve undertaking research in the areas of machine learning, information retrieval and natural language processing.  Some of the problems that we seek to address in this project include: recognising fake news and fake user accounts on social media, predicting propagation of information on the web and detecting emergent events. |
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