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**A SYSTEMATIC REVIEW TOWARDS BIG DATA ANALYTICS IN SOCIAL MEDIA**

In the era of Internet 2.0, where connections span the globe through the interplay of Society 2.0 and Web 2.0 technologies, Md Saifur Rahman and Hassan Reza embark on a comprehensive exploration in their article titled "A Systematic Review Towards Big Data Analytics in Social Media" (2022). This study delves into the transformative potential of the recent advancements, elucidating how this interconnectedness provides a conduit for individuals, businesses, and governments to engage in open discourse on diverse topics, creating a reservoir of what the authors term "Big Social Data."

The authors ingeniously navigate the landscape of this new era, demonstrating the intrinsic value of machine learning approaches and social data analytics in harnessing the vast reservoir of opinions, views, and ideas shared across social media platforms. The study lays the foundation for a deeper understanding of the role of social media data in the enhanced data-driven decision-making process.

A noteworthy contribution of the article is the introduction of the "Sunflower Model of Big Data," a conceptual framework that amalgamates the essential components of big data, incorporating the well-known 5 V's and introducing 10 "Bigs." This model serves as a contemporary guide, aligning the understanding of big data with technological advancements.

The article goes on to unravel the top ten social data analytics applicable to the realm of social media platforms. The authors meticulously detail the statistical and machine learning methods pertinent to each of these analytics, providing a valuable resource for researchers seeking to navigate the complex landscape of big data analytics.

"Text Analytics" emerges as a focal point in social data analysis, and the authors provide a comprehensive taxonomy of social media analytics, offering clarity and insight. The inclusion of tools, techniques, and supporting data types further enriches the research work, empowering researchers to make informed decisions about the most suitable social data analytics for their specific needs.

In conclusion, Rahman and Reza's systematic review not only captures the essence of big data analytics in social media but also provides a roadmap for researchers. By combining theoretical foundations with practical applications, the authors offer a holistic view that facilitates an understanding of the dynamic and evolving landscape of social media analytics. This work stands as a valuable resource, guiding researchers through the intricate choices available in the domain of big data analytics in social media.

Reference*:*

*Rahman, M. S., & Reza, H. (2022). A Systematic Review Towards Big Data Analytics in Social Media. In Big Data Mining and Analytics (Vol. 5, Issue 3). <https://doi.org/10.26599/BDMA.2022.9020009>*