

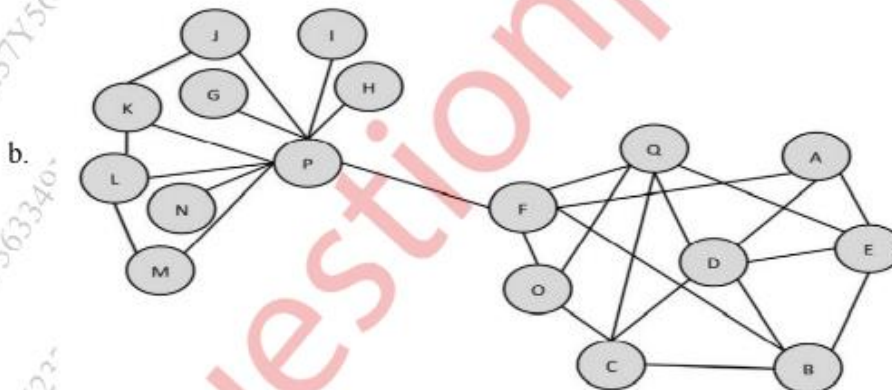
Explain seven layers of Social media data. Support your answer with examples.

e. Define main challenges of social media analytics.

- i. List and explain the different network layouts(5M)
 - ii. What are the different scale issues that occur in network visualization?(5M)
- b. Briefly list and define different actions performed by social media users.

b. What is text analytics, and why it is useful?

- Q.2 a. Differentiate among social media, Web 2.0, and social network sites.
How degree distribution is plotted for the graph? Show degree distribution of the following graph.



b. Explain tools of Hyperlink Analytics.

b. Challenges of social media analytics.

a. Centralization in social media analytics with example.

a. Explain hyperlink Analytics?

c. Differentiate between static and dynamic social media text.

b. What is text analytics, and Explain the steps in text analytics with an example.

a. Explain briefly the seven layers of social media analytics with examples.

Q.6 Write short notes on any two

a. Challenges of social media analytics

b. Social Media Action analytics