BVRIT HYDERABAD
College of Engineering for Women
Department of Information Technology
Major Project - Academic Year 2019

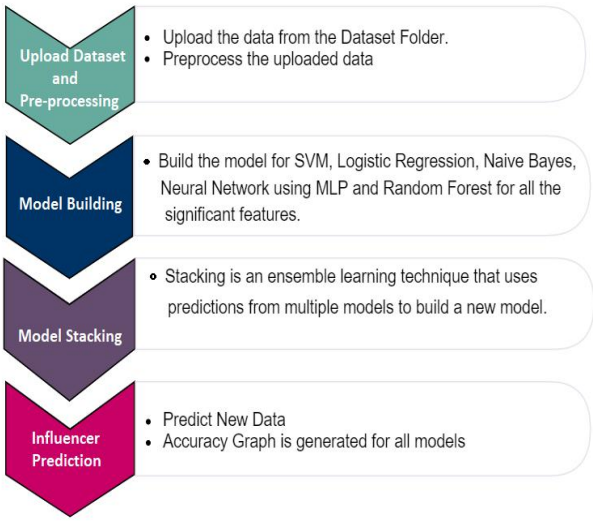
TEAM 11

Predict Influencers in the Social Network

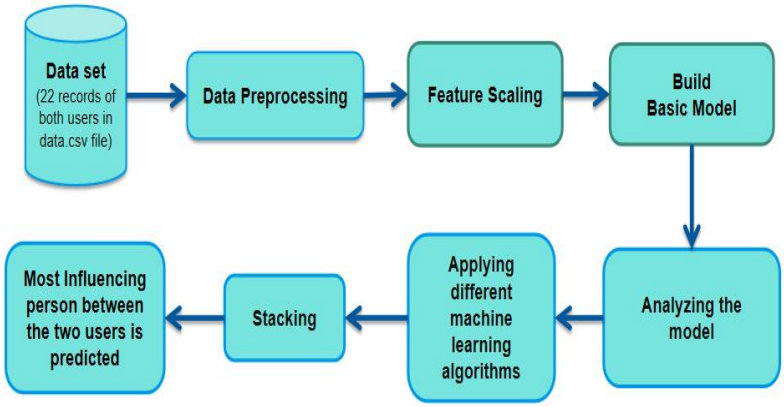
Abstract

Social Network plays an increasingly significant role in our daily lives. We share our experiences and opinions with our friends on Face-book, Twitter so on. When you're browsing your friends posts, you may find that some of them are more influential than others and we call them influencers. Influencers generate trends and shape opinions in social networks, being crucial in areas such as marketing, advertising or opinion mining. In our project, the goal is to find influencers in a specific social network--Twitter. Since we have two persons in each data sample, we have 22 features in total with 3000 training samples and 2500 testing samples in our dataset .Given a test sample, our job is to predict which individual in this test sample is more influential.

Modules



Architecture



Tools and Technology

- **Anaconda3 - Spyder (IDE)**
- **Python 3.6**

Conclusion and Future Scope

In this project, the best accuracy we can achieve is about 88% using Random Forest among other implemented models. In this model, we have done Normalization, Feature selection and Cross Validation in order to improve the prediction accuracy when compared with the existing model. We also implemented Model Stacking so as a meta-learner generalizes better than a single model and it makes better predictions on unseen data, than just a single model. In future, we will try to consider the nature of the content being shared by influencers on the networking platform into account, which also plays a major role in shaping the opinion of the users. The overall performance could also be improved and customized with the help of considering more features in the dataset.

Guide

Mr. K. Adi Narayana Reddy
Associate Professor of IT
adinarayanareddy.k@bvrithyderabad.edu.in

Team

16WH1A1214
D. Pravalika

16WH1A1238
K. Sai Keerthi

16WH1A1246
M. Sriya Sri