Mining Big Data to Harness the Power of Social Media

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Data Mining and Machine Learning

Social Informatics

Health Informatics

Statistical learning methods on handling heterogeneous, linked, dynamic, sparse, big data
Sentiment Analysis with Emotional Signals

Emotion Indication

Emotion Correlation
Mining Emotional Signals

Post – Word Matrix

Emotion Correlation

Emotion Indication

Post-level

Word-level

Texas A&M University
Data Analytics at Texas A&M Lab

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The New (AB)Normal

Sedentary Lifestyle

Diet Behavior

NCDs
- Overweight
- Diabetes
- Hypertension

over 50% of people are overweight or obese
over 20% of people are obese
From Tweets to Wellness

Health:: Blood Glucose Measurement

Started today rolling w/ a #bgnow of 165 mg/dL (~ 9.2 mmol/L) & corrected it w/ 3 units of insulin! Still under the weather I am... :^)

Health:: Medication use

Boom! 72 mg/dL #bgnow @onedroptoday onedrop.today

Well. I forgot my Levemir and Metformin this morning so that's cool. #bgnow 324 #happyfriday

Users also use multimedia to report information