



# Social Media Analytics Methods, Tools and Platforms

**November 8-11, 2020**  
**Gaylord National Resort & Convention Center**

201 Waterfront Street  
National Harbor, MD 20745

Dear Colleagues,

The 2020 INFORMS Annual Meeting is a unique opportunity to connect and network with more than 7,000 INFORMS members, students, prospective employers and employees, and academic and industry experts who compose the INFORMS community. I look forward to seeing you and, additionally, celebrating 25 years of INFORMS with you at the Gaylord National Resort & Convention Center in National Harbor, MD, November 8-11, 2020!

Aiming to a bigger success this year, I invite you to present your complete or in-progress study in the conference session - ***Social Media Analytics Methods, Tools and Platforms*** - at the 2020 INFORMS Annual Meeting. The deadline for me to enter presenters into this invited session is June 01<sup>st</sup> and the deadline for submitting your complete abstract is June 15<sup>th</sup>. If you are interested in contributing to the session, I encourage you to respond to this email, [tcu@neiu.edu](mailto:tcu@neiu.edu), at your earliest time.

## **DESCRIPTION**

Social networking media (or social media) is defined as a group of Internet-based applications that build on the ideological and technological foundations of web and mobile, and that allow the creation and exchange of user generated content. Research in social media analytics is focusing on innovative methods and practices of measuring, analyzing and interpreting user-generated content from a variety of online social media platforms, websites, and blogs to uncover hidden patterns and correlations to answer a range of questions pertaining to organizational, educational, social as well as political issues. In this session, we solicit high-quality original research papers, both theoretical and empirical, that address a variety of social network analytics methods, tools and platforms in different contexts such as business, healthcare, education, politics, security and privacy.

This year, the theme of the meeting lies on new developments of analytics techniques and methods for understanding natural and social systems to drive decision making for saving lives, saving money and solving problems.

Topics may include but are not limited to the following:

- Sources of data in social media analytics
- Social distance and social media network
- User sentiment analysis, opinion mining, and recommendation analysis
- Visual methods in social network analytics
- Data mining, text mining, process mining, and other mining methods
- Social search, retrieval, extraction and ranking of contents
- Social network analytics usage characteristics and applications
- Looking back and forward in social network analytics
- Social network analytics in big data environment
- Communities structure discoveries such as profiling participants, and subgroups
- Predictive and forecasting analytics in social media domain
- Security analytics in various platforms including Facebook, Twitter and other online social media
- Social network and Geo-spatial analytics, Web-based collective intelligence
- Emerging architecture for scalable social media analytics
- Other issues pertaining to social media and network analytics

National Harbor is situated on the banks of the historic Potomac River, just minutes from the nation's capital. The conference will be held in a bustling area near many restaurants, bars, and shops, not far from iconic landmarks. Join thousands of students, professionals, and academicians to explore ideas at the forefront of theory and practice of OR/MS, data science, analytics, artificial intelligence, and machine learning, within the context of applications such as education, energy, healthcare, humanitarian logistics, manufacturing, revenue management, supply chain management, sustainability, and transportation.

With over 12,500 members from around the globe, INFORMS (The Institute for Operations Research and the Management Sciences) is the leading international association for professionals in Operations Research, Management Science, Information Systems and Business Analytics.

INFORMS promotes best practices and advances in operations research, management science, and analytics to improve operational processes, decision-making, and outcomes through an array of highly-cited publications (e.g.: Operations Research, Information Systems Research, Organization Science, Management Science), conferences, competitions, networking communities, and professional development services.

On behalf of the organizing committee, I invite you to join us at the 2020 INFORMS Annual Meeting for an opportunity to learn, inform and enjoy the culture, weather and all the amenities in such the best sunsets in the D.C. area as National Harbor.

Best regards,

Tung (Francis) Cu, Ph.D.  
2020 INFORMS Annual Meeting Session Chair  
Northeastern Illinois University  
[tcu@neiu.edu](mailto:tcu@neiu.edu)

## **SUBMISSION PROCESS**

### **Invited Sessions & Sponsored Presentations**

Presenters will be notified by email to submit their individual abstracts after the Session Chair has submitted the session.

If you have not received an invitation to submit from a Session Chair you will not be able to log in through the system.

### **Contributed Presentations**

If you wish to contribute an abstract and have NOT received an invitation from a Session Chair, Submit an abstract for contributed presentations.

Track Session: Social Media Analytics Methods, Tools and Platforms  
Please contact Tung Cu at [tcu@neu.edu](mailto:tcu@neu.edu) if you have a question.

## **2020 Program Deadlines**

Session Chairs Invite Speakers  
**June 1, 2020**

Presenters Submit Abstracts  
**June 15, 2020**

2020 Annual Meeting Registration Deadline  
**August 31, 2020**