Internet Content Analysis Techniques: Application in Social Media Management
Paper 2: Content Analysis Techniques from Text: Application in Social Media Management

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Abstract- In these decades, digital communication and data which is collected in social media have been increased rapidly. Social network and social media have been presented the more updating compared to traditional media. Many approaches to analyze data in social media have been proposed. In this regards, data and information from social media should be provided as posts, comments in the text format. Using data and information from social media have some dissatisfaction including fake news, disinformation, comments lack of humanity, contrary to social standards. In this paper, we proposed a method to analyze text's content in social media. Besides, we proposed a system to collect and analyze text's content data in social media. In additional, we provide a model to orient social media and social network management.

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Abstract- In these decades, digital communication and data which is collected in social media have been increased rapidly. Social network and social media have been presented the more updating compared to traditional media. Many approaches to analyze data in social media have been proposed. In this regards, data and information from social media should be provided as posts, comments in the text format. Using data and information from social media have some dissatisfaction including fake news, disinformation, comments lack of humanity, contrary to social standards. In this paper, we proposed a method to analyze text's content in social media. Besides, we proposed a system to collect and analyze text's content data in social media. In additional, we provide a model to orient social media and social network management.

I. Introduction of Text's Content Analysis and Application in Social Media and Social Network Management: Review, pros and cons

Recent year, social media and social network have become the most popular approach to provide information and data for audiences. However, information and data in social media have many characteristics which are needed to study including the trust information, fake news, disinformation, trend or related content. Many proposed methods have been provided to overcome these issues including text's feature matching, semantic content analysis techniques

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[5]. Using these techniques, we should discover knowledge and effective information from data. Nowadays, we should use including the text's feature matching, semantic content analysis techniques to reach knowledge from data by using computer science including artificial intelligence, big data analysis or cloud computing. By using them, we could predict audiences' trend, events or impacting of data.

II. Research Problems And Research Questions

a) Research Problems

Study the theory and experimental evaluation in content analysis techniques to discover knowledge from text which is collected in social media.

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

b) Research question

- Text's content analysis techniques and applying to analyze Internet data: definition, characteristics, and categories?
- Text's content analysis techniques for analyzing Internet data in the view of social media content analysis and social network management: roles and principle?
- Text's content analysis techniques for analyzing Internet data: pros and cons?
- 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 text data which is collected in social media data by using keyword matching and semantic content (keyword

matching and nature language processing – NLP). 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
- Proposed method and experimental results in applying text content analysis with the topic "children images and their stories in social network"
- Discussion and orientation of applying text's content analysis in social media and social network management.
- Conclusion

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