Abstract

In the recent decade, the Online Social Network (OSN) has gained remarkable attention. Accessing to OSN sites such as Twitter, Facebook, LinkedIn and Google Plus; the most dominant social media in the world, through the internet and the web 2.0 technologies has become more comfortable. These days through these online social networks, it becomes very easy for anyone to meet the people of the same interests for learning and sharing precious information. Online Social Network Analysis (OSNA) is an essential and important technique to understand the social structure, social relationships and social behaviors of OSN. OSNA deals with the interaction between individuals by considering them as nodes of a network whereas their relations are mapped as network edges. Now, it has increased various challenges for the evolution of the web and simultaneously increased the dynamic changes in its structure so it became harder to manually analyze very broad OSN. This survey investigates the current progression in the field of knowledge discovery in OSNA and covers all basic techniques of Data, Text, and Web mining that are widely used for the exploration of the unstructured and structured data available on the OSNA. The targets for OSNA are mainly focused on resources
from the web, such as content, structure, and user behaviors. The main goal of this paper is to introduce a roadmap for the researchers who are interesting on the topics of knowledge discovery techniques for discovering totally different trends in OSN data. Discussion of all the challenges that face researchers in OSNA is also included.

References

9. It is freely available, for noncommercial use, at its homepage:
13. “Social Network Marketing: The basics”.


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44. Index Terms

Computer Science

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Keywords

Social Network, Online Social Network Analysis, Knowledge Discovery, Data Mining, Text Mining, Web Mining