



Design of Intelligent web based Social Media for Data Personalization

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ABSTRACT:

Social media is the group of people based on internet applications which helps to build the ideological as well as technological foundation on Web 2.0, and it allows the Data sharing and exchanging which is created by users. By the time usage of social media has expanded like anything. The expansion of additional features is the current working area of every social media. The social media is really helpful to get connectivity with family, friends, near and dear once of any individual. Apart from the above benefits social media is having some drawbacks related to security as well. There are some security features included by current social media but they are not enough and don't provide the facility of Data personalization. This leads us to the design and development of the intelligent web based social media for Data personalization. The intelligent web is the branch of artificial intelligence which uses various AI algorithms for the development of intelligent web functionalities. In this paper we have studied current drawbacks of social media and the technique of intelligent web which will helpful to improve social media and make it more intelligent.

Keywords: Intelligent web, Social Media, Artificial Intelligence, Data Personalization, Data Personalize

I. INTRODUCTION

A term used to describe a variety of Web-based platforms, applications and technologies that enable people to socially interact with one another online. Social media is one of the parts of it. Social networking sites are web based service provides to construct public or semi-public profile within bounded system. It refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. Social media is very important part of every individual now a day. It is about conversations, community, connecting with the audience and building relationships. There are various activities available on social media [2]. These activities are share interesting and visual Data, writing on someone's newsfeed, finding the virtual friends, writing the thoughts, like others' Data, chatting, notifications, networks as well as group. The popular social media tools as well as platforms, with their functionalities, are available discuss bellow [6]:

1. **Blogs:** It is a platform for casual dialogue and discussions on a specific topic or opinion.
2. **Facebook:** It is the synonym of the social media and world's largest social network, with more than 1.32 billion monthly active users (as of June 2014). Users create a personal profile, add other users as friends, and exchange messages, including status updates. Brands create pages and Facebook users can "like" brands' pages.
3. **Twitter:** It is a social networking/micro-blogging platform that allows groups and individuals to stay connected through the exchange of short status messages (140 character limit).
4. **YouTube:** It is a video hosting and watching online website. YouTube is the evolution of online video sites.
5. **Flickr:** It is an image and video hosting website and online community. Photos can be shared on Facebook and Twitter and other social networking sites.
6. **Instagram:** It is a free photo and video sharing app that allows users to apply digital filters, frames and special effects to their photos and then share them on a variety of social networking sites.
7. **LinkedIn Groups:** This is the place where groups of professionals with similar areas of interest can share information and participate in a conversation.

II. BRIEF HISTORY OF SOCIAL MEDIA

The first site of social networking was SixDegrees.com in 1997 which allows students to create profiles and list their friends. The purposes of these sites were to provide online dating of different profiles with each other. Classmate.com allowed people to affiliate with their high school and college with surfing facility of other list. In 2000 the service of SixDegrees.com has been closed. The duration of 1997 to 2001 there were so many community tools with support of combination of profiles and publicly articulated friends. AsianAvenue, BlackPlanet and MiGente allowed user to professional as well as personal profile creation for dating.

In January 2004, Orkut, social networking website launched by Google Inc, and served worldwide in September 2004. The service is designed to help users to maintain existing relationships as well as to create new relations. The creator of Orkut is one of the employees of Google named Orkut Büyükkökten. It was most popular website in Brazil and India with 48.0% and 39.2% of users. The numbers of users in US were 2.2% only. User of Orkut can also add videos in their profiles from YouTube and Google Videos. The supplementary option is creating restricted or unrestricted polls for polling community of users. There is one integrated option with GTalk enabling chatting and file sharing with like button. On June 2014 Google announced to close orkut by upcoming September.

Facebook is the synonym of social networking presently. It was founded by Mark Zuckerberg in October 2003 as the name of Facemash. Previously it was for Harvard University only latter on expanded to other colleges in Boston area and then after worldwide. In February 2004 Facebook service has been launched by Facebook Company. It was based on "HOT or NOT" game for Harvard students which allowed visitors to compare two pictures side by side and let them choose who is HOT and who is NOT. At present, Facebook with 7, 92,999,000 visitors is leading social networking website because of its unique features includes News Feed, Friend and Unfriend, Wall, Timeline, Like, Messages and inbox Notifications etc. It also supports applications includes Event, Marketplace, Notes, Places, Platforms, Photos, Videos, Facebook Paper. Some of the group functionalities like listen with friends, Facebook live, Mood faces, Poke, URL shorter etc. At March 2011 onward Facebook supports 70+ languages to prop up global audience.

There are other sites of social media includes Twitter, LinkedIn, Google+, MySpace which are very popular. Small messages, known as Tweet, become popular by social networking site Twitter Inc., at San Francisco. It has created by Jack Dorsey in 2006. Jack Dorsey is very reputed businessman at USA, American software architect as well. Twitter.com site offers to post message online up to 140 characters.

LinkedIn is another popular social networking website. Founded in December 2002 and launched in May 2003. This site is available in 20 different languages and having 259 million users across the world. Jeff Weiner is the CEO of LinkedIn who was previously working with Yahoo.

Google+ service has invented by Google for Invitation only in 2011. The purpose of invention was to give an invitation to increase number of users for Google circle which was the old name of Google+. But because of having limitations to send number of request Google has launched Google+ for the users with having age of 18 and above without having any kind of invitation[1].

Table 1: Service stacked up against Competitors (in 2011)

Sr.No	Worldwide	Unique Visitors (in 000)
1	Facebook	792,999
2	Twitter	167,903
3	LinkedIn	94,823
4	Google+	66,756
5	MySpace	61,037
6	Others	255,539

III. INTELLIGENT SOCIAL MEDIA FOR DATA PERSONALIZATION

Social networks are capturing a phenomenal amount of data on their users. But the vast majority of that information is unstructured and can't easily be put to use. Now, though, Facebook, Twitter, LinkedIn, and others are beginning to use artificial intelligence techniques to build out their "deep learning" capacities. They're starting to process all the activity occurring over their networks, from conversations, to photo facial recognition, to gaming activity. To perform such kind of advances it requires program machines to perform high-level, thought and abstractions, are helping social networks and their advertisers glean insights from this vast ocean of unstructured consumer data. This is only possible if there is a deep learning and potential to be more personalized. The features of social media are quickly emerging. The various trends includes audience clustering, predictive marketing, and sophisticated brand sentiment analysis [3].

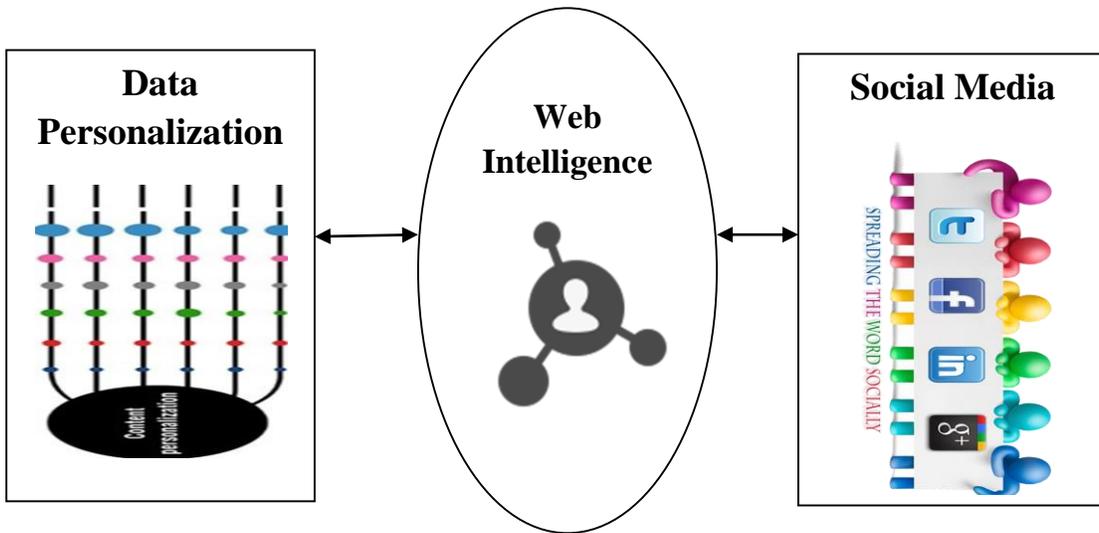


Figure 1 : Model of Intelligent Web Data Personalization

IV. CASE STUDY FOR INTELLIGENT WEB SOCIAL MEDIA DATA PERSONALIZATION

In figure 1 we have tried to explain the task of intelligent web based social media Data personalization. In this figure there are two components interacting with each other by using web intelligence. These two components are Data personalization and social media. Consider the case study of the social media in which such kind of situation can come at where intelligent web based social media Data personalization plays a very pivotal role. If you wake up from a heavy night of drinking, in a slight haze with no recollection of how you got home. You quickly check for your phone in a slight panic but it's there by your side, you sigh with relief. You're not out of woods just yet though, you haven't checked Facebook. It is surprised or shocked horror for you. You have uploaded many unflattering and drunk selfies [4].

Now you might be looking for the device that would prevent you from embarrassing yourself massively on social media. A few years ago, you could have gotten away with a few non-flattering pictures appearing on your Facebook wall. The social network was still a mystery to many adults, who regarded it with distrust. Well not anymore. Your parents and your whole family have now discovered the joys of Facebook and so any embarrassing or drunk pictures will not go unnoticed. Good news though, Facebook are working on a project that will stop you from posting those pictures you'd rather your parents didn't see [5].

This is possible by working on Intelligent Web based Data personalization technique to improve your experience [7] [8]. One of the ways the intelligent web based Data personalization would work, is by analyzing your pictures to determine if anyone looks sober or seriously drunk in them. If it determines that it is the latter, it will ask you a very serious question, that "THIS IS BEING POSTED PUBLICLY. ARE YOU SURE YOU WANT YOUR BOSS, YOUR MOTHER AND YOUR WIFE TO SEE THIS?"

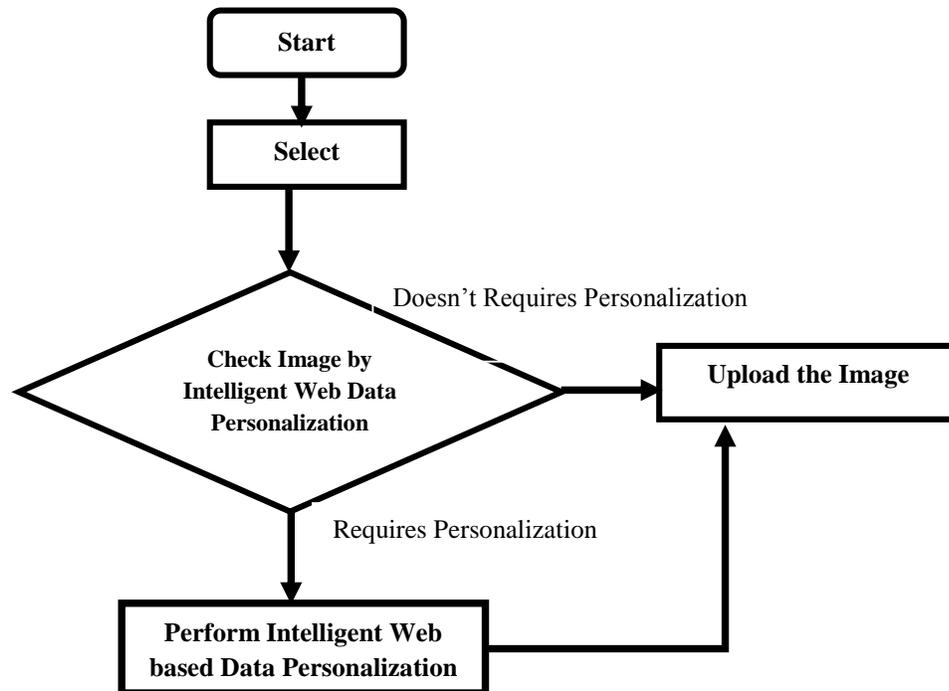


Figure 2 : Flow of Intelligent Web based Social Media Data Personalization

In figure 2 we have tried to explain flow of the process related to intelligent web based social media data personalization. This design of the model is based on intelligent web social media Data personalization technique in which we are using branch of artificial intelligence to use in social media for Data like picture personalization. This will be taking things one step further. The ultimate goal with designed model is to have an intelligent web based social media Data personalization technique which would mediate an individual's interaction with their friends as well as with Data on Facebook. This intelligent web based model is not only preventing your embarrassing pictures from appearing publicly but also warn you if someone uploads a picture of you without your knowledge.

V. FUTURE ENHANCEMENT

The design of intelligent web based social media for Data personalization in our model with case study includes Data of pictures and images. We can expand our model by personalizing Data of vocabulary as well. In this expanded model the person who is going to write a disgraceful vocabulary on social media publicly can be also prevented and personalized.

VI. CONCLUSION

The design of intelligent web based social media for Data personalization is the usage of intelligent web which is one of the branches of AI for more personalization of Data of social media online as we have discussed above.

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