

# Conceptualizing of social Networking Sites

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## Abstract:

People often move to their friends, families and colleagues when they feel urge and having doubts or queries to solve. Participation in social networking site has dramatically increased in recent years. Many social networking sites boost with million of members using their network on regular basis to communicate, share , create and collaborate with others. In this paper we explore the phenomenon of using social networking site to trace a link of the search from the community of users for better exploration of link. If a person wishes to visit a place that belongs to the community of his friend list. Similarly it will search upto nth level and filter to get best option by implementing the concept of deterministic agents.

Keyword: hcard, FOAF, RDF

## I. Introduction:

The social network site will implement this concept of exploration of optimal link as a search engine, that benefits the user to search friend of friend list in order to visit any place which is new for him and he wants to explore the new place [Refer Fig. 1]. It will act as an open ended API. It will provide a great opportunity for increased search ranking and more increased relevance because the search engine can better understand what the content of your site is about.

Web Standards such as hCard and FOAF as a part of semantic Uniform Resource identifier (URI) scheme. We will use the Web technology FOAF to mark up the friend list of users.

## II. Concept

FOAF provides a unique concept that, no other single social network Web site has a distributed friend list. Because our friends are referenced within FOAF by a URI, and the URI that references them can itself return FOAF, it can follow the path through the FOAF files of our friends, to the friends of your friends and so on. The URIs can refer to any location on the web, so your network can expand across the Internet.

When a user browse to the page of another user, they will see and search for the place into friend link. Then, on their profile page, we present the list of the user's friends marked up with FOAF using RDF. Their data is available in a standard, portable format for direct use in other FOAF-enabled Web sites they come across.

In general , we must use either Microformats or a RDFa depending on the case. Microformats, from the start , are designed to work with existing markup to add semantic value for specific use



Figure 1.

### III. Challenges & Threats:

In any social networking site there exists several challenges while expressing the idea of a distributed friends list to get use of optimum link usage and obviously due to open nature of connectivity mechanism it may face hurdles that can be overcome, but first, let's identify them.

#### III.1 From others

##### Difficult to Monetize

Even Google says it's having a hard time monetizing social networks, The use case is completely different. Members aren't hunting for information like they do on a search, instead they are communicating with each other, and self-expressing.

##### Excess of Players

In the case of the many white label social networks, there are too many players in the space.

##### As Marketers Move In, Users Move Out

Remember Friendster? Tribe, or way back and eCircles? Nothing is new, as communities form, marketers will move in, and in some cases bastardize the experience and the hip, cool, influencers will leave to the next network.

##### Untrustworthy Member Data

In many cases users submit inaccurate information on their profile. As a result,

marketing efforts will not be aimed at the right audiences, members continuing to be an elusive target.

#### III.2 From Systems

##### Lack of Metrics Makes Success Hard to Measure

For many marketers who want to deploy a campaign on a social network, access to server metrics isn't always available. As a result, they have to often visually monitor the interaction on the site, or measure click through their site. In some of the more sophisticated platforms, a crude dashboard is provided.

##### Successful Networks have hard time scaling

Facebook and Twitter are suffering from scaling issues, as a result, their sites have a great deal of downtime or latency. The complicated applications will only increase in intricacy as more users are added.

##### Privacy Concerns Mount as Developers Move In

The great community push back from the recent Beacon experiment, launching of newsfeeds, and social networks sharing too much information with third party widget developers puts members at risk, and visibly makes them uncomfortable

##### Strings Attached to Membership: Difficult to Leave

leaving Facebook is difficult, there are hooks, saved accounts, and ways to continue to reconnect to the site, even after you've left.

##### Stalkers and Other Unwanted Activity Ruins Lives

Child stalkers in MySpace continues to be a problem, and in some cases, masking oneself as someone else is easy, and to readily fool others. As a result, one young teen committed suicide from the deception, rejection, and embarrassment from a peer's mother.

#### **Loss in workplace productivity "Social *not-working*"**

Companies, organizations, and individuals are concerned about the time wasted in managing social network profiles, in some cases, companies have banned Facebook from their employees, often using Firewalls.

### **IV. Characteristics OF Social Site**

1. It needs to be able to attract people whom we care about, so it has to be easy and convenient. Because there are so many social networking sites out there, it needs to be able to publish to or from other formats so that people don't feel like they have to choose one or the other. It should incorporate the following concept even if exists must be implemented or used in a trusted manner so that optimality using the concept of friends path can be achieved.

1. No ads. Can not take them.
2. A personal blog like page
3. Tags that automatically link to other people with similar interests.
4. Granular privacy permissions.
5. A front page with public calendar info on it, and all the publicly available voted on posts.
6. A calendar, again, with granular permissions.

7. The front page should be somewhat like a portal with parts of it customizable by people who log in,

A page with all posts I have permission to view on it.



The ability to have your own domain name and still be a part of the network.



The ability to vote on blog posts, and music, and comments.



Real names and pictures to increase integrity among posters.

### **V. Operational Concept**

5.1 A user posts a message to their page, with a "blast radius" option. The system then sends the message that many levels outward from the original person: A radius of 1 would go to their friends, a radius of 2 would go to their friends' friends, 3 goes to grand-friends, etc. It shows that 3 levels would be the reasonable cut-off point-- I'm figuring that anything beyond that would involve sending the thing to the entire Internet.

The first option would be to store every interpersonal relationship up to three levels deep in a table: The person's ID, The relation's ID, and the distance between the two (all integer identifiers). This would allow faster searching, since the distances are pre-calculated, and it's just a matter of getting anything relating to that particular person with a distance less than the blast radius.

5.2 The second option would be to only store immediate (distance=1) relationships, and make multiple queries, iterating through each friends' relationships, and each friends'-friends' relationships. This just sounds like a great way to choke a server, especially if it's being done often.

## VI. Optimization

Social media optimization and search engine optimization are the methods used for web optimization. Social media optimization is one of the very popular methods and the reason for this is the increasingly large number of people who are active in different social media networking platforms like MySpace, Facebook, Orkut and several others.

Social media optimization is being undertaken extensively and if anyone want his site to rank at the top of all major search engine results, this is what he must do extensively and regularly.

- Optimize their connections with the social networking community,
  - Continually enhance the on-site social experiences on their websites,
  - Analyse the results and adapt their approach to improve their social business strategy and how it is implemented. This strategy is often called Social Optimization of Websites.
  - Develop enhancement strategies by offering incentives for referrals and packages for customers to tell their friends about it.
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- Social network linkages tend to multiply and interconnect with third party sites. Friends tend to go rapidly to other networks via these expanding linkages. The use of social networking sites like Facebook, Twitter and LinkedIn exploded because it initially provided a fantastic tool for groups with existing offline personal networks to connect with each other online. It quickly developed as a system

rather than a tool for making new online social networks. Now these networks systems are more widely available to online businesses – through Facebook Connect, and Sign-in with Twitter, among others. These services now offer tools for online businesses to register users using established logon identities.

- Users who sign up for these services can easily share content and activities on the site back to their friends on social networks via these feeds. Profile information can be gathered and enhance to personalize the site experience for the customers. If you know who your users are connecting to, you can adapt the site accordingly. You can even tap into the networks yourself to learn about them and so provide a more highly developed and personalized social experience on your site. Other friends will want to explore your site with their friend and groups, rather than by themselves.

## VII. Generate Referrals

The concepts of general referral will proactively enabling social participation by users on site. This should be tested by:

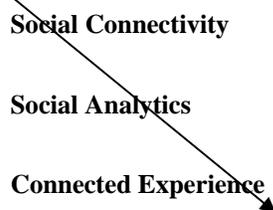
- counting the number of users who use the tools to register their social network identification on site,

- assessing the amount of website content and activity on site that can be shared via social networks
- seeing the amount of time users spend exploring site while sharing with friends on the social networks.

The more we optimize your site for social networking, the more will be number of users, and their friends will use your site and the better will be the business outcomes. An effective website that is socially optimized can generate:

- increases in traffic from social networks,
- foster greater sales revenue,
- increase search engine rankings,
- promote better brand or product awareness
- greatly reduce your costs in finding new customers, and
- provided more focused users and visitors, meaning that you site can be better designed for a specific target group

Social Optimization for a website will require attention on three key components:



### **First Step:**

#### **Generating Social Connectivity**

The first step in evolving and applying a scheme is to connect the website to the social networks in a way that maximizes the number of active participants. Fortunately, most of the social networks are aware the worth in this as well, and most have supplied methods that enable websites to directly connect with them. The APIs they provide and the various routines and programs allow hosting websites to get data from, and interchange information with the social network. These routines are provided for Facebook Connect and there are other programs for Facebook, Myspace, Twitter, LinkedIn, Yahoo, Google, and many others.

### **Second Step:**

#### **Developing or Improving the Experience when Connected**

One should greatly enhance the connected experience offered to users of your website by re-designing it for heightened socially-connected participation. This means encouraging your users to register with their social network identification, to share content and experience with their social networks, and to interact with friends while on your website. It is all about how to enable sharing by users.

The key points are:

- Keep users on your site for the entire sharing process, by including a sharing dialogue box on each page that can be shared, or the home page. The newest APIs

allow users to make the connection and start sharing without having to leave your site.

- Build a sharing experience into the user activity scheme on your site.
- Allow users to sign-in on the home page with their social network identities. Make the sharing part of the normal log-in or registration process, not a separate extra requirement.
- Make it easy for users to share to multiple networks, simultaneously. This can greatly increase the network audience.

### **Step Three. Develop advanced social metrics for your site**

Businesses need to be able to test and measure changes in connected user activity by social networks, and make changes based on the monitoring information. Some of the major performance measures that you can use are:

- Yearly and Monthly growth in traffic figures derived from social networks overall, and by from each specific social network site.
- Statistics on the numbers of users that sharing content on your website
- Average number of completed shares and responses to shares via messages, status updates etc. per connected user.
- The mean number of referred visits and other referrals
- The specific parts and features of your site which drive the highest volume of sharing activity

### **Conclusion:**

This research paper trying to convey the concept of Social Networking Site, Its optimization by overcoming barrier may be showing the way how one can be benefitted from using friends social net link and put lights on concept like metrics for its performance point of view.

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Dr JS Sodhi is the CIO, Head-IT designated as Assistant Vice President at AKC Data Systems Pvt. Ltd.. He is leading a team of 150 IT professionals and responsible for the overall IT management of Amity Institutions throughout 25 locations in India and AKC Group of Companies.He had his early schooling in

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Ms. Shilpi Sharma is designated as Associate Professor in Computer Science and Engineering Department of Amity University from last three

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