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Sommario/riassunto	This book constitutes the refereed proceedings of the 7th International Conference on Active Media Technology, AMT 2011, held in Lanzhou, China, in September 2011. The 30 revised full papers and 6 keynote talks were carefully reviewed and selected for inclusion in the book. They are grouped in topical sections on data mining and pattern analysis in active media; active human-Web interaction and social

media; active Web intelligence applications; active multi-agent and network systems; as well as technology intelligence.
