

Total No. of Questions : 10]

SEAT No. :

P4016

[5561]-723

[Total No. of Pages : 3

B.E. (Information Technology)

SOCIAL MEDIA ANALYTICS

(2015 Pattern) (Semester - II) (End Semester) (Elective - IV)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Answer the questions Q.1 or Q.2, Q.3 or Q.4, Q.5 or Q.6, Q.7 or Q.8, Q.9 or Q.10.
- 2) Figures to the right indicate full marks.
- 3) Neat diagrams must be drawn wherever necessary.
- 4) Use of Electronic calculator is allowed.
- 5) Assume suitable data, if necessary.

Q1) a) What is public and private data in Social media? Give example. [5]

b) Write a short note on Ontology based Visualization. [5]

OR

Q2) a) Explain different method of Data Gathering in Social Media. [5]

b) Explain hierarchical clustering algorithm with single linkage clustering. [5]

Q3) a) What do you mean by Sampling for Social Networks data? What is the need for sampling? [5]

b) Write about different social media platforms. [5]

OR

Q4) a) Which are the major methods used for data mining in social networks? [5]

b) Write a note on text mining in social networks. [5]

Q5) a) What is Centrality? Explain Degree Centrality and Katz Centrality with examples. [8]

b) Explain Transitivity and Reciprocity with equations. [8]

OR

Q6) a) How Similarity between two nodes can be computed using Structural Equivalence? [8]

b) Explain Balance and Status theory using proper examples. [8]

P.T.O.

- Q7)** a) Write major components of Behavior Analysis Methodology. [8]
b) Explain Collective Behavior Prediction using sample example. [8]

OR

- Q8)** a) What are the Node Neighborhood-Based methods? [8]
b) Explain how User Migration can be used in Collective Behavior Analysis. [8]

- Q9)** a) How would you define Twitter? Explain with different services. [9]
b) Explore Facebook's Social Graph API. [9]

OR

- Q10)** a) Write a note on Mining Twitter. [9]
b) Explain Facebook with analyzing social graph connections. [9]

