Abstract

Social media has become a multi purpose platform where users tend to discuss their common topics of interest as well as utilise it for endorsement and campaigns. Twitter being one of the most widely used social media platforms, provides a mechanism known as Hashtag which enables diversified online users, having coinciding interests to connect with each other. Hashtagging a tweet provides the most effective way of promoting a content as it steadily acquires the reader’s attention because of its symbolic denotation. With increasing hits on a particular Hashtag, it comes under one of the ‘trending topics’. Soon this trending topic becomes a line of sight for people using Twitter. Users tend to hijack these popular Hashtags for distributing un-related content, spam, negative sentiments to tarnish the intended motive of Hashtag making its presence counter-productive. We propose a tool: HashJacker which detects and analyses hijacking of Hashtag tweets. Also, we have discussed best practises to circumvent wrecked Hashtag tweets.

References

10.5120/20085-2111

HashJacker- Detection and Analysis of Hashtag Hijacking on Twitter

International Journal of Computer Applications
© 2015 by IJCA Journal

Volume 114 - Number 19
Year of Publication: 2015

Authors:
Nikita Jain
Pooja Agarwal
Juhi Pruthi

10.5120/20085-2111

{bibtex}pxc3902111.bib{/bibtex}
- PR AGENCY ADVICE: HOW TO AVOID HASHTAG HIJAKING, http://reimaginepr.com/pr-agency-advice-how-to-avoid-hashtag-hijaking/
- Social Media Best Practices: Selecting a Hashtag and Livetweet-ing, University of Michigan, 2014

Index Terms

Computer Science
Information Sciences

Keywords
Hashtag tweet tf-idf trend hijacking.