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A Review on Big Data Analytics Via Social Media

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ABSTRACT

Analytics is very important in all fields in order to make decisions over certain facts. Social media analytics is the process of collecting information from various social media platforms, websites and blogs. These analytics is done to make effective business conclusions. The usage of social media has become the latest trend in today's world. Social data analytics is not about just collecting likes and comments shared by individuals but it has become the platform for many trademarks to bring out promotion. Applications such as marketing, elections widely used social data to make predictive decisions. Some of the approaches followed are forming hypothesis, getting deep into the data, mapping events etc. These analytics can also be done in applications such as business, Change in amendments, Education, Demonetization etc. The challenges faced are metrics formed by social media should reach the right people, unstructured data being difficult to priestship paper discusses about the model, theme, performance evaluation, advantages and disadvantages under literature survey.

Keywords : Social Media, Insights, Datasets, Analysis, Challenges

I. INTRODUCTION

Big data is nothing but huge amount of data which cannot be processed using traditional methods. The data to be processed may be structured, unstructured or semi structured. These data come from various sources such as sensor data, transactional data, cameras, microphones and lot more of resources. On these large data sets analytics is performed in order to obtain undiscovered insights. Based on facts, everyday petabytes of data are being generated and now it has come up to zeta data. All social media platforms in which billions of users are connected generate huge data which can be of any type such as text, images, audio, video, gif, etc. Big data is highly used in many applications because each and every field now generates tones of data which need to be processed at one point of time. Let us discuss the various applications in which Big data is being used. The foremost is the Banking in which Securities Exchange Commission is being used to monitor various activities. At present, they are using the network analytics and natural language process as trend in the markets. Retail traders, big banks and many others are using analytics for making decisions. Moving on to the next application, it is the media. Big data is widely used in media, since it has now reached the users through much hand held devices. Here analysis is done on the consumer insights, social media content and understanding pattern. Real time examples of application using Big data are Spottily, Amazon Prime etc. Next widely used sector is Healthcare. This sector has access to huge sets of the data as they handle much number of patients and their respective data.

II. METHODS AND MATERIAL

LITERATURE SURVEY

A. Can Twitter save lives? A Broad scale study on Visual Social Media Analytics for Public Safety Theme: According to Dennis Thom et al. presents that nowadays the social media is being used for commercial purpose rather than safety. The paper gives a clear understanding on the crisis intelligence field study via Twitter data during the flood on German 2013. Scatter Blogs systems was introduced to implement other techniques. The second phase sketched out a system based on the feedback about Scatter Blogs and a comparison is made between both the systems. B. Big Data Analytics in Healthcare Theme: Based on the field of healthcare Big Data analytics and its benefits with the methodologies used and its outcomes and the challenges faced are discussed here according to Wullianallur Raghupathi et al. C. Big Social Data Analytics for Public Health: Face book Engagement and Performance Theme: analysis of Facebook data using unsupervised learning indicates recent tendency of user engagement in public health has been increased as observed by Nadia Straton et al. D. SoLoMo analytics for Telco Big Data monetization Theme: The reference has observed that the world can be accessed using the mobile internet. This has helped widely in Business. The algorithms and technologies used in this paper are used to find out the insights with the help of social, location and mobile data of the individual. E. Impact of Demonetization on Indian Economy Theme: India has the highest rate of currencies. 87% of the currencies are rotating in the form of Rs.500 and Rs.1000. These currencies become the source of income either by working under organizations or through illegal enterprise. This paper by Dr. Pratap Singh et al. presents the impacts after the process of demonetization occurred in India.

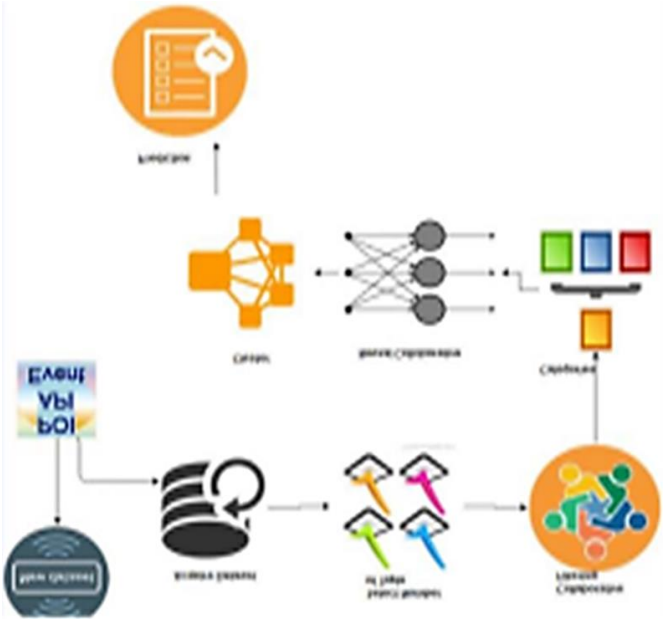
EXISTING PROCESS

Big data is nothing but huge amount of data which cannot be processed using traditional methods. The data to be processed may bestructured, unstructured or semi structured. These data come from various sources such as sensor data, transactional data, cameras, microphones and lot more of resources. On these large data sets analytics is performed in order to obtain undiscovered insights. Based on facts, everyday terabytes of data are being generated and now it has come up to zeta data. All social media platforms in which billions of users are connected generate huge data which can be of any type such as text, images, audio, video, gif, etc.

PROPOSED METHODOLOGY

It has been observed that each paper has used different techniques which have their own pros and corns. The techniques overall used are Scatter Blogs, SoLoMo, IBM Big Insights each used for a purpose such as analysis, storage, streaming real time data etc. We have decided to take the positive features of all the algorithms, tools and techniques used in the above discussed papers. The social Media analytics is the main resource to perform analysis. It is actually the process of developing informative tools to collect and summarize the data. The usage of social media has been evolving more as the days pass by. It has been used for many positive as well asnegative usage. It all depends upon the attitude of the users. Facebook, YouTube and Twitter are in the first, third and tenth position on account of the usage. In general the analysis process comprises of three stages Capture, Understand and Present. Topic modeling is also one of the important techniques being used in above papers. Hence Social media analytics is highly used in the analysis that is performed on demonetization.

III. RESULTS AND DISCUSSION



IV. CONCLUSION

This paper presents about the introduction, characteristics, applications and limitations of Big data. Then about the introduction about social data analytics which is the source for performing analysis. The literature study includes the proposed work, used tools and techniques in each respective paper. It also contains the overall observations with the futuristic solutions where it has been discussed about the steps involved in analysis and the applications. The conclusion and the reference for the above surveyed paper are also included.

V. FUTURE ENHANCEMENT

According the literature study that we did on the paper, there were many techniques for analysis that were implied on social data. This was especially to gather insights and make efficient decisions so that it becomes useful for the users who wish to do research based on the problem. The first step process is to collect data from the social networks such as Twitter, Facebook. The data can be easily retrieved through the API (Application Programming Interface) of the respective platform. Sometimes it is requested to pay in order to retrieve the data as they might keep their resources secure. The next step processes it to perform analysis on the retrieved data. This process can also make use of R studio and flume platform to store the data and perform analysis. The outcome is derived in any of the formats such as Graph, line or pie chart.

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