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Internet Content Analysis Techniques: Application in Social Media Management

Paper 1: Content Analysis Techniques Application in Social Media Management

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Abstract- In the recent years, to discover knowledge by using data on Internet has become the key research topics. Current researches are taken into account mining and analyzing the specific data including text, images, photos, audio, and video. Most analyzing techniques are focused on data discovering, data mining, big data, and smart algorithm which are based on clustering and artificial intelligent. In this regard, to discover and analyze social media data has become the hottest research topic. In this paper, we study and review some techniques which are used to explore knowledge in the social media data including text mining and discovering, audio and video content analyzing. Based on these techniques, we propose a model and strategies to analyzing social media data and social network management.

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Paper 1: Content Analysis Techniques Application in Social Media Management

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Abstract- In the recent years, to discover knowledge by using data on Internet has become the key research topics. Current researches are taken into account mining and analyzing the specific data including text, images, photos, audio, and video. Most analyzing techniques are focused on data discovering, data mining, big data, and smart algorithm which are based on clustering and artificial intelligent. In this regard, to discover and analyze social media data has become the hottest research topic. In this paper, we study and review some techniques which are used to explore knowledge in the social media data including text mining and discovering, audio and video content analyzing. Based on these techniques, we propose a model and strategies to analyzing social media data and social network management.

I. INTRODUCTION OF CONTENT ANALYSIS APPLICATION IN SOCIAL NETWORK MANAGEMENT: REVIEW, PROS AND CONS

In this decade, many methods have been proposed to discover and explore knowledge in the social media including features matching and content analyzing. The biggest questions to the researchers in analyzing and processing information and data should be: what data is needed? What data is needed to analyze? How to define data? What is data related to? [5].

Nowadays, data which are collected in Internet have been increased rapidly, especially in social media.

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Analyzing and processing data will be provided the trending, knowledge. Most of data in social media should be text, photos, images, audio, and video. In this regard, text data will be analyzed by using keywords matching or nature language processing; the recognition and feature detection techniques will be used for analyzing photos, images, audio, and video. For example, character network will be used to discover storytelling of a movie. By using the modern techniques in computer science, we could apply content analysis in socio-economic including nature science and social science, journalism and communication respectively.

II. RESEARCH PROBLEMS AND RESEARCH QUESTIONS

a) Research Problems

Study the theory and experimental evaluation in content analysis techniques to discover knowledge from social media data.

Propose the research and application orientations of content analysis techniques in exploring knowledge from social media data and social network management models.

b) Research Questions

- Content analysis techniques and applying to analyze Internet data: definition, characteristics, and categories?
- Content analysis techniques for analyzing Internet data in the view of social media content analysis and social network management: roles and principle?
- How to make the effective method in content analysis techniques: applying in social network management?

III. RESEARCH METHODOLOGY

Propose the new method to applying content analysis techniques in social media and social network management.

Building the *FOJ.content* system (which is developed by Academy of Journalism Communication,



Faculty of Journalism's researchers) to exam social media data including text, audio and video analyzing techniques. The selected topic is "children images and their stories in social media". The data will be collected in the social network services including Facebook, Youtube, and Webtretho. Besides, we propose the method and orientation to apply content analysis techniques in social network management.

Paper's structure

- Abstract
- Introduction
- Methodology description
- Applying content analysis techniques for Internet data: definition, characteristics, and categories
- Discussion and orientation of applying content analysis in social media and social network management.
- Conclusion

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