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mining. Social media mining is a rapidly growing new field. It is an interdis-ciplinary field at the crossroad of disparate disciplines deeply rooted in computer science and social sciences. There are an active community and a large body of literature about social media. The fast-growing interests and intensifying need to harness

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social media data require research and

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This chapter is from Social Media Mining: An Introduction. By Reza Zafarani, Mohammad Ali Abbasi, and Huan Liu. Cambridge University Press, 2014. Draft version: April 20, 2014. Complete Draft and Slides Available at:

<http://dmml.asu.edu/smm> We live in a connected world in which networks are intertwined with our daily life.

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the tools to formally represent, measure and model meaningful patterns from large-scale social media data.

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