

## Guest Editorial Preface

# Special Issue on Swarm Intelligence Techniques for Social Media Systems

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In this digital era, data is being generated at an exponential rate through varied social media applications. The emerging and developing social data has brought a deluge of data in many domains such as politics, brand marketing, sports, Gaming, etc. Due to Social media content, this era is witnessing generations of high volume of data and complexity in applications. An emerging area of research embraces the notions that social media, stock market, and marketing are basically complex studies and their behavior is difficult to predict.

This special issue is a premier venue to deal with the swarm intelligent aspect of social computing. Swarm Intelligence encompasses ant colony optimization, particle swarm optimization, social agents, flocking behavior, Artificial Bee Colony (Karaboga & Akay, 2009), evolutionary agents-Genetic Algorithm, and multi-objective optimization (Kaur & Mehta, 2019). Recent years have seen tremendous studies on leveraging social media analysis using swarm intelligent techniques and have shown promising results to solve various domain issues. In this digital era, data is being generated at an exponential rate through varied social media applications (Shah et al., 2018). The emerging and developing social data offers different challenges and can be resolved by deploying swarm techniques. They need to be customized, adapted and subsequently disseminated. Swarm Intelligence methodologies (Mittal & Saraswat, 2019) are successfully helping in big data and thus are open to a plethora of large-scale social media applications (Arora, Bana, Shah, & Yadav, 2019). Social Media systems are driving contemporary issues and require swarm approaches to resolve.

In this special issue, we had received ten research papers (manually and through the system), out of that only four were selected for publication in the special issue. One of the main reasons of rejection is the absence of the special issue scope and novelty as well. The list of the accepted papers is:

- Anti-Predatory NIA for Unconstrained Mathematical Optimization Problems;
- Intelligent Techniques for Prediction of Engineering Colleges after XII;
- Gene Expression Dataset Classification using Artificial Neural Network and Clustering based Feature Selection;
- Dr. Query - A Predictive Mobile Based Healthcare Tool for Querying Drug.

These papers were reviewed through our expert team from five countries: India, Pakistan, Malaysia, Spain, and Saudi Arabia. The accepted papers have a unique novelty, results, effectiveness, and attractiveness social insects techniques with real time applications. I appreciate the research work of the accepted authors as mentioned in the special issue archive. My apology to all friends those have not got acceptance for this special issue.

I am also thankful some of the reviewers who have worked with me in a very professional way:

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*Anuja Arora*  
*Divakar Yadav*  
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