

The Social Media Content Through Content Quality And Personal Behavior using Data Mining Techniques

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Abstract: Today the social media and internet users are grows exponentially. In social media communication and connections are plays a very vital role in human life. The internet users are mostly use minimum one of the social media networks. The users connect to other peer users in digitally and share the information every day. The information may include different forms like blog, website, links, examples, images, audio, video and other formats. Understanding the behavior of individual users in the social media is become important. Because of the information shared with others is includes personal, emotional, official and other contents. This research paper studies about the behavior of mobile users in a community group. The key need of this study is to build the trust users in the group and their commutations and connections.

Index Terms: Marketing, Segmentation, Technology and Buying Behaviour.

I. INTRODUCTION

The Social media content analysis is needy for now days because of every user of internet, may have minimum of two social media accounts. The information is passed through the social media in very fast manner and views and comments are likely good. We need to analysis the trust of the content.

EXISTING WORK

In recent days, the social media information researches focused on instances, communication through text messages, multimedia messages and accessing the other liked application with the Social Media Networks.

The General approach of studying the user behaviors is identifying the links that the user clicking hyperlink or other sceneries. This click on link able to identify the active and passive user interests for further interests of online users. The active users click on link and made a active communication with other fellow users. The passive user just click on the links and reads information in the for text, image, video and other recent communication style. The OSN workloads is considering the profiles both active and passive user to create further enhancement of Web Contents.

The Web Social Media Network contents is attracted by the different categories of organization like Education, Health, Information Technology, Banking, Manufacturing and all different kinds of industries. The major thread in social

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media network is spam or falsehood information spreading as viral in the network users. The SMN approaches the user messages generated scores through set of algorithms. This algorithmic approach is help to compute the trustfulness of user messages. This helps to reduce the spam. However the user can create artificial computing score of messages. Our approach helps the SMN can reduce the falsehood messages in better way.

II. METHODOLOGY

This research articles adopt two stage algorithm for indentifying the behaviors of the user. The first stage is about finding the truthfulness of messages. It considering the message parameters of media types, forwarded, information, meeting the group objective, number of users views, likes, comments and reply.

The second part of algorithms deals with the personal information about the user, like admin, member, social status, age, gender, number of visits, number of responses The algorithm is based on statistical approach with parameter based weight model.

The association rule model is used to identify the trustiness of messages based on the scores.

III. ALGORITHM AND PROCEDURE

To identify the trustiness of message is based on two stage computing model is used. The first model score has maximum weightage compare with second stage. The first stage computing model has the three major parameter likely media types, types of message and number of responses to the messages. The final score will computable based on this inputs. The second stage computations is based on personal information about the user like status in the social network, age and responses to the social network. The final computational model is gives the truthiness of message. We apply association based rule mining to find the trust of the message.

Algorithm computing Content

Step 1: Assign value to the media type

Identify the media type

Assign Score Text, Image, Audio & Viedo

Step 2: Assign value to the types of message

Identify the types of message

Assign Score New,

Information & Forwarded

Step 3: Assign value to



message responses

Number of Views in group

Reply to the messages ,

Step 4 : Computing Content Score

$$\Sigma = (\text{Media Type} + \text{Type of Message} + \text{message respnses})$$

Algorithm computing personal score and final score

Step 1: Assign score to the user

Identify the user type

Assign Score Admin and User

Step 2: Assign score to the based on age and Group status

Step 3: Assign score to group participation

Step 4 : Computing Personal Score $\Sigma =$

$$(\text{User Score} + \text{Socail status score} + \text{group participatin})$$

Step 5 : Final score

$$\Sigma = (70\% \text{ Content Score}) + (30\% \text{ Personal Score})$$

V. Result & Discussion

We assign the values and implemented the above algorithm through data mining tool. The first phase of visual representation of the outputs are given here.



Figure-1 Input Data

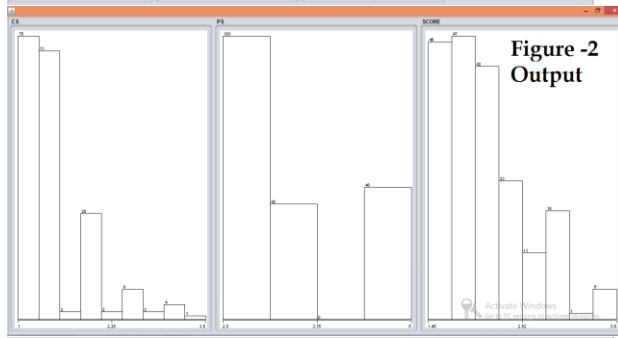


Figure-2 Output

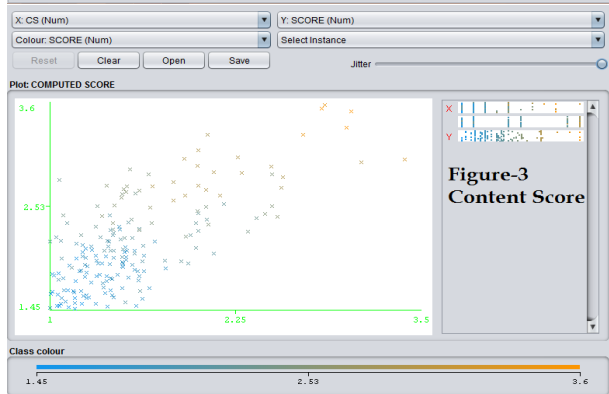


Figure-3 Content Score

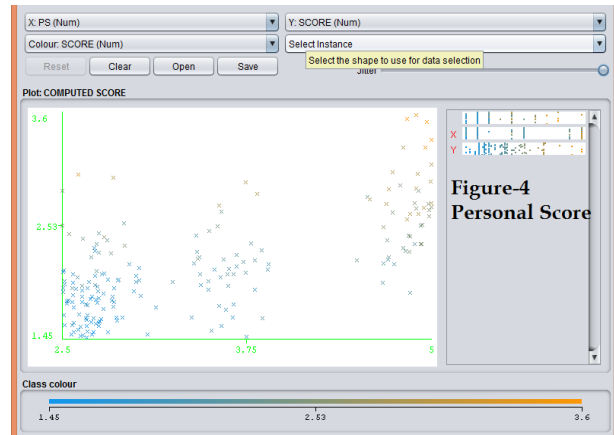


Figure-4 Personal Score

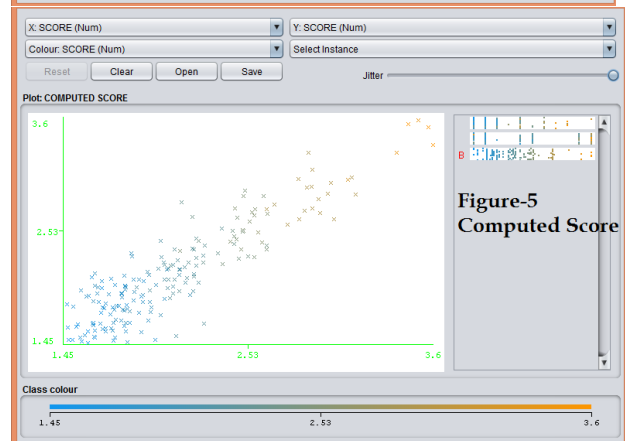


Figure-5 Computed Score

IV. CONCLUSION

This papers states that how the social media content analysis has made in respective with the content type, media type, responses. It is also associated with the personal parameters and interaction with social media content of the user.

V. FUTURE ENHANCEMENT :

The content may be analyzed based on content search, clustering, concept based mining model and other data mining approaches.

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