



Human-Centered Social Media Analytics

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This book provides a timely and unique survey of next-generation social computational methodologies. The text explains the fundamentals of this field, and describes state-of-the-art methods for inferring social status, relationships, preferences, intentions, personalities, needs, and lifestyles from human information in unconstrained visual data. Topics and features: includes perspectives from an international and interdisciplinary selection of pre-eminent authorities; presents balanced coverage of both detailed theoretical analysis and real-world applications; examines social relationships in human-centered media for the development of socially-aware video, location-based, and multimedia applications; reviews techniques for recognizing the social roles played by people in an event, and for classifying human-object interaction activities; discusses the prediction and recognition of human attributes via social media analytics, including social relationships, facial age and beauty, and occupation.

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