Abstract

Social Networking sites are a rage in today’s world. Its importance has transcended the sole purpose of keeping in touch. In the quest of outweighing their contemporaries, social networking websites in today’s world needs to incorporate new and interesting features to have an edge. Data Mining plays an important role in providing many such features. The social network structure consisting of numerous users can be best implemented using a graph data structure. It takes into consideration the data regarding various forms of interaction between two users to compute their association. The basic features such as friend suggestions, community suggestions, etc. have been incorporated. Also, commercial features such as targeted advertisement have been included.

References

1. Marjaneh Safaei, Merve Sahan, Mustafa Ilkan, “Social Graph Generation & Forecasting
using Social Network Mining”, in 2009 Annual IEEE International Computer Software and Applications
5. Aleksandra Doniec, Albert Hupa, Radoslaw Nielek, “Web of Friends – Discovering a Social Network By Mining Data from Instant Messengers”, in 2009 International Workshop on Social Informatics
7. Kyung Soo Cho, Jae Yoel Yoon, Jee Joon Kim, Ji Yeon Lim, Seung Kwan Kim, Ung-Mo Kim, “Mining Information of Anonymous User on a Social Network Service”, in 2011 International Conference on Advances in Social Networks Analysis and Mining
8. Slah Alsaleh, Richi Nayak, Yue Xu, “Finding and Matching Communities in Social Networks Using Data Mining”, in 2011 International Conference on Advances in Social Networks Analysis and Mining
10. J. Han, J. Pei, and Y. Yin, “Mining frequent patterns without candidate generation,” in Proc. ACM SIGMOD 2000, pp. 1–12.

Index Terms

Computer Science

Information Sciences

Keywords
Interaction index, Interaction ratio, Association Edge Weight, Community point, Graph based data mining.