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A Content Analysis for User Data in Social Media Using Mood Prediction

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ABSTRACT: Social media plays a major role in helping people affected by natural calamities. In our proposed system we implement content analysis for user data using techniques are news feed, mood prediction, deep learning and domain finding. Our Proposed technique are sharing the information in critical situation like natural defects. By using this technique we have to predict our user reaction as sad, angry etc. By this type of prediction we have to one user's life if it incase he is in critical or any under pressure situation we have to analyse the persons character and prevent him in that situation. These type of techniques also prevent social awareness also with the help of social media like facebook, twitter etc like that share their critical situation if in that time any one of social welfare people in online that person will inform to others in his circle and save our people who are in under critical problem like floods etc. Two technique implement in our project are mentioned above.

KEYWORDS: Information seeking, Time Critical, Emergencies in Social Media rise

I. INTRODUCTION

The of social media as an open conversation platform is being utilized by users to request, publish and discuss information on several important events in real time. Owing to this, social media has emerged as a popular source of real-time information during natural disasters, social unrest, and political emergencies, where timeliness of information is a critical requirement. Considerable interest has been shown in recent literature [1], [2], [3] regarding the use of social media for information seeking and providing responses during natural calamities like Hurricane Sandy, Typhoon Haiyan, and the Haiti Hurricane. Fig 1 illustrates a few examples of requests published emergency situations on the social media platform Twitter. The first example focuses on the use of social media for gathering information during emergencies, and the asker here requests information regarding a possible tsunami in Bangladesh as a consequence of Indonesian earthquake of 2012. In the second example, the asker seeks assistance for rehabilitation for a victim of Hurricane Sandy, illustrating the use of social media to ask for help during emergencies. The third example illustrates the use of social media for volunteers during emergencies, and here the asker asks

II. METHODOLOGY

1. Authentication:

In this module, the new user has registered their details in given field. After registration the user will be posted to authenticated user. The same registered details but different username means the details must be hacked by third party. The authenticated user only able to login their details and move on to forward process in our application. The third party will able to login his details the browser does not enter our application the login failed message shown in that type of users. Finally the authenticated user only allowed.

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2. News Feed

News Feed is a feature of the social network Facebook. The web feed is the primary system through which users are exposed to content posted on the network. News Feed highlights information that includes profile changes, upcoming events, and birthdays, among other updates. Using a proprietary method, Facebook selects a handful of updates to show users every time they visit their feed, out of an average of 2,000 updates they can potentially receive. News Feed is the first screen to appear, partially leading most users to think of the feed as Facebook itself. An integral part of the News Feed interface is the Mini Feed, a news stream on the user's profile page that shows updates about that user. Unlike in the News Feed, the user can delete events from the Mini Feed after they appear so that they are no longer visible to profile visitors.

3. Mood Prediction

In psychology, a mood is an emotional state. In contrast to emotions, feelings, or affects, moods are less specific, less intense and less likely to be provoked or instantiated by a particular stimulus or event. Moods are typically described as having either a positive or negative valence. In other words, people usually talk about being in a good mood or a bad mood. Mood also differs from temperament or personality traits which are even longer-lasting. Nevertheless, personality traits such as optimism and neuroticism predispose certain types of moods. Long term disturbances of mood such as clinical depression and bipolar disorder are considered mood disorders. Mood is an internal, subjective state but it often can be inferred from posture and other behaviors. "We can be sent into a mood by an unexpected event, from the happiness of seeing an old friend to the anger of discovering betrayal by a partner. We may also just fall into a mood." Research also shows that a person's mood can influence how they process advertising. Mood has been found to interact with gender to affect consumer processing of information.

4. Deep Learning

Deep Learning is a new area of Machine Learning research, which has been introduced with the objective of moving Machine Learning closer to one of its original goals: Artificial Intelligence. Deep learning is a class of machine learning algorithms that use a cascade of multiple layers of nonlinear processing units for feature extraction and transformation. Each successive layer uses the output from the previous layer as input. learn in supervised (e.g., classification) and/or unsupervised (e.g., pattern analysis) manners. learn multiple levels of representations that correspond to different levels of abstraction; the levels form a hierarchy of concepts. use some form of gradient descent for training via back propagation. Layers that have been used in deep learning include hidden layers of an artificial neural network and sets of propositional formulas. They may also include latent variables organized layer-wise in deep generative models such as the nodes in Deep Belief Networks and Deep Boltzmann Machines.

III. CONCLUSIONS AND FUTURE WORK

Online social media provides a new platform for people seeking information during emergencies and natural disasters in real time. Questions in social media represent a form of information seeking behavior of users. However, these questions are buried among other posts, impeding social media users from getting timely responses to their questions. We propose a novel framework to identify responders who can provide timely and relevant answers to questions in social media by integrating information related to their future availability, past response behavior and interests. We evaluate the framework on using two datasets of questions posted in Twitter and demonstrate its effectiveness in identifying users who can provide timely and relevant responses to questions in social media. This work paves the way to many exciting future directions of research. Deployment and evaluation of an on-line version of the framework will help us assess the utility of the time-critical information seeking in emergencies and the suitability of the criterion for real world settings. Recent approaches like word-to-vec have been shown to provide effective low dimensional representations, and they can be integrated into the algorithm to better address novel questions containing words not seen during training. During emergencies, users have been shown to propagate time-critical requests to their followers to increase its reach. Identifying responders in such situations will require helping us develop an understanding of the interplay between information propagation and information-seeking behavior of social media users. Identifying users who are providing misinformation/answers to questions will help to increase the effectiveness

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of social media as a quality information source. Studying the interactions between people requesting for help and the first responder of the request will help understand how people collaborate on social media platforms.

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