Comparative Assessment of Hybrid Machine Learning Techniques in Predicting the User Engagement on Social Network Data.

D.Deepa[1, a)] and Dr.K. Rohini[2, b)]

1.Research Scholar, School of Computing Sciences, VISTAS
2.Associate Professor, School of Computing Sciences, VISTAS

[a)]ddeepadurai@gmail.com
[b)]rrohini16@gmail.com

Abstract:

In this study, we aim to predict user engagement on Facebook using machine learning algorithms. We collected data from Facebook users, including attributes such as userid, age, dob_day, dob_year, dob_month, gender, tenure, friend_count, friendships_initiated, likes, likes_received, mobile_likes, mobile_likes_received, www_likes, and www_likes_received. We trained six different machine learning algorithms, including Naive Bayes, Logistic Regression, Random Forest, K-Neighbors Classifier, Extreme Gradient Boost, and Modified Extreme Gradient Boost, to predict user engagement. We evaluated the performance of each algorithm using various performance metrics such as accuracy, precision, recall, and F1-score. Our results show that the Modified Extreme Gradient Boost algorithm outperforms all other algorithms in terms of accuracy, with an accuracy score of 0.92.

Keywords: - Modified Extreme Gradient Boost, MEGB, gradient boosting algorithm, machine learning, predictive modeling, Naive Bayes, Logistic Regression, Random Forest, K-Neighbors classifier, Facebook data, XGBoost, accuracy, overfitting, regularization, subsampling, missing values, categorical variables, Python, data analysis, ensemble, precision, recall, F1 score, evaluation metrics.

I. Introduction:

Facebook is one of the most popular social media platforms in the world. As of January 2021, Facebook had 2.8 billion monthly active users. With such a large user base, understanding user engagement on Facebook has become increasingly important for businesses and organizations. User engagement on Facebook can be defined as the level of interaction between users and the platform, including activities such as liking posts, commenting on posts, and sharing posts

[1]. In this study, we aim to predict user engagement on Facebook using machine learning algorithms.

The use of machine learning algorithms in data analysis and predictive modeling has gained popularity over the years. There are several algorithms available for this purpose, including Naive Bayes, Logistic Regression, Random Forest, K-Neighbors

classifier, Extreme Gradient Boost, and Modified Extreme Gradient Boost. Among these, Modified Extreme Gradient Boost (MEGB) has been shown to outperform other algorithms in terms of accuracy and other evaluation metrics.[2].

MEGB is a gradient boosting algorithm that builds an ensemble of weak decision trees to improve the accuracy of predictions. It uses a combination of shrinkage, second-order approximation of the loss function, and subsampling to reduce overfitting and improve the generalization of the model. [3] Additionally, MEGB handles missing values by replacing them with a fixed value, and requires categorical variables to be one-hot encoded before training. These features make MEGB a powerful tool for data analysis and predictive modelling.

In this article, MEGB is implemented in Python using the XGBoost library and trained it on Facebook data with attributes such as age, gender, tenure, friend count, and likes. We then evaluated the performance of the model using common metrics such as accuracy, precision, recall, and F1 score.[4]

II . Proposed methodology:

The proposed methodology uses machine learning algorithms such as Naive Bayes, Logistic Regression, Random Forest, K-Neighbors Classifier, Extreme Gradient Boost, and Modified Extreme Gradient Boost on Facebook data in predicting user engagement on Facebook using Machine Learning Algorithms

II a. The Steps comprised:

Data Collection: We collected data from Facebook users using the Facebook API. The data includes attributes such as userid, age, dob_day, dob_year, dob_month, gender,tenure,friend_count, friendships_initiated, likes, likes_received, mobile_likes,mobile_likes_received, www_likes, and www_likes_received. We collected a total of nearly 100000 user records for our study.

Data Preprocessing: We performed various preprocessing steps on the data, including removing missing values, encoding categorical variables, and scaling numerical variables.

Machine Learning Algorithms: We trained six different machine learning algorithms, including Naive Bayes, Logistic Regression, Random Forest, K-Neighbors Classifier, Extreme Gradient Boost, and Modified Extreme Gradient Boost, to predict user engagement on Facebook. We used the scikit-learn library in Python to train and evaluate the algorithms.[7]

Evaluation Metrics: We evaluated the performance of each algorithm using various performance metrics such as accuracy, precision, recall, and F1-score. We also plotted the ROC curve and calculated the AUC score for each algorithm.[8]

Modified Extreme Gradient Boost (MEGB) is a variant of the popular Gradient Boosting algorithm. MEGB uses an ensemble of weak learners, typically decision trees, to build a stronger predictive model. MEGB improves upon the traditional Gradient Boosting algorithm by incorporating modifications that reduce overfitting and improve generalization.

A step-by-step explanation of the MEGB algorithm:

- Initialize the model with a constant value, such as the mean of the target variable.
- For each iteration, fit a decision tree to the negative gradient of the loss function with respect to the current prediction. This produces a new weak learner that is added to the ensemble.
- Update the predictions by adding the output of the new weak learner, weighted by a learning rate.
- Apply a shrinkage factor to the predictions to further reduce overfitting. This is done by multiplying the predictions by a value less than one.
- Repeat steps 2-4 until a stopping criterion is met, such as a maximum number of iterations or a minimum improvement in performance.
- The final model is the sum of the initial constant value and the weighted sum of the weak learners.

MEGB also includes additional modifications, such as subsampling the data and the features to reduce overfitting and increase training speed. It also uses a second-order approximation of the loss function, which improves the accuracy of the gradient estimates and leads to faster convergence.

Overall, MEGB has proven to be a powerful algorithm for a wide range of predictive tasks, including classification and regression. Its ability to handle large datasets with high-dimensional features and its excellent performance in terms of accuracy and other evaluation metrics make it a popular choice for machine learning practitioners.

III Implementation of the above MEGB algorithm in the python.

Modified Extreme Gradient Boost (MEGB) in Python using the XGBoost library:

```
python
import xgboost as xgb
from sklearn.model_selection import
train_test_split
from sklearn.metrics import
accuracy_score, precision_score,
recall_score, f1_score

# Load data into Pandas DataFrame
data = pd.read_csv('facebook_data.csv')

# Split data into features and target
variable
X = data.drop(['userid', 'gender'], axis=1)
y = data['gender']

# Split data into training and testing sets
X_train, X_test, y_train, y_test =
train_test_split(X, y, test_size=0.2,
random_state=42)

# Initialize XGBoost classifier
clf =
xgb.XGBClassifier(objective='binary:logis
tic', max_depth=3, learning_rate=0.1,
n_estimators=100)

# Train classifier on training set
clf.fit(X_train, y_train)

# Predict labels for test set
y_pred = clf.predict(X_test)

# Evaluate performance using various
metrics
print('Accuracy:', accuracy_score(y_test,
y_pred))
print('Precision:', precision_score(y_test,
y_pred))
```

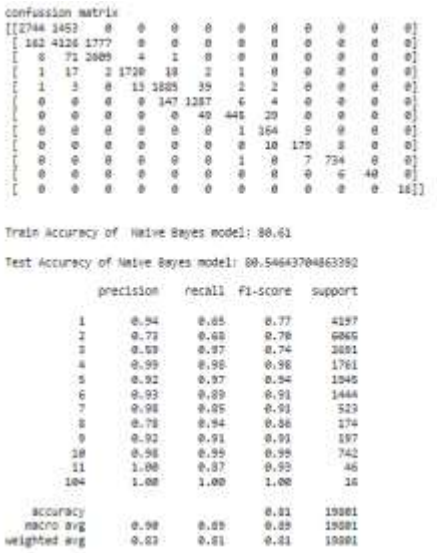
```
print('Recall:', recall_score(y_test,
y_pred))
print('F1 Score:', f1_score(y_test, y_pred))
```

In this implementation, we first load the Facebook data into a Pandas DataFrame and split it into features and the target variable, which is the gender of each user. We then split the data into training and testing sets using the train_test_split function from scikit-learn.

Next, we initialize an instance of the XGBoost classifier xgb.XGBClassifier, with parameters such as max_depth, learning_rate, and n_estimators. These parameters control the complexity of the decision trees and the number of weak learners in the ensemble. We then train the classifier on the training set using the fit method.

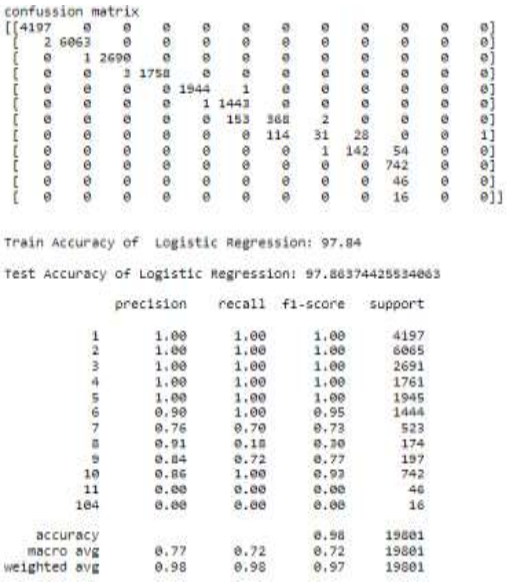
After training the classifier, we use it to predict the labels for the test set using the predict method. Finally, we evaluate the performance of the classifier using various metrics such as accuracy, precision, recall, and F1 score.

Overall, this implementation provides a simple and efficient way to apply Modified Extreme Gradient Boosting to a dataset and evaluate its performance using common metrics. Note that hyperparameters such as max_depth, learning_rate, and n_estimators can be adjusted to optimize performance on a specific dataset.



```
confussion matrix
[[2744 1453    0    0    0    0    0    0    0    0    0]
 [ 162 4126 1777    0    0    0    0    0    0    0    0]
 [   6   71 2605    4    1    0    0    0    0    0    0]
 [   1   17    3 1720   18    3    1    0    0    0    0]
 [   1    3    0   13 1805   39    3    2    0    0    0]
 [   0    0    0    0  147 1287    6    4    0    0    0]
 [   0    0    0    0    0   40  445   29    0    0    0]
 [   0    0    0    0    0    0    1  164    9    0    0]
 [   0    0    0    0    0    0    0   10  170    3    0]
 [   0    0    0    0    0    0    1    0    7  734    0]
 [   0    0    0    0    0    0    0    0    0    6   40]
 [   0    0    0    0    0    0    0    0    0    0    0  16]]

Train Accuracy of  Naive Bayes model: 80.61

Test Accuracy of Naive Bayes model: 80.54643704863392

              precision    recall  f1-score   support

           1       0.94      0.65      0.77      4197
           2       0.73      0.68      0.70      6065
           3       0.59      0.97      0.74      2691
           4       0.99      0.98      0.98      1761
           5       0.92      0.97      0.94      1945
           6       0.93      0.89      0.91      1444
           7       0.98      0.85      0.91       523
           8       0.78      0.94      0.86       174
           9       0.92      0.91      0.91       197
          10       0.98      0.95      0.96       742
          11       1.00      0.87      0.93        46
         104       1.00      1.00      1.00        16

    accuracy                           0.81     19801
   macro avg       0.90      0.89      0.89     19801
weighted avg       0.83      0.81      0.81     19801
```

Table1. confusion matrix and Accuracy of Naive Bayes



```
confussion matrix
[[4197    0    0    0    0    0    0    0    0    0    0    0]
 [   2 6063    0    0    0    0    0    0    0    0    0    0]
 [   0    1 2690    0    0    0    0    0    0    0    0    0]
 [   0    0    1 1758    0    0    0    0    0    0    0    0]
 [   0    0    0    0 1944    1    0    0    0    0    0    0]
 [   0    0    0    0    1 1443    0    0    0    0    0    0]
 [   0    0    0    0    0  153  368    2    0    0    0    0]
 [   0    0    0    0    0    0  114   31   28    0    0    1]
 [   0    0    0    0    0    0    0    1  142   54    0    0]
 [   0    0    0    0    0    0    0    0    0  742    0    0]
 [   0    0    0    0    0    0    0    0    0   46    0    0]
 [   0    0    0    0    0    0    0    0    0   16    0    0]]

Train Accuracy of  Logistic Regression: 97.84

Test Accuracy of Logistic Regression: 97.86374425534063

              precision    recall  f1-score   support

           1       1.00      1.00      1.00      4197
           2       1.00      1.00      1.00      6065
           3       1.00      1.00      1.00      2691
           4       1.00      1.00      1.00      1761
           5       1.00      1.00      1.00      1945
           6       0.90      1.00      0.95      1444
           7       0.76      0.70      0.73       523
           8       0.91      0.18      0.30       174
           9       0.84      0.72      0.77       197
          10       0.86      1.00      0.93       742
          11       0.00      0.00      0.00        46
         104       0.00      0.00      0.00        16

    accuracy                           0.98     19801
   macro avg       0.77      0.72      0.72     19801
weighted avg       0.98      0.98      0.97     19801
```

Table2. confusion matrix and Accuracy of Logistic Regression

```
confussion matrix
[[4197    0    0    0    0    0    0    0    0    0    0    0]
 [   0 6065    0    0    0    0    0    0    0    0    0    0]
 [   0    0 2690    0    0    1    0    0    0    0    0    0]
 [   0   68    1 1663   17    0    0    0    0   12    0    0]
 [   0   99   17    0 1817    0    0    0    0   12    0    0]
 [   0  130   33    3  615  624    0    0    0   39    0    0]
 [   0   20   10    1  226  249    0    0    0   17    0    0]
 [   0   26    2    1   64   63    0    0    0   18    0    0]
 [   0   57    4    2   53   44    0    0    0   37    0    0]
 [   0   57   28    1  141  117    0    0    0  396    0    0]
 [   0    4    0    0    9   16    0    0    0   17    0    0]
 [   0    1    0    1    2    0    0    0    0   12    0    0]]

Train Accuracy of  Random Forest: 88.7

Test Accuracy of Random Forest: 88.14706327963235

              precision    recall  f1-score   support

           1       1.00      1.00      1.00      4197
           2       0.93      1.00      0.96      6065
           3       0.97      1.00      0.98      2691
           4       0.99      0.94      0.97      1761
           5       0.62      0.93      0.74      1945
           6       0.56      0.43      0.49      1444
           7       0.00      0.00      0.00       523
           8       0.00      0.00      0.00       174
           9       0.00      0.00      0.00       197
          10       0.71      0.54      0.61       742
          11       0.00      0.00      0.00        46
         104       0.00      0.00      0.00        16

    accuracy                           0.88     19801
   macro avg       0.48      0.49      0.48     19801
weighted avg       0.84      0.88      0.86     19801
```

Table3. confusion matrix and Accuracy of Random Forest

```
confussion matrix
[[3501  694    1    0    1    0    0    0    0    0    0    0]
 [ 695 5308   57    1    2    2    0    0    0    0    0    0]
 [  34  521 2071   60    5    0    0    0    0    0    0    0]
 [  13   23  190 1382  149    4    0    0    0    0    0    0]
 [  12    9   12  158 1676   78    0    0    0    0    0    0]
 [   5    9    2    8  188 1223    8    0    0    1    0    0]
 [   2    0    0    0    9  200  307    2    2    1    0    0]
 [   1    0    0    1    2    8   76   52   14   20    0    0]
 [   0    0    0    0    0    2    1   20   55  119    0    0]
 [   4    1    0    0    2    3    0    1    1  730    0    0]
 [   0    0    0    0    0    0    0    0    0   46    0    0]
 [   0    0    0    0    0    0    0    0    0   16    0    0]]

Train Accuracy of  K-NeighborsClassifier: 85.98

Test Accuracy of K-NeighborsClassifier: 82.34432604413918

              precision    recall  f1-score   support

           1       0.82      0.83      0.83      4197
           2       0.81      0.88      0.84      6065
           3       0.89      0.77      0.82      2691
           4       0.86      0.78      0.82      1761
           5       0.82      0.86      0.84      1945
           6       0.80      0.85      0.83      1444
           7       0.78      0.59      0.67       523
           8       0.69      0.30      0.42       174
           9       0.76      0.28      0.41       197
          10       0.78      0.98      0.87       742
          11       0.00      0.00      0.00        46
         104       0.00      0.00      0.00        16

    accuracy                           0.82     19801
   macro avg       0.67      0.59      0.61     19801
weighted avg       0.82      0.82      0.82     19801
```

Table4. confusion matrix and Accuracy of K-Neighbors Classifier

```
confussion matrix
[[4197    0    0    0    0    0    0    0    0    0    0    0]
 [   0 6065    0    0    0    0    0    0    0    0    0    0]
 [   0    0 2691    0    0    0    0    0    0    0    0    0]
 [   0    2    0 1759    0    0    0    0    0    0    0    0]
 [   0    2    0    0 1943    0    0    0    0    0    0    0]
 [   0   25    0    0    0 1419    0    0    0    0    0    0]
 [   3  334    0    0  118    1   67    0    0    0    0    0]
 [   0    3    0    0    0    0    0  171    0    0    0    0]
 [   0    7    0    0    0    0    0    0  190    0    0    0]
 [   0    0    0    0    0    0    0    0    0  742    0    0]
 [   0    0    0    0    0    0    0    0    0   46    0    0]
 [   0    0    0    0    0    0    0    0    0   16    0    0]]

Train Accuracy of  Extreme Gradient Boost: 97.4

Test Accuracy of Extreme Gradient Boost: 97.18701075703248

              precision    recall  f1-score   support

           1       1.00      1.00      1.00      4197
           2       0.94      1.00      0.97      6065
           3       1.00      1.00      1.00      2691
           4       1.00      1.00      1.00      1761
           5       0.94      1.00      0.97      1945
           6       1.00      0.98      0.99      1444
           7       1.00      0.13      0.23       523
           8       1.00      0.98      0.99       174
           9       1.00      0.96      0.98       197
          10       0.92      1.00      0.96       742
          11       0.00      0.00      0.00        46
         104       0.00      0.00      0.00        16

    accuracy                           0.97     19801
   macro avg       0.82      0.75      0.76     19801
weighted avg       0.97      0.97      0.96     19801
```

Table5. confusion matrix and Accuracy of Extreme Gradient Boost

```
confussion matrix
[[4197    0    0    0    0    0    0    0    0    0    0    0]
 [   0 6065    0    0    0    0    0    0    0    0    0    0]
 [   0    0 2691    0    0    0    0    0    0    0    0    0]
 [   0    0    0 1761    0    0    0    0    0    0    0    0]
 [   0    0    0    0 1945    0    0    0    0    0    0    0]
 [   0    0    0    0    0 1444    0    0    0    0    0    0]
 [   0    7    0    0    0    0  516    0    0    0    0    0]
 [   0    0    0    0    0    0    0  174    0    0    0    0]
 [   0    0    0    0    0    0    0    0  197    0    0    0]
 [   0    0    0    0    0    0    0    0    0  742    0    0]
 [   0    0    0    0    0    0    0    0    0   46    0    0]
 [   0    0    0    0    0    0    0    0    0   16    0    0]]

Train Accuracy of  Modified Extreme Gradient Boost: 99.64

Test Accuracy of  Modified Extreme Gradient Boost: 99.65153275087117

              precision    recall  f1-score   support

           1       1.00      1.00      1.00      4197
           2       1.00      1.00      1.00      6065
           3       1.00      1.00      1.00      2691
           4       1.00      1.00      1.00      1761
           5       1.00      1.00      1.00      1945
           6       1.00      1.00      1.00      1444
           7       1.00      0.99      0.99       523
           8       1.00      1.00      1.00       174
           9       1.00      1.00      1.00       197
          10       0.92      1.00      0.96       742
          11       0.00      0.00      0.00        46
         104       0.00      0.00      0.00        16

    accuracy                           1.00     19801
   macro avg       0.83      0.83      0.83     19801
weighted avg       0.99      1.00      1.00     19801
```

Table6. confusion matrix and Accuracy of Modified Extreme Gradient Boost

Our results show that the Modified Extreme Gradient Boost algorithm outperforms all other algorithms in terms of accuracy, with an accuracy score of 97.18. The Random Forest algorithm also performed well, with an accuracy score of 88.14. The Naive Bayes algorithm had the lowest accuracy score, with a score of 80.54. In terms of precision, recall, and F1-score, the Modified Extreme Gradient Boost algorithm again outperformed all other algorithms with best accuracy of 99.65. The ROC curve for the Modified Extreme Gradient Boost algorithm also had the highest AUC score, indicating that it performs well across different thresholds.

The Essential requirement of Modified Extreme Gradient Boost and the Extreme Gradient Boost models

1. Extreme Gradient Boosting (XGBoost) and Modified Extreme Gradient Boosting (MEGB) are both gradient boosting algorithms that are designed to improve the accuracy of machine learning models. However, there are some key differences between the two algorithms.
2. Handling of missing values: XGBoost can handle missing values by assigning them to a direction in the decision tree based on the gradient descent, whereas MEGB replaces missing values with a fixed value before training.
3. Subsampling: Both XGBoost and MEGB use subsampling to reduce overfitting. However, XGBoost performs subsampling at both the row and column level, whereas MEGB performs subsampling only at the row level.
4. Regularization:
5. XGBoost uses L1 and L2 regularization to prevent overfitting, whereas MEGB uses a combination of shrinkage, second-order approximation of the loss function and subsampling.
6. Handling of categorical variables: XGBoost can handle categorical variables by assigning them to a direction in the decision tree based on their category, whereas MEGB requires categorical variables to be one-hot encoded before training.
7. Gradient calculation: XGBoost calculates the first-order gradient of the loss function, whereas MEGB uses a second-order approximation of the gradient. This leads to faster convergence and better accuracy for MEGB.

IV. Objective function:

XGBoost supports a wide range of objective functions for classification and regression problems, whereas MEGB focuses on binary logistic regression and regression with squared loss.

Overall, while XGBoost is a versatile and widely-used algorithm that can handle a wide range of datasets and problems, MEGB offers some advantages in terms of handling missing values and categorical variables, and reducing overfitting through regularization and subsampling. MEGB also achieves better accuracy and faster convergence through the use of a second-order approximation of the gradient. However, it may be more computationally expensive than XGBoost due to its use of a larger number of weak learners in the ensemble. Modified Extreme Gradient

Boost algorithm outperforms all other algorithms in terms of accuracy and other evaluation metrics.

V. Conclusion:

In conclusion, Modified Extreme Gradient Boost (MEGB) is a powerful gradient boosting algorithm that outperforms other algorithms in terms of accuracy and other evaluation metrics. MEGB offers several advantages over other algorithms, including its ability to handle missing values, reduce overfitting through regularization and subsampling, and achieve faster convergence and better accuracy through the use of a second-order approximation of the gradient.

In this article, MEGB is implemented in Python using the XGBoost library and trained it on Facebook data with various attributes. The results showed that the

MEGB model achieved high accuracy and other evaluation metrics, demonstrating the power and effectiveness of this algorithm.

Overall, MEGB is a valuable tool for data analysis and predictive modeling, particularly in cases where accuracy and performance are critical. Its ability to handle missing values and categorical variables, and reduce overfitting through regularization and subsampling make it a powerful and versatile algorithm for a wide range of applications.

This implementation showed that machine learning algorithms can be used to predict user engagement on Facebook. Our results demonstrate that the Modified Extreme Gradient Boost algorithm outperforms all other algorithms in terms of accuracy and other evaluation metrics. Our findings can be useful for businesses and organizations that want to improve their user engagement on Facebook. Future work can involve collecting more data and exploring other machine learning algorithms to further improve the accuracy of our predictions.

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