

## ATTITUDE CHECKING FOR SECURITY OVER SOCIAL MEDIA BASED ON USER CV'S

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### Abstract

Currently College Placements were not able to filter the students for placements. The existing work made them only filter the students based on the Percentage Criteria. The proposed work is to filter the students for Placements based on social media interaction of students. Initially collect the inputs from all the students/users from the social media. By this aggregation of information proposed implementation tool automatically compute the candidate scores with respect to social activity score, communication or proficiency score and overall score. The proposed tool helps the companies for recruiting the students based on the social scores as employees.

**Key Words:** *Social media, recruitment, social networking, Facebook, LinkedIn, selection, Human Resource Management, online profile.*

### I. INTRODUCTION

Individuals act in such manner that would maximize their benefits gained from social interactions. Facebook provides an easy to use platform that can be accessed from almost anywhere in the world, to satisfy social needs of people. It can also be used for companies to advertise their products and keeping in touch with their customers. Facebook is also ideal for keeping in touch with large amount of people; a task that was formerly being handled via bulky e-mail message chains.

Virtual community, social networking community, social networking service, online community, are words that are constantly brought up in general conversations, media and business world. Not just aggregates of people, social networks are for sharing social interactions, social ties as well as common space. A virtual community differs from any other community

only by being in a “virtual space” it still provides the same sociability support, information and sense of belonging.

Services such as already mentioned Facebook, LinkedIn, MySpace, Twitter and Google+, have reached a vast popularity, especially among young adults. Latest addition to all of this is Diaspora, a Facebook alternative run by its users. This has been one of the ideas behind Diaspora, as well as the idea of not keeping detailed record of their members; a feature that Facebook is being constantly criticized of.

Facebook alone has over 955 million active users and over 50% of active users log on to Facebook every day and an average user has approximately 130 friends on Facebook. LinkedIn has over 135 million users but is more of a professional network than casual. Social networking has become so popular, that according to Anderson Analytics, 71% of social network users could not live without it.

“Happy employees are productive employees.”  
“Happy employees are not productive employees.”  
We hear these conflicting statements made by HR professionals and managers in organizations. There is confusion and debate among practitioners on the topic of employee attitudes and job satisfaction—even at a time when employees are increasingly important for organizational success and competitiveness.

Therefore, the purpose of this article is to provide greater understanding of the research on this topic and give recommendations related to the major practitioner knowledge gaps.

As indicated indirectly in a study of HR professionals, as well as based on our experience, the major practitioner knowledge gaps in this area are: (1) the causes of employee attitudes, (2) the results of positive or negative job satisfaction, and (3) how to

measure and influence employee attitudes. Within each gap area, we provide a review of the scientific research and recommendations for practitioners related to the research findings. In the final section, additional recommendations for enhancing organizational practice in the area of employee attitudes and job satisfaction are described, along with suggestions for evaluating the implemented practices.

The main focus should be to describe what is meant by employee attitudes and job satisfaction. Employees have attitudes or viewpoints about many aspects of their jobs, their careers, and their organizations. However, from the perspective of research and practice, the most focal employee attitude is job satisfaction. Thus, here the main reference is towards employee attitudes broadly in this article, although much of the specific focus will be on the concern of job satisfaction.

In today's competitive environment companies are looking for candidates with strong communication skills and social relations skills. Only candidates with these skills will be a strong team player. But for analyzing these skills companies are in lack of time and tool support is needed. In this project we design and implementation of a tool is done to analyze the employee job attitude using Facebook.

## II. RELATED WORKS

In today's competitive environment companies are looking for candidates with strong communication skills and social relations skills. Only candidates with these skills will be a strong team player. But the main drawback is for analysing these skills companies are in lack of time and tool support is needed.

The increasing availability of digitized text presents enormous opportunities for social scientists. Yet hand coding many blogs, speeches, government records, newspapers, or other sources of unstructured text is infeasible. Although computer scientists have methods for automated content analysis, most are optimized to classify individual documents, whereas social scientists instead want generalizations about the population of documents, such as the proportion in a given category.

Unfortunately, even a method with a high percentage of individual documents correctly classified can be hugely biased when estimating category proportions. By directly optimizing for this social science goal, we develop a method that gives approximately unbiased estimates of category proportions even when the optimal classifier performs poorly.

Research found that Facebook is deeply integrated in users' daily lives through specific routines and rituals. Users claimed to understand privacy issues, yet reported uploading large amounts of personal information. Risks to privacy invasion were ascribed more to others than to the self. However, users reporting privacy invasion were more likely to change privacy settings than those merely hearing about others' privacy invasions. Results suggest that this lax attitude may be based on a combination of high gratification, usage patterns, and a psychological mechanism similar to third-person effect. Safer use of social network services would thus require changes in user attitude.

In order to figure out the attitudes towards Facebook advertising, a snowball survey was executed among Facebook users by spreading a link to the survey. This study was quantitative study but the results of the study were interpreted in qualitative way. This research was executed with the help of factor analysis and cluster analysis, after which Chi-square test was used. This research expected that the result of the survey would lead in to two different groups with negative and positive attitudes. Factor analysis was used to find relations between variables that the survey data generated. The factor analysis resulted in 12 factors that were put in a cluster analysis to find different kinds of groups. Surprisingly the cluster analysis enabled the finding of three groups with different interests and different attitudes towards Facebook advertising. These clusters were analysed and compared. One group was clearly negative, tending to block and avoid advertisements. Second group was with more neutral attitude towards advertising, and more carefree internet using. They did not have blocking software in use and they like to participate in activities more often. The third group had positive attitude towards advertising. The result of this study can be used to

help company's better plan their Facebook advertising according to groups. It also reminds about the complexity of people and their attitudes; not everything suits everybody.

### III. PROPOSED SYSTEM

In this project, I propose the attitude analysis of the employee using Facebook. I will analyse the attitudes of the candidate from the features gathered from Facebook. Once attribute score is received from the Attitude Analysis module, it will give the total ranked score using Pearson correlation to rank the candidates. Also it organized the scores neatly in a report, so that the HR can analyse it easily.

In this system following are the functional requirements:-

1. Extract Facebook profile
2. Build classifier
3. Classify and rank user
4. Configure authentication report

The resources required are Net bean IDE 7.2 and Swing

### IV. SYSTEM ARCHITECTURE

In the System architecture diagram each block tells the modules

**Profile Feature Extraction:** This module is implemented using Facebook Query Language. It will extract following information from face book profile of candidates

1. Text messages communicated
2. Number of Friends
3. Groups interested
4. Games Played and number of times
5. Number of Friends Removed

**Attitude Analysis:** This module will analyse the following attitudes of candidates from the features gathered from Facebook.

- English Proficiency Level

- Percentage of abusive messages sent
- Number of friends added per month
- Number of groups in profile
- Activity of user in the groups
- Number of Friends removed per month
- Number of friends messaged more times
- Average shared messages in month

Each of these attributes is averaged in scale of 1 to 5.

#### Reporting

Once attribute score is received from the Attitude Analysis module, it will give the total ranked score using Pearson correlation to rank the candidates.

Also it organized the scores neatly in a report, so that HR can analyze it easily.

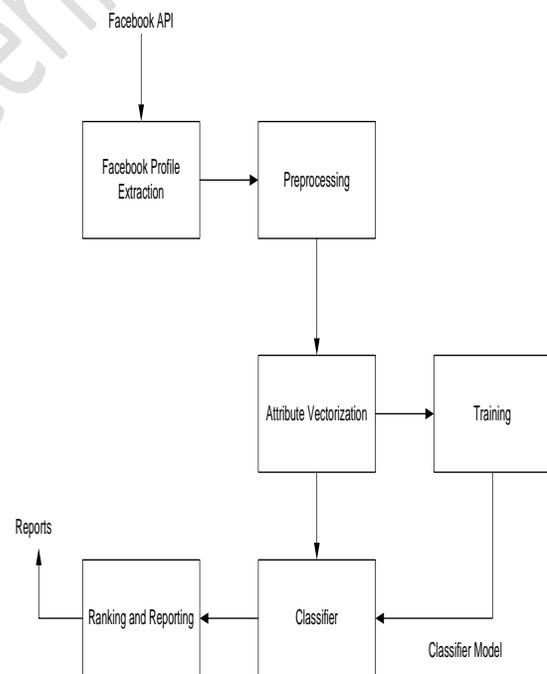


Fig 4.1: The System Architecture Diagram

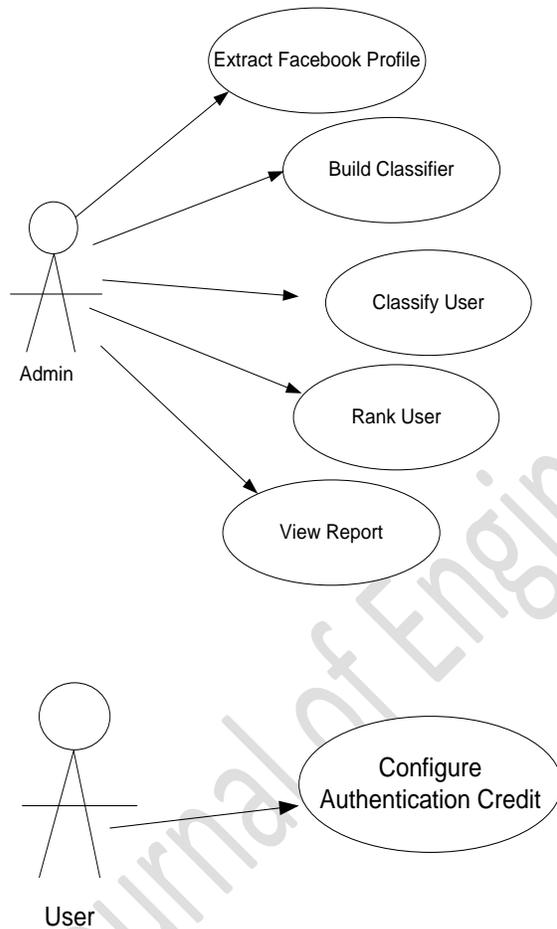
#### Classes Designed for the System

Manager class composed with Training class to do training of pre-processed job attitudes of every profile.

Training depends on the two different classifier class they are PL classifier and SVM KLD classifier, where classifies the profile and do training.

Classifier class classifies the profile level and messages of job attitudes in Facebook. Classifier class do report to the Reporter class to vies the report and update it.

**Use Case Diagram of the System**



**Fig 4.2: Use Case Diagram of the System**

Actually the use case is the functionality provided by the actors, there his role or functions can be noted. In this Use case diagram we have 2 actors

1. Admin
2. User

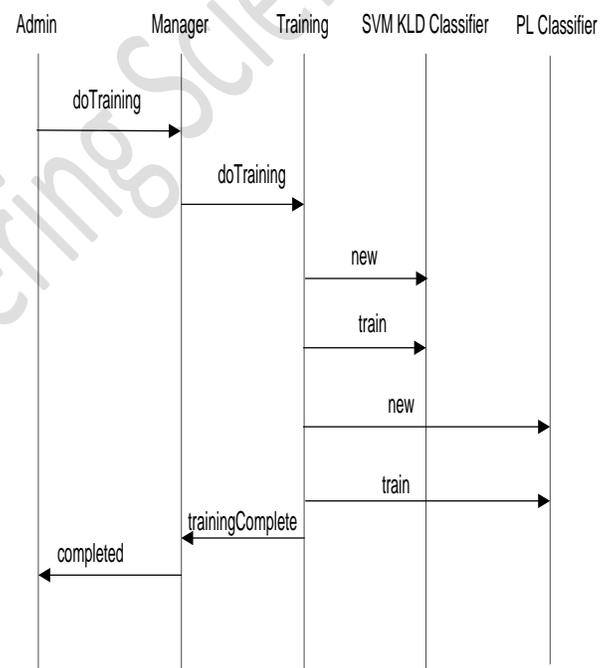
**Admin:** His function is to

1. Extract the Facebook profile.
2. Build the classifier.
3. Classify the user.
4. Rank the user.
5. View the report.

**User:** His function is to

1. Configure the authentication credit.

**Sequence Diagram of System Operation**



**Fig 4.3: Sequence Diagram for Training**

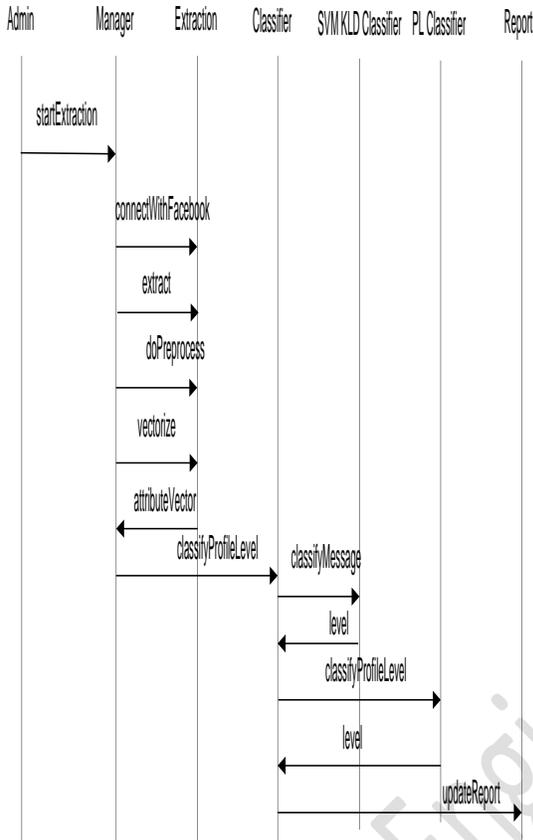
Here Admin, Manager, Training, SVM KLD Classifier and PL Classifier are processes.

Each process interacts with other process in a sequential order through messages. As shown above.

**Sequence Diagram for Scoring and Reporting**

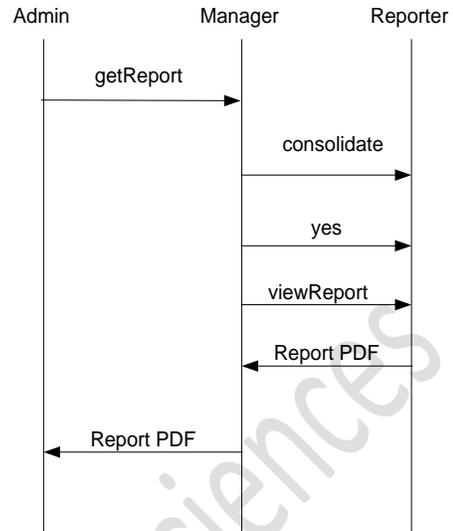
Here Admin, Manager, Extraction, Classifier, Signature Generator, SVM KLD Classifier, PL Classifier and Report are processes.

Each process interacts with other process in a sequential order through messages. As shown above.



**Fig 4.4: Sequence Diagram for Scoring and Reporting**

**Sequence Diagram for View Report**



**Fig 4.5: Sequence Diagram for View Report**

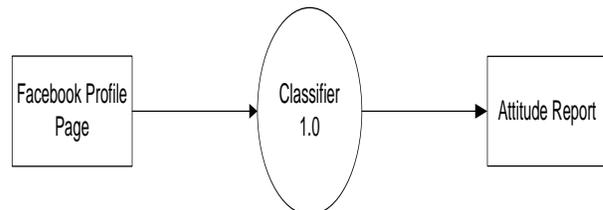
Here Admin, Manager and Reporter are processes.

Each process interacts with other process in a sequential order through messages. As shown above.

**Data Flow Diagram of the System**

**Level 0 Data flow diagram**

A context-level or level 0 data flow diagram shows the interaction between the system and external agents which act as data sources and data sinks. On the context diagram (also known as the Level 0 DFD) the system's interactions with the outside world are modeled purely in terms of data flows across the system boundary. The context diagram shows the entire system as a single process, and gives no clues as to its internal organization

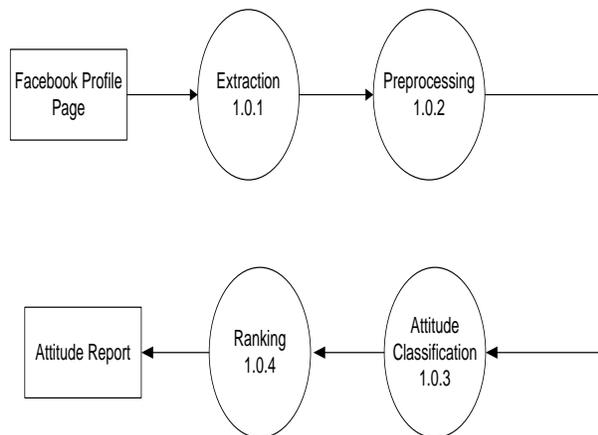


**Fig 4.6: Level 0 Data Flow Diagram**

Classifier is the process with input as Facebook Profile Page and output as Attitude Report.

### Level 1 Data Flow Diagram

The Level 1 DFD shows how the system is divided into sub-systems (processes), each of which deals with one or more of the data flows to or from an external agent, and which together provide all of the functionality of the system as a whole. It also identifies internal data stores that must be present in order for the system to do its job, and shows the flow of data between the various parts of the system.



**Fig 4.7: Level 1 Data Flow Diagram**

Here Extraction, Pre-processing, Attitude Classification and Ranking are sub process of process Classifier which done in level 0.

## V. CONCLUSION

This study utilizes both quantitative and qualitative techniques to explore the timely intersection between online social networking use and privacy concerns. It shows that the gratifications of using Facebook tend to outweigh the perceived threats to privacy. In addition, on-going research will provide more in-depth understanding of the effects of employee attitudes and job satisfaction on organizational measures, such as customer satisfaction and financial measures.

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