SEAT No. :

P4016

[Total No. of Pages : 3

[5561]-723

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 note on Mining Twitteer. **[9]**

b) Explain Facebook with analyzing social graph conections. **[9]**

❂ ❂ ❂