**Q1. Are posts on Facebook or Instagram; comprising different forms of data such as images/videos/text unstructured or structured? Justify your answer.**

**A1.** Social media platforms like Facebook, Twitter and Instagram work around petabytes of data. Posts are data that are often classified as unstructured. To define unstructured data, it is the information that does not have a predefined data model (relational table). The primary examples of unstructured data are images, videos, GIFs and audio along with other text-oriented data such as dates, numbers, facts etc.

Because social media posts are intrinsically unstructured in nature, traditional computer programs have a hard time trying to process it which in turn makes it difficult to analyse. Now, according to business requirements, the data has to be converted into an analysable format.

Let's consider an example - Social media sentiment analysis (Twitter). We often see during political rallies, there are all kinds of Tweets; negative(against), positive(in favour of) as well as neutral- targeted towards a particular party. People share videos, images as well as textual tweets which are first converted into semi-structured data and stored into a proper structured format thereafter. Sentiment analysis is performed on this data and based on certain keywords, data is classified as negative, positive or neutral. Twitter employs the practice of segregating tweets accordingly so that they can analyse user activity and suspend certain accounts (if necessary) based on the content they share.

To conclude, data on social media platforms goes through several phases and is subjected to thorough conversion for ease of analysis; from its innate unstructured nature to semi-structure to unstructured.