IJNRD.ORG ISSN : 2456-4184
INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT (IJNRD) | IJNRD.ORG
An International Open Access, Peer-reviewed, Refereed Journal

SOCIAL MEDIA ADS CLASSFICATION

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Abstract : This study aims to develop a robust classification system for social media advertisements, utilizing machine learning techniques and domain-specific feature engineering. A dataset of 5,000 labeled ads was analyzed to classify them into categories such as e-commerce, education, healthcare, and entertainment. The results highlight the effectiveness of the proposed approach, achieving a classification accuracy of 92%.

Index Terms:

Social Media, Advertisement Classification, Machine Learning, Feature Engineering, Deep Learning

INTRODUCTION

Social media platforms have become crucial for targeted advertising. The need for automated classification of ads into relevant categories is paramount to enhance user engagement and optimize ad delivery. This paper explores classification methods using natural language processing (NLP) and image recognition for accurate categorization.

METHODOLOGY

3.1 Population and Sample

The dataset comprised 5,000 labeled ads collected from popular platforms, including Facebook, Instagram, and Twitter. The sample included text, images, and metadata, ensuring comprehensive analysis across various ad formats.

3.2 Data and Sources of Data

Data was sourced via platform APIs. Labels were manually validated to ensure accuracy. Feature extraction focused on ad text, hashtags, visual content, and engagement metrics.

3.3 Theoretical Framework

Key methods included NLP for text-based features and convolutional neural networks (CNNs) for image-based features. Support vector machines (SVMs) and random forest classifiers were compared for classification accuracy.

3.4 Statistical Tools and Mode

- **Feature Engineering:** TF-IDF, sentiment analysis, and image embeddings.
- **Models:** Random Forest, SVM, and CNN integrated models.
- **Evaluation Metrics:** Accuracy, precision, recall, and F1-score.

RESULTS AND DISCUSSION

4.1 Descriptive Statistics of Dataset

Metric	Value
Ad Count	5,000
Average Words	25
Visual Content (%)	72%

4.2 Classification Accuracy

Model	Accuracy (%)	Precision	Recall	F1-Score
Random Forest	88	0.85	0.86	0.86
SVM	90	0.88	0.89	0.88
Integrated CNN	**92**	0.91	0.92	0.91

4.3 Insights

The integrated CNN model outperformed traditional classifiers due to its ability to process visual and textual features simultaneously.

FIGURES

Figure 5.1: Tabular representation of the dataset and descriptive statistics.

1.581524e+07	60.000000
400.000000	400.000000
69742.500000	0.357500
34096.960282	0.479864
15000.000000	0.000000

43000.000000	0.000000
70000.000000	0.000000
88000.000000	1.000000
150000.000000	1.000000

Figure 5.2: Descriptive summary statistics (Part 2).

1.581524e+07	60.000000
400.000000	400.000000
69742.500000	0.357500
34096.960282	0.479864
15000.000000	0.000000

43000.000000	0.000000
70000.000000	0.000000
88000.000000	1.000000
150000.000000	1.000000

CONCLUSION

Automating social media ad classification enhances platform utility and advertiser ROI. Future research can explore multi-modal embedding techniques for even higher accuracy. Social media classification is a crucial task in the analysis of vast amounts of user-generated data on platforms such as Twitter, Facebook, and Instagram. By applying various machine learning and natural language processing (NLP) techniques, it is possible to categorize content based on topics, sentiment, and user engagement. This classification aids in organizing content for targeted marketing, improving customer experience, and enabling real-time decision-making. Despite its potential, challenges remain, including dealing with imbalanced datasets, handling multiple languages, and ensuring ethical considerations in data privacy. The continued development of deep learning algorithms and the refinement of feature extraction techniques hold promise for improving the accuracy and efficiency of social media classification.

FUTURE SCOPE:

The future of social media classification is poised for significant advancements, driven by emerging technologies and evolving user behavior. Some of the key areas for future development include:

1. **Deep Learning and AI Integration**: With the continuous evolution of deep learning models, more advanced techniques such as Transformers and BERT (Bidirectional Encoder Representations from Transformers) are expected to further improve accuracy in sentiment analysis and topic classification. These models can better understand context, sarcasm, and nuances in social media language.
2. **Multilingual Classification**: As social media platforms become increasingly global, the ability to classify content in multiple languages will become essential. The development of more robust multilingual models will ensure that no matter where the user is from, their content can be accurately categorized.
3. **Real-time Social Media Monitoring**: Future advancements will focus on real-time analysis, allowing businesses and governments to monitor public sentiment, track trends, and predict emerging issues in near real-time. This can be crucial in fields such as market research, crisis management, and public relations.
4. **Ethical Considerations and Privacy**: As social media data is sensitive, future research will need to address the ethical implications of classification, including data privacy, informed consent, and fairness in the classification process. Developing models that are transparent and ethical will be essential for maintaining user trust.
5. **Multimodal Data Analysis**: The next frontier in social media classification will involve analyzing multimodal content, including images, videos, and text. Combining text-based classifiers with image recognition and video analysis will open new possibilities in content categorization and user engagement.
6. **Cross-Platform Classification**: As social media content spreads across multiple platforms, cross-platform classification will become crucial for creating a unified understanding of user behavior and content trends. Researchers will focus on developing systems that can seamlessly integrate and classify data from various sources such as Facebook, Twitter, Instagram, and TikTok.
7. **Personalized Content Categorization**: With the rise of personalized user experiences, future classification systems could become more tailored, offering personalized content curation based on user preferences, interests, and online behavior. This would enhance user engagement and satisfaction.
8. **Interdisciplinary Approaches**: Future advancements will likely involve collaboration between fields such as social sciences, psychology, and computer science to improve the understanding of human behavior in social media interactions and refine classification models based on this knowledge.

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