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.

References

3. Ordanini, Andrea, Lucia Miceli, Marta Pizzetti, and Arun Parasuraman. "Crowd-funding:


33. Chen, Yixin, Guozhu Dong, Jiawei Han, Benjamin W. Wah, and Jianyong Wang. "Multi-dimensional regression analysis of time-series data streams." In Proceedings of the 28th international conference on Very Large Data Bases, pp. 323-334. VLDB Endowment, 2002.


35. McKinney, Wes. Python for data analysis: Data wrangling with Pandas, NumPy, and


Index Terms

Computer Science Information Sciences

Keywords

Keywords are your own designated keywords which can be used for easy location of the manuscript using any search engines.