

## Predicting Persuasive Message for Changing Student's Attitude Using Data Mining

### Abstract:

All aspects of business communication, persuasion is one of the concerned topics that there are many researchers have tried to study, but only a few get a clear understanding of it. Persuasion represents an essential role in people's lives and it has been studied by many researchers. **Attitude** is the sense of people for things that get to experience from learning, evaluating, ideas and beliefs. The attitude may lead to the expression of behavior or feeling. The importance of learner' attitudes affects to education, perceptions, knowledge, and behaviors. **Data mining** concepts and methods can be applied in various fields such as marketing, customer relationship management, engineering, medicine, education, web mining etc. Data mining can be applied to the education field. There are increasing research interests in using data mining techniques such as a decision tree, neural network, Naïve Bayes, and many algorithms. Knowledge mining from data can be discovered analyzing data or an important need by association rules, classifications and clustering.

### Existing System:

According, we study a model for classification the persuasive messages for changing student's attitude using data mining technique. Data mining technique can be used to separate and discover the valuable and meaningful knowledge from a large data. Classification is one of the most productive techniques in e-learning. Classification is a predictive data mining technique that makes a prediction about values of data using known results found from various data . Prediction models have the specific aim of allowing us to predict the unknown value of interest variables give known value of other variables.

## Proposed System:

We have shown that data from questionnaires can be explained classifiers able to predict the persuasive message for changing student's attitude from the factors their personal information such as gender, age, and their satisfaction. The study compared the results obtained from the three algorithms. The results showed that the average classification correct rate for the ID3 was higher than the C4.5 and CART algorithm. The best efficiency is 98.04%, 96.73%, and 97.27%, respectively. The results of this research study will be adapted to apply to the development of tools to use the persuasive message in teaching students in the classroom. This paper is adoption or adaptation of applications for data mining studies adjusted for the better.

Advantages :

- Improve the student performance.

## Modules:

Data Understanding and Dataset.

## SYSTEM REQUIREMENTS

### H/W System Configuration:-

Processor	- Pentium –III
RAM	- 256 MB (min)
Hard Disk	- 20 GB
Key Board	- Standard Windows Keyboard
Mouse	- Two or Three Button Mouse
Monitor	- SVGA

**S/W System Configuration:-**

Operating System : Windows95/98/2000/XP  
Application Server : Tomcat5.0/6.X  
Front End : HTML, Jsp  
Scripts : JavaScript.  
Server side Script : Java Server Pages.  
Database : MySQL 5.0  
Database Connectivity : JDBC