Abstract

Recent advances in the internet have helped social media to influence many areas of business, marketing, weather forecasting, communication etc. Social media Analytics has become a vital part of the data analytics as the vast population is involved in social media and immeasurable insights can be taken from their activities in the social media websites. In this paper, we summarise different techniques used to analyze social media activities like tweets, blogs, etc., and to present the pros and cons of each.

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Index Terms

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Keywords

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