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This book constitutes the proceedings of the 9th International Conference on Social Computing and Social Media, SCSM 2017, held as part of the 19th International Conference on Human-Computer Interaction, HCII 2017, held in Vancouver, Canada, in July 2017. HCII 2017 received a total of 4340 submissions, of which 1228 papers were accepted for publication after a careful reviewing process. The papers thoroughly cover the entire field of Human-Computer Interaction, addressing major advances in knowledge and effective use of computers in a variety of application areas. The two volumes set of SCSM 2017 presents 67 papers which are organized in the following topical sections: user experience and behavior in social media, costumer behavior and social media, social issues in social media, social media for communication, learning and aging, opinion mining and sentiment analysis, social data and analytics.

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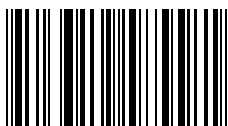
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