

SOCIAL MEDIA INTELLIGENCE TOOLS

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ABSTRACT:- In this paper, we have examined the social media intelligence tool. Although many different forms of social media exists in field of systems, that are used for information exchange. Social media is a way of interaction among people in which they create, share and exchange information and ideas in virtual communities and networks. By analyzing the above points, we can say that the social media is a popular platform used for exchanging the information on virtual networks by using internet. There is huge amount of data stored on the social media applications, therefore there are many chances that the data can be hacked by the hackers and can be misused. Therefore, we are building a social media intelligence tool for finding the suspect, who has stolen the data of the social media users.

Keywords: social media, virtual networks, internet, information system.

I. INTRODUCTION

In the last few years, the field of communication has been changed significantly, the drastic improvements in information technology has been done. The use of social media has brought people closer. Social networking sites provide tools through which people can communicate with each other and can share the information. Social media can be used to communicate with a group of people at the same time. As there are billions of social media users in all over the globe, therefore there is huge amount of data stored on social networking sites. So, we require some tools that are used for monitoring this huge amount of data which are known as social media monitoring tools. Buffer, Hoot Suite, How Sociable, Google Alerts, Awario are some most commonly used social media monitoring tools.

Buffer is used to track the follower activity and determining the proper activity to schedule tweets to reduce the vulnerabilities. With the chrome extension, you may schedule content very easily while browsing for any information. Hoot Suite is the trusted giant in social tools space known for its social listening tools and RSS feed capabilities for the multiple social media applications. How Sociable provides you a free account to track twelve social media sites, like Word Press, Tumblr etc. Google Alerts is a versatile online tool. This tool makes you to listen to the conversation you may not be aware of. Awario is the software that keeps users mindful of every online discussion, being conducted around their services, administration or industry.

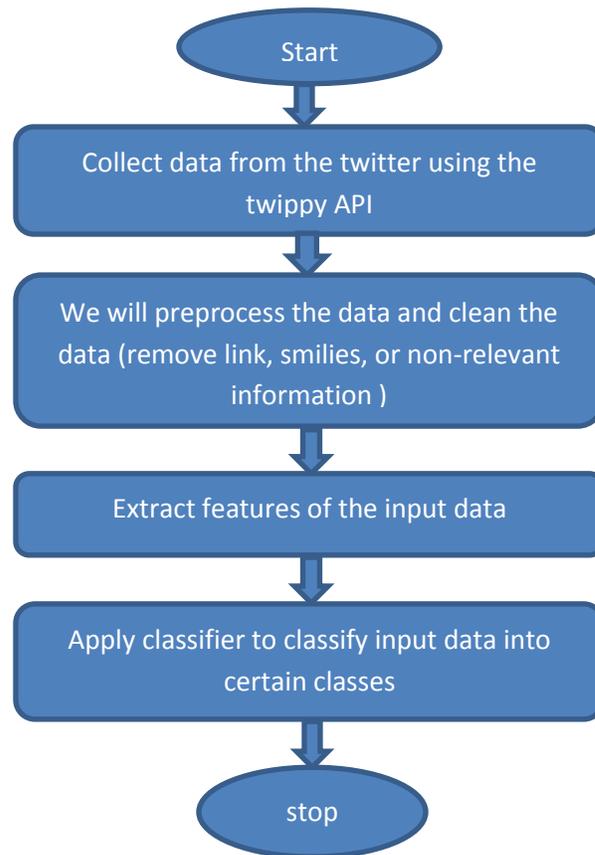


Fig. 1. Flowchart for sentimental analysis

- **Creation of dataset**

The twitter API is used for collect the data set. By using oaths protocol we access the twitter API from R. collect the data by using User TimeLine () function, by taking top 50 posts of 5 users. We create a dataset, and combine those data set into data frames. We convert the data frames into CSV file and then create corpus by reading the CSV file text using corpus() & vectorsource().

- **Preprocess the data**

The extraction of data is very difficult because of presence of slang & incorrect spelling of the words. So we need to preprocess the data set before extract. We remove the stopwords like he, she Etc., from the dataset. Also punctuation, numbers, special characters and the links contain the data set all are removed. We remove the non-American standards words and words like ‘amp’, ‘utef’, ‘ohhh’, ‘ufeft’ etc., also strip the white spaces.

- **Creation of feature vector**

The feature are extracted from the tweets in the next step. The emotions are extracted from the data set. We take top 10 comments of the top 50 posts of users, and extract the feature from this comment.

- **Sentiment classification**

A feature vector is designed using standard classifiers such as SVM, Naive Bays classifier etc.

II. Related work

The term sentimental analysis is a recently evolving areas of study where many researchers have contributed from the last few decades. Various authors have proposed different techniques and technologies in this area. This section discusses how the flow of research is carried out in this area.

In, the author studied sentimental analysis, which is a procedure for analyzing the opinions and polarity of thoughts of the person. The author stated that twitter is the main platform for sharing thoughts, opinions and sentiments on different occasions. Twitter sentiment analysis is a method of analyzing the emotions from tweets.

Tweets are helpful in extracting the Sentimental values from the user. The data provide the polarity indication like positive, negative or unbiased values.

In the author using emotion lexicon EmoLex, in which the analysis will be based on classifying views of people different categories of emotion (anger, trust, disgust, joy, fear, surprise, sadness, anticipation, sarcasm) and to different sentiments (namely positive and negative). This paper is about the Sentimental Analysis of tweets on topic BARCELONA TERROR ATTACK. The basic motivation is to observe, examine and analyze how people criticize a situation either by expressing their aggregation against terrorists or supporting the victims.

III. APPLIATIONS

Word Of Mouth (WOM) is the process of conveying information from person to person and plays a very important role in customer buying decisions. In commercial situations, WOM involves consumer sharing attitudes, opinions, or reactions about businesses, products, or services with other people. WOM communication functions based on social networking and trust. People rely on families, friends, and others in their social network. Research also indicates that people appear to trust seemingly disinterested opinions from people outside their immediate social network, such as online reviews.

IV. LITERATURE REVIEW

Minorita Lyngdoh and Glenn C. Kharkongor [2019] Explored social networking sites usage in university in north east India. The authors had a comprehensive study on use of social media in the university. The survey conducted by the author shows that the university students were already using social media frequently at an average of 1-4 hours per day. The popularly used social sites by the students are Facebook, Instagram, Whatsapp.

Jiayin Qi, Emmanuel Monod, Binxing Fang and Shichang Deng [2018] had given the Theories of social media. According to the authors, the social media is a very frequently used platform by the people. Instead of sharing the information, an important trend in organization studies assumes that the information itself is powerful, and that power comes from information retention.

Joshua Ebere Chukwuere and Precious Chibuike Chukwuere [2017] had given a review on the Impact of social media on social lifestyles of university female students. The study done by the authors is able to find the positive

and negative impact of social media. The impact of social media on female university students is how they think, interact, communicates, fall in love and many more.

W. Akram and R. Kumar [2017] studied the Positive and negative effects of social media on society. By the use of social media the world is connected together, which can be considered as the positive impact. But it enhances the probability of data theft because the users share their information on social media, which can be misused.

Sudha S. and Dr. Kavitha, E.S. [2016] studied the Impact of social networking sites on student's academic performance and the perspective faculty members of periyar university, salem. In this study, authors found that the faculty members are aware about the use of social networking sites by the students. Most of students are using the social networking sites for social activity purpose instead of academic purpose. Therefore the authors conclude that the positive impact on academic performance of the student is considerably low.

R. Subramani [2015] studied about the Academic usage of social networking sites by the university students of tamil nadu. According to the author, there is lack of awareness of students about the developments of their subject elsewhere. Therefore, there is a need to educate the student about the proper use of social media.

M. Owusu-Acheaw and Agatha Gifty Larson [2015] had given a review on the Use of social media and its impact on academic performance of tertiary institution students of Koforidua Polytechnic, Ghana. According to the authors, the social media is mainly used for chatting and social activities than for academic purpose. The students spend so much time on the social networking sites.

V. CONCLUSION

We have studied many review papers, in which the authors have described the positive and negative impact of social networking sites on different personalities. By studying all the considered papers we can conclude that there is more negative impact on the academic performance of the students of various universities, therefore there is need to give proper training to the students that how to use the social networking sites for academic purpose. And we are implementing a social media intelligence tool, in which we are analyzing the data of social media platform and finding the positive and negative mentality of any social media user whenever required.

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