Editorial

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Biographical notes: W. Li received his Master's in Computer Science in School of Information Science and Engineering, Hunan University in 2011, and received his PhD in Computer Science in School of Computer Science and Technology, Huazhong University of Science and Technology in 2016. Currently, he is working as a Full Professor in the School of Computer Science and Communication Engineering of Changsha University of Science and Technology, his research directions are big data analysis and processing, network security, machine learning and VR.

New media platforms and social networks are shaping how individuals relate to others. Further, there is no doubt that the contents of social networks and new media platforms define how most of society perceives itself. From news and fake news posted on social networks, to the images and videos, and their filters, to the so-called challenges or new applications, such as virtual reality or augmented reality, the technology surrounding human communication on the internet is changing how we communicate and how we experience human interaction and human–computer interaction. Moreover, the irruption of the algorithms that curate what people see and what information is received on social networks, depending on their desires, engagement, interaction, or personal information, is changing how people relate to the society or their echo chambers.

After years of witnessing the incorporation of technological innovations in human communication and how to share our ideas with others, maybe it is time to analyse how the technology affects us and how we understand what we consume on social networks and new media and how we interact with the content and with others. Moreover, the need for deep analysis is even more critical after the COVID-19 pandemic, when millions of people worldwide interacted with others basically via the internet.

This special issue, entitled *Research Advances on User Interactions in Social Media Using Data Science Approaches*, aims to reflect on recent research on how users interact and understand content in terms of new media and social networks and how social networks affect users' desires, feelings, or ideas from the perspective of information science and data science fields. We expect submissions focused on experimental analysis, using data-science-related approaches or proposing new methods to understand the relationship between users and social networks or new media and their contents and algorithms. New ideas proposing novel approaches, such as automating analyses using machine learning or data science approaches, and perspectives are also welcome.

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