What is claimed is:

1. A system for determining high value audience from a social media comprising:

a processing unit;

instructions for directing said processing unit to:

retrieving information created by an owner of an account in said social media, said information being content being published by said owner,

generating a topic-entity map based on said information retrieved, wherein said topic-entity map includes topics and entities, said entities being determined based on said information retrieved from said account of said owner, and each of said topics is determined based on the determined entities;

retrieving ~~information~~ contents published by ~~from accounts of~~ users in said social media, said users being associated with said account of said owner,

extracting relevant ~~information from information retrieved from accounts of~~ contents published by said users in said social media,

~~comparing said relevant information extracted with said topic-entity map~~determining a similarity score for each content published by respective users against each of said entities in said topic-entity map,

assigning ~~said information~~ each of said contents to ~~to at least~~ one of said entity in said topic-entity map in response to said similarity score of said contents being above a certain threshold value,

determining users for each of said contents being grouped to one of said topic in said topic entity map;

retrieving all contents retrieved for each of said determined users;

determining a recency index for each of said determined users;

determining a frequency index for each of said determined users;

normalising said recency and said frequency of each of said users;

determining a value index for each of said users based on an average of said normalized recency and frequency indexes of respective said users~~determining a value index for each of said users based on said information from said users being assigned in said topic-entity map~~; and

arranging said users according to said value index from highest to lowest, and

a media readable by said processing unit that stores said instructions.

2. The system according to claim 1 wherein said instruction to retrieving information created by said owner of an account in said media further includes instructions for directing said processing unit to:

receiving user information from said owner, wherein said user information includes username and name of social media;

receiving a cutoff date from said owner; and

extracting all information from said cutoff date for said username in said name of social media~~, said information being content being published by said username in said name of social media~~.

3. The system according to claim 2 wherein said instruction to generating a topic-entity map based on said information retrieved further includes instructions for directing said processing unit to:

pre-processing said contents being published by said username in said name of social media;

segmenting each of said contents;

arranging segments based on frequency; and

determining top N segments as entities.

4. The system according to claim 3 wherein said instruction to pre-processing said contents being published by said username in said name of social media further includes instructions for directing said processing unit to:

removing symbol in said contents; and

normalising exaggerative words.

5. The system according to claim 3 wherein said instruction to segmenting each of said contents further includes instructions for directing said processing unit to:

dividing said content into segments, wherein conjunction, determiners, stop words and punctuation in said content are being used to separate said content into said segments.

6. The system according to claim 3 wherein said instruction to generating a topic-entity map based on said information retrieved further includes instructions for directing said processing unit to:

requesting a website from said owner;

retrieving data from said website in response to receiving a website from said owner;

performing a similarity search between each of said entities and said data retrieved;

determining a topic for each of said entities based on said data retrieved.

7. The system according to claim 3 wherein said instruction to generating a topic-entity map based on said information retrieved further includes instructions for directing said processing unit to:

searching relevant online resources using each of said entities as keywords; and

determining a topic based on a category in which said entity is being classified in a search result derived from said step of searching relevant online resources.

8. The system according to claim 7 wherein said instruction to generating a topic-entity map based on said information retrieved further includes instructions for directing said processing unit to:

generating said topic entity map by grouping said entity that determines said topic to said topic.

9. The system according to claim 7 or claim 8 wherein said instruction to retrieving ~~information from accounts of~~ contents published by users in said social media further includes instructions for directing said processing unit to:

retrieving a list of users associated to said owner;

retrieving ~~information from each of~~ contents published by said users after said cutoff date~~, wherein said information is content published by each of said users~~.

10. The system according to claim 9 wherein said instruction to extracting relevant ~~information from information retrieved from accounts of~~contents published by said users in said social media further includes instructions for directing said processing unit to:

pre-processing each of said contents being published by said users; and

generating segments for each of said contents.

11. The system according to claim 10 wherein said instruction to pre-processing each of said contents being published by said users further includes instructions for directing said processing unit to:

removing symbol in said contents; and

normalising exaggerative words.

12. The system according to claim 10 wherein said instruction to generating segments for each of said contents further includes instructions for directing said processing unit to:

dividing said content into segments, wherein conjunction, determiners, stop words and punctuation in said content are being used to separate said content into said segments.

13. The system according to claim 10 wherein said instruction to ~~comparing said relevant information extracted with said topic-entity map~~ determining said similarity score for each content published by respective users against each of said entities in said topic-entity map further includes instructions for directing said processing unit to:

determining ~~a~~said similarity score for each of said segments against each of said entities in said topic-entity map.

~~14. The system according to claim 13 wherein said instruction to assigning said information to at least one of said entity in said topic-entity map further includes instructions for directing said processing unit to:~~

~~assigning one of said contents to one of said entity in said topic-entity map in response to said similarity score of one of said segments of said one of said content being above a certain threshold value.~~

1~~4~~5. The system according to claim 1~~1~~4 wherein said ~~instruction to determining said value index for each of said users based on said information from said users being assigned in said topic-entity map further includes instructions for directing said processing unit to:~~

~~determining users for each of said contents being grouped to one of said topic in said topic entity map;~~

~~retrieved all contents retrieved for each of said determined users;~~

~~determining a~~ recency index for each of said determined users is determined with the following expression,

Recency = invert((LR – R + 1)/max)

where LR is the latest post date of said determined user, R is the latest post date of the topic by said determined user and max is the time period between the earliest relevant content and the most recent relevant content;

~~determining a frequency index for each of said determined users with the following expression~~

~~Frequency = Nr / total number of contents after cutoff date~~

~~where Nr is the total number of contents related to said topic and total number of contents after cutoff date is the total number of contents published by all of said determined users;~~

~~normalising said recency and said frequency of each of said users;~~

~~determining said value index for each of said users with the following expression, Value index = (Recency + Frequency)/2~~.

15. The system according to claim 1 wherein said frequency index for each of said determined users is determined with the following expression

Frequency = Nr / total number of contents after cutoff date

where Nr is the total number of contents related to said topic and total number of contents after cutoff date is the total number of contents published by all of said determined users.

16. A method for determining high value audience from a social media comprising:

retrieving information created by an owner of an account in said social media, said information being content being published by said username in said name of social media

generating a topic-entity map based on said information retrieved, wherein said topic-entity map includes topics and entities, said entities being determined based on said information retrieved from said account of said owner, and each of said topics is determined based on the determined entities;

retrieving ~~information from accounts of~~contents published by users in said social media, said users being associated with said account of said owner,

extracting relevant ~~information~~ contents published by said~~from information retrieved from accounts of~~ users in said social media,

~~comparing said relevant information extracted with said topic-entity map~~determining a similarity score for each content published by respective users against each of said entities in said topic-entity map,

assigning ~~said information~~each of said contents to ~~at least~~ one of said entity in said topic-entity map in response to said similarity score of one of said contents being above a certain threshold value,

determining users for each of said contents being grouped to one of said topic in said topic entity map;

retrieving all contents retrieved for each of said determined users;

determining a recency index for each of said determined users;

determining a frequency index for each of said determined users;

normalising said recency and said frequency of each of said users;

determining a value index for each of said users based on an average of said normalized recency and frequency indexes of respective said users~~determining a value index for each of said users based on said information from said users being assigned in said topic-entity map~~; and

arranging said users according to said value index from highest to lowest.

17. The method according to claim 15 wherein said step of retrieving information created by said owner of an account in said media further includes:

receiving user information from said owner, wherein said user information includes username and name of social media;

receiving a cutoff date from said owner; and

extracting all information from said cutoff date for said username in said name of social media~~, said information being content being published by said username in said name of social media~~.

18. The method according to claim 17 wherein said step to generating a topic-entity map based on said information retrieved further includes:

pre-processing said contents being published by said username in said name of social media;

segmenting each of said contents;

arranging segments based on frequency; and

determining top N segments as entities.

19. The method according to claim 18 wherein said step to pre-processing said contents being published by said username in said name of social media further includes:

removing symbol and platform-specific term in said contents; and

normalising exaggerative words.

20. The method according to claim 18 wherein said step to segmenting each of said contents further includes:

dividing said content into segments, wherein conjunction, determiners, stop words and punctuation in said content are being used to separate said content into said segments.

21. The method according to claim 18 wherein said step to generating a topic-entity map based on said information retrieved further includes:

requesting a website from said owner;

retrieving data from said website in response to receiving a website from said owner;

performing a similarity search between each of said entities and said data retrieved;

determining a topic for each of said entities based on said data retrieved.

22. The method according to claim 18 wherein said step to generating a topic-entity map based on said information retrieved further includes:

searching relevant online resources using each of said entities as keywords; and

determining a topic based on a category in which said entity is being classified in a search result derived from said step of searching relevant online resources.

23. The method according to claim 22 wherein said step to generating a topic-entity map based on said information retrieved further includes:

generating said topic entity map by grouping said entity that determines said topic to said topic.

24. The method according to claim 22 or claim 23 wherein said step to retrieving ~~information from accounts of~~ contents published by users in said social media further includes:

retrieving a list of users associated to said owner;

retrieving ~~information from each of~~contents published by said users after said cutoff date~~, wherein said information is content published by each of said users~~.

25. The method according to claim 24 wherein said step to extracting relevant ~~information from information retrieved from accounts of~~ contents published by said users in said social media further includes:

pre-processing each of said contents being published by said users; and

generating segments for each of said contents.

26. The method according to claim 25 wherein said step to pre-processing each of said contents being published by said users further includes:

removing symbol and platform-specific term in said contents; and

normalising exaggerative words.

27. The method according to claim 25 wherein said step to generating segments for each of said contents further includes:

dividing said content into segments, wherein conjunction, determiners, stop words and punctuation in said content are being used to separate said content into said segments.

28. The method according to claim 25 wherein said step to ~~comparing said relevant information extracted with said topic-entity map~~ determining said similarity score for each content published by respective users against each of said entities in said topic-entity map further includes:

determining a said similarity score for each of said segments against each of said entities in said topic-entity map.

~~29. The method according to claim 28 wherein said step to assigning said information to at least one of said entity in said topic-entity map further includes:~~

~~assigning one of said contents to one of said entity in said topic-entity map in response to said similarity score of one of said segments of said one of said content being above a certain threshold value.~~

2930. The method according to claim 1429 wherein said ~~step to determining said value index for each of said users based on said information from said users being assigned in said topic-entity map further includes:~~

~~determining users for each of said contents being grouped to one of said topic in said topic-entity map;~~

~~retrieved all contents retrieved for each of said determined users;~~

~~determining a~~ recency index for each of said determined users is determined with the following expression,

Recency = invert((LR – R + 1)/max)

where LR is the latest post date of said determined user, R is the latest post date of the topic by said determined user and max is the time period between the earliest relevant content and the most recent relevant content~~;~~

~~determining a frequency index for each of said determined users with the following expression~~

~~Frequency = Nr / total number of contents after cutoff date~~

~~where Nr is the total number of contents related to said topic and total number of contents after cutoff date is the total number of contents published by all of said determined users;~~

~~normalising said recency and said frequency of each of said users;~~

~~determining said value index for each of said users with the following expression, Value index = (Recency + Frequency)/2~~.

30. The method according to claim 14 wherein said frequency index for each of said determined users is determined with the following expression

Frequency = Nr / total number of contents after cutoff date

where Nr is the total number of contents related to said topic and total number of contents after cutoff date is the total number of contents published by all of said determined users.