Abstract

Social Media is a rich source of information about the desires and needs of users to buy a product or service. There lies a huge opportunity in mining the Intent of users which can be applicable to the field of marketing, ecommerce, recommender systems, etc. This survey focuses on analyzing the techniques that can be used to mine the Intent of users from social data. Notable works that have contributed towards determining the Intent of users from social data has been highlighted.
References

- Social Media Statistics, URL: http://wearesocial.net/, access date: 15/01/2016.
- Tweepy, URL: http://www. tweepy. org/, access date: 15/02/2016.
Index Terms

Computer Science

Information Sciences

Keywords

Consumption Intent  Intent Mining  Feature Extraction  Text Classification  Machine Learning.