INFORMATION CONSUMPTION PATTERNS FROM BIG DATA

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Abstract

Virtual social networks imply an important opportunity to generate friendlier communication bridges between students, teachers and other actors related to the educational field. In this sense, our study presents an approximation to the connection habits between university students in these networks, which in the future will allow to take advantage of these platforms to achieve a successful communication between actors. Thus, the characterization of uses, habits and consumption of virtual social networks becomes very relevant.

Keywords

Big data, Social networks, Consumption patterns