



**Lee Kuan Yew Centre for Innovative Cities**  
*cordially invites you to a Brown Bag Lunchtime Talk*

**The Whole is Greater than The Sum of  
Parts: Analyzing User Behaviors Across  
Multiple Online Social Platforms**



**Dr Roy Lee Ka Wei**  
Research Scientist  
Living Analytics Research Centre (LARC)

**Date:** Wednesday, 29 May 2019  
**Time:** 12.00 pm to 1.00 pm  
**Venue:** Lee Kuan Yew Centre for Innovative Cities, Meeting Room 21  
Building 3, Level 2  
Singapore University of Technology and Design  
8 Somapah Road, Singapore 487372  
(see overleaf for map)

### **Synopsis**

Online social platforms (OSPs), such as Facebook, Twitter, and Instagram, have grown monumentally over recent years. It was reported that as of August 2017, Facebook has over 2 billion monthly active users, while Instagram and Twitter have over 700 million and 300 million monthly active user accounts respectively. The vast amount of user-generated content and social data gathered in these behemoth platforms have made them rich data sources for academic and industrial research. However many of the existing research work has focused on analyzing and modeling users behaviors in a single platform setting, neglecting the inter-dependencies of user behaviors across multiple OSPs. In this sharing, I will present our recent work on analyzing and modeling user behaviors in multiple OSPs. In particular, I will focus on (i) analyzing users' topical interests and platform preferences across multiple OSPs, and (ii) modeling influential users in multiple OSPs

### **About the Speaker**

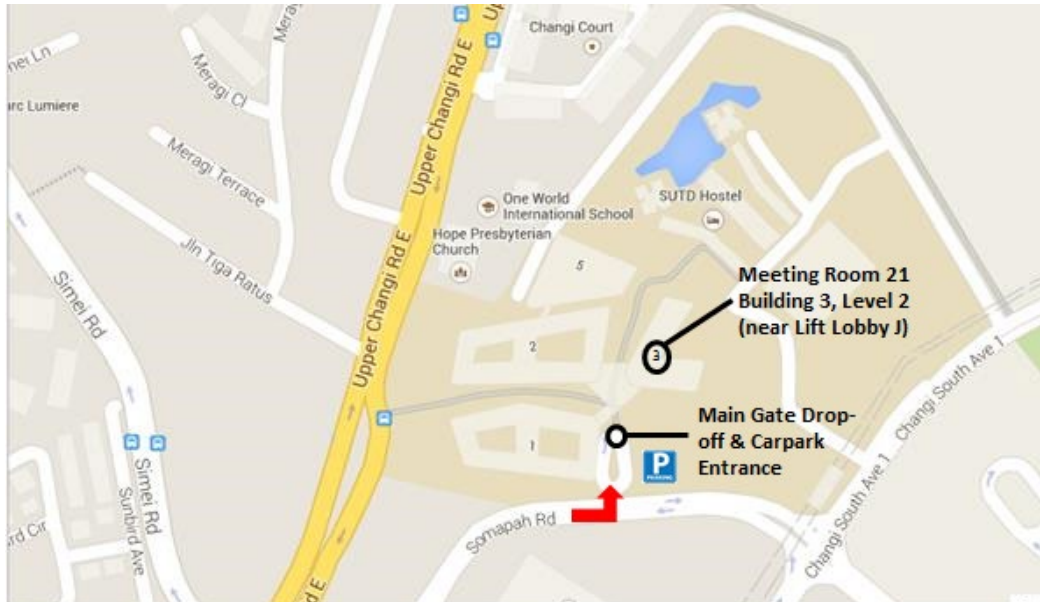
Roy Ka-Wei Lee is a Research Scientist at Living Analytics Research Centre (LARC). He obtained his Ph.D. Degree in Information Systems from the Singapore Management University in 2018 on a fully funded scholarship from the university. His research lies in the intersection of data mining, machine learning, and social computing. In particular, he is interested in studying user behaviors and information diffusion across multiple social networks. Roy will also begin his faculty journey as an Assistant Professor of Computer Science at the University of Saskatchewan from Aug 2019.



For more information on the event, please visit <https://lkycic.sutd.edu.sg/>

For enquiries, please email us ✉ [lkycic@sutd.edu.sg](mailto:lkycic@sutd.edu.sg)

**Singapore University of Technology and Design  
8 Somapah Road Singapore 487372**



**BY TRAIN**

Alight at **Upper Changi MRT Station (DT34)** and take Exit B – our campus will be on your left when you exit the station

**BY BUS**

Alight at one of the bus stops along Upper Changi Road East and walk to our Campus:

- B96041: Upper Changi Road East, Before Tropicana Condo. Service No: 2, 5, 24
- B96049: Upper Changi Road East, Opposite Tropicana Condo. Service No: 2, 5, 24
- B96449: SUTD - Along Somapah Road. Service No: 20
- B96441: Opposite SUTD - Along Somapah Road. Service No: 20

**BY CAR**

- Take Exit 2B on ECP
- Take Exit 4A on PIE
- Take Exit 1 on TPE

Turn into Somapah Road via Upper Changi Road East. The entrance is on the left. Carpark charges apply.

[Click here](#) for the map.