Facebook Data for Predictive Personality Analysis

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ABSTRACT

Facebook data analysis for human interactions details with predictive analysis social network for individual person behavior, character for facebook data. Predictive analysis for reason to face book target number likes, facebook friendship details analysis requirements. Individual person character analysis for facebook data to current how to number of likes in the facebook account member. The performance of several classifications of techniques is predictive analysis the facebook data. Motivated by the fact that detection of significant features is an essential part of a personality recognition system, we present the paper and in depth analysis. Facebook data for only packages using the predictive analysis in the data.

Keywords : Facebook, R studio, RCurl, RFacebook, Fboauth

I. INTRODUCTION

Social networks have become widely-used and popular mediums for information dissemination as well as facilitators of social interactions. Users' contributions and activities provide a valuable insight into individual behavior, experience, opinions and interests. Considering the personality predictive analysis for which uniquely identifiers of the aspects the human behavior, character with activities. Having to user interaction of the personality to the facebook data. The facebook account to create a number of likes individual person to activities.

Several well studied personality analysis have been proposed, facebook data for predictive analysis the individual person activities character for proposed system. Data analysis for likes, comments any one options that the facebook data predictions for user's specification.

A variety of facebook variables were expected to play a prominent role in establishing appropriate context for our particular investigations. Facebook profiles and activities provide valuable indicators of user's personality, revealing the actual, rather than idealized or projected personality predictive analysis in the system. Our research has two interconnected objectives:

(1) to identify the relevant personality-related indicators that are explicitly or implicitly present in Facebook user data; and (2) to explore the feasibility of predictive personality analysis to support future intelligent systems.

The individual person activities good performance for human behavior interaction with the facebook data analysis. The goal of this research is to develop an approach for automatically predicting the personality of network users from Facebook, currently the most popular social networking and media site. This research has some specific limitations. As Facebook is the data source for this research, the author had to obtain related data via facebook API.

II. METHODS AND MATERIAL

Literature survey

A user's personality prediction approach by mining network interaction behaviors on Facebook.
Facebook and personality

Social media are tools and platforms on which people share their opinions, views, and experiences with others. Ubiquitous social media (Jim Wu et al., et al., 2015) allows users to build social communities within their

own account to disclose various detailed information and views to multiple people worldwide. Web users can use social media to create and share content pertaining to different subjects, exposing activities, opinions, feelings, and thoughts (Lima and Castro, 2014). Today, online social media such as YouTube, Google+, Facebook, Twitter, Instagram, Pinterest, and so on (Wikipedia, 2015a, b; Ross et al., 2009) attracts many data scientists who wish to better understand behaviors and trends.

Social Media

Social Media is an online media where users can easily participate in meaning someone would easily share information, create content or the content to be conveyed to others, make comments on the feedback received, and so on. All of that can be done quickly and boundless.

Predicting Employability from User Personality using Ensemble Modeling

Personality Test

This is a five factor model, popularly known as the big five model built on characteristics of the personality in the field of psychology. The big five characteristics consists of five elements, described in Table I, OCEAN Personality Traits. A different type of analyses has been done based on personality traits. Prediction of personality using twitter data [2], Emotions and personality has been monitored from Facebook profiles for full one year and then analyzing when the people are happiest and not happy month-wise and the emotions analysis through the statuses of people in those periods [8]. Personality has also been studied in a different way on social platform such as analyzing the profiles of famous and not-famous people on Facebook.

Predicting Personality Traits of Chinese Users Based on Facebook Wall Post

Text mining has been the focus of sentiment analysis and opinion mining in the literature. In particular, Otterbacher [7] inferred the gender of movie reviewers by using logistic regression to explore writing style and content. Fu et. al [8] identified reasons why users like or dislike an app from the weights of words assigned by the linear regression model. Oberlander and

Nowson [9] classified author's personality from weblog texts by using the n-grams as the features and the Naïve Bayes algorithm as the classification algorithm. They performed experiments on the authors with the highest and lowest scores and reported how to automatically select features that yield the best performance

Machine Learning

Regression algorithms work on real values and Classification algorithms work on whole numbers. This statement is the sole explanatory statement for practical implementation of the supervised machine learning area using R programming. I have worked in R, so all claims are made in relation with R programming only. Though raw data is never purely consisting of real values or whole number values. Raw data has a lot of noise i.e. unwanted data or unnecessary data. We always have to make the raw data take form, from which we can help our problem statement to be solved. In my case also raw data obtained was very huge and complex, but as a student and researcher in field of machine learning and data mining, I learnt the data cleansing process and applied efficiently on that raw data is supporting my practical and problem solving.

Architecture Diagram
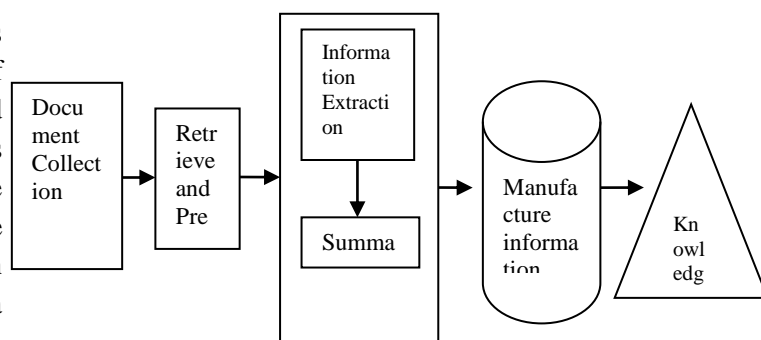
Traditional Explanation

Having this data at hand, we are able to study the relationship between personality and Facebook popularity. Previous research suggests that personality influences both offline and online activities [23]. So it is reasonable to test whether personality traits that predict popularity offline would also predict popularity online.

Proposed System

Facebook is a well know social media, used to post pictures, feelings to all over the world, so there is a change of personality and character change can be analysed. So the character can be analysed using the comments, profile pictures, texting etc. Here we have analysed the personality of the person by his likings of the pages the personality can be classified under the regression algorithm. Here we have classified a user's character by the page liked by him. The characters are separated as funny, romantic, lovable, sad, happy, auger etc. The data are collected from facebook using the R-studio. The data are also categorized as stated. It also categorized with R.

R

R is a system for statistical computation and graphics. It provides, among other things, a programming language, high level graphics, interfaces to other languages and debugging facilities. This manual details and defines the R language**.** The R language is a dialect of S which was designed in the 1980s and has been in widespread use in the statistical community since. Its principal designer, John M. Chambers, was awarded the 1998 ACM Software Systems Award for S.

The language syntax has a superficial similarity with C, but the semantics are of the FPL (functional programming language) variety with stronger affinities with Lisp and APL. In particular, it allows "computing on the language", which in turn makes it possible to write functions that take expressions as input, something that is often useful for statistical modeling and graphics. It is possible to get quite far using R interactively, executing simple expressions from the command line. Some users may never need to go beyond that level, others will want to write their own functions either in an ad hoc fashion to systematize repetitive work or with the perspective of writing add-on packages for new functionality is an extremely flexible statistics programming language and environment that is Open Source and freely available for all mainstream operating systems**.**

III. RESULTS
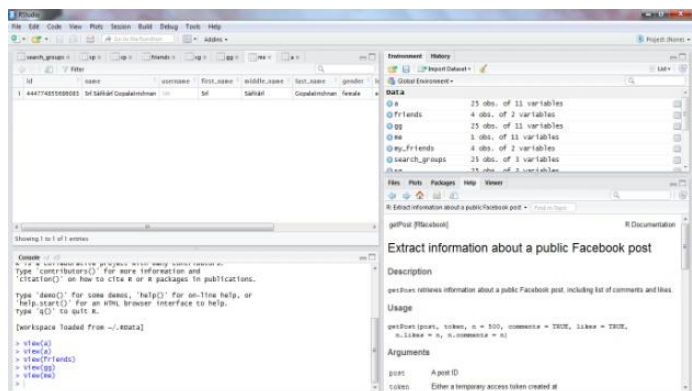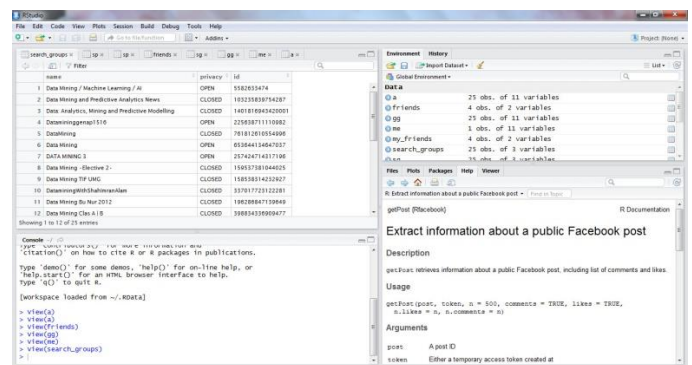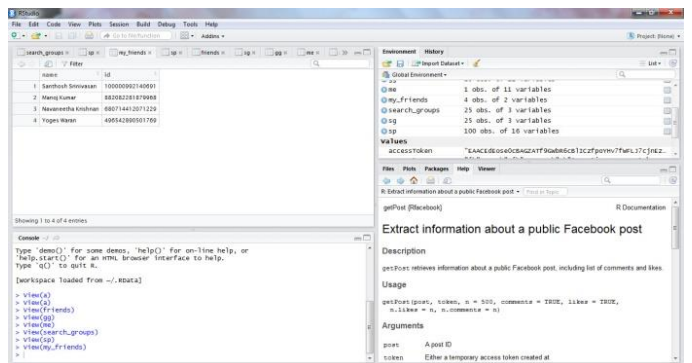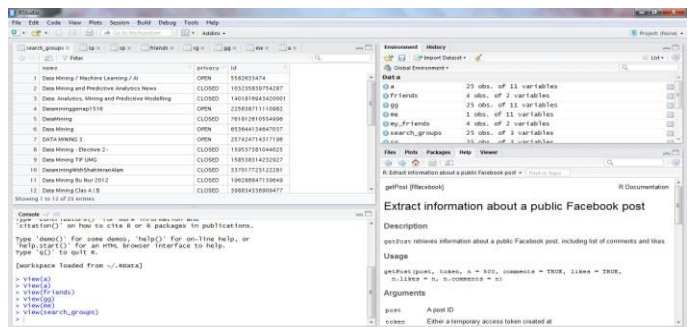
IV.CONCLUSION

The results of our initial investigation in personality analysis based on Facebook data are encouraging evidence that by selecting the most indicative features the precision of the classifiers could be improved. Extracting qualitative knowledge from the large

quantities of data is just the beginning of our search for meaning and plausible explanation of personality-determined social network activities. The challenges in providing similar and even better performance results for larger datasets may require consideration of additional features, more sophisticated data processing and classification techniques. Our future research efforts are directed toward augmenting the personality analysis with a more qualitative feature previously only quantitatively accounted for (e.g., pages, groups, events, likes, comments). We deferred to future analysis the investigation of the relevance and sensitivity of various indicators on personality traits prediction. Our long-term goal is to demonstrate the usefulness of the predictive models in terms of exploratory scenario-based case studies for selected domains.

V. ACKNOWLEDGEMENTS

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