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mining is the process of obtaining

big data from user-generated

content on social media sites and

mobile apps in order to extract

patterns, form conclusions about

users, and act upon the

information, often for the purpose

of advertising to users or

conducting research. The term is an

analogy to the resource extraction

process of mining for rare minerals.

Resource extraction mining requires

mining companies to sift through

vast quantities of raw ore to find

the precious minerals; lik Social

media mining - Wikipedia Matthew

Russell, Chief Technology Officer at

Digital Reasoning, Principal at

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