Class Introduction

Social Computing
Social Computing Course

• Location and Time
  – BA216 T-Th 10:15-11:35 am

• Instructor:
  – Prof. Tomek Strzalkowski

• Class Website
  – www.ils.albany.edu/teaching/social-computing
Social Computing Course

• Contact Information
  – tomek@albany.edu

• Assistant: Meenakshi Alagesan
Contact

• **Office Hours: Social Science**
  – TS: 12 noon- 2 pm Tuesdays (SS-262)
  – MA: 12 noon – 2 pm Thursdays (SS-261)

• Preferred contact method: Email
• Or in person during office hours
• If you need to meet at any other time, please make an appointment via email first!
What is it all about?

• Can a computer figure out who is a leader of a group of people from their conversation?
• Can a computer detect when a person has changed their mind about something even when they would not openly admit it?
• What can a computer find out the real person behind an avatar their in an online game?
• Can we build an artificial agent that would hold its own in an online conversation?
• Can an artificial agent influence a person’s behavior?
What will you learn?

- Introduction to the field of social computing
- Become familiar with the state-of-the-art research in big data and social computing
- Achieve a comfortable level of thinking about concepts like human behavior and attitudes and modeling them in computational algorithms
Why is it relevant now?

• Big data and Data Science are the buzz words of today
• But, need to have a careful approach towards data
Reading Materials

• No textbook

• No exams

• Lecture slides

• Assigned readings
  – Papers that touch upon and expand on the topics covered in lectures
Course Grading Policy

• 20% Reading responses
• 20% Presentation and discussion lead
• 20% Class participation
• 30% Homeworks
• 10% In-class mini-quizzes
Reading Responses (20%)

• By 11:59 pm on Tuesday, students will be required to send reading responses to the instructor for the paper assigned in the prior week.
• A template for filling out response will be provided
• Responses will be evaluated on the quality of insights, but are informal and will not be evaluated for grammar or formal writing style.
Presentation/Discussion Lead (20%)

• Each student will be assigned to one of the readings after the first day of class.
• That student will prepare slides on the reading and lead an in-class discussion on the reading assignment.
• Slides need to be sent to TA and instructor by 11:59 pm on Wednesday before class
Presentation/Discussion Lead (20%)

• For the week you present and lead a discussion, you do not need to complete a reading response.

• The presentation should be organized into the sections.
Presentation content

• What is the main problem or issue that the authors are addressing?
• Provide an overview of the authors’ approach/argument and conclusions.
  – This is the core content
• What are the main strengths and/or weaknesses of the approach?
• Provide a list of questions regarding the paper for discussion during class.
Here is a possible structure

• Motivation & Data
• Problem definition/scope
• Previous efforts
• Authors’ approach
• Results as reported
• Contribution vs. previous efforts
• Questions for discussion
Class Participation (20%)

- Class participation will be evaluated on the basis of student involvement during discussions and in lectures.
- Being absent from class more than 2 times without explanation will result in loss of class participation grade.
Homeworks (30%)

• Class project structured as three homework assignments
• Approximately 1 month to complete each assignment
• Will require programming
  – Can choose language, Java or Python preferred
• Each subsequent homework builds upon previous one
Homeworks (30%)

• Sample data and code for each assignment will be provided
Quizzes (10%)

- Five mini-quizzes spread through the semester
- Check course schedule for exact dates
- Multiple choice questions
- To be answered in class
- May require some basic calculation
- 20-30 minutes in duration
Late Submission Policy

• Submissions will not be accepted late, no exceptions.

• Partial credit will be given for submissions that are turned in on time, but incomplete; so turn in whatever you have by the deadline.
Academic Integrity

- Cheating/copying/plagiarism of any kind will result in loss of grade for all parties involved.
## Schedule and Topics

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>READING/ASSIGNMENTS</th>
<th>SPEAKER</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/24</td>
<td>Lecture 1: Introduction to Social Computing</td>
<td>Paper 1 assigned</td>
<td>TS</td>
</tr>
<tr>
<td>1/26</td>
<td>Lecture 2: Introduction to NLP</td>
<td>Paper 2 assigned</td>
<td>TS</td>
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<tr>
<td>1/31</td>
<td>Lecture 3: Research Methods Primer online</td>
<td>Paper 1 responses due</td>
<td>TS</td>
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<tr>
<td>2/2</td>
<td>Class discussion: Paper 1</td>
<td>HW 1 assigned</td>
<td>Student</td>
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<tr>
<td>2/7</td>
<td>Lecture 4: AI/Machine Learning Primer Quiz 1</td>
<td>Paper 3 assigned</td>
<td>TS</td>
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<td></td>
<td></td>
<td>Paper 2 responses due</td>
<td>TS</td>
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<tr>
<td>2/9</td>
<td>Class discussion: Paper 2</td>
<td></td>
<td>Student</td>
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<tr>
<td>2/14</td>
<td>Lecture 5: AI/Machine Learning Primer, cont.</td>
<td>Paper 3 responses due</td>
<td>TS</td>
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<tr>
<td>2/16</td>
<td>Class discussion: Paper 3</td>
<td></td>
<td>Student</td>
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<tr>
<td>2/21</td>
<td>Lecture 6: Sentiment and Belief Extraction – Part 1</td>
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<td>TS</td>
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<tr>
<td>2/23</td>
<td>Lecture 6: Sentiment and Belief Extraction – Part 1, cont.</td>
<td>HW 2 assigned</td>
<td>TS</td>
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<tr>
<td>2/28</td>
<td>Lecture 7: Sentiment and Belief Extraction – Part 2</td>
<td>Paper 4 assigned</td>
<td>TS</td>
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<tr>
<td>3/2</td>
<td>Class discussion HW1 results</td>
<td>HW 1 due</td>
<td>Students</td>
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</tbody>
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# Schedule and Topics

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignment Due</th>
<th>Instructor</th>
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<tbody>
<tr>
<td>3/7</td>
<td>Lecture 8: Learning Human Behavior from Data – Language and Beyond – Part 1 (Topic Control, Task Control etc.) Quiz 2</td>
<td>Paper 4 responses due</td>
<td>TS</td>
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<tr>
<td>3/9</td>
<td>Class discussion: Paper 4</td>
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<td>Student</td>
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<tr>
<td>3/14</td>
<td>spring break, no class</td>
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<tr>
<td>3/16</td>
<td>spring break, no class</td>
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<tr>
<td>3/23</td>
<td>Class discussion: HW3 proposals</td>
<td>HW3 final proposals due 3/24</td>
<td>Students</td>
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<tr>
<td>3/30</td>
<td>Class discussion: Paper 5</td>
<td>HW 2 due</td>
<td>Student</td>
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# Schedule and Topics

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Assignment</th>
<th>Notes</th>
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<tbody>
<tr>
<td>4/4</td>
<td>Lecture 11: Learning Human Behavior from Data – Language and Beyond – Part 4 (Social Networks and SNA)</td>
<td>Paper 7 assigned</td>
<td>TS</td>
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<td></td>
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<td>Paper 6 responses due</td>
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<tr>
<td>4/6</td>
<td>Class discussion: Paper 6</td>
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<td>Student</td>
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<td>4/11</td>
<td>Classes suspended - no class</td>
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<tr>
<td>4/13</td>
<td>Class discussion: HW3 progress reports</td>
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<td>Students</td>
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<tr>
<td>4/18</td>
<td>Lecture 11: Learning Human Behavior from Data – Language and Beyond – Part 4 (Social Networks and SNA contd)</td>
<td>Paper 8 assigned</td>
<td>TS</td>
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<td></td>
<td></td>
<td>Paper 7 responses due</td>
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<tr>
<td>4/20</td>
<td>Class discussion: Paper 7</td>
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<td>Student</td>
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<tr>
<td>4/27</td>
<td>Class discussion: Paper 8</td>
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<td>Student</td>
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<td>5/2</td>
<td>Lecture 13: Metaphors from text</td>
<td>HW 3 due</td>
<td>TS</td>
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<tr>
<td>5/4</td>
<td>Class discussion: HW3 final presentations</td>
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<td>Student</td>
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<td>5/9</td>
<td>Final Lecture: Cross-cultural analyses using metaphors</td>
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<td>TS</td>
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Assigned Reading: Paper 1


- Responses due 11:59 pm, January 31^{st}, 2017
- Slides due 11:59 pm, February 1^{st}, 2017
Signing up for presentation slots

• Send email to:
• Select exactly 3 dates from list of presentation dates
• Order them in your order of preference
• First-come first-served basis