PREDICTING SOCIAL NEXUS

THE TEAM :

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ABSTRACT :

The aim of this project is to predict the influencers in social network. Here, we can predict the influence rate for individual person or comparative study of influence rate between the multiple users by using several different learning models and auxiliary techniques.In our project , the goal is to predict influencers in specific social forum such as Twitter for Political foray.

INPUT :

Collection of Raw Data using Twitter Application Programming Interface (API) which consist of 11 features such as ,

1) Followers,
2) Followings,
3) Listed,
4) posts,
5) mentions_received,
6) mentions_sent,
7) retweets_sent,
8) retweets_received,
9) network_feature_1,
10) network_feature_2,
11) network_feature_3.

Existing System Models :

- Logistic Regression – From Data Normalization : Accuracy rate = 70%
- SVM (Support Vector Machine) – Machine Learning (linear) Algorithm: Accuracy rate = 76%
- Naïve Bayes – Machine Learning (non-linear)

  Algorithm: Accuracy rate = 76.68%

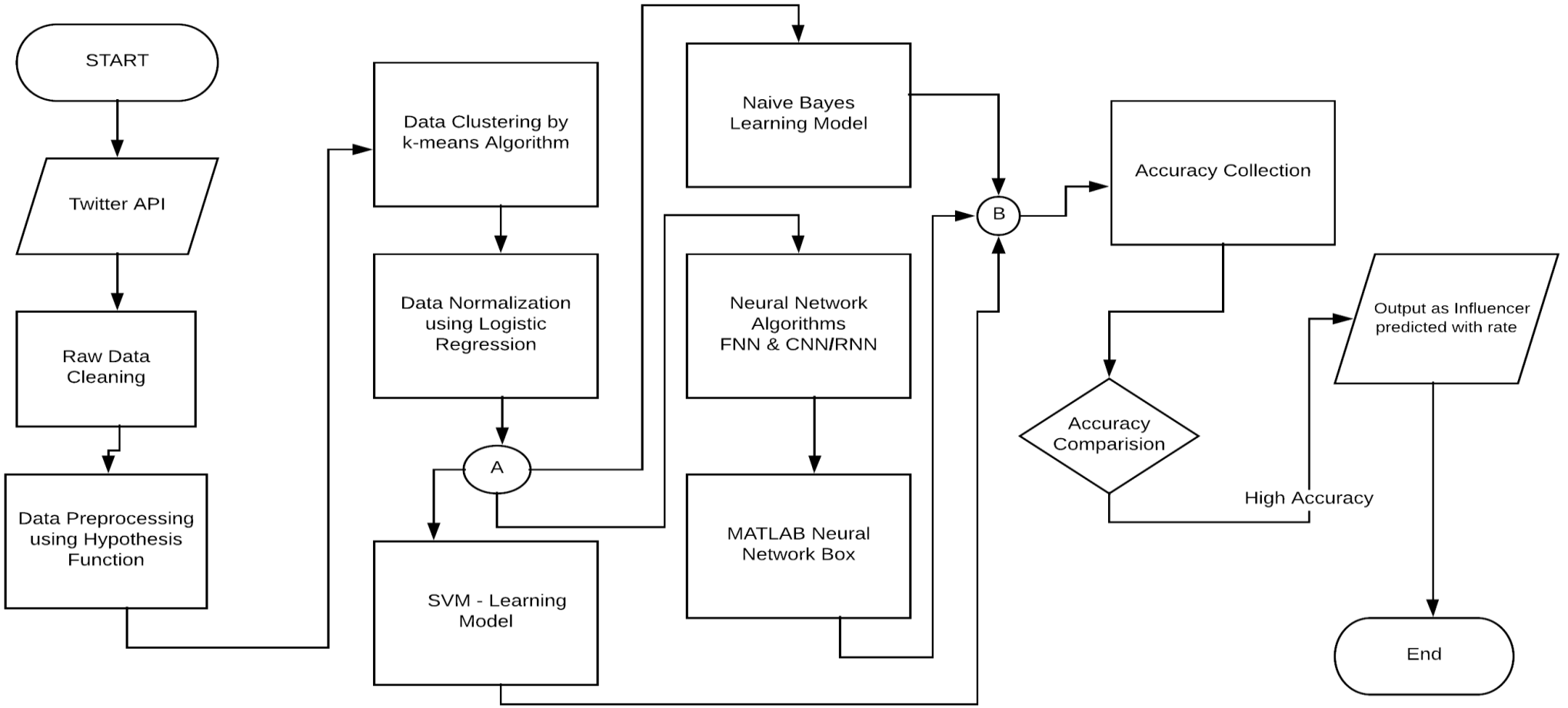
Proposal System :

- **Neural Network Algorithm** : Deep Learning

    1) CNN with CV - Convolution Neural Network with Cross Validation.
    2) FNN – Feed-forward Neural Network

- Expected Accuracy rate : 85-95%

FLOWCHART :


START
Twitter API
Raw Data Cleaning
Data Preprocessing using Hypothesis Function
Data Clustering by k-means Algorithm
Data Normalization using Logistic Regression
A
SVM - Learning Model
Naive Bayes Learning Model
Neural Network Algorithms FNN & CNN/RNN
MATLAB Neural Network Box
B
Accuracy Collection
Accuracy Comparision
High Accuracy
Output as Influencer predicted with rate
End

OUTPUT :

- Person/Persons with Influence Rate and their features by using visualization.

THANK YOU