

SYNOPSIS :-

Team : Kaju Badam

Team Members :- Raj Bhensadadia
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Problem Statement:

Social Image analysis for any individual, entity or product using twitter and google news along with the feedbacks.

Abstract:- The rising growth of social media in the lives of each and every person today has already brought renaissance in the field of technology. Today, there is an incremental adaptiveness of people to share their thoughts, photos, achievement etc. in social media .Now it has become easy to track the behaviour and reputation of any person based on his/her social activities. Nevertheless, based on the popular headlines and public opinions on any particular matter, there can be made a prediction about the positive or negative impact of it on society. For instance, we can track the reforms made by a politician and his social support from public and track whether that party will win the elections or not. Summing it up, the idea lies in maintaining a track of the person and his/her current image based on the social media. This can help an acclaimed person gather data about his/her image over the world. The goal of this approach will be to predict the social image and give an overall of an individual based on the posts and his mentions on social media sites. As social media is a highly used mode of conveying reviews and opinions, and covers wide range of population, it would be an efficient tool in determining the persuasiveness of a famous personality on general population.

We are a team of four : Raj, Bansi, Dhwani, Priya and we belong to sixth semester ICT. Aspiring to be an ICT engineer itself is the key motivation behind connecting practical scenario with the technology. We are very keen to work in the field of Natural Language processing and Artificial Intelligence. We are enthusiastic when it comes to working on competitive projects like this as it enhances our critical and quick thinking abilities. So, we decided to create a project which helps us in inculcating these skills better.

Why our idea should be selected ?

Today is the world of fraud and crime. The trust factor on humans is following an exponential decrease leading to the advent of more and more machines for work power. In such a scenario, it is very much crucial to identify the background of any person beforehand and then invest the trust factor. There is no better way of determining it other than amalgamating social image with technical tool. Machine Learning, Natural Language Processing and Artificial Intelligence can be a great tool in implementing it. And having a supporting technical background of ICT gives us an advantage in such type of data analytics. We feel as engineers it would bring a positive impact on society by tracking the requisite information to predict various future scenarios such as trustworthiness, acceptance, etc of any individual before jumping to deals.