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# Mining Social Media Data for Understanding Students' Learning Experiences using Memetic algorithm

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## Abstract

Now a day's most of students communicate with each other using various social media networks such as Twitter, Facebook, YouTube and what's app. Students shares their opinions, concerns and emotions about the learning process. From these social sites there are large size of unstructured data are generated which consists students important data. To manage this unstructured data are too difficult task, so we use various techniques to solve this problem. In this paper we collect all Engineering students communication from twitter to analyse various problems like heavy study load, negative emotions, lack of social engagement and sleepy problems. Students' comments from twitter are classified into various above problem using Naïve Bayes algorithm. Also we used various algorithms for processing data like stemming, TF-IDF algorithm and cosine similarity. This paper shows that how students share their opinions through twitter and which comments are in which category. Using Memetic algorithm we got the more accurate results.

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*Keywords:* Education;problems; computers and education; social networkin; web text analysis

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## 1. Introduction

Data mining enables people to discover unanticipated information on unaided basis. This information they can act better understand. The main purpose of our project is to minimize the student's educational problems and also reduce the comment redundancy. Many studies show that social media users may purpose fully manage their online identity to "look better "than in real life.

### 1.1. Overview of data mining and social media

Data mining has attracted a great deal of attention in the information industry and in society as a whole in recent years, due to the wide availability of huge amounts of data and the imminent need for turning such data into useful information and knowledge. Data mining is the process of digging through data and looking meaningful trends and patterns. The information and knowledge gained can be used for applications ranging from market analysis, fraud detection, and customer retention, to production control and science exploration. Data mining can be viewed as a result of the natural evolution of information Technology. Data mining is Iterative Process.

The basic steps are:

- 1 Data cleaning (to remove noise and inconsistent data)
- 2 Data integration (where multiple data sources may be combined)
3. Data selection (where data relevant to the analysis task are retrieved from the database)
4. Data transformation (where data are transformed or consolidated into forms appropriate for mining by performing summary or aggregation operations)
5. Data mining (an essential process where intelligent methods are applied in order to extract data patterns)
6. Pattern evaluation (to identify the truly interesting patterns representing knowledge based on some interestingness measures)
7. Knowledge presentation (where visualization and knowledge representation techniques are used to present the mined knowledge to the user).

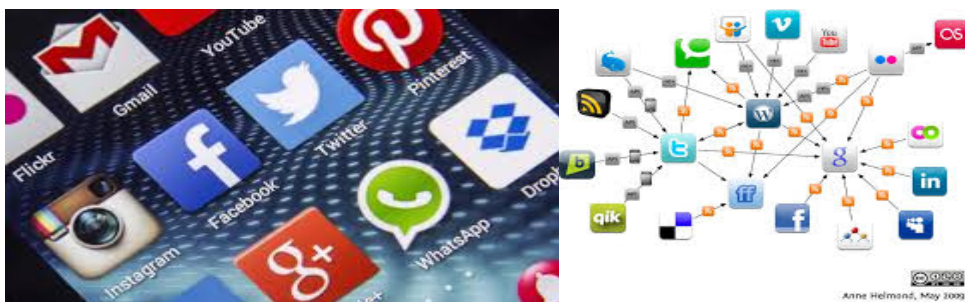


Fig.1. Social Media

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