Jiayi Zheng

Professor Anna Farzindar

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Report on Social Media Analysis

With the rapid development of technology, social media emerged as a new communication form through the social network, and become popular in the society. People can simply use online network sites or application to exchange information, share the video and audios, and connect with each other. In Chapter 1, the author mentions four major types of social media platforms that provides service according to different needs of users.

Content sharing sites are the most common platforms for people to build their own user’s page, and post information on it to communicate and connects with their friends and family. Facebook is an example of this type of social media platform. Facebook is one of the most successful content sharing sites in the world which has been widely used. People can simply sharing information on their own homepage to communicate with their friends and family.

Forum is a platform provides opportunity for users to set discussion on their questionable topic. They can post question and exchange the information on this platform. The representative online forums is StacOverflow, Apple Support and Online Discussion Communities.

Blogs and MicroBlogs is similar to each other. Blogs provide place for people to update their article or journal online. If people wants sharing their thoughts and experience to the publics, creating content on blog is a good choice. Microblogs is a limited blogs which is restricted to short texts and messages for publics to discuss. If people wants to sharing the daily life, and other short moment, they can create a post on Microblogs. For example, Sina Weibo is one of the most popular Microblog for users to exchange their opinion and watching news.

Social Media data is the crucial resource in those platform. The natural language processing (NLP) is a method for people to collect and analyze the information and interaction on social media. NLP is the means that using computer to inference the meaning of natural language input on social media platform. NLP is a valuable research topic for people to discuss and finding way to improve.

Due to the information on social media is dynamic and various that composed by different users, the invented standard NLP has difficulties on deprive all kinds of meaning on social media. For example, the article on blog will varied by language, spelling and special characters. For example, people like to post slang or repeat word on their social media, but the Standard NLP will fail to recognize and deprive the meaning of those.

In addition to the difficulties of unstandard spelling texts analysis, the noise on social media also become a difficult of NLP approach. Spam, ads, and other distracting content can be easily posted on the social media . Despite those form of distracting content, many meaningless information are still exists in the broad platform of social media. Because of that, Processing become a significant process to filter out those useless and irrelevant information before the NLP approach. Recent research on NLP is trying to improve technique the noise reduction, feature selection for solution of those difficulties that has been mentions before. The research focus on using the natural language to inference social behavior.

In conclusion, social media is a useful and convenient platform for people to easily communication and sharing message with each other. It become a most common and widely used communication method in 21 century. the standard NLP need to be improve as the development of social media. According to the difficulties of recognize the noice, irregular spelling, and different language, NLP should have processing to filter those polluted information for the better analysis of data to understand accurate information under those natural language.

Reference

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