Editorial

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With the wide adoption of internet technology and mobile computing, more and more people have tried to encapsulate their business processes and migrate them to the web, which forms the so-called online social networks (e.g., TikTok, Twitter and Redbook). Through online social networks, users can easily share exciting news, communicate with each other, make new friends, etc. Today, social networks have played an increasingly important role in our society and unlocked unlimited possibilities in people's daily lives. Various social networks today have delivered explosive amounts of messages, knowledge, and information daily, yet, the authenticity of information has triggered higher confusion over the trust between people. Additionally, user demands vary between consumer segments in different social networks, making big data a pivotal factor in analysing these user groups and developing AI-related algorithms. This issue expects to improve the algorithms that can enhance emotional expression and draw closer relationships on social networks through AI and big data, shortening distances between individuals.

However, the frequent interactions among people, cyber and things in social networks have produced a considerable amount of data which has become the main source of big data. In this situation, it is becoming a key challenge to process the big and complex social data in a time-efficient, cost-effective, and smart manner. Recently, artificial intelligence (AI) has emerged as a powerful tool for realising intelligent data mining, analysis and processing. Therefore, AI has provided a promising way to extract the valuable knowledge hidden in social networks and further enhance social users' quality of experience. However, the adaptation of AI-based methods is highly demanded to achieve their full potential in creating various smart applications in complex social networks.

This special issue primarily judges the authenticity of information on social networks by AI and big data techniques. Moreover, various proposed algorithms allow users to express their genuine emotions on social networks and enrich their relationships, enabling complex social networks to achieve the authentic perception between people. We aim to share and discuss recent advances and future trends of AI-aided smart big data applications, and to bring academic researchers and industry developers together.

This special issue has collected some good articles. It had great repercussions and success. We thank all authors for your participation.