OPINION MINING OF ONLINE SHOPPING SITES THROUGH FACEBOOK PAGES USING GRAPH API AND FQL QUERY

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ABSTRACT

With the advent of social networking, especially Facebook we are busy everyday posting our details and adding and rejecting people as friends and creating so called a social virtual human network which shares ideas, feeling, status, pictures and so on. This paper presents the practical implementation of how to know the detailed status of social networking Facebook account so as to know the total number of people on our network, our friends, their numbers gender-wise, their status, their IDs, picture shared, likes unlike, different reactions of people in our network on our posts, all can be studied as a summary with the help of Analysis Software R with an additional package of Facebook R on it.

General Terms: Facebook, Social Networking Sites, R facebook packages, Rcurl, Fetching.

Keywords: Rtool, Graph API, Fqlquery, Datamining, Opinion Mining.

I INTRODUCTION

Social networking site lays a vast flask on the life of a common man and mould their life to a social man. It come forth as a paramount and provides a effectual means for people to get linked so as to use them effectively. It provides a platform for sharing views,interest,real life connections etc coalesce into communities. These sites are chunk of everyday life and consort insurgent changes in communications among various age groups people especially Facebook. Facebook is one of the social networking sites which refer to online community and began as a craze. It contains wide variety of data, which makes it a time consuming process for analysis. To overcome this, we use R language tool which is a open source software for the computation of statistics and graphics, along with the help of FQL query (Queries for Facebook data) and Graph API. The R language is widely used among the data miners for data analysis, thereby converting raw data into useful information. Opinion mining also plays a very important part in the data extraction as it gives us the full review of various sites prevailing on Facebook and also help us to elaborate the overall numeric rating of sites. It aids us in making decisions about the sites whether they are good or bad and gives us an opportunity to tell our opinions about the sites i.e. what

are the improvements need to be done so that it can be proved fruitful and easily admired by the people.

II PROBLEMSTATEMENT

Everything in this world has two sides like a coin. One positive and another negative. Similarly face book which we use in our day to day life has adverse backlash on the life of people due to the vast data present or shared by the people; it takes lot of time to access. For instance, if a user wants to see all the existing pages of any site, he has to search it on the search engine of the face book individually rather than retrieve all the pages simultaneously. Asides these, if u want to chart the difference between two sites by simple Facebooklogin, then it becomes a time consuming process.This all can be resolved by queries which helps us to find things easily and timesaving.

III FETCHING DATA FROM FACEBOOK

For fetching data from facebook,first login your facebook account page and open a new tab next to that facebook page and paste following link

(https://developers.facebook.com/tools/explorer?method=GET&path=me%3Ffields%3Did%2Cname%2Cfriends&version=v2.1on tab. Click gets access token to obtain token.

After this we need to select either FQL query or Graph API to insert the query which enables the user to fetch the data in few seconds. In this way you can achieve the information of your friends.

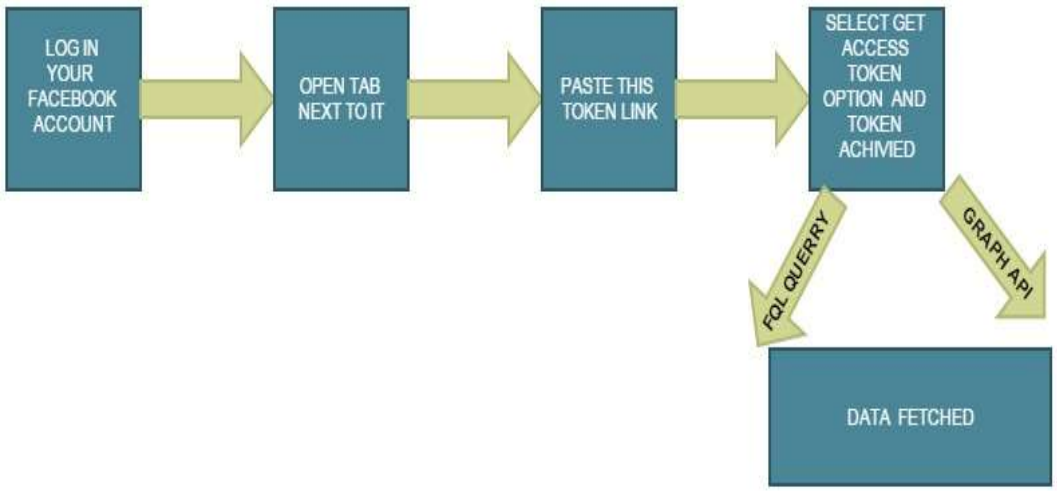

Fig. 1: Block Diagram Which Illustrates How Token Is Achieved

IV IMPLEMENTATION

Name of sites	Like_Count	No. of Pages
Flipkart	4000346	28
Amazon	25690818	30
Snapdeal	2708634	16
Myntra	2582581	16
Jabong	3247554	22

Table1: shows name of sites along with like_count and no of pages.

With the help of this table, we plot two graphs to chart the distinction between various online shopping sites by using FQL queries.

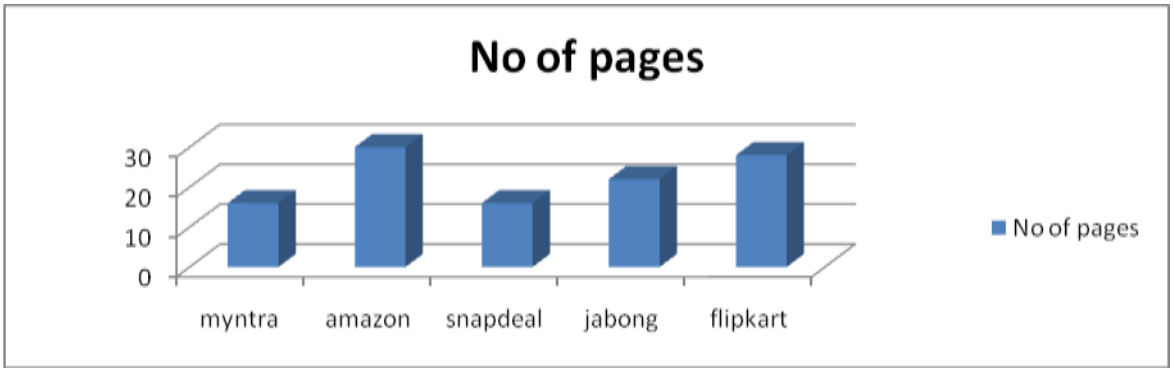

Fig. 2: Distinction between various sites on the basis of pages

The above illustrated graph represents the gathered information of various sites like myntra, amazon, snapdeal, jabong and flipkart along with the number of pages onfacebook account. In this graphical analysisthis observation tells us that an amazon is most famous facebook page.

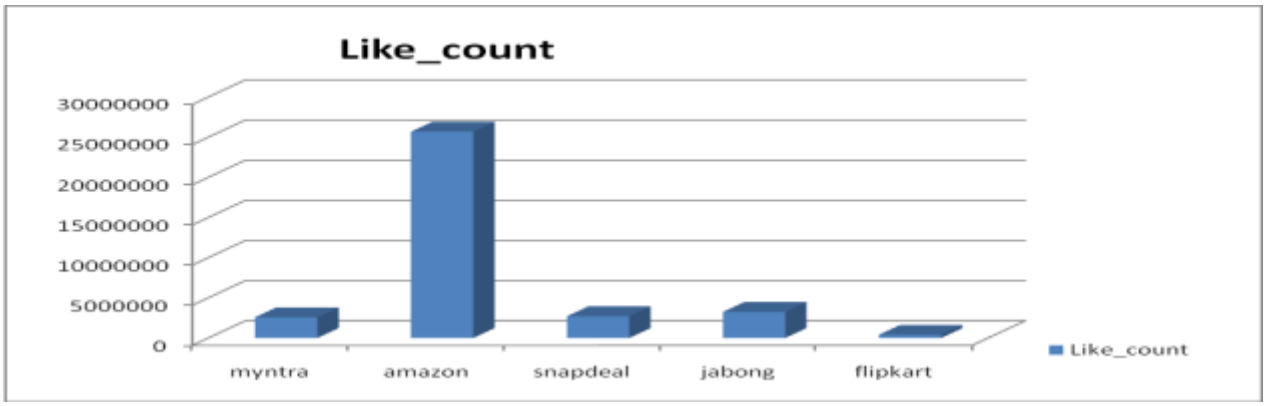

Fig . 3: Shows name of various sites on the basis of like count.

And, the above illustrated graph depicts the site name along with the like count. This observation tells us that amazon is most admired Facebook page and flipkart is least admired page on Facebook.

The goal is to emphasize the understanding of how R works.R is a free programming language tool. The R language is widely used among data miners to provide us a statistical view of various things.Here, we use it for analyzing the data tool includes two packages R face book and R Curl tool.

i) The RCurl package provides HTTP facilities, allowing us to download files from Web servers, post forms, upload files, use binary content, handle redirects, password authentication, etc.

ii) R Facebook package is used for providing the information of graph API along with FQL Query within R language. It includes a series of functions that allow R users to extract their private information, search for public Facebook pages and capture data, and update their comments regarding that site.

V EXAMPLES OF FETCHING DATA FROM FACEBOOK USING FQL QUERIES /GRAPH API

With the help of R language tool, we can find out various information of friends including their names, their profile pictures, birthdays, location, hometown, relationship status, gender, status, likes, dislikes, etc. It also evaluates exact count of friends a user have .Besides this, it can also calculatestotal pages of sites such as myntra.com,flipkart etc. Along with it, calculates the total number of total pages a site so as to make a difference between two sites .Also, elaborates the photos, cover photos,uploads ,any album the user has made etc. .By this just one query, we are able to see all the pictures which are loading in hisFacebook account rather than opening them individually which results in wasting of time.

Not only has it told us about the status of sites i.e. how many people share, like, comment, total count, comment-on-count, click-count etc.. But also, helps the user to determine whether this site is useful or not. It enables user to give their suggestions about that site and what improvements have to be done resulting a good platform for users and help in determining the mood or nature of the person. Theliking, sharing or commenting of pictures decide what kind of person the user is and what is his mental state.

VI CONCLUSION

The aim of this project is classification of various Facebook pages.Now a days, people are increasingly on facebook as it provides them a user friendly platform to express their opinions about various sites and what are the changes need to be done. So, it is essential to device some tool to retrieve the data more effectively.In this paper,for correctly analyzing the popularity of sites,emotions of people,friend counts etc we use a approach that combine together the use of various tools including R tool,Graph API,FQL Query.. This approach can be used together with the concept of opinion or data mining to validate result. Our bag of opinions was a result of a deep analysis of various Facebook sites ,likes and number of pages.This work can further be strengthened with the use of Facebook query analyzer which is the future scope of this work and can add further results to our objective.

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