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Based on the Propagation Effects of Social Media Data Mining

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Abstract: **In recent years with the rapid development of Internet technology, big data, big data mining technology has begun to apply in many areas. In this study, the focus on propagation effects social media based on data mining to explore combined with related cases discussed data mining the value and role of technology in social media spread the role played by the hope of data mining technology in social media dissemination depth application play a helpful role.**

Keywords: Data mining; Social media; Propagation effects; Data information; Data acquisition capabilities; Media convergence

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1. Introduction

Data mining is a new business information processing technology, whose main business is in the database a lot of business data extraction, transformation, analysis and pattern processing, key information extracted from auxiliary business decisions. Powerful data acquisition capabilities available from the web, the public number, industry intelligence, implanted in the mobile terminal APP SDK and docking with the customer database and other channels to get information and integration of resources, based on customer needs and then to carry out traffic sources, Categories , user behavior and other multi-dimensional statistics, identify operational direction for the media. In this study, the data mining based on the spread of social media in recent years of development and change effects brought discussed.

The last five years, the rapid development of China News data, from May 2011 the first start of Sohu, after Netease, Sina, Tencent, then traditional media new fiscal. After 2013, as well as other traditional media, relying on a variety of new media, traditional media are also very much involved in the beginning of the development process to, for example, Xinhua, People's Daily data Visualization Laboratory, CCTV, Beijing News surging, DT FINANCE, new CBN global Institute tier cities, today's headlines arithmetic center. May 2015, a new line of work, "which is the happiest city in China?" From the efficiency, ease of, openness, diversity, good living five dimensions define the "new way of life in a city of charm" feelings in the young how happy living here.

In fact, in addition to the media, some research institutions have begun to gradually work regular news production data. The explosion of information is gradually dispersed in the reader's attention, the news has become an effective complement to data in the form of news, but what kind of news is the most popular? Tencent News Xi stream editor, product group believes that finding the right angle to shorten the last kilometer, which is used in the combination of internet and the real economy, just like the network, logistics and delivered to your doorstep, shorten the last kilometer. In terms of big data, too, have their own data first is a different composition, for example, what kind of theme, we use what kind of angle cut, what kind of manifestations, the specific expression of what kind of text, and users also it has its own characteristics.

2. Based on the propagation effects of social media data mining analysis

2.1. Cultural and creative industries in the field of big data application technology

In the era of big data brings a comprehensive welcome quantization, in the face of cultural and creative industries in the ascendant, the term "big data" has not only focused on the definition of the data size, which is more representative of the media information technology development has entered a new era, representing the technical challenges and difficulties explosive data message to traditional computing technology and media information technology brings, representing a large data processing new technologies and methodologies, but also represents big data technologies and applications for the cultural and creative industry brought new inventions, new services and new opportunities for development. Media as a core part of the cultural and creative industries, and its unparalleled influence can spread to various sectors of society. Internet and other new media have brought about a fundamental change to the entire cultural and creative industries. Content and information is not only no longer rests in the hands of a small elite, but rests in the hands of everyone, many of the information and content enough to make them have the ability to do the spread. This is also the reason for the rise of new media.

2.2. Intelligent Big Data diversified technical services

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For the media, big data like Sherlock Holmes, can poke heavy fog to find the essence of the problem and provide a solution, but the key is that the media really know how to control it, let it serve. The reality is that not all media are already encroaching have a big data capabilities. Cultural and creative industries support large data absolutely cannot do without. The media also need to want to shine riding Dongfeng data in order to reflect the personalized service. To this end, data mining service concept is always around the media and other business needs, the needs of users and the entire media ecosystem to develop. Big Data applications and services focused on providing high-quality large enterprise data processing, search engines and services such as personalized recommendations, covering the text mining technology, data acquisition and processing, intelligent systems to integrate big data technology and cultural industries and resources, maximize play a major role in promoting data information, in particular for cultural and creative industries media. Big Data has provided technology platform to build for the dozens of media and large companies and data-driven SaaS applications, customers covering all walks of life, and has strategic cooperation with Ucloud, seven cattle cloud storage, cloud services and other famous love a few companies, and common for customers to design solutions.

2.3. Improve the efficiency of data processing News

In this media-driven age, the media need to play a role of great elegance and justice. With the rapid development and popularization of new media, everyone is the initiator of public opinion, the rise of a variety of media sites is also accompanied by various forms of spam appear, or to steal people's personal information trojans, or cheat people malicious link traffic, or false propaganda of advertising promotion or dissemination of pornographic information governance-related adverse, causing social chaos and so on. How voluminous text classification, organization and management, not only in the Internet community it has become a very important research purposes, but also need the media need to solve the problem. In the interactive user experience can also be intuitive feel its importance. So for processing text information using text data mining is a vital part. Text classification system of mass media, in the form of complex raw material, organized into text classification corpus. Depth to explore multiple dimensions of text features to enhance semantic processing, and take the appropriate feature extraction method based on the actual application scenario, a substantial increase in the efficiency of data processing and other news. Polymerization variety of algorithms to predict the result of the corpus of data after learning training, give full play to the advantages of various algorithms to effectively improve the accuracy of text classification.

2.4. Search engine - friendly tool to improve your site

Speaking of timely and accurate search engine, in addition to the well-known Baidu, Google and other companies have their own powerful search system, the small and medium sites can only rely on their own research and development, not only time-consuming search results are not satisfactory. When editing a tech news site on their site are not search your own published articles, I believe he must be annoying, not only users, more developers. Based on data mining technology for the complete, more intelligent search engine, user data can be analyzed by an algorithm, not only can automatically search tips given word, but also help users solve the media wrong, incomplete, long-winded and other issues, identification user searches content can even be identified according to a user's search terms related to greatly enhance the user experience. We used to test Baidu search when the search box to see when the brain will subconsciously think, as long as the input to find the answers we want, but in terms of technology, is really only such data as philosophical expert can do so to perfect results.

3. Social media data mining background under spread trends

3.1. Cross-platform collaboration barriers breaking news production data

Data information needs of large-scale open-source data as a basis for analysis. Traditional newsgathering institutions often rely on government public information acquisition data, by contrast, although some of the network platform has accumulated more and more untapped data, but limited by "no editing rights, small space," led to the election operational problems not flexible. By the end of 2013, Baidu open their database, Baidu index as "big data sharing and exploration platform", has taken the lead in the integration of pace. 2014 Spring Festival, CCTV and Baidu data collaboration, the spring migration Baidu map data acquired from time to time through the LBS positioning feedback, blue dots and lines presented in real time in front of the audience, the formation of news work, "Data said Spring," and caused strong repercussions. Thereafter the annual Spring Festival, CCTV news are fixed in cooperation with Baidu data from data mining to continue in depth, innovation, report the Spring Festival from different angles changes. In the era of media convergence, different media agencies have their own areas of expertise, the current domestic media production environment determines only the formation of cross-platform inter-agency cooperation, resources differentiated integration, in order to break the news production data barriers form more influential It reported.

3.2. Macro and micro combined, extend data propagation effects

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Data news not only to provide data, but also to expand the news narrative charm, unraveling the present data behind the "relationship." 2016 New Year's Eve "red transceiver total 2.31 billion times" once again become a major social news platform, Sina news never extract the data "Spring home: put down the phone with their parents just how difficult," the report, and empty nesters combine relevant data, supplement users interviewed, forming a combination of macro and micro complete narrative, story make rational temperature and complementary data. Simple data meaningful for the user, the key is to find the hidden data problems from what point of view. The era of media convergence, real-life major news events through continuous fermentation of mass communication has evolved into a media field of media events, data can only make people feel the virtual reality field, and the story is able to provide real-life real sense.

3.3. Visualization Data Mining

Netease "readings" column is the earlier attempts of the press media network news channels. After three years of development, the fields are still used in the form of a static chart since the beginning, such as pie charts, histograms, scatter plots, graphs data visualization creative transformation of non-operation, in terms of news caused users to resonate there to be explored. News data may show a more dynamic manner, timelines, and short videos, interactive H5 page design will be more attractive. One video produced since 2013, "How to Make Leaders" after a hit, and constantly develop new data topics, such as "only one in five workers have weekend""dumplings war: you salty or sweet party party "and other works are vividly presented in the form of animated fun data.

4. Conclusion

In the era of open data resources, the spread of social media is growing at more diverse forms unfolded. This process is inseparable from the open source development is inseparable from the embrace of the spirit of the Internet, also benefited from the development of open data. Through data mining techniques for the individual needs of the content of the article, new and unique form of advertising, making the audience more likely to be attracted and accepted philosophical data in a more personalized recommendation, more precision of delivery, the cultural and creative industries data inherent to maximize the value of play.

Project Foundation

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