International Journal of Scientific Research in Computer Science, Engineering and Information Technology
© 2018 IJSRCSEIT | Volume 3 | Issue 1 | ISSN : 2456-3307

Prediction on Social Network Sites using User Behaviour

Prof. K. Chitra
Assistant Professor, Department of Computer Science Holy Cross College, Trichy, Tamil Nadu, India

ABSTRACT

Today in India, particularly in Tamilnadu the usage of Social Networking Sites (SNS) has significantly increased and it certainly has far reaching impacts on society. And these impacts are widespread caught the attention of social scientists worldwide. However, the range of studies conducted to deal with the usage of SNS among people in Tamilnadu. Hence, this study is placed in this context, aimed at presenting usage pattern of SNS by the people in TamilNadu. For the said purpose a survey has been conducted among people in various age groups throughout in Tamilnadu. The findings of the study acknowledge the usage of SNS among people in Tamilnadu. Their usage pattern of SNS, hours spending per week, gender differentiation in its usage, purpose of usage, and much more interesting aspects have been dealt scientifically in this paper.

Keywords : Social Networking Sites, People In India, Usage Pattern, Gender Differentiation

I. INTRODUCTION

During the last two decades, in general and India, there is a witnessed and remarkable changes in Information Technology (IT). The advancement in IT led to the emergence of Social Networking Sites (SNS). Social Networking Sites are currently being used regularly by billions of people. The usage of SNS has been so widespread that they have caught the attention of academics worldwide. Social Network Sites are investigated by numerous social science researchers. An increasing number of social scientists are developed their interest in studying SNS, because of its impact on society.

Further, the usage of Social Networking Sites (SNS) among the people of India is evidently increasing, particularly among the people in Tamilnadu. The term Social Networking Sites has been defined by different authors in various ways. Social Networking Sites can be broadly defined as internet-based social spaces designed to facilitate communication, gathering knowledge, playing games and content sharing across networks of contacts. SNS allow users to manage, build and represent their social networks online.

Social Networking Sites have quickly gained popularity. A social network is a collection of individuals linked mutually by a set of relations. Online social networking sites 'virtually' connect individuals, who may or may not 'know' each other. They facilitate rapid exchange of knowledge, high levels of dialogue and collective communication through text, audio and video.

II. REVIEW OF LITERATURE

In the following review of existing studies on the related topic provide us a base to go ahead in the pursuit of understanding usage pattern of Social Networking sites by the people in Tamilnadu. The study entitles "The Usage of Social Networking sites Among the College Students in India" survey how today the importance of Social Networking Sites is increasing. Many SNS developers like Face book, LinkedIn, MySpace, Twitter and others are rival to

give the best features in terms of socialization, interaction, privacy and entertainment [1].

And also, The paper entitled , “A Study On The Influence Of Social Networking Sites On The Interpersonal Relationships Of College Students In Chennai And Coimbatore Cities Of India”, explore to examine the influence of SNS on interpersonal relationships of college students and also to construct a profile which can capture the college students’ usage pattern of SNS[2].

Huseyin Bicen, Nadire Cavus are tried to investigate the impact on social networking sites usage habits of undergraduate students.young people's activities on these sites and how their networks of “friends” relate to their other online (e.g., instant messaging) and offline networks was studied by Kaveri Subrahmanyam, Stephanie M. Reich , Natalia Waechter , Guadalupe Espinoza[3].

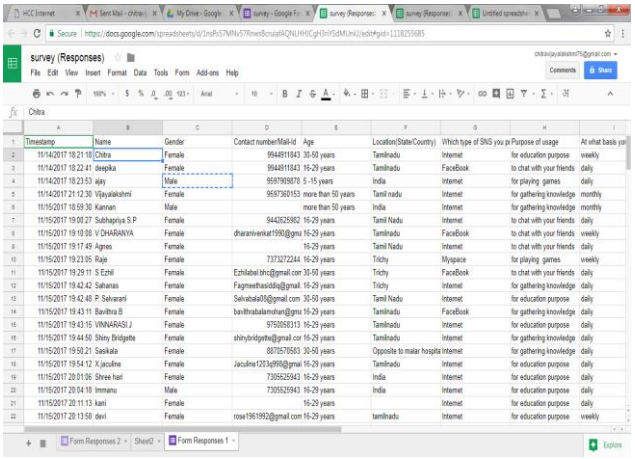
“Findings on Facebook in higher education: A comparison of college faculty and student uses and perceptions of social networking sites” alleged the comparative study among the college students and faculty perceptions of social networking sites[4].

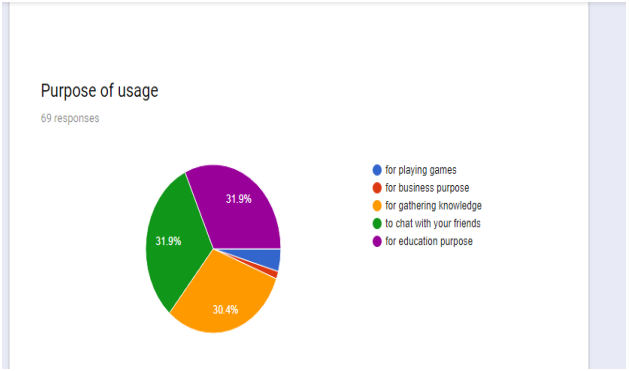
Kanokphon Chantanarungpak developed e-portfolio learning assessment method to investigate the usage on social media[5]. Hanna Krasnova , Natasha F. Veltri, Nicole Eling , Peter Buxmann are investigated the “Role of gender differences in the usage of social networking sites[6].

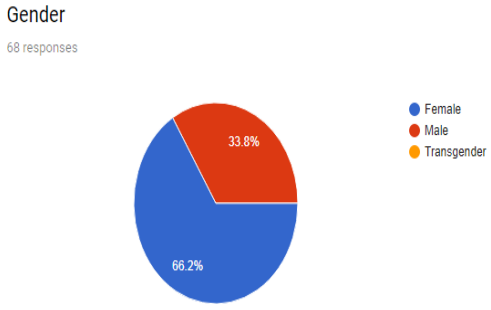
III. METHODOLOGY

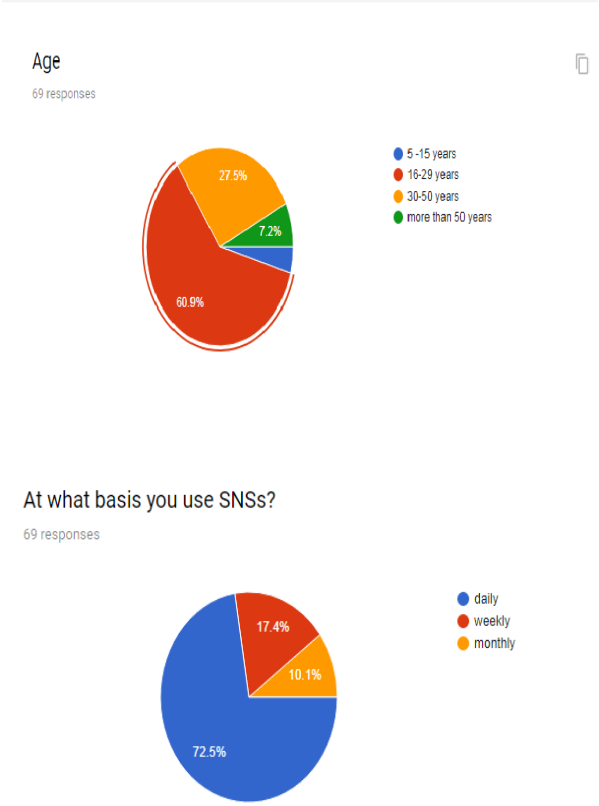
This paper attempts to understand the usage of SNS among the People in Tamilnadu. For the said purpose a survey has been conducted among the people in different age groups. These surveys were done by publishing questionnaires in the form of survey through whatsapp and facebook. The responses were collected from the posted groups as well as their friends group which helped knowing some of the facts related to the research.

IV. RESULTS AND DISCUSSIONS









V. CONLCUSION

Web mining is a powerful technique used to extract the information from past behavior of users. In this work, on -line survey method has been proposed that make predictions for the various users who have similar requirements ,gender differentiation and time they spend in SNS .

VI. REFERENCES

[1]. Manjunatha.S, "The Usage of Social Networking sites Among the College Students in India" , Research Scholar, Dos in Sociology, University of Mysore, Mysore, INDIA.

[2]. Huseyin Bicena, Nadire Cavusb, "Social network sites usage habits of undergraduate students: case study of Face book" , Procedia - Social and Behavioral Sciences 28 (2011) 943 – 947.

[3]. Kaveri Subrahmanyam, Stephanie M. Reich, Natalia Waechter, Guadalupe Espinoza, "Online and offline social networks: Use of social networking sites by emerging adults" ,Journal of Applied Developmental Psychology 29 (2008) 420–433.

[4]. M.D. Roblyer, Michelle McDaniel, Marsena Webb, James Herman, James Vince Witty, "Findings on Facebook in higher education: A comparison of college faculty and Student uses and perceptions of social networking sites", Internet and Higher Education 13 (2010) 134–140.

[5]. Kanokphon Chantanarungpak , "Using e-Portfolio on Social Media" , Procedia - Social and Behavioral Sciences 186 (2015) 1275 – 1281.

[6]. Hanna Krasnova , Natasha F. Veltri , Nicole Eling , Peter Buxmann , "Why men and women continue to use social networking sites:The role of gender differences", Journal of Strategic Information Systems xxx (2017).