Understanding Multi-stage, Multi-modal, Multimedia events in Social Media

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ABSTRACT

- Understanding and anticipating the evolution of activity on social media requires insight into social network dynamics and diffusion mechanisms.
- M3I (Multi-stage, Multimodal, Machine Intelligence) is a platform for modeling online social phenomena that may develop in one or more stages over a period of time with coordinated use of diverse media types.

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EXISTING SYSTEM

- The Internet – and social media in particular – are the echo chambers of today's world.
- Social networks have emerged as a key medium that provides unprecedented access and power to users.
- Many entities have made use of social media with multimodal content to promote their cause, recruit new members and mount successful messaging campaigns (legitimate or misleading.) .

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PROPOSED SYSTEM

- Understanding and anticipating the evolution of activity on social media requires insight into social network dynamics and diffusion mechanisms.
- the organization of one or more specific protest events, the organization of the logistics (food, weapons to be the multi-stage nature of the events in the real world.
- Consequently, understanding and anticipating multi-stage, multi-modal online social phenomena would be of interest for a wide range of applications, from marketing and advertising, to anticipating how a population may react to a policy or event.

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HARDWARE REQUIREMENTS

- Processor - Pentium –III
- Speed - 1.1 Ghz
- RAM - 256 MB(min)
- Hard Disk - 20 GB
- Floppy Drive - 1.44 MB
- Key Board - Standard Windows Keyboard
- Mouse - Two or Three Button Mouse
- Monitor - SVGA

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SOFTWARE REQUIREMENTS

- Operating System : Windows 8
- Front End : Java /DOTNET
- Database : Mysql/HEIDISQL

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CONCLUSION

- In this paper, M3I's goal is the development of a computational foundation for the understanding, anticipating and prediction of online social phenomena by bringing together understanding of multimodal content, social network structure, and social network event, together with the ability to predict *multi-stage* events. In other words, we will track the nature of the content being shared, the nature of the network across which it is being shared, and the events ensuing therefrom. The resulting theory, algorithms, models, and systems developed as part of the M3I project will be applicable to the understanding of diverse multistage and multimodal phenomena.

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REFERENCE

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