

Branch	Date	Sem.	Roll No. / Exam Seat No.	Subject	Student's Signature	Junior Supervisor's Name and Sign

Question No.	A	B	C	D	E	F	G	H	Total	Total out of (20 / 30 / 40)
1										
2										
3										
4										

Examiners Signature	Student's Sign (After receiving the assessed answer sheet)

(a)	<p>Static text</p> <p>(a), Static SM text is typically longer in length &amp; updated or deleted less frequently.</p> <p>&gt; The purpose of static text is often to inform, educate &amp; elaborate on a topic.</p> <p>&gt; ex - wiki Content, blog Post news transcript.</p>	<p>Dynamic text</p> <p>&gt; It is a real time, user generated text that expresses an opinion about content or information on SM.</p> <p>&gt; It is shorter in length &amp; diverse in nature &amp; updated frequently.</p> <p>ex - tweets, fb comment Product review</p>
(b)	<p>Wrting analytic tools -</p> <p>1) google fusion tool - It is cloud based application that can be used to create a variety of visualizations.</p> <p>2) tweeps map - It is used to allow visualization &amp; analysis of user data</p>	

### (c) Location Analytic -

- It enable businesses to target customers with location based advertising campaigns.
- It help identify geographic segment, analyze foot traffic pattern & measure the effectiveness of marketing effort based on location specific factors.

### (d) Common Social Media Action

- Like
- Dislike
- Views
- Visits
- Clicking
- Mention
- Tagging
- Pinning
- Checkin
- Upload & Download
- Share
- Subscribe
- Endorsement

### (e) Purpose of text analysis

- Sentiment Analysis → categorize the text into +ve, -ve, neutral
- Intension Mining → discover user intension
- Trends Mining - It help to predict future analysis
- Concept Mining - extract ideas & concept from document.

### (f) Search engine Analytic tool -

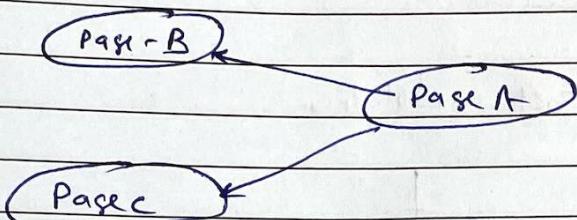
1) Google Analytics - provide analytic for achieve your goal. provide traffic detail.

2) Google Search Console - It provide report

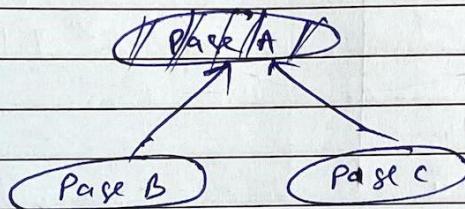
to help you measure various metrics for site.

- g) i) Co-Link :- In co-link-n/w, reciprocal link have 2 direction first if 2 website receive a link from a third party website. they are considered indirectly linked.

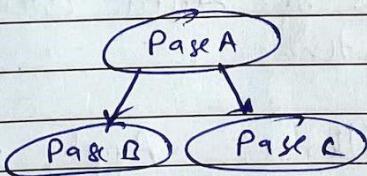
2)



- (2) InLink - Link pointing to 1 website or from another website ex - A gets 2 inlink from Page B & Page C



- (3) Outlink - outlink hyperlinked generated from within a website ex - Site A sends outbound link to one of the B side

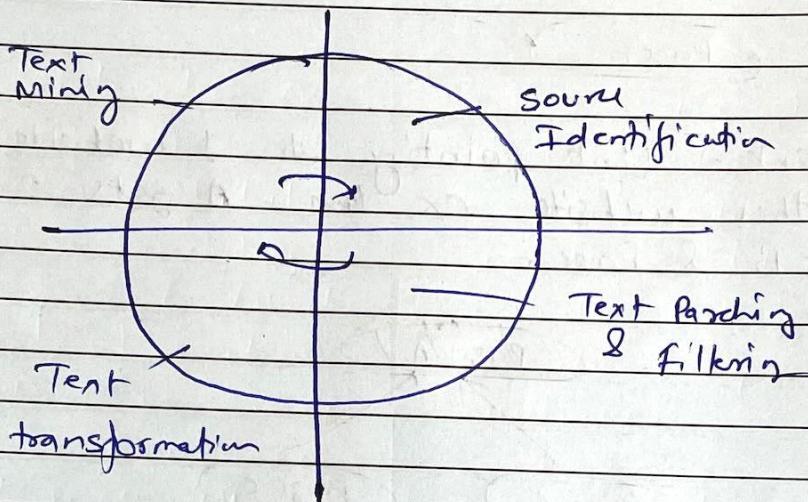


- (H) location based service can bring convenience & value of business but they also raise privacy concern. This concern include the need for transparency about location tracking, user control over the storage of location information & option for preserving anonymity.

- About legal protection for historical location data against unreasonable search & appropriate level of disclosure control.
- There is need for appropriate gov regulation to protect citizen privacy rights in era of location aware mobile devices

(Q=2)

Steps in text analytics



### 1) Source Identification -

- Identify the source of data specifically comes from which platform
- Categories of data either static text or dynamic text

### 2) Text parsing & filtering:- Apply NLP technique for extract meaning of text data

- Streaming, part of speech, words filtering
- Also apply processing & cleaning the data

### 3) Text transformation - To apply text transformation various ~~require~~ techniques applied

- Term count, frequency count, co-occurrence metrics,

4) Text Mining - for mining the text apply various classification algorithm  
 → It help to predict the data  
 → Identify the pattern of text  
 & also applies clustering algo.

(B) SM action analytics help to promote brands & the product & service promotion via the broad & better of SM.

- Typically Action taken by SM user can like, dislike, share, view, click, tag etc.
- These actions are symbolic reaction to SM content & carry emotion & behaviour that can be harnessed.
- The shareable nature of SM action makes them attractive to business.
- Enabling SM login such as fb, twitter can lead to increase traffic & referral & click through rates.
- SM action analysis is the process of analyzing & interpreting the action performed by SM user. such as like, share & mention, in order to understand optimize the effectiveness of SM campaign & strategies.
- The analysis can be used to identify trends measure the impact of SM content & inform decision making about future effect

(Q-2)

(c) Business driven  
location Analytics

- Business data driven involve mapping, visualizing & mining location data to reveal pattern & trend in business data.
- By capitalization on data stored in business database location analytic can provide location specific information, product or service based on where customers are.

ex - nearest taxi or any store

SM Data driven location  
Analytics

- It can be used to geo locate by SM of location like county, city.

- Location based adv. allows targeted marketing & promotion campaign mostly delivered through mobile device to reach specific target audience.

- Location data can be used to send & receive alert & notification such as sales & promotion alert traffic.

ex - Navigation online off by GPS System

## Q-3 Various categories of search engine :-

- (i) 1) Crawler based
- 2) Directory
- 3) Meta Search Engine

1) Crawler based - It is used to create their database or lists automatically without any human intervention.  
ex - google, bing.

→ Web crawling - It involve collecting & storing information about web page

→ Indexing - It involve categorizing & storing data in database for quick access

→ Searching - It involve using keyword as query. The index & provide a list of relevant web page ranked according to various factors

2) Directories - Directories listing are compiled & created by human editor  
→ website owner can submit their website for inclusion in directory  
ex - yahoo directory, open directory.

- The submission is received by editor before being added to directory

3) MetaSearch - It compile & display result from multiple individual search engine - ex - Meta crawler, Dogpile

- Local search engine - They are embedded within a specific website & only search the content of that website.  
ex - google, local finder.

- Global search engine - It search the entire web & can be localised to specific website.

ex - google, bing - global search

(a) Hyperlink - Hyperlink are reference to web resources that user can access by clicking on them.

### Hyperlink Analytics Types.

- 1) Hyperlink environment Analysis
- 2) Hyperlink Impact Analysis
- 3) SM Hyperlink analysis

1) Hyperlink environment Analysis - Hyperlink environment analysis deal with a particular website or set of website.  
- Hyperlink of website are extracted & analyzed. To identify the source of Internet traffic & make a network based on 2 categories

- (a) co-link N/w
- (b) Inlink & outlink N/w

a) In Co-link N/w - node are website & link that represent similarity betn website can measured by co-link count

- b) Inlink & outlink n/w - It is constructed based on inlink & outlink from a website or set of website. node will be website & link will be present in inlink & outlink
- 2) Hypelink Impact analysis - Link Impact Analysis investigate the impact of a website URL in terms of a citation or mention it receive on web.
- Statics about web page that mention the URL of given website are collected & analyzed
  - It is assumed that a frequently cited URL is more important so measuring the web Impact of URL can provide an idea about Importance of website
- 3) SM Hyperlink analysis -
- SM hyperlink analysis involve extracting & analyzing hyperlink embedded in SM text
  - Then hyperlink can be used to identify the source & destination of SM traffic
  - It suggest the sm outlink can carry valuable information & help explain world phenomena & difference in sm users among diff culture.