

Queen Mary, University of London  
Department of Electronic Engineering and Computer Science

## **Discovering Themes in Social Media**

Fayimora Femi-Balogun

Supervisor: Dr. Matthew Purver

Submitted in part fulfilment of the requirements for the degree of  
BSc Computer Science with Industrial Experience, April 2014



# Abstract



## Acknowledgements

I will like to thank ...

*“No amount of experimentation can ever prove me right; a single experiment can prove me wrong.”*

Albert Einstein

# Contents

<b>Abstract</b>	<b>i</b>
<b>Acknowledgements</b>	<b>iii</b>
<b>List of Tables</b>	<b>vii</b>
<b>List of Figures</b>	<b>ix</b>
<b>1 Introduction</b>	<b>1</b>
1.1 Motivation . . . . .	1
1.2 Aims and Objectives . . . . .	1
1.3 Methodology . . . . .	1
1.4 Statement of Originality . . . . .	1
<b>2 Background Theory</b>	<b>2</b>
<b>3 Conclusion</b>	<b>3</b>
3.1 Summary of Report Achievements . . . . .	3
3.2 Applications . . . . .	3
3.3 Future Work . . . . .	3

<b>Appendices</b>	<b>5</b>
<b>References</b>	<b>5</b>



# List of Tables



# List of Figures



# Chapter 1

## Introduction

### 1.1 Motivation

### 1.2 Aims and Objectives

### 1.3 Methodology

### 1.4 Statement of Originality

# Chapter 2

## Background Theory

Most of the research done on social media data, especially Twitter, has been to detect usage and communities (Java *et al.* , 2007).

# Chapter 3

## Conclusion

### 3.1 Summary of Report Achievements

### 3.2 Applications

### 3.3 Future Work

# Appendices



# References

Java, Akshay, Song, Xiaodan, Finin, Tim, & Tseng, Belle. 2007. Why we twitter: understanding microblogging usage and communities. *Pages 56–65 of: Proceedings of the 9th WebKDD and 1st SNA-KDD 2007 workshop on Web mining and social network analysis*. ACM.