

Preface

We are living in an increasingly networked world. People, information, and other entities are connected via the World Wide Web, e-mail networks, instant messaging networks, mobile communication networks, online social networks, internet of things, etc. These generate massive amounts of social data, which present great opportunities in understanding the science of user behavioral patterns and the structure of networks formed by people interactions. The Fourth National Conference on Social Media Processing (SMP) was held in Guangzhou, China, in 2015 for the purpose of promoting original research in mining social media and applications, bringing together experts from related fields such as natural language processing, data mining, information retrieval, and social science, and providing a leading forum in which to exchange research ideas and results in emergent social media processing problems.

The conference received 105 submissions, of which 53 were English submissions. All papers were peer reviewed by at least three members of the Program Committee (PC) composed of international experts in natural language processing, data mining, information retrieval, and social science. The PC together with the PC co-chairs worked very hard to select papers through a rigorous review process and via extensive discussion. The competition was very strong; only 14 papers were accepted as full papers and nine as short papers. The conference also featured invited speeches from outstanding researchers in social media processing and related areas (the list may be incomplete): Ho-fung Leung (The Chinese University of Hong Kong), Irwin King (The Chinese University of Hong Kong), Shuo Bai (Shanghai Stock Exchange), Ting Liu (Harbin University), Yucheng Liang (Sun Yat-sen University), Bin Ke (National University of Singapore), Chunlin Duan (South China University of Technology), Jonathan Zhu (City University of Hong Kong), Wei Yang (Tencent), Chunyu Lin (TRS), Kai Chen (HYLANDA), and Jiyang Liu (Gridsum).

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