



**University
of Victoria**

Graduate Studies

Notice of the Final Oral Examination
for the Degree of Master of Applied Science

of

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BEng (University of Victoria, 2013)

**“Evaluation of Intra-set Clustering Techniques for Redundant
Social Media Content”**

Department of Electrical and Computer Engineering

Tuesday, December 18, 2018
12:00 P.M.
Engineering Office Wing
Room 230

Supervisory Committee:

Dr. Stephen Neville, Department of Electrical and Computer Engineering, University of Victoria (Co-Supervisor)

Dr. Thomas Darcie, Department of Electrical and Computer Engineering, UVic (Co-Supervisor)

External Examiner:

Dr. Yvonne Coady, Department of Computer Science, UVic

Chair of Oral Examination:

Prof. Mia Maki, School of Business, UVic

Dr. David Capson, Dean, Faculty of Graduate Studies

Abstract

This thesis evaluates various techniques for intra-set clustering of social media data from an industry perspective. The research goal was to establish methods for reducing the amount of redundant information an end user must review from a standard social media search. The research evaluated both clustering algorithms and string similarity measures for their effectiveness in clustering a selection of real-world topic and location-based social media searches. In addition, the algorithms and similarity measures were tested in scenarios based on industry constraints such as rate limits. The results were evaluated using several practical measures to determine which techniques were effective.