

CMPT 733 Big Data Science – Final Project

Call for Project Idea

Title of the Project: Analyzing Social media user interaction

Description:

In modern age engaging social media is very important for social media influencers. The goal of the project is to explore how we can use machine learning to help social media influencers or digital marketing teams of various brands. This project consist of following,

- Scrapping social media interaction data from various source such as twitter, facebook, youtube etc.
- Using NLP techniques to analysis on social media posts from social media influencers/brands/peoples. Or analyzing the interaction of social media followers on certain post by analyzing their comments, retweets, likes, shares or other form of social media interaction. Some example of these are
 - Use unsupervised learning to cluster similar social media interaction.
 - Use supervised learning to find specific kind of social media post such as questions, general comments, hate speech, spam etc.
- Using visualization to show the result of the analysis.

Datasets

It is expected that student use web scrapping or use social media API such as (Facebook graph API, twitter API etc.) to scrap the data from social media.

Goal

- Understanding the techniques of data collection using web scrapper and api.
- Understanding concept of NLP, various supervised and unsupervised learning.
- Using visualization tools to convey the result of analysis.

Contact person and Contributor of the Project Idea:

Muhammad
Graduate
mmuhaimi@sfu.ca

Raihan
Student,

Muhaimin
SFU