1. INTRODUCTION

1.1

OVERVIEW :-

Social Media is widely used for communication, networking and information sharing. social media enables people to connect with others, share updates and stay informed about various topics. As of update in september 2021, social media usage is wide spread, with billions of users globally.

The freauency of use varies among individuals and demographics. Many people check their social media accounts daily. However these patterns can change overtime due to evolving trends, platform popularity, and individual preferences.

For the most current stastistics, over 4 billion people globally were using social media. The project we made, helps to know how often a social media feature has been used for a particular year.

1.2

PURPOSE

Our project focuses on the usage of social media. We gathered data of how often a social media feature is being used.

We used different visualizations and created dashboards that visualises number of Id's that were engaged in a social media platform, number of hastags that were used, number of tweets or retweets, replies and etc for a particular year.

02. LITERATURE SURVEY

a. Existing problems

Social media offers advantages like connecting people globally, facilitating communication, providing a platform for self-expression, promoting business & enabling quick information dissemination and etc.

On the other hand social media faces many challenges and problems which effects the user and its working structure. Major social media challenges are privacy concerns, misinformation spread, cyberbullying and the impact on mental health due to excessive use and comparison & etc.

These following are the major and many more problems are still being faced but in low scale such as Algorithmic Bias, Fake accounts and Bots etc.

b. Proposed Solutions

Combatting problems in "online networking" or "digital platforms" involves a combination of technological, educational, and policy-driven solutions.

Platforms can refine their algorithms to identify and limit the spread of false informations, leveraging AI to get detect and flag misleading content.

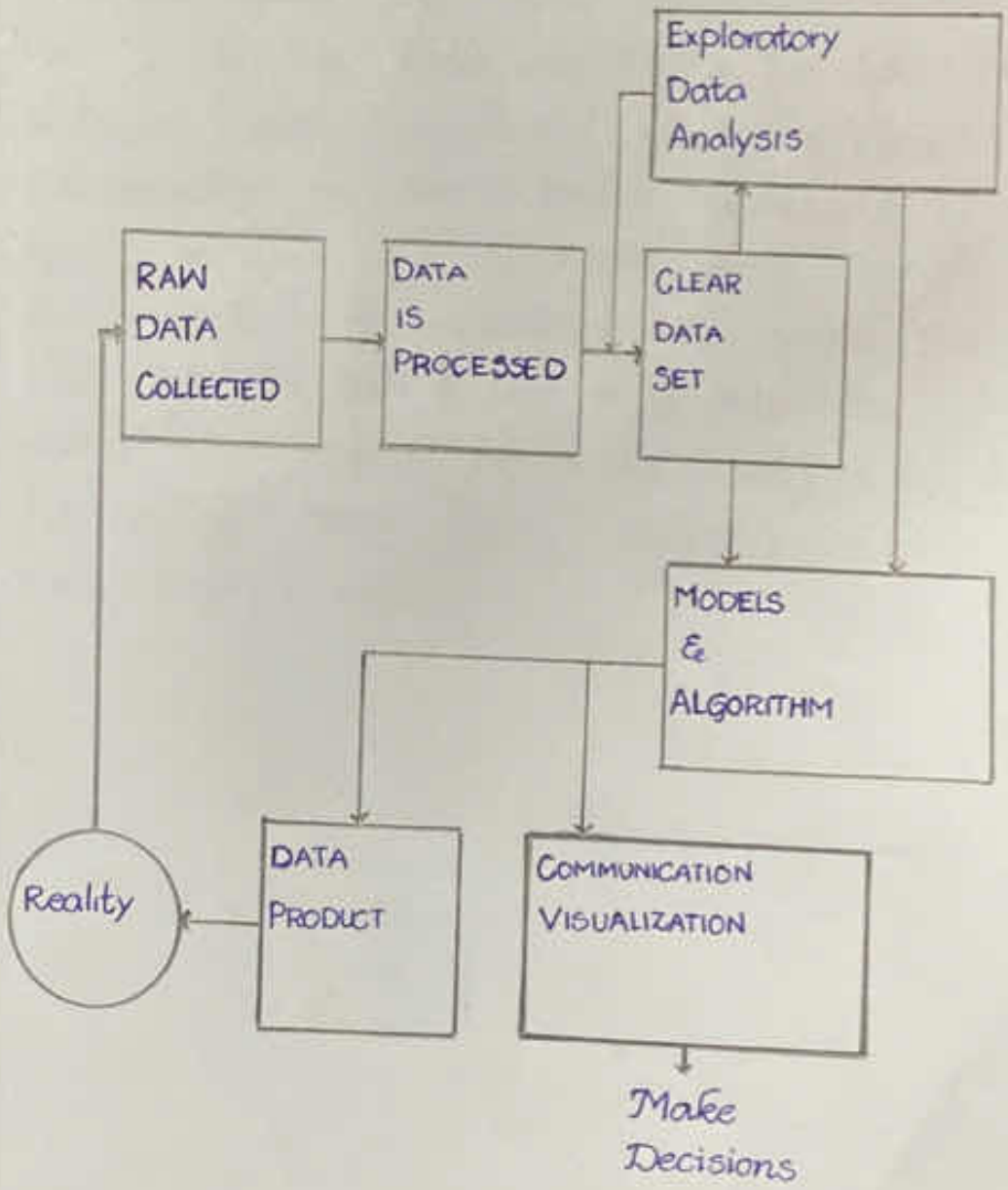
Providing users with more granular control over their privacy settings, allowing them to manage who sees their content and limiting the collection of personal data.

offering features that enable users to curate their feeds, customis-e content pereferences & filter out unwanted content, giving them more control over their online experience.

Implementing these solutions requires a concerted effort from social media platforms, users, educators, and policymakers to create a more positive & secure online environment.

03. Theoritical Survey

a. Block Diagram



b. HARDWARE / SOFTWARE DESIGNING

The hardware and software requirements for a social media project can vary based on its scale and specific features. For a data analytics project on social media, you'll need a robust infrastructure to handle large datasets and perform complex analyses. Here are the general hardware and software requirements :

Hardware Requirements :

1. Highperformance servers:

powerful servers or cloud-based instances capable of handling large-scale data processing and analysis.

2. storage :

Considerable storage capacity to store historical and real-time social media data.

3. Parallel processing: If dealing with massive datasets, consider hardware that supports parallel processing to speed up.

Result

The result section will delve into the specific findings we've uncovered during our internship.

It will include a summery of the insights gained from our data visualization and analytics work.

ADVANTAGES & DISADVANTAGES

1 Enhanced content Moderation

Advantage: Reduces the spread of harmful content, create a safer online environment.

Disadvantage: Challenges in distinguishing context can lead to over-moderation or under-moderation.

2 User Education Programs

Advantage: Empowers users to identify and avoid misinformation and promotes responsible online behaviour.

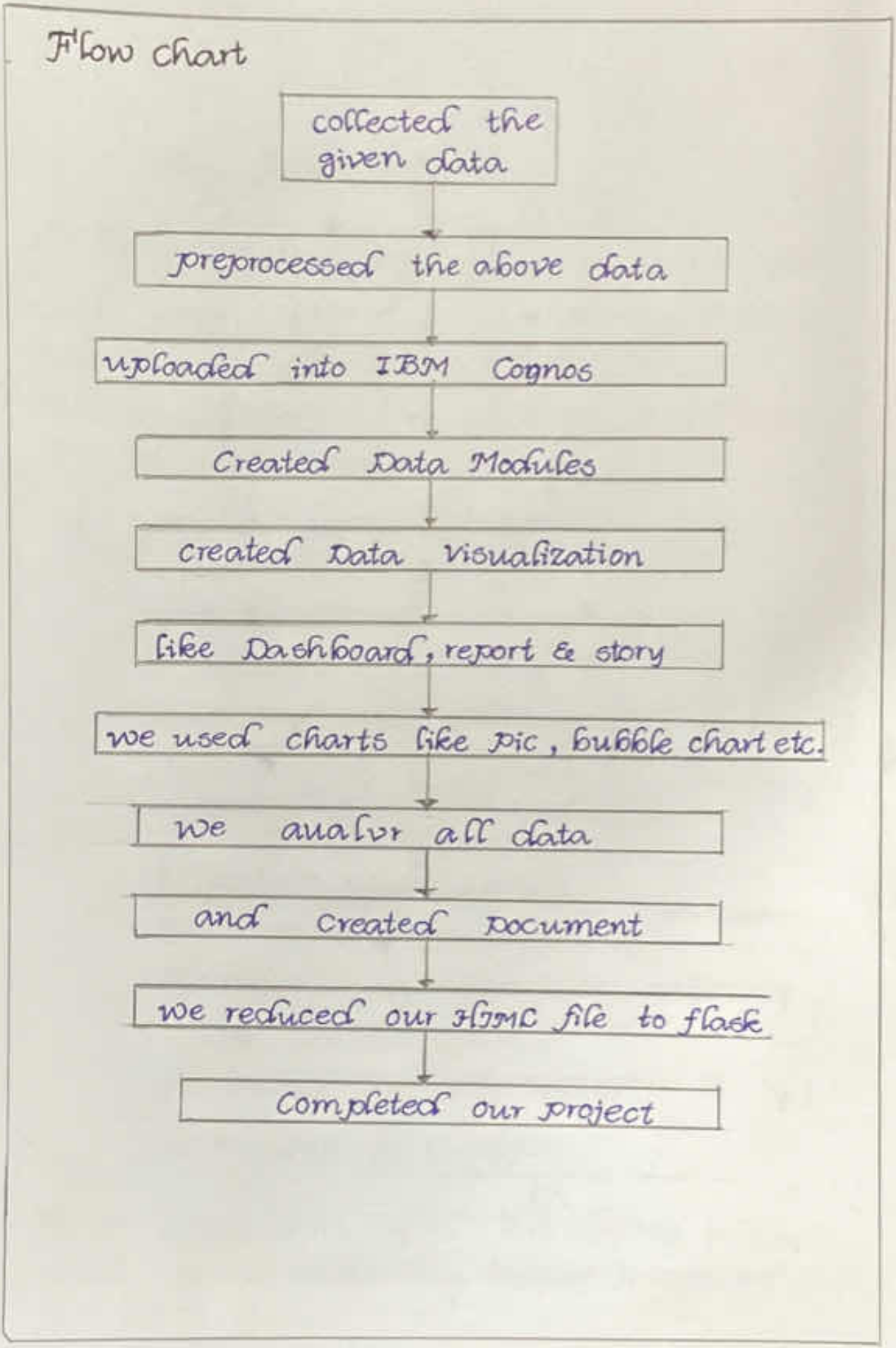
Disadvantage: Effectiveness depends on user engagement and may not reach all users.

3 Algorithmic Transparency

Advantage: Builds user trust, provides clarity on content ranking, and helps identify and rectify biases.

Disadvantage: Complete transparency may not feasible due to the complexity of algorithms

Flow chart


collected the given data
preprocessed the above data
uploaded into IBM Cognos
Created Data Modules
created Data visualization
like Dashboard, report & story
we used charts like pic, bubble chart etc.
we analyz all data
and created Document
we reduced our HTML file to flask
Completed our project

06. Applications

The applications of social media are vast and diverse, encompassing various aspects of personal, professional, and societal interactions. Here is an extensive list of its applications.

- personal communication
- professional networking
- content sharing
- Entertainment
- News and information
- Marketing & Advertising
- Customer support
- Education and Learning
- Activism and social change
- Research and information gathering
- crisis communication
- parenting & family support
- Technology & Gadgets

These applications reflect the diverse ways in which social media has become integrated into our daily lives.

Conclusion

The effectiveness of these solutions depends on their thoughtful implementation and continous adaptation. striking the right balance between user empowerment, technological advancements, and ethical considerations is crucial to address the complex challenges that social media platforms face. Ongoing evaluation and iterative improvements and regulatory usage measures are necessary to navigate the evolving landscape of digital communication responsibly.

In conclusion well summarize the significant of our internship project with smart bridge.

08. Future Scope

The future scope of social media is likely to be shaped by several trends and advancements.

The future of social media is dynamic and influenced by technological advancement, social shifts and user preferences. It will continue to evolve, offering new possibilities for communication, connection and collaboration. Here are some key aspects to consider.

1. Augmented and virtual reality Integration

Expect increased use of AR and VR technologies for more immersive & engaging social experiences, such as virtual meetups & shared virtual spaces.

2. AI driven personalization

Advanced AI algorithms will provide more tailored content recommendations,

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SOCIAL
MEDIA


SOCIAL
MEDIA

Tab 1