

ANALYSIS OF SOCIAL NETWORKS USING AN INFORMATION AND ANALYTICAL SYSTEM

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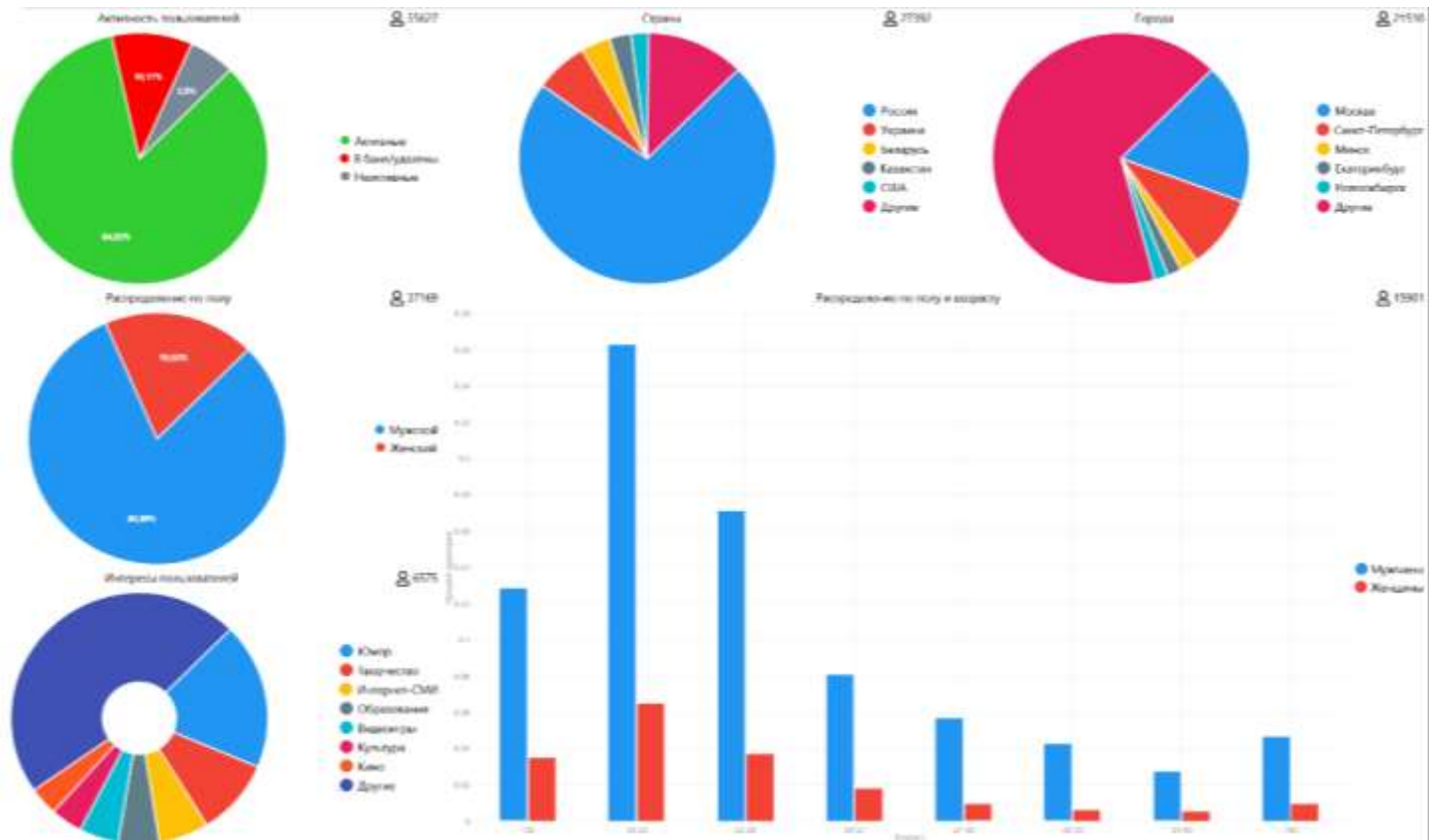
Analysis of previous paper results

System Tag	Brand Analytics	IQBuzz	Agorapulse	Semantic Force	Talkwalker
Users	CO, GO	CO	CO	CO, GO, EI	CO
Analysis methods	TS, SA, PK	TS, SA, PK, RA, VA	SA, VA	TS, SA, VA	TS, SA, VA, RA
Analysis objects	Information messages	Information messages, communities, users, external nodes	Information messages, opinions, communities	Information messages, opinions, communities	Information messages, opinions, communities, images
Data sources	VK, Facebook, OK, Instagram, YouTube, Telegram, mass media	LiveJournal, VK, YouTube, Instagram, Twitter	Facebook, Twitter, LinkedIn, Google+, Instagram	Facebook, Twitter, VK, OK, YouTube	Facebook, Twitter, LinkedIn, Google+, Instagram
Characteristics	67 languages support, unloading of reports	API, retrospective review up to 10 years, unloading of reports	CRM for audience segmentation, scheduled posting	API, integration with Google Analytics, text rubrication	187 languages support, unloading of reports

Research materials and methods

1. The research material includes social networks, that is information messages, opinions, subnets and communities, individual users, and external nodes. Data analysis is performed using the following methods: Data Mining, Statistical Analysis, Visual Analysis, and Retrospective Analysis
2. Data Mining methods were used to solve the following tasks: to determine the audience's reaction to the content, to define the target profile of subscribers, and to find the dependencies between user interests:
 - a) Determination of the audience's reaction to the content**
 - b) Definition of the target profile of community subscribers**
 - c) Definition of dependencies between user**
3. The effectiveness of social media marketing depends on the values of key performance indicators (KPIs) in advertising groups.
4. Visual data analysis allows to represent large amounts of data graphically such as two-dimensional and three-dimensional graphs, tables, and decision trees

Research Results



Visual analysis of the community of social network Vkontakte

Thank you for your attention!