

Abstract

Social network sites are currently booming with their popularity and usage of the users all around the globe. There are so many on-line networking sites which currently allowing all users to create their respective profile and creating a connection with their own involvement and preparing their own preferred network so that they can participate in their exciting information. The data they exchange that could be based on opinion, observation, or comment on already posted material or they might upload their photo, videos and etc. The exciting perspective of the users on the social network is that the social network site shares the similar interest, activities, real-life and background connections of the social network among the users from the user's connected network. Measuring and analyzing of users' certain exchange of information on the on-line social network for the specific case studies, for example, predicting of any event, activity of demonstration or getting the users' point of view regarding any product information terror act and planning of any activity. Our research objectives have focused on measuring the effectiveness of user-generated activity and content on various social networking sites, such as YouTube and twitter. Interchange of information for the users are one of the main research focuses of the Industry. They might be able to predict any activity or any product reviews that they might receive a marketing advantage for their products and also for the intelligence agencies they might get information in advance of any expected event terror plot for any country, so that otherwise it would not have been humanly possible because of a lot of information exchange.

The current subject of the research is to detect the communities, network and sentiment analysis of the user's comments or any place of the users that is being shared with any of the networks. The user structure of the social web for the sharing of the data is also one of the exciting for the users.

In this dissertation, we have used measurement techniques for the subject of the social net information for measuring and turning over the insight of users with their network based on text and related keyword search from a different social network. We first have collected data based on keywords using API's provided by the on-line social network, by capturing information connected to the case studies we have used our developed measure to quantify from the data based on sentiment analysis and network relation. The proposed methods have been implemented as software tools to provide features for the collection, monitoring, and processing of social media content. In this thesis, our focus was on You-Tube and twitter, but in future we can extend the proposed methods and apply the tools on other social networking sites, in general, to be as effective as possible.

In addition, to the data, we have also been able to have identified the filtration on every data collection and analysis so the meaningful insight of the users can be identified in terms of network and word of mouth of users.