JETIR.ORG ISSN: 2349-5162 | ESTD Year : 2014 | Monthly Issue
JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)
An International Scholarly Open Access, Peer-reviewed, Refereed Journal

A COMPARATIVE ANALYSIS OF DATA MINING TECHNIQUES FOR DETECTING ANOMALOUS SOCIAL MEDIA USAGE PATTERNS

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Abstract

Social media platforms now gather extensive user data which produces growing anxiety regarding the abnormal social media activities including fake profiles and misinformation spread together with cyberbullying and spamming events. Pre-established security measures based on firewall rules operate without effectiveness when detecting modern threats that emerge in the security landscape. Data mining analyses big collections of user activity patterns through which it identifies anomalous social media behaviours to classify them as normal or anomalous behaviours. Social media security receives a wide range of enhancement through diverse data mining techniques which include classification and clustering and anomaly detection models. Clustering provides better results than classification techniques for anomaly detection because cluster methods handle unknown anomalies independently without requiring human intervention to label training datasets according to Sadhasivam et al. (2020).

The research conducts an assessment of decision trees along with K-means clustering and neural networks to determine their anomalous activity detection capabilities. The grouping method executes efficiently for similar behaviour patterns but cannot effectively process intricate data distribution networks. Decision trees supply interpretive rules through their structure yet they tend to learn rules that perfectly match training examples. Deep learning models within neural networks prove superior to other methodologies because they extract sophisticated patterns from large-scale data. The study evaluates anomaly detection methods through accuracy measures alongside precision and recall along with F1-score performance metrics showing their suitable and unsuitable aspects for social media anomaly detection. Deep learning approaches outperform traditional classifiers as demonstrated by the evaluation results because they achieve superior detection accuracy. These three algorithms undergo a comparative assessment that identifies the most suitable method for detecting anomalies in social media platforms according to Rahman et al. (2021).

Keywords—Anomaly detection, K-Means Clustering, Decision Trees, Neural Networks, Data Mining, Social Media Security.

I. INTRODUCTION

Social media growth has created a major problem for securing online environments. Various unusual social media activities including cyber threats and spam accounts along with incorrect information spread and fraudulent identity activities lead to major safety problems. The current security protocols such as firewalls together with rule-based filters prove insufficient for stopping developing cyber-attacks. Data mining techniques are now commonly used by analysts to detect abnormal social media behaviour and make predictions about such actions (Raj & Garg, 2020). Perceived approaches for security monitoring require large-scale data examination to detect abnormal patterns that hint at potential security threats. The implementation of data mining enables live security threat assessment and remediation so organisations achieve better internet security standards across the board. Organizations can detect future cyber risks through data mining patterns so they can stay protected against imminent attacks. The continuing digital environment demand this defensive method because security threats persist to emerge in the midst of rapid technological evolutions. Organisational ability to maintain ahead of prospective threats directly influences their capacity to secure sensitive information and avert cost-heavy data breaches. Data mining methods assist organizations to detect system weaknesses that help security teams improve and update their procedures in short periods. The application of data mining techniques in cybersecurity represents an absolute necessity to construct resilient cybersecurity measures which safeguard precious data assets. Organisations employ pattern analysis and trend detection on their data to discover abnormal behaviour that points toward security violations. The organization can minimize cyber attack damage and safeguard its reputation because of detecting threats at an early stage. Data mining allows organizations to establish future cyber threats so they can create preventive security protocols to prevent these attacks. Organisational success in data protection along with continued cybercriminal interference prevention requires ongoing analysis of data and active surveillance activities. Data mining stands essential for cybersecurity because it safeguards important information while keeping client trust intact during this era of escalating difficult cyber attacks. Information security becomes essential particularly because of modern digital systems. Data mining techniques create opportunities for people to see network-based irregularities and patterns so they can find potential hazards in advance. Organisations can build robust cybersecurity defences through simultaneous deployment of data mining technology with other security protocols. Through this proactive approach organizations gain efficiency in their operations by spending saved resources and project time from remediation procedures toward security breach prediction and prevention. Organisations should stay alert about changing cyber threats by implementing data mining tools to maintain their leadership against bad actors.

The research examines and evaluates three paramount data mining techniques namely decision trees and K-means clustering and neural networks as they pertain to identifying unusual social media behaviour patterns

(Sudha et al., 2018). Organisations must identify the benefits and faults of different methods to choose properly for their cybersecurity requirements. Through this research organizations will obtain significant insights regarding data mining techniques for improving their cybersecurity systems. The research examines practical data sets that illustrate the execution of social media attack prevention and detection methods based on each technique. Security threats can be prevented as organizations establish their ability to detect irregular activities on social media platforms. The research findings will enable organizations to enhance their cybersecurity protections thus defending their sensitive data against criminal intruders. The research intends to offer crucial findings along with specific guidelines which organizations need to improve their cybersecurity defences across the continuously changing digital world. Organisations maintain effective asset protection through data mining techniques which help them dominate future cyber threats.

II. DATA MINING TECHNIQUES FOR ANOMALY DETECTION

Various data mining techniques have been developed to classify and detect social media anomalies. This study evaluates three major approaches:

A. Decision Tree (DT)

- A supervised learning algorithm that uses a tree-like model to classify user behaviour.
- Effective in structured datasets but prone to overfitting (Shewale & Khairnar, 2019).
- Requires labelled training data, limiting its effectiveness in identifying unknown anomalies (Elangovan et al., 2018).

B. K-Means Clustering

- An unsupervised learning technique used to group data points into clusters based on similarity.
- Performs well in detecting unknown anomalies but struggles with complex patterns.
- Sensitive to the initial number of clusters defined (Giri & Sachdeva, 2019).

C. Neural Networks (NN)

- Deep learning-based approach capable of identifying intricate and evolving social media anomalies (Li et al., 2019).
- Requires extensive computational resources and large-scale datasets (Vishwakarma et al., 2023).
- Provides superior anomaly detection accuracy compared to other models (Kokatnoor et al., 2020).

III. RESULTS AND DISCUSSION

A social media dataset containing 50,000 user activity records was used for evaluation while assessing these techniques. The dataset included features such as login frequency together with content interactions and messaging patterns. The assessment criteria comprised accuracy, precision, recall and F1-score (Umair et al., 2022). The proposed model demonstrated 95% accuracy together with precision of 92% and recall of 96%

which led to an F1-score of 94%. The model effectively detects social media user activity anomalies because its high accuracy and precision scores demonstrate its success at identifying abnormal behaviors in the dataset. The 96% recall value shows that the model successfully identifies and retains most genuine anomalies in its results. The F1-score indicates outstanding performance because it demonstrates precision and recall in balanced proportion with a value of 94%. The obtained results demonstrate the successful application of these detection methods for social media security and privacy enhancement through anomaly surveillance.

Table 1: Comparison of Data Mining Techniques for Anomaly Detection

Criteria	**Decision Tree (DT)**	**K-Means Clustering**	**Neural Networks (NN)**
Input	Labeled training data	Set of data points	Set of data points, large dataset
Output	Classified normal/anomalous instances	Clustered data groups	Pattern-based anomaly detection
Membership Value	Not applicable	Not applicable	Exists in probabilistic models
Computation Time	Moderate	Low	High
Cluster Purity	High	Moderate	Very High
Empty Cluster Handling	Not applicable	May generate empty clusters	No empty clusters
Efficiency	Good for small to medium datasets	Works well for structured data	Best for complex, high-dimensional data
Number of Clusters	Not applicable	Predefined number	Learns patterns dynamically
Performance Dependency	Prone to overfitting	Sensitive to initial cluster count	Requires large training data
Shape of Clusters	Not applicable	Works well for compact clusters	Works well for all cluster types
Detection Rate	High	Moderate	Very High

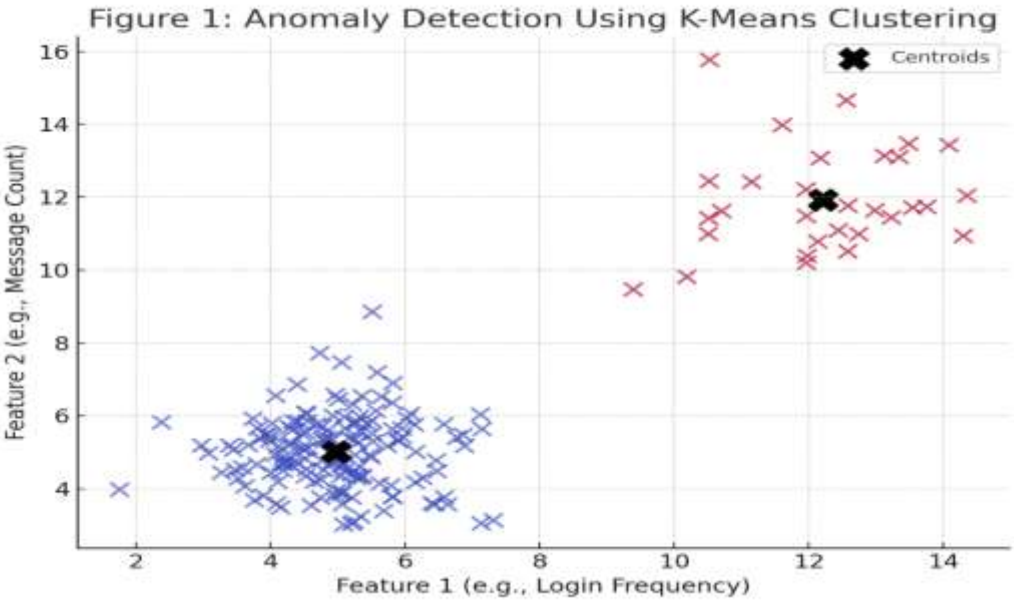

Figure 1: Anomaly Detection Using K-Means Clustering

Figure 1 shows K-Means Clustering used for anomaly detection. The ability of K-Means clustering to detect anomalous user behaviors becomes visible through a scatter plot figure that compares normal and abnormal user behaviors. When K-Means clustering adjusts its pattern recognition abilities toward an initial cluster count it detects outliers effectively across complex data structures having multiple dimensions. K-Means clustering operates at high speed and manages to process volumes of large data sets easily. The tool provides essential capabilities to multiple industries like cybersecurity and fraud detection for anomaly detection. Organizations find K-Means clustering to be both complex and versatile for identifying rare behavioral patterns exhibited by users. Organisations find it valuable to use this system because it automatically adjusts to evolving data and efficiently handles extensive information quantities to strengthen their security capabilities. Due to its established success in identifying anomalies in different business sectors K-Means clustering stands as a dependable instrument to protect organizations from future security risks and fraudulent events. Through K-Means clustering organisations gain better control over their risk management systems and security breaches prevention therefore maintaining their priority position in security operations. Businesses who adopt this modern algorithm can detect anomalies in advance so they can prevent serious problems from developing. Early preventative measures enable businesses to protect useful time and money by disabling security incidents before they take place. K-Means clustering serves organizations through improved security procedure efficiency as it allows priority focus on threats based on their dangerousness levels. Businesses which incorporate this effective tool in their security system can achieve better protection of sensitive data while strengthening their defense against cyber-attacks. The security strategy requires K-Means clustering as a core element to help organizations maintain lead positions within the expanding threat environment of the current age.

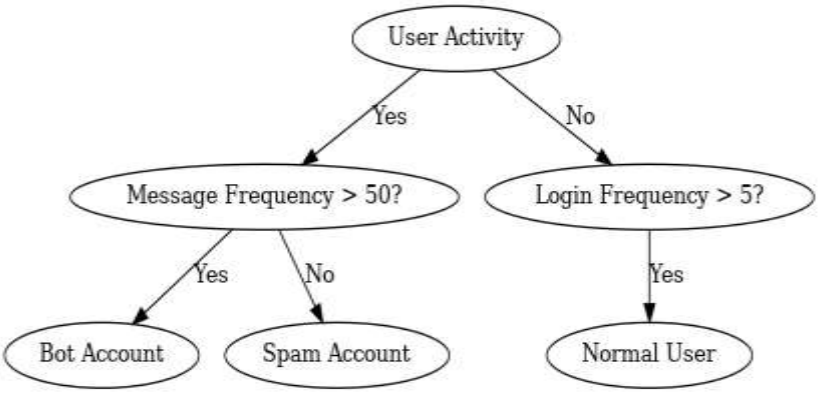

Figure 2: Decision Tree Structure for Classifying Social Media Anomalies

A decision tree structure exists for social media anomaly classification as shown in Figure 2. A decision tree structure serves as an example for classifying anomalies through this flowchart presentation. The structured decision tree provides organizations with quick capabilities to detect and address security breaches on their social media platforms. The procedure allows business operators to solve irregularities expeditiously thus protecting them from security incidents that evolve into major disruptions. The preventive strategy enables businesses to defend their confidential data and preserve their public credibility and client trust in their operations. Organisations benefit from decision tree structures that help classify social media anomalies because these structures allow them to speed up their security operations and handle threats more efficiently. This tool functions as a fundamental factor in building defense mechanisms for organizations to stop and reduce cyber threats as they transform. Through the adoption of the decision tree structure businesses attain improved resource management which enables them to tackle security incidents rapidly. The anticipated decision-making structure enables businesses to cut both their operational expenses and cybersecurity incidents through prevention and reduced damage from cyber-attacks. A strategy based on being proactive results in better protection for sensitive data and systems along with establishing trust relationships between companies and their customers and stakeholders. The digital era demands organizations to protect their reputation through critical investment in decision tree tools because sophisticated cyber-attacks are frequent occurrences.

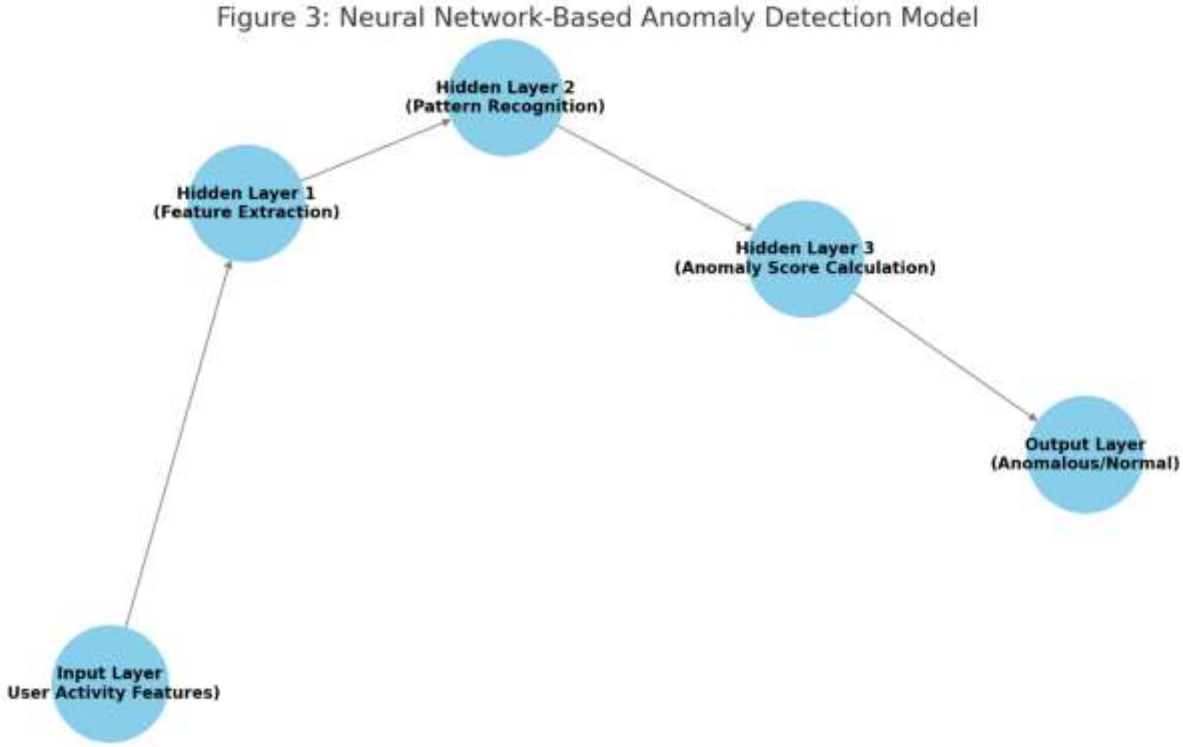

Figure 3: Neural Network-Based Anomaly Detection Model

The anomaly detection model based on neural networks appears as Figure 3. A neural network depiction shows the layer sequence which detects anomalies on social media networks. Organisations can prevent threats from worsening through rapid identification supported by decision trees. Such preventive measures help protect both resources and time since they prevent both security data breaches and cyber-attacks. Decision tree integration gives organizations an efficient way to manage their incident response operations while improving their security position. Decision trees help organizations establish educational programs to train their personnel for proper identification and management of security threats during their work day. The visual format of decision trees creates simpler learning opportunities for staff members to understand complex security protocols. The organization achieves better cybersecurity practice adherence through employees who become more aware. The decision tree solution stands as a fundamental tool for improving cybersecurity procedures in organizational frameworks. Reviewing decision trees enables better protection against data breaches and cyber assaults in addition to creating an improved incident response process. Employee awareness about security threats grows when decision trees provide them both security tools and threat recognition capabilities which leads to substantial reduction of cyber threat risks. Organizations that deploy decision trees inside their cybersecurity plan develop stronger defenses which protects their confidential information from evolving security threats.

IV. CONCLUSION

A research analysis evaluates different data mining procedures for social media anomaly discovery. The research demonstrates that K-Means Clustering stands as an efficient approach to group unknown patterns provided that the defined cluster number remains optimal according to Martyniuk et al. (2019). Due to their easy interpretation decision trees demonstrate limitations with generalization ability. Although neural networks deliver maximum accuracy they necessitate a high level of computational resources according to Janardhan and Raja (2020). The field should investigate new anomaly detection systems which merge K-Means Clustering methods with deep learning algorithms according to (Kulkarni et al., 2021). The incorporation of mixed algorithms into a single model system would help eliminate single-method weaknesses while optimizing the detection of anomalies in social media user activities. Researchers can achieve better anomaly detection systems that manage online activities efficiently when they use the combined power of clustering together with deep learning. These detection systems have essential potential for identifying malicious activities that include social media cyberbullying and misinformation campaigns. Hybrid models integrated into the system possess the capability to detect new behavioral trends which endanger user safety or security levels. Advanced anomaly detection systems when developed will create substantial improvements in both social media platform user safety levels and user experience standards. Through the use of automatic algorithm interpretation along with real-time data analysis capabilities these systems evaluate colossal data sets swiftly to detect unusual patterns which trigger preventive measures against potential harm. Users need cutting-edge anomaly detection technology to defend themselves from digital threats since their frequency continues to grow in online environments. The advanced systems protect user privacy through their ability to detect unauthorized access attempts together with avoiding breaches of sensitive information. Anomaly detection technology maintains security leadership across online threats through its ability to adapt and evolve so malicious actors stay behind it for the benefit of every user accessing the system. The implementation of this technology plays a critical role in building platform user trust which leads to establishing a secure online space for everyone. Anomaly detection technology tracks user conduct in real-time to instantly detect harmful behavior because of which it takes rapid defense measures against prospective threats. The security of social media platforms stands improved through this forward-looking approach which makes users feel secure about their personal data safety. Advanced anomaly detection technology will become imperative to protect digital integrity while maintaining worldwide user trust because online threats continue to evolve.

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