Make Semantic Analysis of Opinions about social networking using Blog Search Engines

Abstract

There is no consensus amongst the academic communities weather Social media is a boon or bane for the students. Semantic analysis and blog search was used to get extracts opinions of the bloggers regarding various aspects of using social media in education and employment.

Indexing terms/Keywords: social media, blog search engine, semantic analysis.

Introduction

The Semantic Analysis can be understood as process of finding out language independent meaning from the a written contents. Blogs are online platforms for individuals to express their opinion about events, issues or person etc and publish it on world wide web. Blog search Engines is a special purpose search Engines used to search blogs. Use and abuse of social networking sites is in news day in and day out. There is no consensus amongst the academic communities weather this technology is a boon or bane for the students. In order to find out the authors conducted a survey amongst teachers and students of higher education and the results was published in [1]. However it was realized that survey based methods have their own limitation. In order to reduce the bias , it was decided to use semantic analysis approach to extract opinions from blogs.

Materials and Methods

Different groups of Keywords were related to the research topic were chosen like

- social networking sites
- Problems of social networking sites
- Prospects of social networking sites
- use of social networking sites in education
- use of social networking sites in employment

The keywords their synonyms and variation were formed For e.g. social networking, social network, social networking site can be different variation of social networking sites. Demerits, disadvantage, limitations, drawbacks were different synonyms of problems. These variation and synonyms when used in different permutation and combination resulted into 202 keywords. These 202 keywords were searched in 3 different blog search engines i.e Google blog search, Technorati, & Icerocked and hit statistic were noted. This search resulted into 606 rows of data. This data was organized as follows.

Table 1 Data organization

Sr.No	Keyword	Blog search engine	Output

Results and Discussion

Table 2 finding of the research

Keywords	No of Variations/Synonyms	Google Blogs search	Ice rocket	Technorati
Prospects	78	1416736200	289039	1078
Problems	47	1103221200	154733	681
Education	28	4412603600	15961	38
Employments	49	1190034000	12412	17
Grand Total	202	8122595000	472145	1814

A two factor Annova without replication was conducted and responses from different blog search engine taking keywords as dimension. This methodology was adopted from khosla and acharya(2011) where the author used different search engines and medical streams as dimensions [3]. The output is reported in table 4 and table

Table 3 :- Analysis of the variance

Anova: Two-Factor Without Replication				
SUMMARY	Count	Sum	Average	Variance
Prospects	4	1.42E+09	354256598.8	5.02E+17
Problems	4	1.1E+09	275844165.3	3.04E+17
Education	4	4.41E+09	1103154907	4.87E+18
Employments	4	1.19E+09	297511619.5	3.54E+17
No of Variations/Synonyms	4	202	50.5	425.6667
Google Blogs search	4	8.12E+09	2030648750	2.54E+18
Ice rocket	4	472145	118036.25	1.74E+10
Technorati	4	1814	453.5	268309.7

Table 4 :-Annova results

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F critical
Rows	1.90419E+18	3	6.3473E+17	0.999897	0.436331	3.862548
Columns	1.23701E+19	3	4.12337E+18	6.495591	0.012469	3.862548
Error	5.71316E+18	9	6.34796E+17			
Total	1.99875E+19	15				

Main Text (Review only)

This section may be divided into subsections or may be combined.

Conclusions

This is it evident from table 3 and table 4 the F-value for row as well as F value for column is greater P-value and F Critical. However it can seen that F-Vaue is column is greater than F value for columns. It can said that more people blogging about prospects as compared to problems.

Data Availability (excluding Review articles)

The data can bo obtained from the authors on request. The excel sheet or link to the google document will be sent

Conflicts of Interest

Not applicable

References

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