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A New Popularity Prediction Model for Detection of Trending Topics based on Support Vector Machine over Online Social Networking

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ABSTRACT

Social network is the most reliable platform to share data. It produces a huge number of subjects each day. Online media is critical for business associations to learn the popularity of these themes as fast as could be expected. This paper is centered around the investigation of five distinctive existing trending detection methods, such as The Prediction Model based on SVM, Multi Linear Model, Dual Attention Model, Self Attention based Model, Trust Prediction Model, etc. But a few upsides and downsides are seen in these methods. These methodologies have been analyzed to address the limits of the trending topic popularity prediction such as video lifetime, burst and evolution pattern, execution, error rate, time, overhead, throughput, delay, limit, and so on. In this paper, “Rapid Miner” tool is used to implement the proposed method. The correlation matrix is used for pattern detection, then clustering is performed over the output of the correlation matrix and obtains the data in cluster format i.e. in similar sequence, and again random clustering technique is performed over previous K-means clustering result, in which, it simply divides topic information into time slices which are utilized as a unit, and such units are provides to the two unique detectors, for example, lifetime and bursty detector. At last, SVM classification predicts the outcomes in the type of a "Trending Topic" and a "Non-Trending Topic". The proposed strategy is “Detection of the Trending Topic” which dependent on SVM. The proposed method recognizes the lifetime of recordings, bustiness of recordings, and evolution pattern. It decreases the mistake rate, time, overhead, delay, and enhances the precision, execution, use of mistake rate as a measurement, throughput, ability to improve the trending subject identification rate, etc. This proposed strategy concentrates on a trending subject and fake data over OSN.

Keywords : Online Social Network (OSN), Bursty, Lifetime, SVM, Pattern Recovery, Dual Attention.

I. INTRODUCTION

A portion of this news will pull in the consideration of countless online clients in a short period and then evolve to a trending subject. These trending subjects might be significant hotspots for peoples and business associations to calculate the online and offline consequents of the subjects [1]. In recent years, is a rapid development of multimedia data on the web with quicker and less expensive web access, and individuals have a more grounded interest in online media utilities. It is vital and qualified to predict the future forecasting of online recordings due to the heavy followed characteristics for online video: most substances get a few perspectives, whereas only a few receive the bulk of the attention [2]. Online media stages give a decent chance to share everyday lives, feelings, etc. Analysts can construct amazing models to foresee post prominence from different perspectives, like the picture, printed content, sequences, or even brand data. These structures consistently measure the popularity of a post from the perspective of the online media platform [3]. The popularity forecasting of media is a difficult assignment because of the information complexity distribution network. A few variables take dynamic interest in this cycle. As addressing this function gives huge assistance to media content creators, numerous effective techniques were proposed to take care of this issue with the machine learning approach. A precise forecast of a video's prominence gives supportive input while making the video on a given point and helps to choose appropriate approaches to advance it [4]. In early social orders, individuals satisfy their requirements by collaborating. Trust is important to face the unspecified whether and that unspecified means another person [5]. Popularity forecast turns into a significant perspective in the present time because the amount of information is continuously expanding. Policy data is a subject that ambitions to search powerful approaches to utilize records and computation to recognize and handle complicated online issues. Policy information popularity prediction becomes a critical factor in nowadays technology due to the fact the amount of information is continuously growing [6]. Predicting the popularity of online contents means simply to understand the bursty video concept which exhibits the immediate growth in online contents. An approach is to simply calculate the social prominence of video by using the trends learned from Twitter as social sensor of video popularity [7]. The data transmitted on social networks can stay in the way of clips, pictures, between numerous others. Though maximum of the online content does not spread in many people and some content becomes trending and reaches thousands or even millions of people [8]. Recommendation Technologies (RT) in online networks attracts good attention in current years, with the fast growth of data on the Internet. RT allows the customers to discover their favored items efficiently. Collaborative filtering (CF) advice set of rules is one of the maximum generally used advice algorithms [9]. The main aim is to model the dynamic evolution and it focusses on multiple predicting popularity levels of online content. The prediction of popularity suffers from one of 4 stages, the four stages are mainly- burst, tall, rise and valley [10].

This paper is concentrated on the evaluation of five different popularity prediction techniques such as Prediction Model based on SVM, Multi Linear Model, Dual Attention Model, Self Attention based Model, Trust Prediction Model. This paper proposes the detection of the trending topic which is used for detecting the trending topic over an online social network, which is the combination of a Prediction

Model based on SVM and Multi Linear Model. It takes the user data as an input and provides it to the pattern detector for pattern detection and also uses the two different detectors i.e. lifetime and bursty detector and uses the SVM to detects the trending topic and non-trending topic. It introduces a new model which works over the detection of a trending topic and reduces the error rate, time, overhead, delays to enhance the prediction rate. The previous methods have some limitation and to reduce such issues, it improves the version of popularity prediction strategy that is "Detection of the Trending Topic" model is proposed here that depend upon the bursty rise as well as the online streaming.

II. BACKGROUND

Many studies on the popularity prediction of OSN have been done to develop the popularity prediction scheme in recent past years. Such schemes are:

This forecast model is built totally on SVM with abilities of three subsections are amount unique capabilities, first-class, and user-specific features which accompaniment respectively other. Even an extra model divides subject matter facts into time slices which can be used as a unit of function creation [1].

The author finds that the longer lifetime commonly approaches stronger future recognition and also a commentary of the connection between video lifetime and video recognition. So, the author introduces video lifetime as a coefficient inside the popularity prediction model and proposes a multilinear model primarily based on the ancient view remember destiny burst state and video lifetime to are expecting destiny video popularity. The version is confirmed and takes out the facts from Youku and proved to outperform a country of the art baseline version with a discount of the relative prediction errors [2].

A novel dual-attention model is planned to are expecting the outcome. The twin interest version includes components: express interest version and implicit interest model. These two fashions take special ranges of information as entering, after which the author is concatenated by a hierarchical shape [3].

The gradient-weighted elegance activation maps, inspired with the aid of the current successes of the attention mechanism in different domains. Although a few works focused on expertise the series of photograph parts on its reputation. The method addresses movies, snapshots, and also exploits the temporal characteristics of videos thru the self-interest mechanism. The important contribution of this paper is improving the interpretability of end-to-cease recognition prediction techniques by using weighting Grad CAM effects of sequential enter (which include frames) with a self attention mechanism [4].

Trust prediction is the approach of predicting a brand new belief connection between two users who are not presently related. The consider relations among customers want to be predicted. This technique faces many demanding situations, which include the sparsity of user targeted consider members of the family, the context awareness of considering, and adjustments in agree with values through the years. The author analyses the kingdom of the art pair-smart consider prediction fashions in OSNs and classifies them based on various factors [5].

This paper analyses the various popularity prediction schemes i.e. Prediction Model based on SVM, Multi Linear Model, Dual Attention Model, Self Attention based Model, Trust Prediction Model.

The paper is organized as follows:

Section I Introduction. **Section II** discusses the Background. **Section III** discusses previous work. **Section IV** discusses existing methodologies. **Section V** discusses and analyses attributes and parameters and how these are affected by popularity prediction models. **Section VI** gives the proposed method **Section VII** gives the outcome and possible result. **Section VIII** Conclude. Finally, **Section IX** gives future scope

III. PREVIOUS WORK DONE

In research, many methods studied the popularity predicting behaviour and improving the performance in terms of effectiveness, software reliability, accuracy rate, lower false and misleading information.

Yuejie Liu et al. (2013) [1] have proposed a brand new version, named Competitive Vector Auto Regression, to construct a forecasting mechanism for American presidential elections and the US residence race. CVAR visual features helped improve the overall performance.

Benle Su et al. (2016) [2] have proposed a new reputation prediction version primarily based on the lifetime forecast of online films. Introduce video era as a co-efficient within the popularity prediction model and advise a multi linear version based totally at the ancient view matter destiny burst state and video lifetime to predict future video popularity and development can be implemented in this paper with a more unique model between video era and reputation.

Zhongping Zhang et al. (2018) [3] has proposed a novel dual attention model is proposed to expect the result. The dual attention version includes two parts: explicit interest version and implicit attention version. These two models take extraordinary degrees of facts as entering, and then the author is concatenated through a hierarchical structure.

Adam Bielski et al. (2018) [4] have proposed a fundamentally extraordinary approach of online video recognition evaluation that permits social media creators to predict video recognition as well as to recognize the impact of its headline or video frames on the future popularity. The writer proposes to apply a self interest based total version and gradient weighted class activation maps. This method addresses videos, pictures, and exploits the temporal characteristics of video clips through the self attention mechanism.

Seyed Mohssen Ghafari et al. (2020) [5] has proposed the state of the art pair wise trust forecasting system based on how the writer addresses the study gaps, and in the end, shows a few destiny routes for researchers in this field.

IV. EXISTING METHODOLOGIES

Many techniques have been implemented over the last several decades for predicting the popularity of online content. Different methodologies are implemented for predicting the popularity of an online social media network, author are as follows - Prediction Model based on SVM, Multi Linear Model, Dual Attention Model, Self Attention based Model, Trust Prediction Model.

A. Prediction Model based on SVM

This prediction system is dependent on SVM with three subsets attributes: amount specific attributes, quality, and client specific attributes which supplement one another.

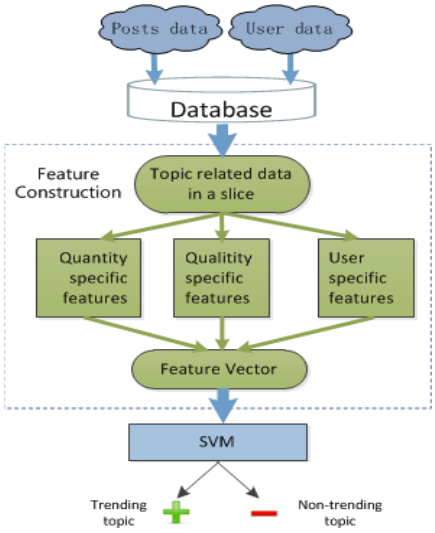

Fig. 1. *The framework of trending topic prediction*

Considerably more, it separates the subject information into time slices which are utilized as a unit of feature development. Subsets attributes play an alternate part in the popularity of trading topics [1].

B. Multi Linear Model

This popularity prediction system is depending on the lifetime forecast of social videos. It presents video lifetime as a co-productive in the popularity forecast system and proposes a multi linear system dependent on the authentic view count, future burst state, and video lifetime to anticipate future video popularity.

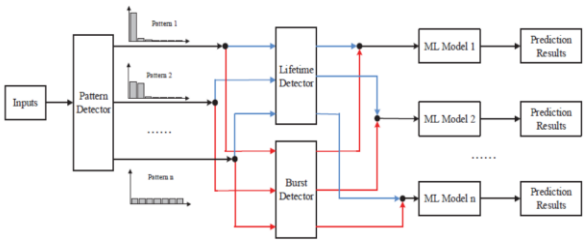

Fig. 2. *Overview of the detection system*

It notices the connection between video lifetime and video prominence and brings the lifetime into the popularity forecast system. process approved the information extraction from Youku and it is demonstrated to outperform a state of the art baseline model with reduction of the relative forecasting mistake [2].

C. Dual Attention Model

This novel dual consideration system is presented to forecast the outcome. The dual consideration system incorporates two sections. The explicit consideration system and implicit consideration system. These two models accept various degrees of data as input, and afterward, the creator is connected by a progressive construction. The focus of this system is to predicting the popularity of a post for a particular client and mining the patterns behind the popularity. The popularity forecast issue is a binary classification task, the loss function is:

$$\frac{1}{N}\sum_{i=1}^{N}[y_i log(\hat{y}_i) + (1-y_i) log(1-\hat{y}_i)] \quad [3]$$

D. Self Attention based Model

In this system, the self attention based system and gradient weighted class initiation maps, inspired by the recent achievements of the attention system in different areas. The strategy labels the videos, pictures, and utilizes the transient function of video clips through the self attention device. The primary commitment of such an idea is to improve the interpretability of end to end popularity forecast techniques by weighting Grad CAM consequences of consecutive outcomes (i.e. frames) with the self attention system. A generally extraordinary methodology for online video popularity examination permits web-based media creators to foresee video popularity as well as to comprehend the effect of its feature or video outlines on future popularity. Ground truth prominence score for a video is then characterized as:

$$\text{popularity score} = \log_2\left(\frac{\text{viewcount} + 1}{\text{number of publisher's followers}}\right) \quad [4].$$

E. Trust Prediction Model

In this model, trust forecast is the way of forecasting new trust connections between two clients who are not right now associated. This system faces numerous difficulties, for example, the sparsity of client

determined trust relations, the content awareness of trust and changes in trust esteems over time. The state of art in pair-wise trust forecast system in OSNs, order them dependent on various variables. The exhibition of any trust prediction approach is controlled by the following equation:

$$TPA = \frac{|New \cap Predict|}{|New|} \quad [5].$$

V. ANALYSIS AND DISCUSSION

The proposed strategy gives the outcomes in time sequences for example trending subject and a non-trending subject. The creator sees that the distinction of sequences between trending subjects and non-trending subjects is critical [1].

The circulation is addressing using the vertical axis and horizontal axis, the vertical axis addressing the development part, and the horizontal axis showing the lifetime portion. To be more concrete, the creator records the measurement result, and the creator partitions the lifetime into three classes as Short (≤5), Middle (6-19), and Long (≤20), which will be utilized for lifetime expectation later [2].

It appears to be that the posts that incorporate these words have a higher inclination to get "likes" from different clients. Since don't discover an obvious regular variety among these emojis, simply list their measurement results and gives a natural feeling [3].

The technique permits visualizing portions of the picture that add to the anticipated prominence score utilizing the Grad CAM process. The technique also investigates video recovery in multimodal installing space prepared for popularity forecast. The closest neighbour looks for test videos. The outcomes show how the multimodal inserting catches both the semantic substance of a video and tasteful attributes, similar to exposure or subtitle bars included post processing [4].

In the field of machine learning and classification issues, there is a grid called "Confusion Matrix" or "Error Grid" is utilized to assess the performance of the process. Results with genuine positive and genuine negative marks are the ideal outcomes [5].

TABLE 1

COMPARISON BETWEEN DIFFERENT TRENDING TOPIC PREDICTIONS.

Methods and Techniques	**Characteristics**	
	Advantages	***Disadvantages***
A prediction model based on SVM:	It improves the presentation, for example, the TF-IDF estimation of the word in the theme related post.	Foreseeing trending subjects on online networks is still a difficult issue.
Multi-linear model:	Improvement can be achieved in this paper with a more precise model between video lifetime and popularity.	To deal with the problem of popularity prediction.
Dual-attention model:	The client environment and implicit attention system are utilized to develop the double attention system for	Two models accept various degrees of data as input.

	improving the model force.	
Self-attention-based model:	It improving the interpretability of end to end popularity forecast strategies by weighting Grad-CAM outcomes of consecutive input (like frames) with self attention system.	It creates problem while predicting the popularity of online images available on Flickr.
Trust prediction model:	To improve the precision of DCAT, it also utilized the word embedding of clients textual substance.	Three huge issues in OSNs: sparsity of client indicated trust relationship, context aware pair-wise trust relationship, and time aware pair wise trust relationship.

VI. PROPOSED METHODOLOGY

Detecting the trending topic is an important and crucial task, as well as this model also includes the lifetime and bursty detector to find out the lifetime and bursty trending topic. The user trusts the content of social networks and discusses various methods based on different parameters i.e. video lifetime, burst and evolution pattern, performance, error rate, time, overhead, throughput, delay, capacity, user trust factor, etc. for different prediction models but, there are still problems which troubles in this area. The new method is used for detecting the trending topic over user data by using "Detection of the Trending Topic" model. This proposed method is a more effective and accurate method to overcome the limitations of previous models. The proposed method gives attention to trending topics to predict the trending topic over online social networks. The method consists of two types of input (i.e. post data and user data) and similarly, the input data also stored in a separate database. So, this method uses the Facebook dataset to perform operation but, the dataset consists certain missing values or incomplete dataset so for preparing the complete and meaningful dataset the replace missing value mechanism is used and then the meaningful dataset is providing to the next level i.e. pattern detector but, before that normalization is used to scale the values so they fit in a specific range. Adjusting the value range is very important when dealing with attributes of different unit's and scales and the provided to the correlation matrix i.e. pattern detector.

The rapid miner tool is used to implement the proposed method. The correlation matrix measures the degree of association between two attributes and it detects the similar types of patterns in one section then, another level so-called related data topic such level keeps the related information in one rack using K-means clustering technique and then it provides to the next level, but the next level includes two parts, i.e. Lifetime detector and Bursty detector. Double clustering is used to achieve the functionality of two separate detectors. The random clustering technique is used as a double clustering technique to achieve the functionality of bursty detector and lifetime detector. Random clustering is perform using the hereditary property. The main reason behind two detectors is to divide the workload and it will give the detection result quickly. Many times, some online posts are lifetime and some are bursty posts that are suddenly rising. So, at that time there is no need to

stay in the queue for results. It keeps the processing of lifetime post-detection and side by side if another bursty post arises in OSN that time another one detector i.e. bursty detection handles the bursty posts. Here this is the big advantage of the proposed method, so there is no need to halt for two different post detection.

Then, the random cluster output is passes to nominal to numerical unit and such operator is used for changing the type non-numerical attributes to the numerical type. This operator is not only changes the type of selected attribute but it also maps all values of these attribute to numeric values. Then, output of previous operator passes to the next operator i.e. set role operator. This operator creates a new attribute with the special role_id. This operator will overwrite an existing attribute with the role_id and this is used to change the role of one or more attributes. Then, discretize operator is used over the set role operator to discretize the selected numerical attribute to nominal attribute and the it passes to the SVM. The SVM processed data separately according to the input of the previous stage. Finally, the SVM gives the results in two different formats i.e. "Trending Topic" and "Non-Trending Topic".

Detection of the trending topic consists of four phases as follow:

1) *Input Level:* In this phase, there may be two kinds of data i.e. post data and user data. Both the type of data is used as an input data and separately stored in the database. So, this method uses the Facebook dataset to perform operation.
2) *Replace Missing Value:* The dataset consists certain missing values or incomplete dataset so for preparing the complete and meaningful dataset the replace missing value mechanism is used and then the meaningful dataset is providing to the next level.
3) Normalization: Normalization is used to scale the values so they fit in a specific range. Adjusting the value range is very important when dealing with attributes of different unit's and scales
4) *Pattern Discovery (Correlation Matrix):* In this phase, the result from the previous phase will be used as an input. The correlation matrix measures the degree of association between two attributes and it detects the similar types of patterns in one section.
5) *K-Means Clustering:* The K-Means technique determine a set of 'k' clusters and assign each example to exact one.
   This level keeps the related information in one rack.
6) *Detection of Lifetime/Bursty Post (Random clustering):* Typically, this section consists of two different detectors i.e. lifetime detector and bursty detector. The random clustering technique is used as a double clustering technique to achieve the functionality of bursty detector and lifetime detector. Random clustering is perform using the hereditary property. According to their names, it handles the detections separately. The big advantage of the proposed method is that there is no need to halt for two different-different post detection.
7) *Nominal to Numerical Operator:* such operator is used for changing the type non-numerical attributes to the numerical type. This operator is not only changing the type of selected attribute but it also maps all values of these attribute to numeric values.
8) *Set Role Operator:* This operator creates a new attribute with the special role_id. This operator will overwrite an existing attribute with the role_id and this is used to change the role of one or more attributes.
9) *Discretize Operator:* To discretize the selected numerical attribute to nominal attribute.

10) *SVM:* To forecast if a subject is trending, essentially train the SVM with RBF kernel function acquired through 10 overlap cross validation method and gives the result in two forms i.e. 'Trending Topic' and 'Non-Trending Topic'.

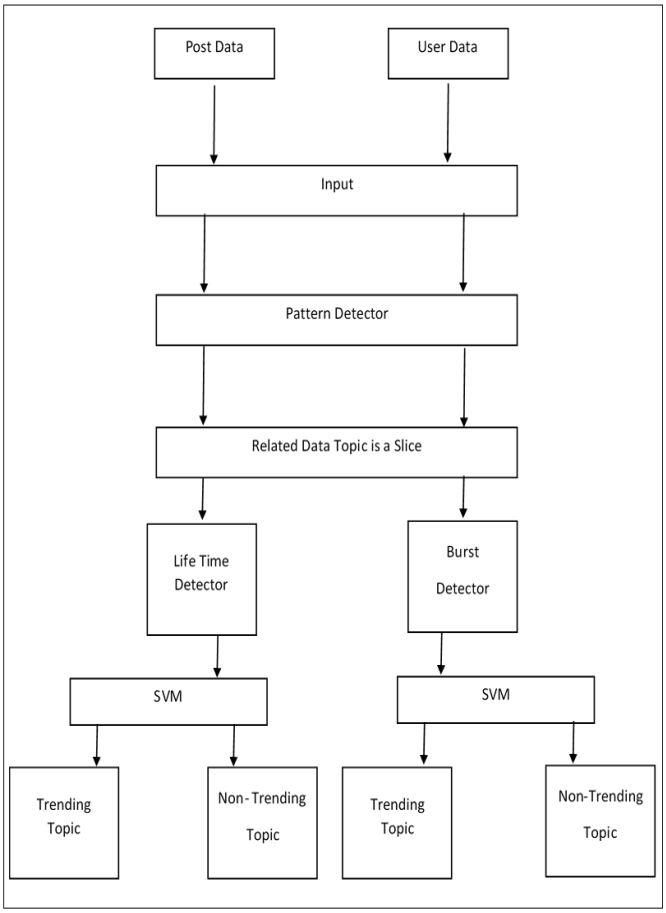

Figure 3. Detection of a trending topic.

VII. STIMULATION AND RESULT

The experimental results, have shown that the direction of the prediction accuracy in the proposed method is satisfactory and its magnitude is proportional to the reliability and accuracy. Thus, the proposed technique is assessed on the input information and afterward. The pattern detector is used detects the similar types of patterns. It plays out an activity utilizing the indicators (for example lifetime and bursty) and outcomes of the detector gave to the SVM and at last, it shows the outcome as a trending subject and non-trending subject. The distinction of arrangements between a trending topic and a non-trending topic is huge.

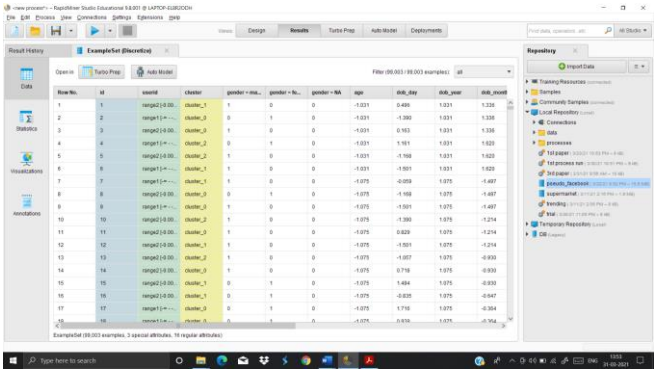

Figure 4. Datasets uploaded

In Fig.4 the social media datasets are uploaded in rapid miner tool.

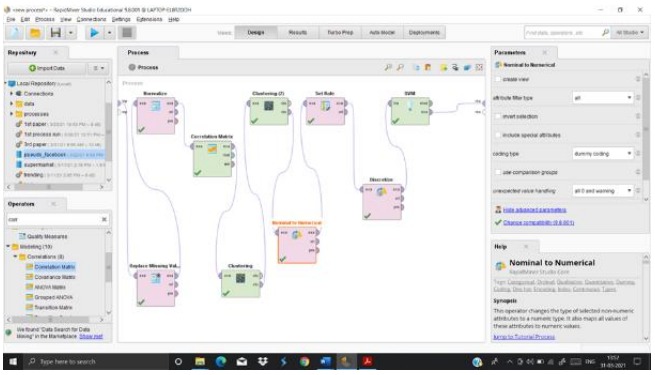

Figure 5. Design of the proposed framework

In fig. 5 the design of the proposed method is constructed and executed.

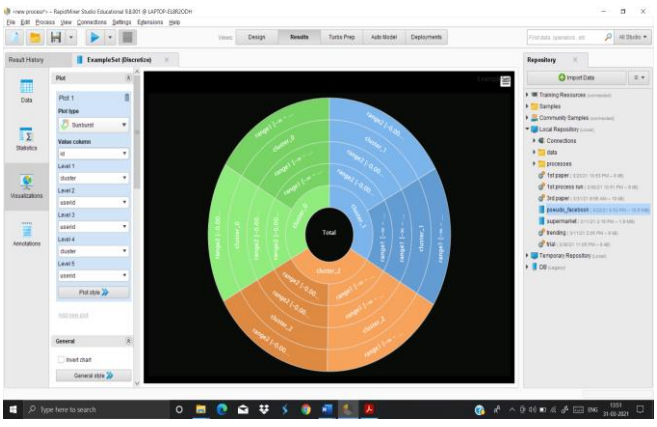

Figure 6. Clustering Results

The Fig 6. Shows the result of clustering which undergoes with K-means clustering under Random clustering for the detection of lifetime and bursty videos.

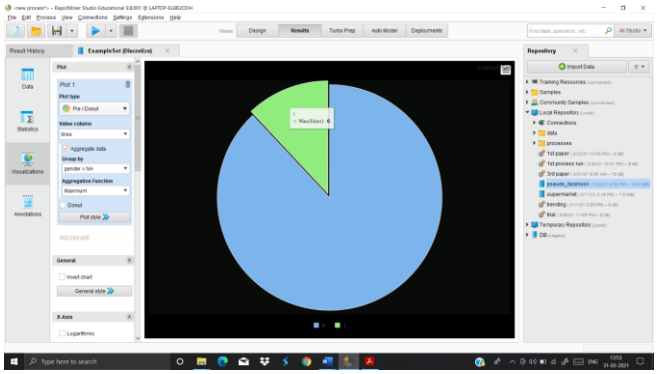

Figure 7 (a). Detection of a trending topic.

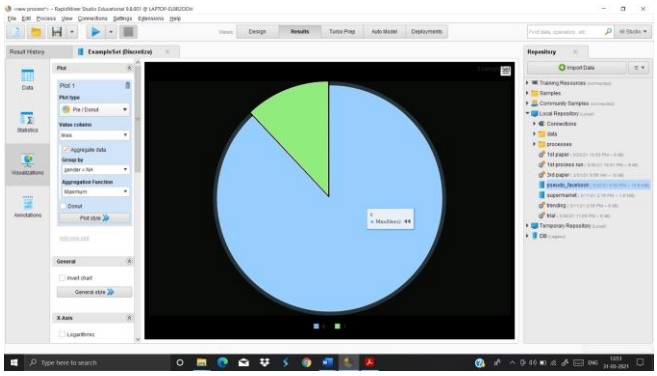

Figure 7(b). Detection of a trending topic.

The Fig 7(a) and Fig(b) shows the final results of the proposed method which gives the trending and non-trending topics.

VIII. CONCLUSION

This paper concentrated on the investigation of different popularity prediction models i.e. Prediction Model based on SVM, Multi Linear Model, Dual Attention Model, Self Attention based Model, Trust Prediction Model. This paper is focused on trending topic prediction. The main aim of this method is to predict the trending topics over social networks. In previous methods, there are some limitations in predicting the trending topic. This proposed method is deal with Facebook dataset. The model uses replace missing values filters along with normalize operator. The correlation matrix is used for pattern detection. Then, clustering is performed using K-Means techniques and double clustering is performed by using random clustering to achieve the functionality of bursty detector and lifetime detector. The model, analyses the video type and then finds the relationship between bursty and long-term popularity video and then, it uses nominal to numerical operator, set role operator and discretize operator and later on it uses SVM classification mechanism to classify the lifetime detector and bursty detector output and provides the results in the Trending Topic and Non-Trending topic. It improves the reliability of the information by analyzing the source of the information. Experiment on real data shows the effectiveness of the presented strategy for forecasting trending subjects.

IX. FUTURE SCOPE

Some new attributes will be read for improving the performance, for example, the TF-IDF estimation of the word in the point-related post. The TF-IDF worth could mirror the curiosity of the substance.

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