

Data-Driven Insights on Social media

Short-term
Internship

Project report

Team members

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Social Media :-

Introduction :- Social Media refers to the means of the interactions among people in which they create, share, exchange information and ideas in virtual communities and network. In other words social media refers to a variety of technologies that facilitate the sharing ideas and information among users. From Facebook and Instagram to X (Twitter) and YouTube. More than 4.7 billion people use social media which is equal roughly 60% of the world's population. In early 2023, 94.8% of users assumed chat and messaging apps and websites are followed closely by social platforms with 94.6% of users.

The most popular social media platforms worldwide are :-

- * Facebook
- * YouTube
- * WhatsApp
- * Instagram
- * X (Twitter)

* Snapchat

* TikTok

* Telegram

* We Chat

* Pinterest



Overview of Social Media :-

Social Media are nothing but web 2.0 internet based interactive apps. The lifeblood of social media is user created content, which includes written postings or comments, digital photographs or videos or data generated through all online transactions. And users build profiles for the website or app particular to the service and created, updated and managed by social media company. By linking a user's profile with other people or groups, social media aids in growth of online social networks.

Purpose of the Social Media :-

People are using social media for a variety of purposes. The four main uses of social media are:-

1. Sharing :- with social media you can share information and ideas in a variety of ways to different outlets allow you to publish your own ideas in writing with pictures or through the videos and voice recordings. And you can also hyperlink your audience to the interesting the articles, pictures and the videos.

2. Learning :- Social media can also serve as the personal learning tools. You can get updates about your friends and family and learn about what's happening in your community and around the world. Today, breaking news is often broadcast via social media before traditional media like T.V and newspaper are able to cover it in detail.

3. Interacting :- Maybe the most powerful element of social media is their interactive nature. Social media break the traditional barriers of time and distance between people. With video chat technologies like skype, whatsapp, you can talk to people face to face anywhere in the world. On facebook, Instagram and twitter, you can chat digitally and even allows you to interact with media celebrities.

4. Marketing :- Most of the social media being used for marketing purposes. Business and social media to promote themselves and promote their products. Non profit organizations raise funds and promote charity events. And you can use social media to promote ideas and events that are important to you.

Literature Survey

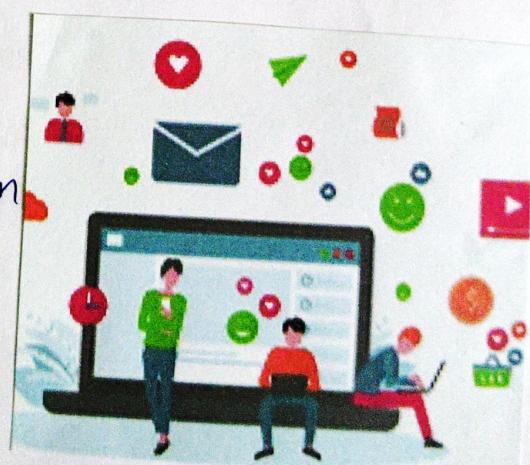
We have watched rapid developments for branding in social media in the last couple of years and the use of platforms stronger than ever these days, reaching audiences worldwide through multiplatform social media branding strategies. Although the technologies updated by many people facing problems in social media either personally or professionally.

Existing the problems in social Media :-

As mentioned above the social media has become an essential part of modern society. However there are many problems in social media which has negative effects on society. Some of the problems are :

1. Spread of misinformation :-

Social media has become a breeding ground for spreading false information. People often misguided, leading the confusion and chats due to these fake news and rumors easily. It is good for public.



2. Cyberbullying :- Social media has enabled individuals to harass and bully others online with anonymity that social media provides cyberbullies can harass people without facing any consequences. The victims of cyberbullying experience severe emotional stress, low self-esteem and some cases and suicide.



3. Addiction :- Social media addiction is a real problem that many people face with any access to social media apps and platforms, people tend to spend a lot of time online, often ignoring their real life responsibilities, lack of productivity, depression and anxiety.

4. Social isolation :- Social media can make it easy for people to connect with others but it can also lead to social isolation. People tend to spend more time online than in person, leading to loneliness & social disconnection.

5. Decrease in privacy :- Social media platforms collect vast amounts of personal data, which can be sold to third-party companies used for targeting advertising. This can lead to a decrease in privacy and people's personal information can be misused.

Proposed Solutions :-

The main focus of this survey report will be social media problems and their solutions. These are some of solutions suggest by our team to decrease the problems in social media.

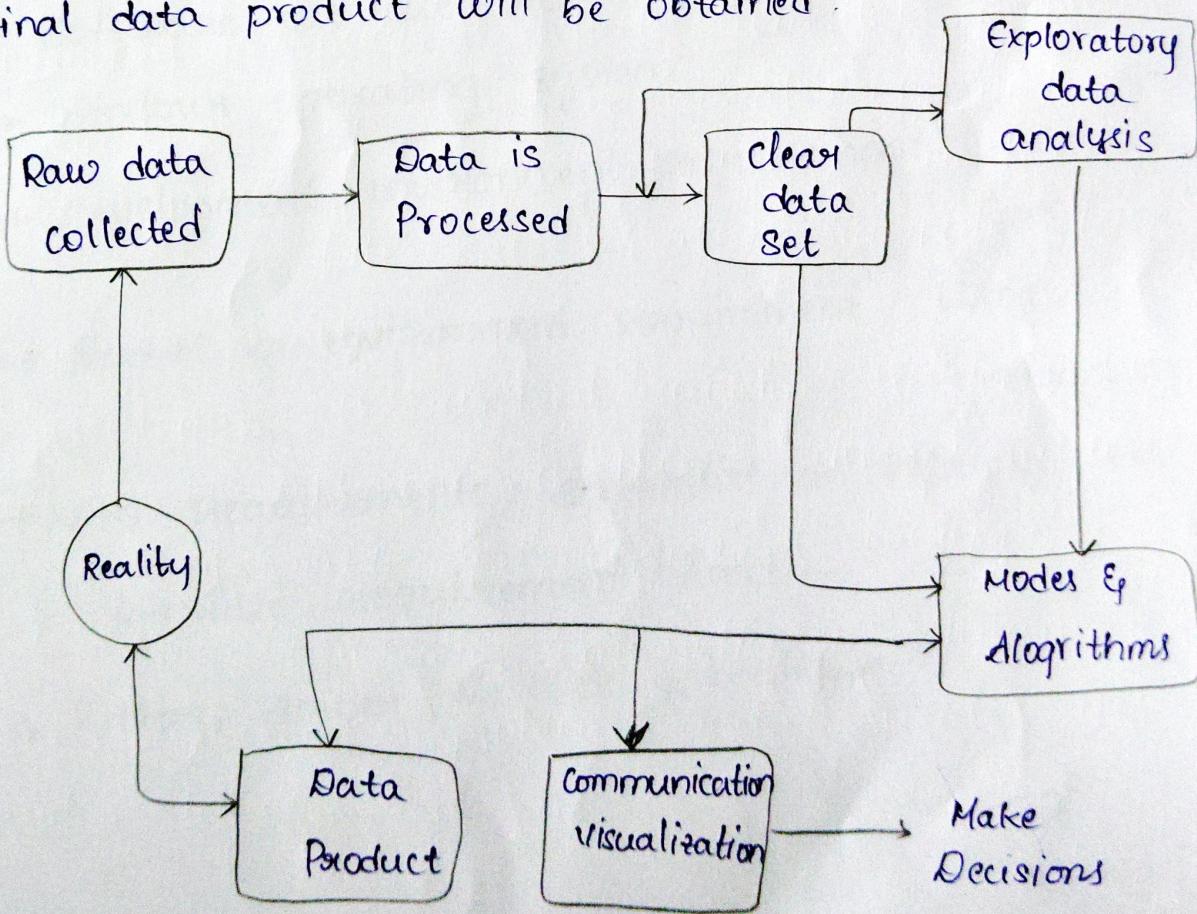
- * Encouraging open communication with an individual that being bullied important as they fell alone to matter. comfort and support important as well for all challenges.
- * keep your personal information to yourself and do not distribute it anyone and be careful of requests of money and personal details from fake peoples.
- * limit the time spent on social media and the engage yourself in other activities. You need to learn how to filter out social media noise to focus on something else.
- * Customize the content according to your the requirements. Add banners, themes, designs and more to make it visible and notisible to everyone.

These are some effective solutions to avoid social media problems and to utilize the social media for own use.

Theoretical Analysis :-

Block diagram :-

This is an exploratory data analysis in which firstly raw data is collected and the data is proceed then we create a data module & we clear dataset with unwanted matter & create relationship to tables dataset & apply models & algorithm and then we make visualization like bar graph, bubble plot, scatter not, tree map, word cloud, pie chart etc by using data set modified & filtered and then final data product will be obtained.



Hardware / Software designing :-

The project assigned to us is about social media. In which we need to provide overall information related to social media and show the information in form of dashboard story and report for this we need both hardware and the software requirements for the project.

* Hardware we used for this project laptop and desktop.

* Software we used for this project are

→ windows operating system

→ Development environment requirement : Notebook,
Google.

→ Operating environment requirement : Linux,
Windows.

→ API requirements : streamlit an external the
interface requirement function

→ Python, spider , Vs code , bootstrap .

Likes sized by time

time (Count distin...)

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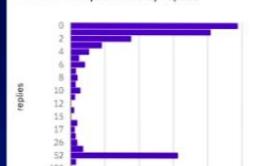


Number of hashtag clicks

307

hashtag clicks

Number of impressions by replies



impressions (Sum)

Number of replies through url clicks

replies

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SOCIAL MEDIA STORY



NUMBER OF HASHTAG CLICKS

- time 2020-09-30 01:53 +0000 has the highest total hashtag clicks at 41.0, followed by 2020-09-16 19:34 +0000 at 15.0.
- time 2020-06-01 00:34 +0000 and 2020-06-01 12:21 +0000 have the lowest total hashtag clicks at 0.0.

Number of hashtag clicks

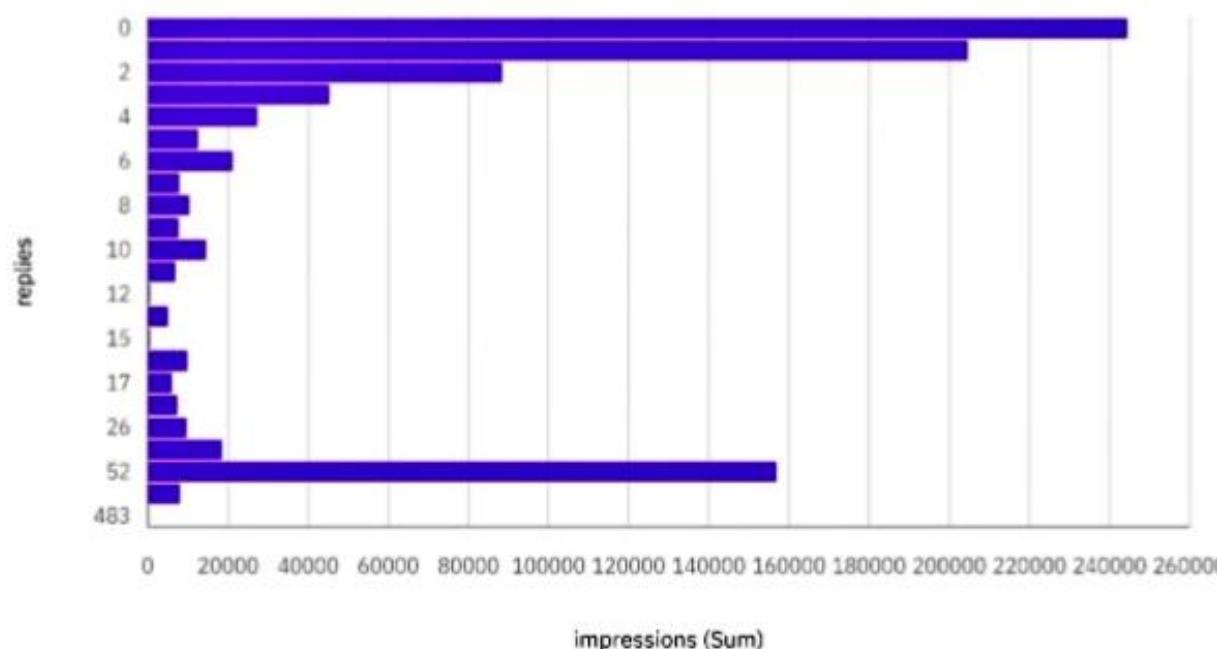
307

hashtag clicks

NUMBER OF IMPRESSIONS BY REPLIES

- This bar graph represents number of impressions by replies
- Impressions is unusually high when replies is 0, 1 and 52.

Number of impressions by replies



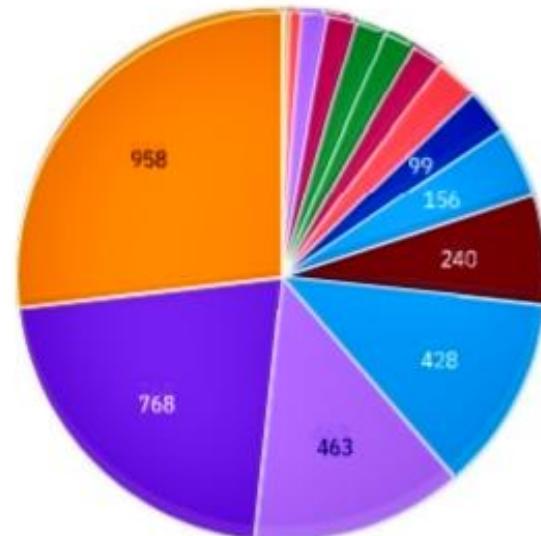
Likes sized by time

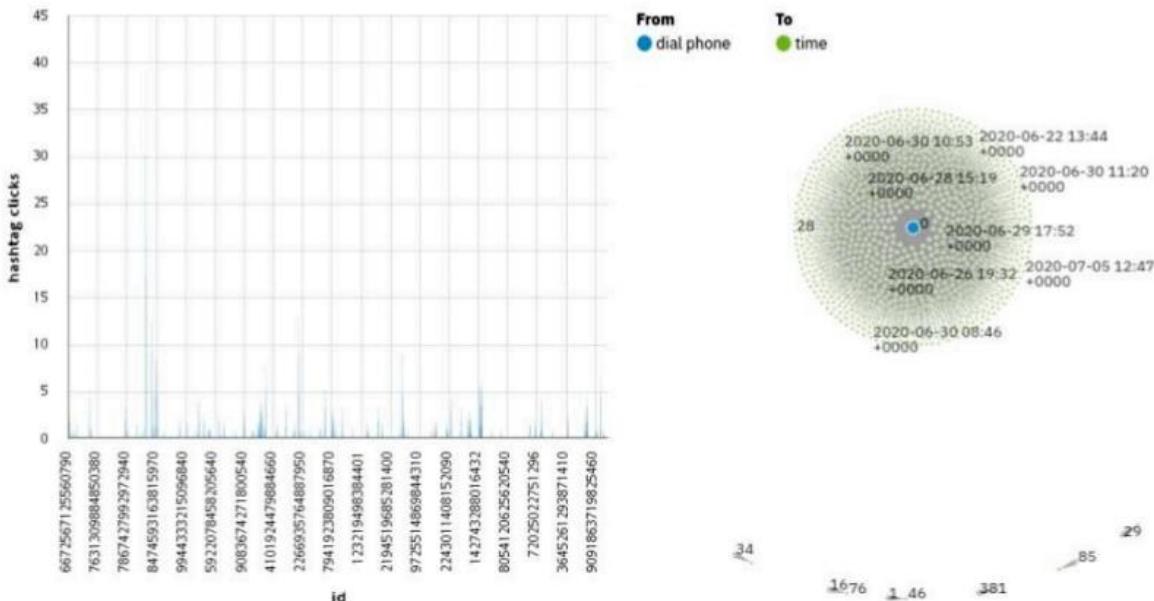


Number of replies through url clicks

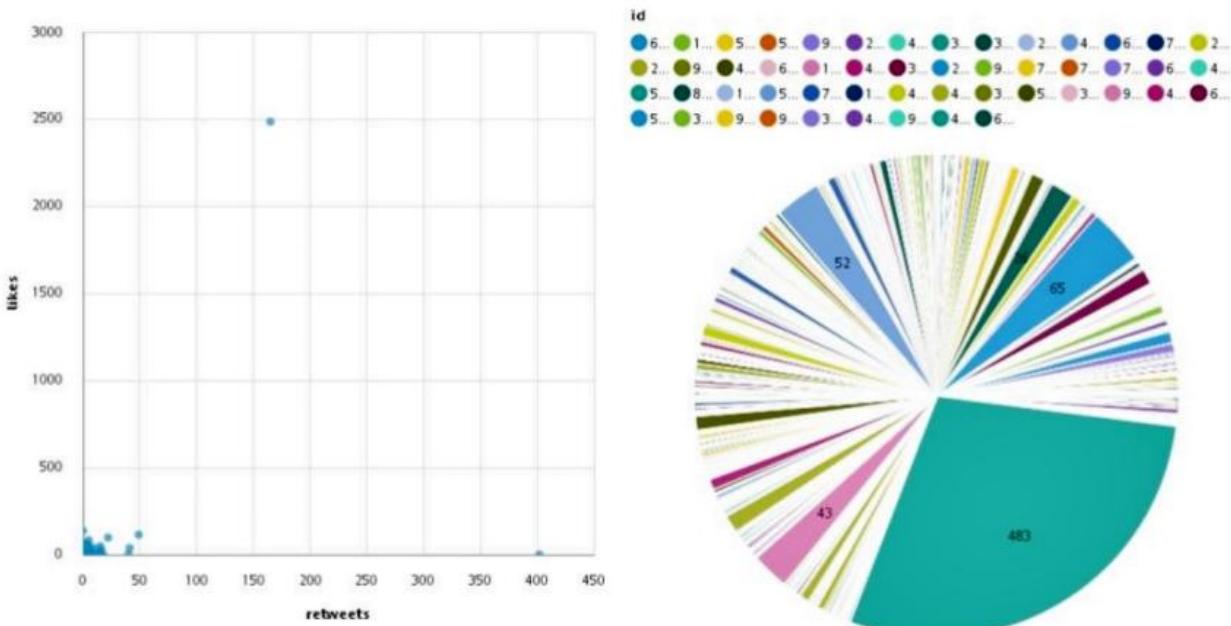
- This pie chart represents number of replies through url clicks
- url clicks is unusually high when replies is 1, 0 and 2.

Number of replies through url clicks





Visualization rendering is not supported for this output type.



Advantages of social Media :-

1. A place for noble causes and practices.
2. Use of social media for promotions advertisings
3. People can collect through social media.
4. Social media is good source of up-to-date information.
5. Social media beneficial to education.
6. Use social media to drive traffic to your website
7. Social media assists in formation of people's communities.
8. Social media can reach large audience.
9. Government benefits from social media.
10. Entertainment with social media.
11. Social media helps to build or join the communities.
12. Spreads up innovation and development of new products.

Disadvantages of Social media :-

1. Cyberbullying
2. Hacking on social media
3. Reduces face to face communication skills.
4. Fake news on social media
5. People's addiction to social media
6. Social media is harmful to one's health.
7. Spending time on social media is waste of time.
8. Social media causes sleep issues.
9. Social media causes depression and loneliness.
10. Social media causes distraction.
11. Social media has negative effects on a person's productivity.
12. Some content on social media is not appropriate for children.

Applications :-

Every web-based application that the supports information publishing and sharing (text, video, audio, photo), the building of personal profiles connecting of community and searching within the community to considered as social media application. The major applications of social media which using world wide are:

- Facebook (2.96 billions users)
- youtube (2.51 billion users)
- whatsapp (2 billion users)
- Instagram (2 billion users)
- we chat (1.31 billion users)
- Tik tok (1.05 billion users)
- facebook messenger (931 million users)
- Telegram (700 million users)
- Snapchat (635 million users)

Conclusion :

Social media has plenty of good uses in allows stories or events that began locally to gain a global or worldwide attention. This allow to become an amazing platforms to make world connect and spread information faster than ever in history of mankind. It is one of the best ways in stay inform about current events increase marketing exposure and stay connected with friends and family. The global phenomenon of technology spreading worldwide makes it easy for people in communicate faster and easily promote their business to massive amount of people in short time of very inexpensive. It has the advantages especially can be useful to humans in accessing information to become the better day by day.

future scope :-

- * The major challenge for social media will be their ability and remain relevant overtime. This ability of social media which helps it to reach more users in future. It is not just about facebook, twitter, whatsapp and whatever other platforms which use this type of features will give attraction towards future.
- * Social media will be more integrated personal social and business lives without realizing it platforms will be natural part of our everyday activities and work.
- * Social media will have longer time implications for individuals as result of life in public. Also it reach very high and all mankind should be on social media in future.