Finding knowledge in students social network

ABSTRACT

Social networking has been one of the widely used approaches in the communication technology movement. It is become a new trend of getting connected to other people and definitely it stores huge data including user activities and their shared materials. Many have seen the importance of collecting data for future benefits. In recent years, many companies have successfully analyzed their customer behaviour using various data mining techniques. One of the latest applications of data mining is in social network sites or environments. The objective of this paper is to present the analysis of social network user behaviour using clustering technique and centrality coefficient on university studentsø involvement. The result of the analysis is then validated with a questionnaire-based personality test. The study discovers the patterns of studentsø participation in social networking can be related to their personal behaviour that reflected by their characteristic and online activities. The analysis extends the research on promoting dynamic study culture at the higher learning institutions through online social network.

Keyword: Social network; Clustering; Centrality coefficient; Data mining