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International Journal of Engineering Technology Research & Management

ANALYSIS OF BIG DATA FOR SOCIAL ANALYTICS IN ONLINE SOCIAL NETWORK

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ABSTRACT

Rapid growth of Social network creates several users and their data which leads a new era of converting this data into information for the use of institution and the users itself. In the presence of new tools and techniques Analysis of data from social media and transform into knowledge is become comparatively easy. these approaches need a profound knowledge of preparing problems valuable for collaboration, and contriving much effective results to the collaboration problems. Find different ways, for efficient and effective incorporate results across from business managers to data analysts. This paper, Analysis different technique used for big data for online social network. And find future prospect of research in big data.

Key word:
Big data, Online Social Network.

INTRODUCTION

Big Data is a concept used to explain and explorer the exponential growth as well as the accessibility of structured and unstructured data. SoundOrganization of big data can actually proceed to great insights; one can find and explorer the main cause of the failure and problem of the business or any other organization activity and at the same time find deceiving action that can create an adverse effect on the business. Big data can be used to find business trends, customer behaviour, research quality, social network analysis, weather prediction, citation of links, web traffic analysis etc. Though, using and implementing techniques of big data is so complicatedbecause of multiple resources.Complexity of implementing big data analytics is dependent on the team who implement the different techniques and set of data groups. For example it takes several terabyte to gigabyte to make data significant. Big data is a group of data sets which is very difficult to handle with the old traditional conventional data processing techniques. The big data uses general set of principle for statistics ranging from linear and nonlinear dataset identification of regression, type of relationship like linear or nonlinear and effect of large data set to display relationships and dependency to predict the behaviour and outcome.

One of the main traits of social analysis of big data is the real and virtual data information delivery. Here, if possible delay must be prevented every time and everywhere. For example, Data stored in memory can access faster than data stored in disk locally, disk array or SAN. Data stored in SAN can be in much larger scale. But access this data take more analytics techniques then other.

METHODOLOGY

Concept of Big Data provides substantial influences However, have astonishing challenges for analysis of WWW or Online Social Network. The Big Data analysis innovations is one of the open area for research due to predicting economic behaviour such as prediction and decision making in crime, security, early prediction of epidemics health care, management of resources in enterprises and natural disaster.

Though, efficient analysis of big data results better decision making and prediction yet well managed dataset leads to great performance to reduce cost, risk and proficiencies. New Information Technologies such as Big Data is used to bring tremendous cost which is used to perform many computing task and many services. These all are provided by Big data technology. Big Data technologies are also used to support internal business decisions. The tools and techniques of Big Data are used to allow many organizations and institutions to fulfil many goals. There are many reasons to explore Big Data with the relevance of Social Media Analytics. These are-

- Specify Main Reasons for flaws and disaster which is used to save billions of Rupees.

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- Based on present and past purchase ,production of retails coupons.
- Offer personalized recommendations for mobile devices 'users.
- Recalculations of entire risk portfolio.
- Speedilycatchthose customers who have more importance.

Social media is a key model of the velocity and variety which are associated with Big Data. With social media, data is coming at you at an inconceivable speed and in a number of formats including videos and pictures. Only Big Data Applications can enable organizations to manage these social conversations in real-time. That is why social media is indeed mountains of big data waiting to be explored. Don't miss the ability to make sense of what all the available data means to your business and marketing strategies. Big Data is usually associated to having volume, velocity, variety, variability and complexity which are also features of Social Media Analytics.

BIG DATA WITH SOCIAL MEDIA ANALYTICS

1. **Social Media Analytics and Volume :**
   in social media there are many factors that helps in to increase the data volume to for further work. Data streaming is unstructured and data is to be collected between many sensors and machine to machine. Social media analytics is very helpful in creating value with respect to data.
2. **Social Media Analytics and Velocity.**
   in Social media data streamed at a very high speed, means with in stipulated time frame. Social media is still one of the great challenges for many organisations and a vast field to explore.
3. **Social Media Analytics and Variety**.
   All types of formats are available for data in social media like structured numeric data, unstructured text documents etc.
4. **Social Media Analytics and Variability**.
   Data flows obtain by social media is highly unpredictable and generate periodic peaks. when data obtained from social media , mixed up with unstructured data then it becomes more challenging to manage and provides a platform to work for.
5. **Social Media Analytics and Complexity**.
   In social media data comes from various sources and the challenge is to go through various processes like connecting, linking predicting, analysis, correlating relationship. If data cannot be manage properly then can spiral out of control. One should learn best ways to design and develop a site before optimizing it.

CONCLUSION

Big data is one of the most important concepts for social analytic in online social network. Several researchers work on this to optimize the analysis process of online social network. Scope of developing Several application on this is still open. This paper analysis about the different techniques used in big data in online social network for social analytics.

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