METHOD AND SYSTEM FOR IDENTIFYING HIGH VALUE SOCIAL AUDIENCE

ABSTRACT

This invention is related to a system and a method for determining high value audience from a social media. The method includes retrieving information created by an owner of an account in the social media, generating a topic-entity map based on the information retrieved, wherein the topic-entity map includes topic as a first level of information and entity as a second level of information, the entity being determined based on the information retrieved from the account of the owner, and the topic is determined based on the determined entity. The method then retrieves information from accounts of users associated with the account of the owner, and extracts relevant information from information retrieved. Subsequently, the relevant information extracted is being compared with each of the entities in the topic-entity map and the relevant information is being assigned to the entity in the topic-entity map. A value index is being determined for each of the users based on the information and users are arranged according to the value index from highest to lowest.

Figure 4 to accompany the abstract