

# Prediction on Social Network Sites using User Behaviour

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## 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].

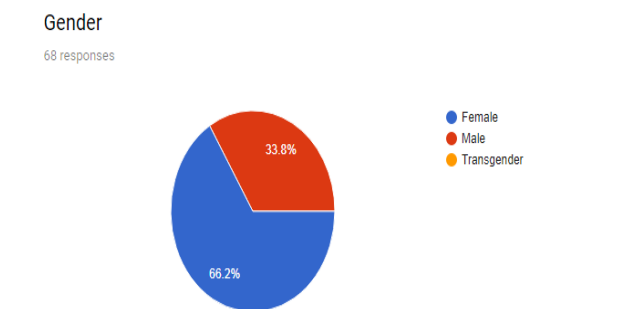
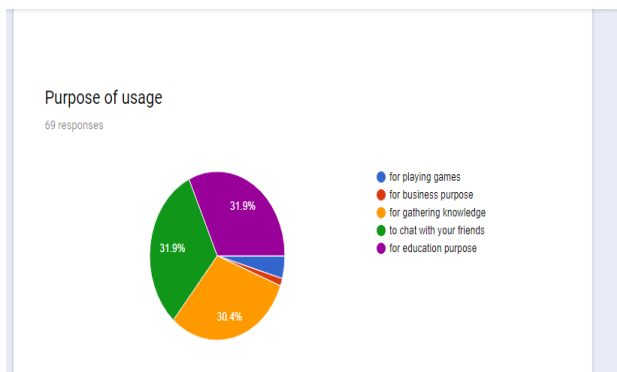
### III. METHODOLOGY

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.

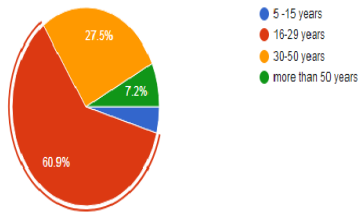
### IV. RESULTS AND DISCUSSIONS

Timestamp	Name	Gender	Contact number/Email	Age	Location(State/Country)	Which type of SNS you use	Purpose of usage	At what basis you use
15/14/2017 18:21:18	Chitra	Female	994811843	30-50 years	Tamilnadu	Internet	for education purpose	weekly
15/14/2017 18:22:41	deepika	Female	994811843	16-20 years	Tamilnadu	Facebook	to chat with your friends	daily
15/14/2017 18:23:53	aiyy	Male	997979876	5- 15 years	India	Internet	for playing games	daily
15/14/2017 21:12:38	Vijayalalithi	Female	997979153	more than 50 years	Tamil nadu	Internet	for gathering knowledge	monthly
15/15/2017 18:59:30	Kanman	Male	more than 50 years	India	Internet	Internet	for gathering knowledge	monthly
15/15/2017 19:03:27	Subhpariya S P	Female	944232982	16-20 years	Tamil Nadu	Internet	to chat with your friends	daily
15/15/2017 19:10:06	V DHARANYA	Female	dharanivenkat199@gmail	16-20 years	Tamilnadu	Facebook	to chat with your friends	weekly
15/15/2017 19:17:49	Agnes	Female	16-20 years	Tamil Nadu	Internet	to chat with your friends	daily	
15/15/2017 19:23:05	Raja	Female	73727244	16-20 years	Tichy	MySpace	for playing games	weekly
15/15/2017 19:29:11	S Eshil	Female	Eshilshilsh@gmail.com	30-50 years	Tichy	Facebook	to chat with your friends	daily
15/15/2017 19:42:42	Subarasa	Female	Fajmehashid6@gmail	16-20 years	Tichy	Internet	for gathering knowledge	daily
15/15/2017 19:43:48	P. Sakvari	Female	Sakvarah@gmail.com	30-50 years	Tamil Nadu	Internet	for gathering knowledge	daily
15/15/2017 19:43:11	Banitha B	Female	bairathabalanah@gmail	30-50 years	Tamilnadu	Facebook	for education purpose	daily
15/15/2017 19:42:15	VINNARASI J	Female	975050313	16-20 years	Tamilnadu	Internet	for education purpose	daily
15/15/2017 19:44:48	Shiny Binogette	Female	shinybinogette@gmail.com	16-20 years	Tamilnadu	Internet	for gathering knowledge	daily
15/15/2017 19:54:21	Saskala	Female	987579503	30-50 years	Opposto to malar hospital	Internet	for gathering knowledge	daily
15/15/2017 19:54:12	X.jacoline	Female	Jacolina123456@gmail	16-20 years	Tamilnadu	Internet	for education purpose	daily
15/15/2017 20:01:06	Shree hari	Female	738525943	16-20 years	India	Internet	for education purpose	daily
15/15/2017 20:04:18	Immanu	Male	738525943	16-20 years	India	Internet	for education purpose	daily
15/15/2017 20:11:13	hast	Female	16-20 years	India	Internet	for education purpose	daily	
15/15/2017 20:13:56	devi	Female	cosw1861992@gmail.com	16-20 years	tamilnadu	Internet	for education purpose	weekly



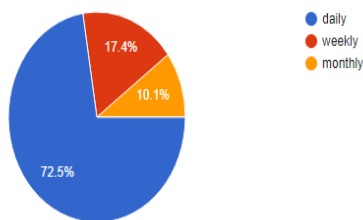
## Age

69 responses



## At what basis you use SNSs?

69 responses



## V. CONCLUSION

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.

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