

ABSTRACT

The theme: Distributed computing and forecasting of brands importance on the Internet.

The master's thesis contains 76 p., 21 fig., 3 tabl., 2 appendixes, 19 sources.

The purpose of the diploma thesis is creation of algorithm of brand feedbacks' tone automatic recognition, algorithm of short-range forecasting of daily change of positive and negative feedbacks amount and practical implementation of web-based system of monitoring of social networks and blogs. The research provides an overview of some existing social monitoring systems, their functionality and presents their advantages and disadvantages.

The results:

- analysis of existing methods and algorithms of determining the tone of text;
- analysis of existing methods of short-term forecasting of time series values;
- implemented web-based system for monitoring social networks and blogs.

The novelty of the research:

- suggested an algorithm of short-range forecasting of daily change of positive and negative feedbacks amount based on nonlinear model;
- developed the architecture of social networks' monitoring system.

The results of the thesis are recommended to use by companies to track mentions about their brand in social networks and, consequently, to assess their own PR-company. As a further research in this area it is expedient to improve the algorithm of automatic computation of feedbacks' tone by using neural networks with unsupervised learning.

SOCIAL NETWORKS MOTITORING, BRAND'S IMPORTANCE, FEEDBACK'S TONE, ALGOTITHM OF TEXT TONE COMPUTING, ALGORITHM OF SHORT-RANGE FORECASTING, BRAND.