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Artificial Intelligence: CS-354

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Analyzing FACEBOOK data of a user and finding his/her traits

**Emulsifier**

A Facebook app which accesses all your social data, analyzes your social relationships, learns your connections and provides traits about you.

**Literature Survey**

Recently, social networks, such as Facebook, Twitter, etc., have taken a significant part of people’s lives and activities. Billions of internet users are using social networks to stay in touch with their friends, discover new acquaintances

and share user-created contents, to express and share their points of views in a variety of subjects through variety of manners such as wall posting of comments, videos, pictures, etc. Sentiments are projected on these media using texts for expressing feelings such as friendship, social support, anger, happiness, etc.

Natural language processing has received great attention due to the abundance of distinct data that exist in social networks.

Natural language processing (NLP) is a field of [computer science](http://en.wikipedia.org/wiki/Computer_science), [artificial intelligence](http://en.wikipedia.org/wiki/Artificial_intelligence), and [linguistics](http://en.wikipedia.org/wiki/Linguistics) concerned with the interactions between [computers](http://en.wikipedia.org/wiki/Computers) and [human (natural) languages](http://en.wikipedia.org/wiki/Natural_language).Some influential works done in NLP includes: Automatic Summarization, Discourse analysis, Machine Translation, optical character recognition, question and answering, speech recognition, sentiment analysis, information retrieval, information extraction etc.

**Objectives :**

In the world today , it is very difficult to find the real qualities , thoughts and flaws of a person. People tend to cover themselves in a fake gown of gentleness. A look into someone’s life is desired by many areas like the companies searching for suitable candidates , people searching for their desired marriage partners on matrimonial websites etc. The goal of Emulsifier is to provide us with a succinct character overview of a person.

**Problem Specifications**

Emulsifier will extract social media (facebook) data from a person’s facebook profile using different facebook Graph APIs and will process it against the pre-stored data using many AI algorithms(text-mining and sentiment analysis) in order to get a complete general overview of user’s thoughts and characteristics.

**Analysis of Design (Architectural Design)**

The facebook data will be gathered for a particular user by a facebook app. This app extracts all the user data using Facebook’s Graph API and feeds to our AI System.

The **overall structure** of the project involves designing a web application that can:

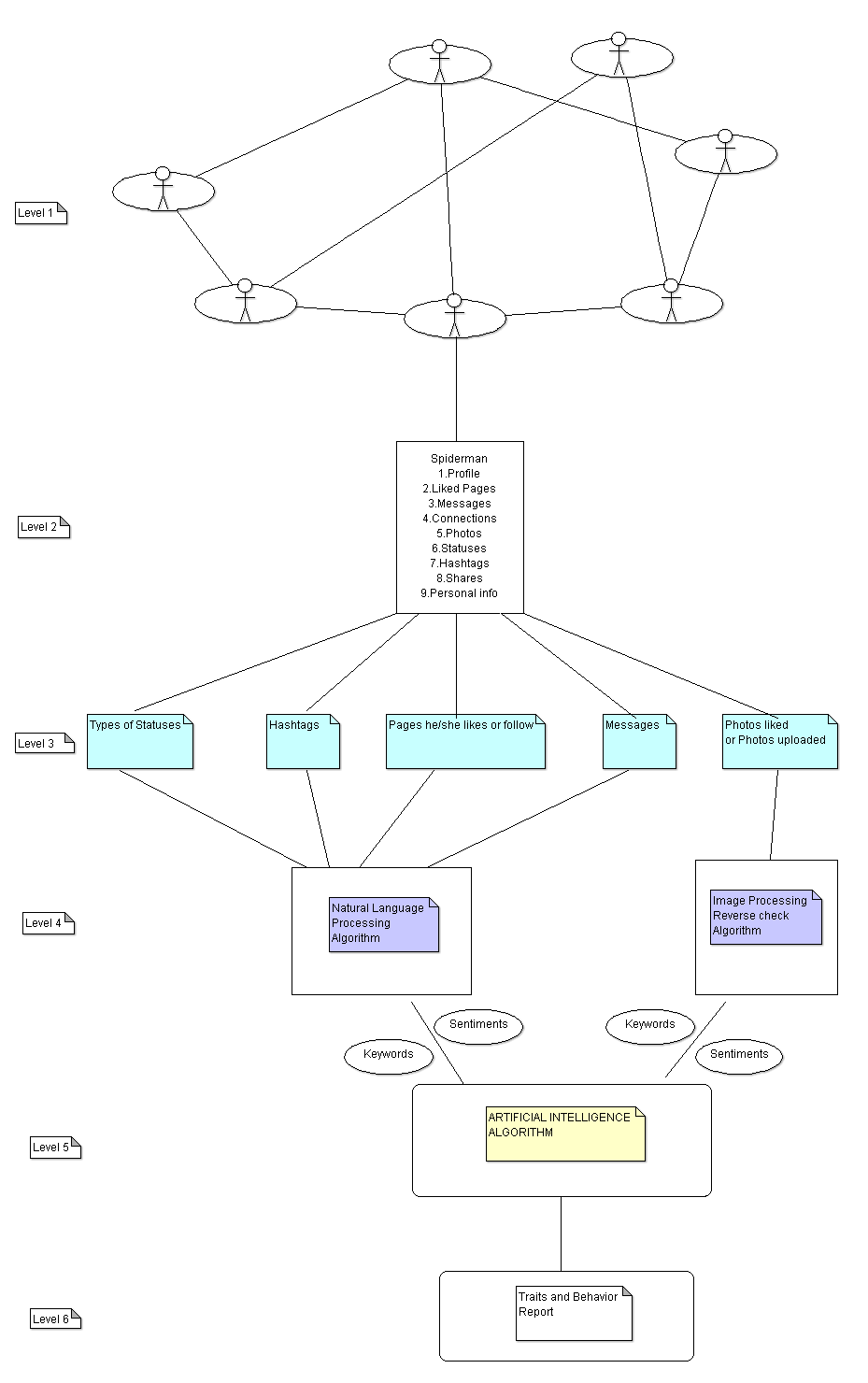
**-Fetch the data** using the Facebook Graph API in using an app

**-Filter the data** (based on keywords in the lexicon) and **store** it in a database.

**-Parse** the data and Implement the **AI** algorithm on the data stored ( using a **dictionary and pre-stored data as Knowledge base**)

Our AI Algorithm will comprise of NLP algorithms for structured and unstructured text, behavior algorithms, and Image processing algorithms for processing images on social media.

A simplified flow diagram is presented on the next page.

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