Data Visualization on Social Network Analysis

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Abstract: Social networking in modern terms is the key technique to investigate social networking with the help of various networking sites or an approach to the study of an individual or a organization. In this paper we have gathered to articulate the social relationship with human behavior. To address this limitation, supported the social science of associations and also the arithmetic of pure mathematics, this paper presents a replacement approach to huge information analytics known as social set analysis. Social set analysis can be considered as a management that explains the methods of machine scientific discipline, theory of social information, abstract and formal models of social information, associating an analytical framework for combining huge social information sets with structure and social group information sets. This can used to analyze the characteristics of various social networks. We have also predicted that social networking plays an vital role in localizing human behavior. The responses gathered through the survey are of fundamental relevance to human sociology

Index terms: social networking, analysis, limitations.

I. INTRODUCTION:

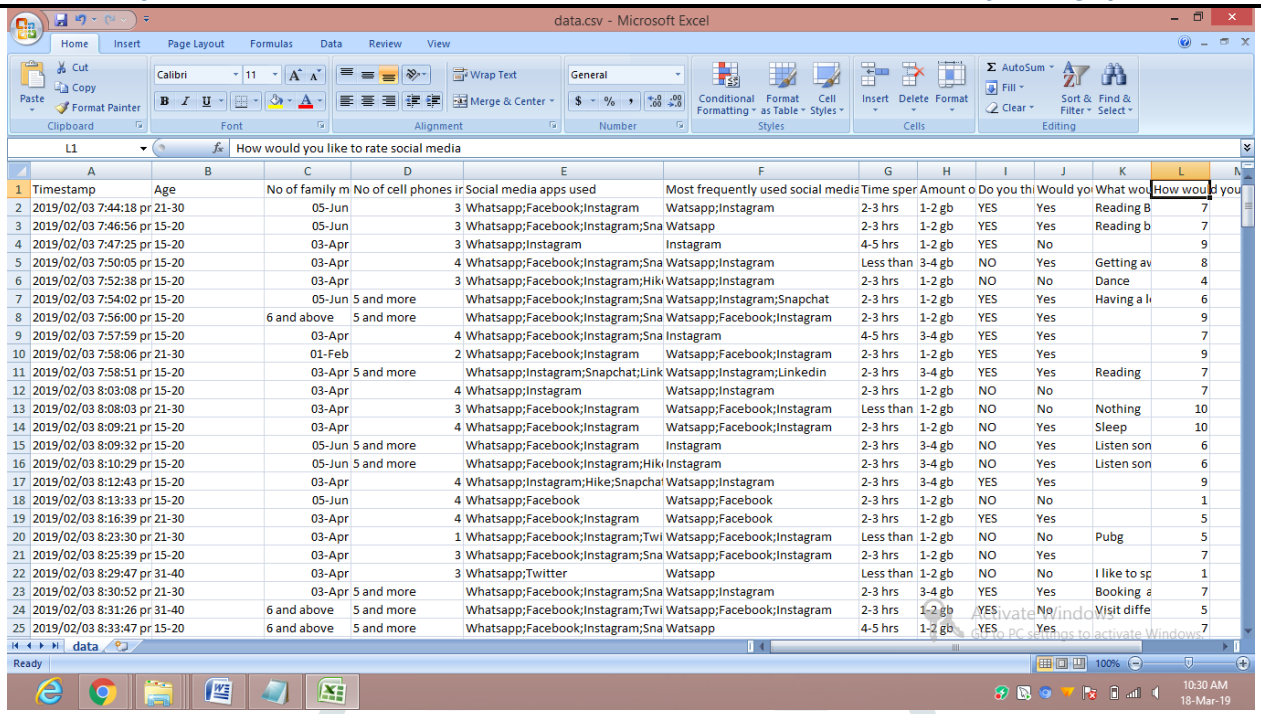
Social networking analysis is an approach to study of an individual or organization of social interaction .Social networking momently have attracted various interest across multiple disciplines in this era, this is largely due to crucial role in the networking sector. In basic terms, we can describe that social media is an elementary scalable communication technology that turns networking communication into convertible and correlative manner. Specifically this paper describes a survey under the domain of data visualization and similarly analysis the computational use of social networking. The proposed idea used in this methodology enhances to reduce the use of social networking. In this paper we have analyzed information of daily usage of social media of an particular individual by the means of online survey. This can be use to analyze the characteristics of various social networking sites. We have analyzed that social media plays a superior role in localizing human behavior. The responses gathered from the survey are of fundamental relevant to human behavior.

The knowledge about the interaction among social media and human strength patterns is limited, partly due to the difficulty in obtaining large-scale data set that could offer you various options and at the same time social networking associated with mobile information across a considerable population over an extended amount of your time. This situation is changing drastically, however, thanks to the ever-increasing availability of detailed traces of human behavior from mobile phone data to locate social networking services. Despite of recent explosion of research on social networks, the bulk of work has primarily focused on the social space, leaving its interplay with the physical space largely under explored .Yet, In accelerating number of settings, we are witnessing emerging convergence in social and mobile technologies, fueling rapid advances in areas as broad as marketing ,security and communications.

From this survey it can be predicted that to truly unleash the potential of social network technology we need to develop a quantitative frame work of interplay between social networking and human mobility pattern. The survey was manually conducted by collecting information with the use of Google forms

II. DATA DESCRIPTION :

The data set was conducted by real time survey with the help of Google forms through collecting information from various individuals.
Data collection period: January 20 2019 – February 28 2019
Data observation: 262
The following data set contains information about no of mobile phones used in a particular family, Age group of the person , No of family members, social media apps used by the person , Time spend on social media per day, Amount of data used per day etc.



data.csv - Microsoft Excel

	A	B	C	D	E	F	G	H	I	J	K	L
1	Timestamp	Age	No of family m	No of cell phones ir	Social media apps used	Most frequently used social media	Time sper	Amount o	Do you thi	Would yo	What wou	How would you
2	2019/02/03 7:44:18 pr	21-30	05-Jun	3	Whatsapp;Facebook;Instagram	Watsapp;Instagram	2-3 hrs	1-2 gb	YES	Yes	Reading B	7
3	2019/02/03 7:46:56 pr	15-20	05-Jun	3	Whatsapp;Facebook;Instagram;Sna	Watsapp	2-3 hrs	1-2 gb	YES	Yes	Reading b	7
4	2019/02/03 7:47:25 pr	15-20	03-Apr	3	Whatsapp;Instagram	Instagram	4-5 hrs	1-2 gb	YES	No		9
5	2019/02/03 7:50:05 pr	15-20	03-Apr	4	Whatsapp;Facebook;Instagram;Sna	Watsapp;Instagram	Less than	3-4 gb	NO	Yes	Getting av	8
6	2019/02/03 7:52:38 pr	15-20	03-Apr	3	Whatsapp;Facebook;Instagram;Hik	Watsapp;Instagram	2-3 hrs	1-2 gb	NO	No	Dance	4
7	2019/02/03 7:54:02 pr	15-20	05-Jun	5 and more	Whatsapp;Facebook;Instagram;Sna	Watsapp;Instagram;Snapchat	2-3 hrs	1-2 gb	YES	Yes	Having a l	6
8	2019/02/03 7:56:00 pr	15-20	6 and above	5 and more	Whatsapp;Facebook;Instagram;Sna	Watsapp;Facebook;Instagram	2-3 hrs	1-2 gb	YES	Yes		9
9	2019/02/03 7:57:59 pr	15-20	03-Apr	4	Whatsapp;Facebook;Instagram;Sna	Instagram	4-5 hrs	3-4 gb	YES	Yes		7
10	2019/02/03 7:58:06 pr	21-30	01-Feb	2	Whatsapp;Facebook;Instagram	Watsapp;Facebook;Instagram	2-3 hrs	1-2 gb	YES	Yes		9
11	2019/02/03 7:58:51 pr	15-20	03-Apr	5 and more	Whatsapp;Instagram;Snapchat;Link	Watsapp;Instagram;Linkedin	2-3 hrs	3-4 gb	YES	Yes	Reading	7
12	2019/02/03 8:03:08 pr	15-20	03-Apr	4	Whatsapp;Instagram	Watsapp;Instagram	2-3 hrs	1-2 gb	NO	No		7
13	2019/02/03 8:08:03 pr	21-30	03-Apr	3	Whatsapp;Facebook;Instagram	Watsapp;Facebook;Instagram	Less than	1-2 gb	NO	No	Nothing	10
14	2019/02/03 8:09:21 pr	15-20	03-Apr	4	Whatsapp;Facebook;Instagram	Watsapp;Facebook;Instagram	2-3 hrs	1-2 gb	NO	Yes	Sleep	10
15	2019/02/03 8:09:32 pr	15-20	05-Jun	5 and more	Whatsapp;Facebook;Instagram	Instagram	2-3 hrs	3-4 gb	NO	Yes	Listen son	6
16	2019/02/03 8:10:29 pr	15-20	05-Jun	5 and more	Whatsapp;Facebook;Instagram;Hik	Instagram	2-3 hrs	3-4 gb	NO	Yes	Listen son	6
17	2019/02/03 8:12:43 pr	15-20	03-Apr	4	Whatsapp;Instagram;Hike;Snapcha	Watsapp;Instagram	2-3 hrs	3-4 gb	YES	Yes		9
18	2019/02/03 8:13:33 pr	15-20	05-Jun	4	Whatsapp;Facebook	Watsapp;Facebook	2-3 hrs	1-2 gb	NO	No		1
19	2019/02/03 8:16:39 pr	21-30	03-Apr	4	Whatsapp;Facebook;Instagram	Watsapp;Facebook	2-3 hrs	1-2 gb	YES	Yes		5
20	2019/02/03 8:23:30 pr	21-30	03-Apr	1	Whatsapp;Facebook;Instagram;Twi	Watsapp;Facebook;Instagram	Less than	1-2 gb	NO	No	Pubg	5
21	2019/02/03 8:25:39 pr	15-20	03-Apr	3	Whatsapp;Facebook;Instagram;Sna	Watsapp;Facebook;Instagram	2-3 hrs	1-2 gb	NO	Yes		7
22	2019/02/03 8:29:47 pr	31-40	03-Apr	3	Whatsapp;Twitter	Watsapp	Less than	1-2 gb	NO	No	I like to sp	1
23	2019/02/03 8:30:52 pr	21-30	03-Apr	5 and more	Whatsapp;Facebook;Instagram;Sna	Watsapp;Instagram	2-3 hrs	3-4 gb	YES	Yes	Booking a	7
24	2019/02/03 8:31:26 pr	31-40	6 and above	5 and more	Whatsapp;Facebook;Instagram;Twi	Watsapp;Facebook;Instagram	2-3 hrs	1-2 gb	YES	No	Visit diffe	5
25	2019/02/03 8:33:47 pr	15-20	6 and above	5 and more	Whatsapp;Facebook;Instagram;Sna	Watsapp	4-5 hrs	1-2 gb	YES	Yes		7

Fig.1

Attributes: Columns in the data set are mobile phones used in a particular family, Age group of the person , No of family members, social media apps used by the person ,Time spend on social media per day, Amount of data used per day etc.

III. LITERATURE REVIEW:

Tang, J., & Li, Jused proposed an system ,This paper is to demonstrate the suitability and effectiveness of Social Set Analysis for conceptualizing, formalizing and analyzing big social data from content-driven social media platforms like Facebook for event studies such as unexpected crises and/or coordinated marketing campaign.

R. R. Mukkamala illustrated the three case studies above, SSA covers the range of prescriptive, visual, and descriptive analytics. Taken together, the three demonstrative case studies illustrate the viability of Social Set Analysis as a holistic approach to Computational Social Science in general and Big Data Analytics in particular.

J. Prabhu resulted that the conducted comparisons are promising, as they indicate the great flexibility of the Priority Rank model. For each of the three popular artificial network generation models we were able to provide a simple definition of the distance function which resulted in a very similar network. This similarity is most pronounced in case of random networks and preferential attachment networks. This paper contains the preliminary introduction of the Priority Rank model. Our initial experiments have been conducted on fairly small networks.

IV. DATA VISUALIZATION:

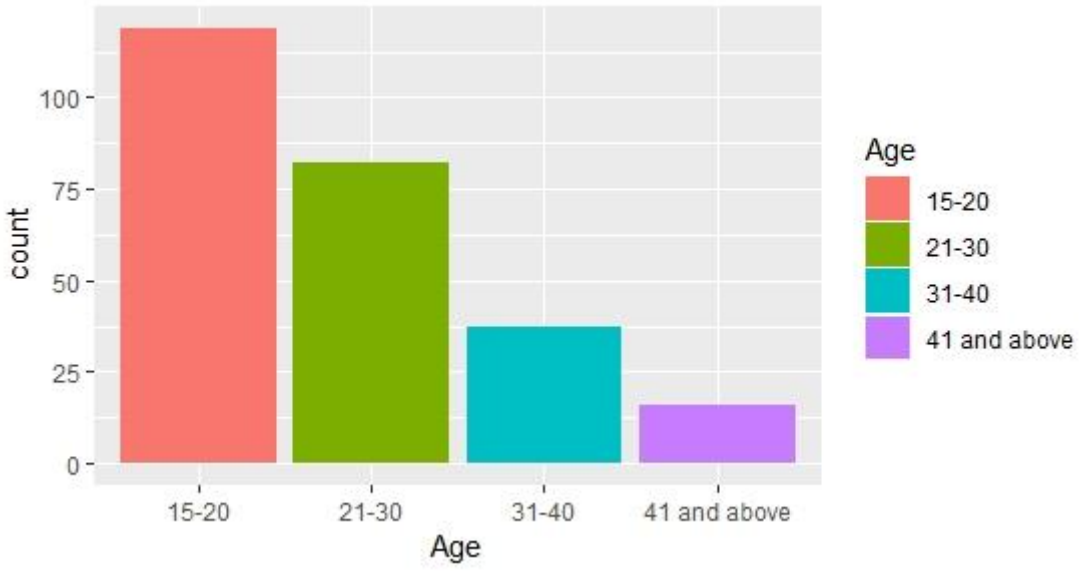


Fig.1

- ✓ The above bar graph shows the age of people from the data set that use mobile phones daily It has been seen that there are more then 100 people whose mobile phone usage is high.

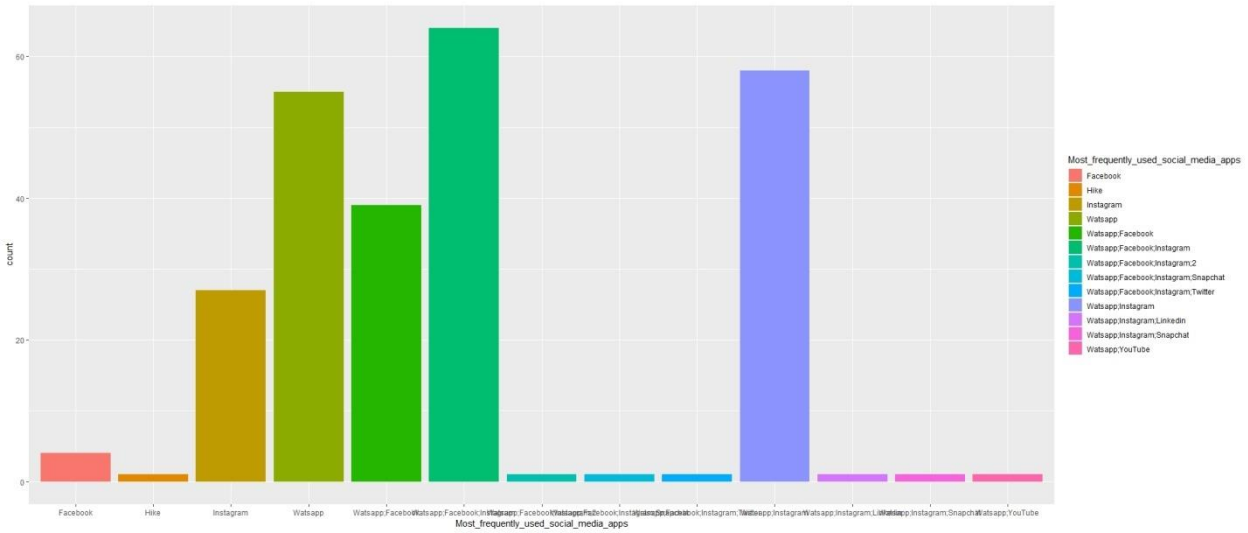


Fig.2

✓ The above histogram shows real time use of particular social media apps such that facebook, watsapp , hike twitter , instagram etc. I has been observed that watsapp and facebook are the social media apps which are used Frequently on the daily basis.

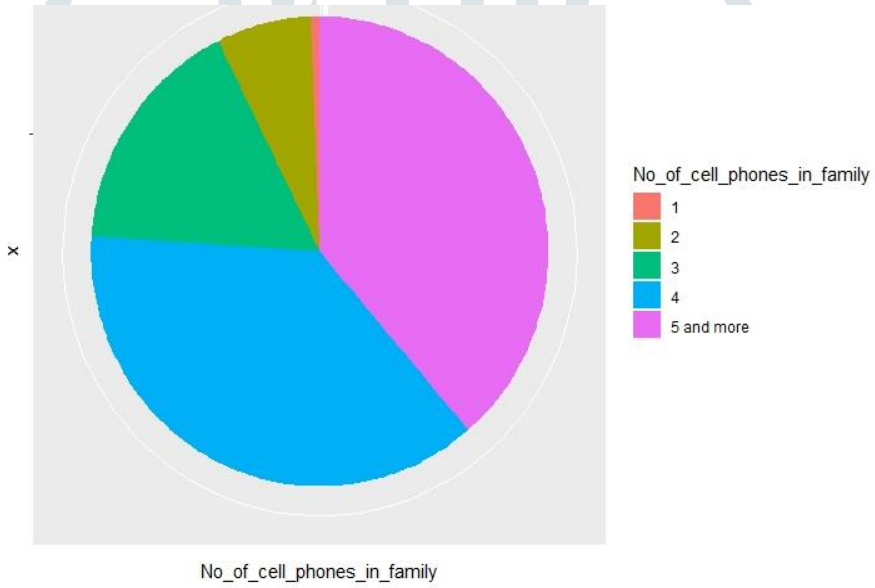


Fig.3

✓ The above pie chart shows the count of no of mobile phones in a particular family It has been seen that there are more then 100 families have 5 and above cell phones.

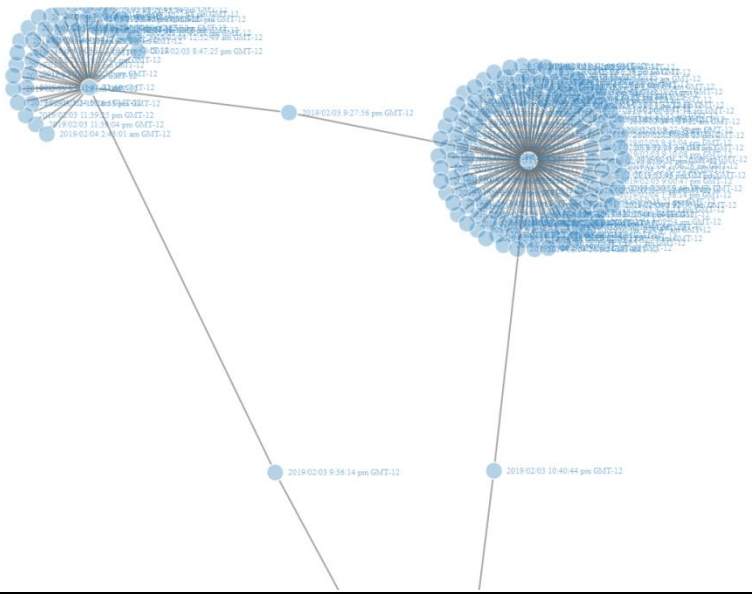


Fig.4

- ✓ The above network diagram is representation of full data analysis done through the survey.

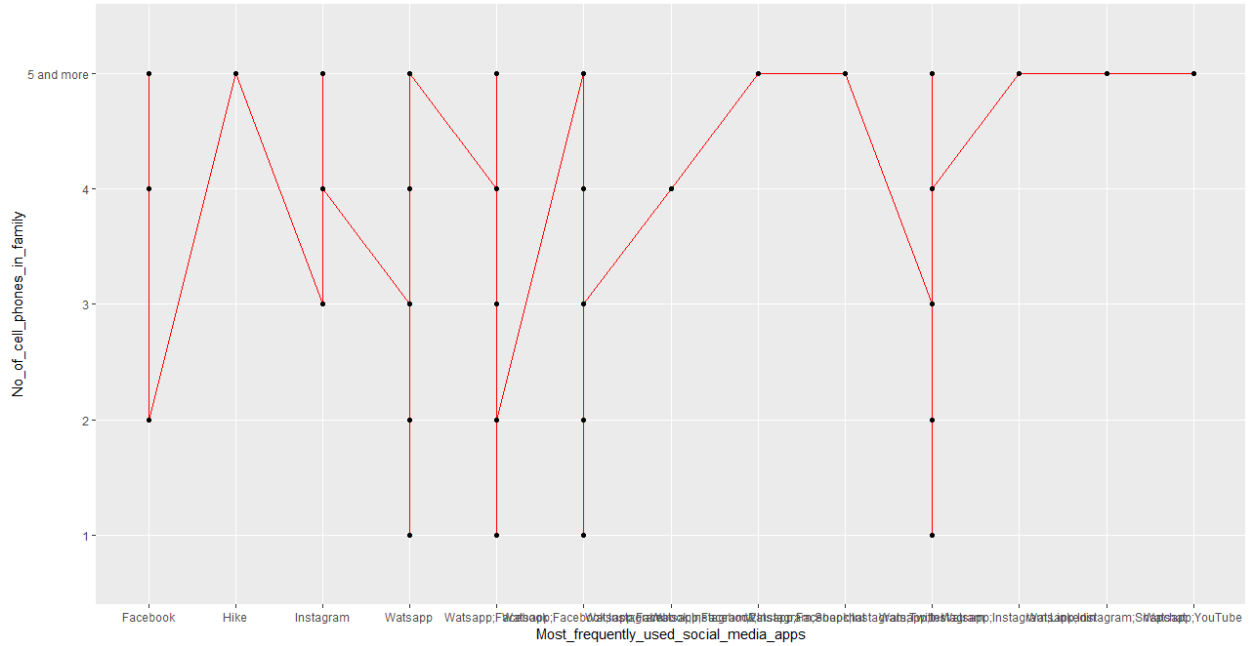


Fig.5

- ✓ The above line graph is representation of two attributes i.e. no of cell phones in family and most frequently used social media apps.

V. OBSERVATIONS:

From the above dataset it has been observed that maximum use of cell phones in a particular family is more than 5 persons young generation uses the most social networking sites. Due to frequent use of social networking sites there has been increment in the use of data. The data which of no use is also been used at an high extent. Time span using mobile phone of maximum people is more than 5 Hrs. per day and in some cases it is more than that which is not good. It is not like that each and every indivisiual uses cell phones for only social networking but they also use same for good things like online studies, e-libraries, for safety things, online banking and many more. From the data set it has also been observed that people rather then social networking sites also choose to spend some time with their hobbies.

VI. PROPOSE SYSTEM:

In this proposed system , a app can be develop which can help to manage your time of social media , parallely that time can be used to perform various other curricular activities irrespective of ones hobbies .particular time span can be allotted to per app , and once the time is up you will automatically logged out of from the session of that particular time This will definitely help you to consume your time for other activities. Health issues due to social media can also be reduced on a large scale extent. Time management is also one of the most important motive behind the developmeant of this app.It might also be helpful as a reminder source.

VII. CONCLUSION:

This paper presents various methods for visualization and analysis of social networks. For our test dataset, our analysis and comparison conveys new ideas which will help an individual to have a better time management system .use of social networking can be lowered down . By using the proposed system we can help an individual to persuade his hobbies or any other interest.

VIII. REFERENCES:

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