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Social Data Science: Emerging Topics and New Research Trends

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Social Data Science, or Computational Social Science has developed into frontiers of hybrid methods and paradigms, employing computational techniques to analyze large-scale social data for insights into human behavior and societal dynamics. This talk surveys emerging topics and cutting-edge research shaping the field. A central focus is the utilization of large social media datasets for monitoring public opinion, analyzing political polarization, and investigating the dynamics of online mobilizations. Advances in network analysis and natural language processing have enabled more sophisticated modeling of social relationships and discourse patterns. Machine learning and AI have further driven the development of predictive models, addressing phenomena such as migration patterns, violent conflict, and socio-economic disparities. The field is also grappling with new ethical challenges, particularly related to privacy, algorithmic bias, and the responsible application of predictive analytics in high-stakes areas such as healthcare, security, and governance. The integration of spatial data science with social data, particularly through Geographic Information Systems (GIS), has expanded the field's analytical capabilities, supporting research in urban development, resource distribution, and conflict monitoring. As computational tools and datasets continue to evolve, Social Data Science is poised to become a critical domain for understanding and addressing complex social issues. This talk reviews these emerging trends, focusing on their methodological innovations and the potential implications for future research.

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