APSOM - Application for Para-Social and Open Mind

A main project report
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Certificate

*This is to certify that the main project report entitled "***APSOM - Application for Para-Social and Open Mind***" is a bonafide record of the work done by* **Mubeena (CEALECS066)** *under our supervision and guidance. The report has been submitted in partial fulfilment of the requirement for award of the Degree of* **Bachelor of Technology** *in* **Computer Science & Engineering** *from the Univeristy of Calicut for the year 2015.*

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Abstract

Increasing numbers of smart phone users and Social Network Services created a new pattern and characteristic called Social Lifestyle, the way of smartphone users to supply and consume various social media contents. Many SNS services provide individual solutions to group users within a physical location or those who share a common interest in order to exchange and share personal knowledge and contents. Although some of the web-based open platforms are trying to integrate the individual social applications and there are limitations of sharing social contents and social network information across the separated service providers and platforms. In order to solve such limitations and complexities, there needs to be a generalized model which supports a unified way of social content sharing as well as the system architecture for support the cross social media sharing mechanism.

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List of Abbreviations

SNS **S**ocial **N**etwork **S**ervice

PCS **P**ublic **C**ontent **S**ocial Network

CHAPTER 1

INTRODUCTION

Social Networking involves the use of the internet to connect users with their friends, family and acquaintances[1]. Social networking websites are not necessarily about meeting new people online, although this does happen. Instead, they are primarily about connecting with friends, family and acquaintances you already have in real life. The most well known social networking sites are Facebook, Twitter, MySpace and Bebo. These sites allow you to share photos, videos and information, organise events, chat, download music and even play games like Scrabble and Chess online. Often, each of your "friends" (Facebook) or "followers" (Twitter) will be "friends" with several of your other "friends". Just like in real life, the connections between people aren't just one-on-one, but a network of connections. This online social network is very useful in spreading information, pictures and videos. For example, you can easily set up a web page with details and pictures of an event you might be planning, such as a school fete. The site allows you to easily send out invitations to other users of the social networking site. Then, if given the option by the host, those who are invited can send out more invites to their friends who might like to attend – hence, the network.

A social networking service is a platform to build social networks or social relations among people who share interests, activities, backgrounds or real-life connections. A social network service consists of a representation of each user (often a profile), his or her social links, and a variety of additional services. Social networks are web-based services that allow individuals to create a public profile, to create a list of users with whom to share connections, and view and cross the connections within the system. social network services are web-based and provide means for users to interact over the

Internet, such as e-mail and instant messaging. Social network sites are varied and they incorporate new information and communication tools such as mobile connectivity, photo/video/sharing and blogging.Online community services are sometimes considered as a social network service, though in a broader sense, social network service usually means an individual-centered service whereas online community services are group-centered. Social networking sites allow users to share ideas, pictures, posts, activities, events, interests with people in their network.

A social network is a social structure made up of a set of social actors (such as individuals or organizations) and a set of the dyadicties between these actors. The social network perspective provides a set of methods for analyzing the structure of whole social entities as well as a variety of theories explaining the patterns observed in these structures. The study of these structures uses social network analysis to identify local and global patterns, locate influential entities, and examine network dynamics[2].

Social networks and the analysis of them is an inherently interdisciplinary academic field which emerged from social psychology,sociology, statistics, and graph theory[3]. Georg Simmel authored early structural theories in sociology emphasizing the dynamics of triads and "web of group affiliations." Jacob Moreno is credited with developing the first sociograms in the 1930s to study interpersonal relationships. These approaches were mathematically formalized in the 1950s and theories and methods of social networks became pervasive in the social and behavioral sciences by the 1980s. Social network analysis is now one of the major paradigms in contemporary sociology, and is also employed in a number of other social and formal sciences. Together with other complex networks, it forms part of the nascent field of network science.[4]

CHAPTER 2

LITERATURE SURVEY

2.1 Social Service Network

2.1.1 Twitter

As a social network,[5]Twitter revolves around the principle of followers. When you choose to follow another Twitter user, that user's tweets appear in reverse chronological order on your main Twitter page. If you follow 20 people, you'll see a mix of tweets scrolling down the page: breakfast-cereal updates, interesting new links, music recommendations, even musings on the future of education. Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets".[6]

Registered users can read and post tweets, but unregistered users can only read them. Users access Twitter through the website interface, SMS, or mobile device app. Twitter Inc. is based in San Francisco and has more than 25 offices around the world.

Disadvantages :

- Twitter often is overloaded and you can't use it for a while
- Location control is not there
- Micro blogging; Not communication platform. Only 140 characters

2.1.2 Facebook

Facebook is absolutely the most popular and active social networking[7]; moreover, it is a great way of interacting with people. I personally own an account on this website because it gives me the opportunity to communicate with friends or relatives. I remember when I moved from my native country Poland to the United States. As a 15-year old teenager I felt a huge despair due to the fact that I'm moving out permanently and leaving behind all these great friendships developed through childhood. Back then, websites like Facebook or MySpace weren't discovered yet. The only way of keeping in touch with my friends was via mail correspondence which was obviously wasn't that well-timed. Since today our technology got so improved, people have that honor to use various types of communication services like Facebook for instance. Although websites like Facebook may not displace the value of a true friendship, it surely serves as a substitute.[8]

It is no wonder that face-to-face interactions with friends enable a person to deepen into the acquaintance. By keeping a constant touch with others, we are developing a bond; as a result one can be certain that he/she constitutes an important person for another. However, keeping in touch with people that you only chat with on Facebook, doesn't mean that there is no feeling of true friendship. In my case, even though most of the people I knew in Poland now are grown ups with their own lives, we still while communicating have that feeling of sympathy and sentiment towards each other.[9]

Also, even by commenting on each other's walls or pictures makes us satisfied that people care about us, even by such a little thing. Regardless if these "friends" and people we barely know or know very well respond somehow to our command or pictures, it is a pleasant feeling which also definitely makes our self-esteem stronger.

Disadvantages :

- Facebook over usage
- Fake facebook profiles
- No real communication assured

2.1.3 Hangout

Hangouts[10] are free video conferencing calls with up to 10 people, done through the Google+ website or mobile app. Many apps can be used inside the hangout, allowing users to share documents, a scratchpad or their screens with other users. As well as many built-in apps such as YouTube, Google Docs, and the new Capture. 3rd Party apps built using the Hangout API are also available.

Mobile Hangouts supports Android 2.3+ devices with front-facing cameras which have been available since September 20, 2011. As of July 10, 2012 Google+ users on iOS are able to use Hangouts on iPhone and iPad.[11]

Hangouts On-Air gives users the ability to create instant webcasts over Google+. The broadcasts can also be recorded for later retrieval. This feature, announced on September 20, 2011, is limited to some videocast personalities, but the announcement indicates that it will be opened up. The first publicly broadcast Hangout was with The Black Eyed Peas' will.i.am on the night of September 21, 2011.The feature became available at a large scale on May 7, 2012. The feature is not available to users under age 18 or from China, Thailand, and Vietnam.

Disadvantages :

- Hangouts are kept by them once in a while for about 1 hour
- Since its video communication, all users may not get a chance to communicate it follows a queue system
- Need highly stable fast internet connection

CHAPTER 3

OBJECTIVE

The purpose of the project is to create an app that serves para-social activities.Main objectives of the app are as follows:

1) Better quality and trust of interaction among end-users with social content.
2) Location based and increase user satisfaction and reduce time cost sharing by reducing junk information.
3) Isolate users at specific location and makes easy to view their views, comments, photos.
4) Make ease to handle and can be used by anyone.

The PCS model also provides a social trust for sharing contents based on the analysis of the attributes of the social contents including the user participation, communication patterns and contents sharing activities called the Social Activities.

CHAPTER 4

PROPOSED SYSTEM

APSOM model focuses on the user interest based on location and social network information and to ensure better quality and trust of interaction among end-users with social content. One of the feature this is location based and can increase user satisfaction and reduce time cost sharing by reducing junk information ,also this project can Isolate users at specific location and makes easy to view their views, comments, photos and make ease to handle and can be used by anyone. It provide a backend for Public figure (e.g. police, MLA, celebrity) and app for the users (e.g. fans, reporters, followers).

Social Analysis also known as the Social Network Analysis is the methodical analysis of social networks. Social network analysis views social relationships in terms of network theory, consisting of nodes (representing individual actors within the network) and ties (which represent relationships between the individuals, such as friendship, kinship, organizational position, sexual relationships, etc.) . The social influence of individuals can be viewed directly from the network by the number of lines connected to the nodes and the scale of the nodes.

Social Connect decentralized approach, allowing users to build a profile to share and update information (through messaging, photographs and video content) via third-party site with tho open standards. By using these open standards and application programming interface a user does not have to register for additional accounts or user names. Once authenticated they can use their existing profile and access a social map when posting messages. It is also known as tho "social network application programming

interfaces"such as the Myspace API, Facebook and Google. Friend Connect take the online social graph beyond the extremal web sites and applications.

Although various social network related technologies under development including the data inter-operate Issues, The proposed PCS (Place /Content/Social Network) Model supports a sophisticated way of connecting user interests (Content), generally expressed in keywords, to enable content sharing within the boundaries of the user's current locations (Place) for interactions and social network status (Social Network) for communications.

The conventional content sharing lends to be static for the service provisioning which is single focused on an attribute of location or SNS or community oriented services. Without collaboration of those attributes, the content sharing services tend to be non-trusted services such as blogs, news articles. Multimedia and messaging services that arc provided in separated service domains. Which obviously triggers inherit disadvantages of the www including trustless, time consuming. Not-relevant and location regardless services for the users.

Nevertheless each concept is a valuable attributes for supporting the content sharing as a delivery channel to the users, recent trends are combing two or more attribute together for enhancing the contents subscriptions and distributions. In order to overcome such constraints, the PCS model focuses on the user interest based on the location and social network information available.

For instance, location with interest of a user can provide the contents dynamically according to the user location changes, which obviously increase effectiveness and satisfaction of contents discovery and consumption. Also, a user interested content that has been provided by social network users can enhance the effectiveness of the contents recommendation.

In details. the PCS Model provides an identification method of a user interest on the contents sharing according to the social contents profiles by combining both user participation based on the location and messaging and communication based on the social network information. These three factors ; interest , location and social network information, are crucial to create a trust of content sharing among SNS users. By analyzing attributes of the social contents profiles including the user participation.

communication patterns and contents sharing activities among various social network users enhances the social trust by providing reliable and analysed social data collected across heterogeneous social network services.

The social trust which helps to find a user interest from the available social media that are recommended by socially related users. That is including social trust of information rather than the worlds of mouth or web from anonymous SNS users. By analyzing and collecting the content from the socially related users, the social content sharing model can finally help to provide and support intelligences to the conventional social network services, and trigger a strong tie among social users which inevitably increase user satisfactions and reduce time costs of sharing social contents by reducing the junk information.

4.1 System Design

4.1.1 System modules

The system can be divided into 2 main modules:

- **Mobile Application modules**

  - **Login and Sign up system** - In this module user have to provide details to signup with the APSOM to use and need to fill up the form with details asked for. If the user already registered then user have to provide the login details to log on. Valid login will direct to next module .

  - **Public Figure List** - This section provide with list of Apsom registered public figure, the user can select any public figure from the list to view their status ,updates and posts by other users.shows the list of public figures selected by the user and also allow to edit the list.

  - **Public Figure Page** - The user provided with the selected public figure page, which provide public figure current updated status and photos if any and user also can view the posts by other user.

  - **Post and Comment** - The user can select any post from the newsfeed section and add comments to that selected post .In this module the user can add new post which may be either just context (text) or photo only or both.

- **Back-end Modules**

  - **Public Figure Login** - The public figure provide login details which are username and password.

  - **Public Figure Main module** - In this module Google map are provided where each map markers are denoting the user from where they are posted. In this the public figure can also view the each post's comment by clicking the map marker.The public figure can also update his status and post photo.

- **Map**

The public figure can view from where user are and can see the user intensity at specific location by the count of map marker.

4.2 Software Requirement Specification

4.2.1 Introduction

4.2.1.1 Scope

The purpose of this work is to develop a better para-social app which will ensure a real communication between the public figure and its follower and to reduce fake and unwanted information between them.

4.2.1.2 Product Features

One of the feature this is location based and can increase user satisfaction and reduce time cost sharing by reducing junk information ,also this project can Isolate users at specific location and makes easy to view their views, comments, photos and make ease to handle and can be used by anyone.

4.2.1.3 User Characteristics

This application mainly focuses on business, and for public purposes.Mainly celebrity use this app to communicate with their fans.

4.2.1.4 Constraints

The follower should install this app in their smart phones.

4.2.2 Functional Requirements

4.2.2.1 Use case Diagram

A use case diagram captures the actors and the role they perform in a system. It depicts the roles performed by each actor. The two main actors for this project are an public figure and Users.

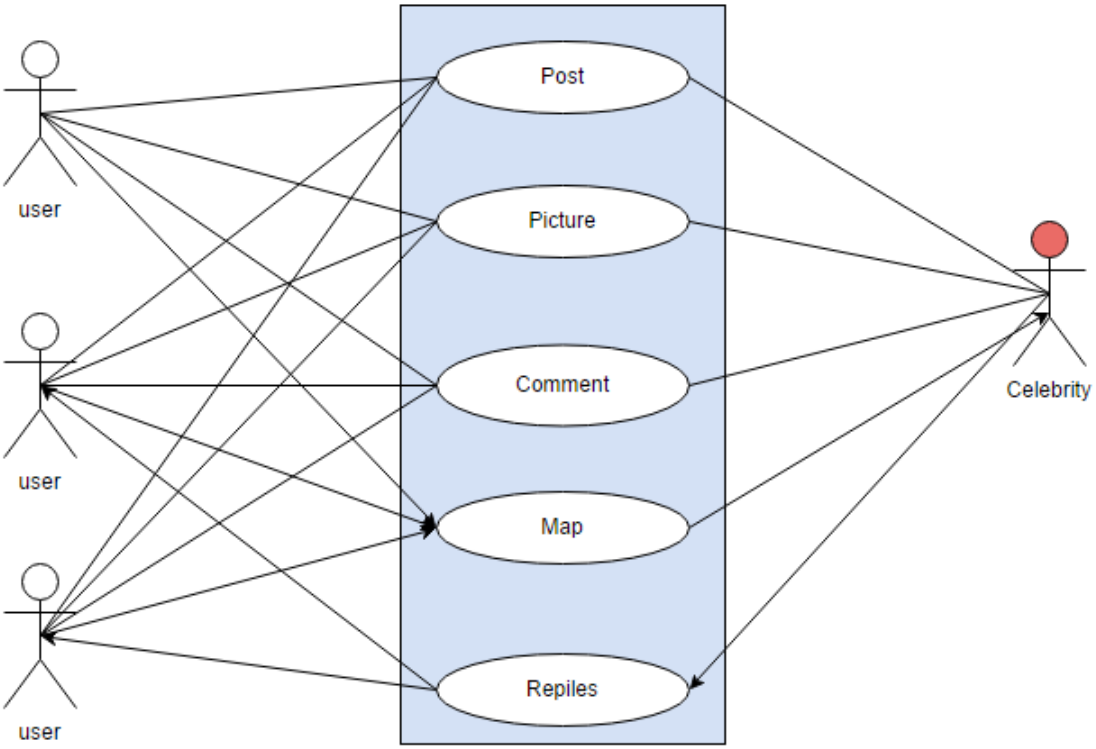

FIGURE 4.1: Use case diagram

4.2.3 Nonfunctional Requirements

Visual Studio Express for Windows phone(SDK) is used for implementation. It provides the high-fidelity designers, code editor, and emulator to create Windows Store Apps for Windows phone 8.The code is implemented in C sharp language. It is important to keep the navigations from one screen to the other. It is well ordered and at the same time reduces the amount of typing the user needs to do. In order to make the application more accessible, the Windows phone 8 chosen.

1) Graphical User interface which the user

2)Provide accessibility to the application through Wi-Fi or cellular network.

3) MySQL that stores the information to be displayed to the user.

4.2.4 Informational Requirements

This application requires GPS featured windows phone 8.

4.2.4.1 Data Model

Data Flow Diagram level 0

FIGURE 4.2: Data flow diagram level 0

Data Flow Diagram level 1

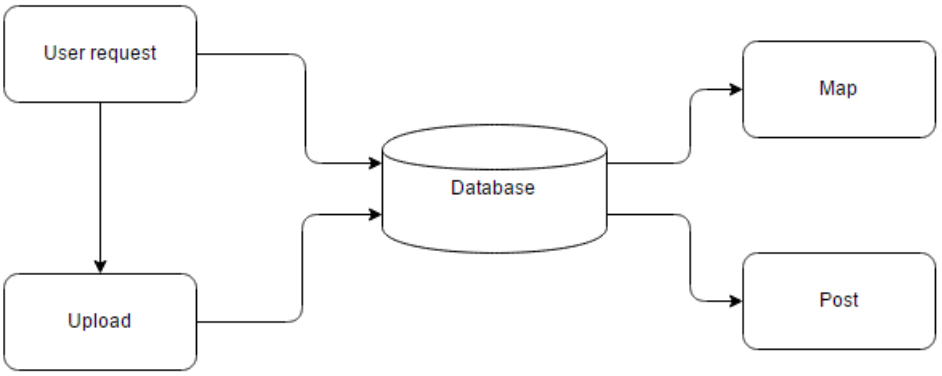

FIGURE 4.3: Data flow diagram level 1

CHAPTER 5

IMPLEMENTATION AND TESTING

5.1 Implementation

Implementation of the project is done in the following steps :

- **User Part**

1. Login and Sign up system ,in this module user provide details to signup with the APSOM to use and need to fill up the form with details asked for. If the user already registered then user provide the login details to log on. Valid login will direct to next module .

2. Public Figure List,this section provide with list of Apsom registered public figure, the user select any public figure from the list and view their status ,updates and posts by other users.shows the list of public figures selected by the user and also allow to edit the list.

3. In Public Figure Page,the user can view the selected public figure page, which provide public figure current updated status and photos if any and user also can view the posts by other user.

4. The user can select any post from the newsfeed section and add comments to that selected post .And the user can add new post which may be either just context (text) or photo only or both.

- **Back-end**

1. The public figure fill up the login details which are username and password.

2. The public figure can view Google map that are provided where each map markers are denoting the user from where they are posted. In this the public figure can also view the each post's comment by clicking the map marker.The public figure can also update his status and post photo.

5.2 Testing

Testing is a process of executing a program with the interest of finding an error. A good test is one that has high probability of finding the yet undiscovered error. Testing should systematically uncover different classes of errors in a minimum amount of efforts.Two classes of inputs are provided to test the process.1.A software configuration that includes a software requirements specification and source code.2.A software configuration that includes a test plan and procedure,any testing tool and test cases and their expected results.Testing is divided into several distinct operation.

5.3 Unit Testing

Unit test comprises of a set tests performed by an individual program prior to the integration of the unit into large page system.A program unit is usually the smallest free functioning part of the whole system.Module unit testing should be as exhaustive as possible to ensure that each representation handled by each module has been tested.All the units that makeup the system must be tested independently to ensure that they work as required.During unit testing some errors were raised and all of them were rectified and handled well.The result was quit satisfactory and it worked well.

5.4 Integration

Testing integration testing is a system technique for constructing the program structure while at the same time conducting tests to uncover errors associated

with interfacing.The objective is to take unit tested module and build a program structure that has been dictated by design.Bottom-up integration is the traditional strategy used to integrate the components of software system into functioning whole.Bottom-up integration consist of of unit test followed by testing of entire system.A sub-system consist of several modules that communicated with other defined interface.The system was done the integration testing.All the modules were tested for their compatibility with other modules.They test was almost successful.All the module were well,with almost no bugs.all the modules were encapsulated very well so as to not hamper the execution of other modules.

5.5 Black Box

After preparing test data,the system under study is tested using the test data.While the system using test data,error are again uncovered and corrected by using above testing and corrections are also noted for future use.

5.6 Result

5.6.1 Screen Shots

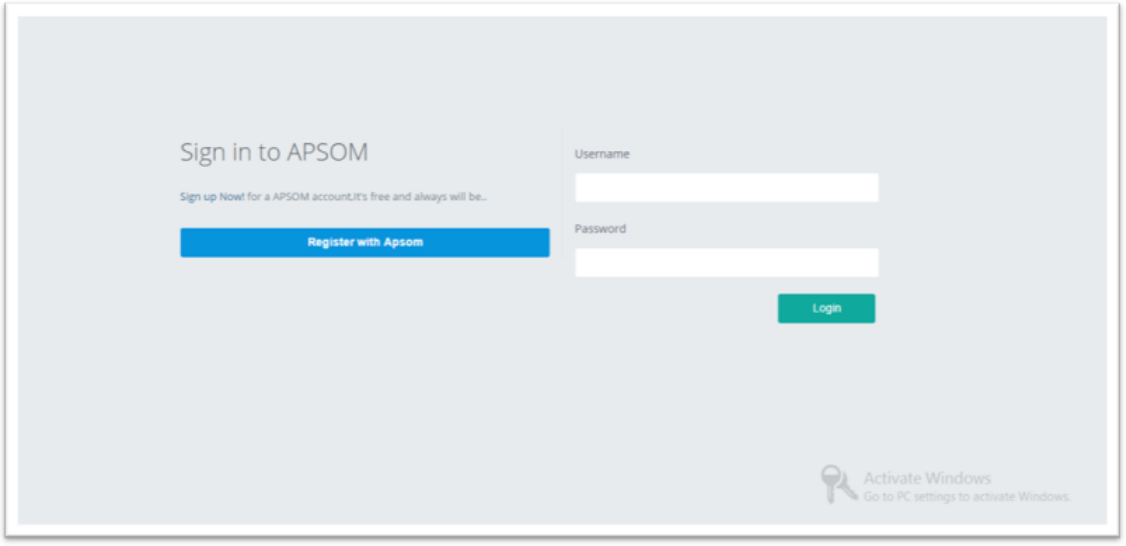

FIGURE 5.1: Public figure login and sign

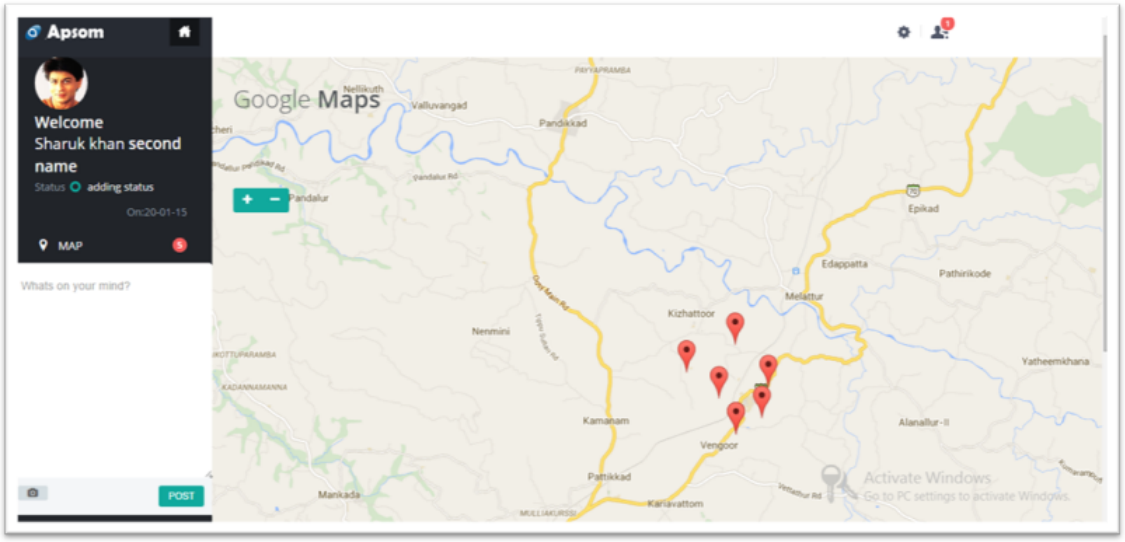

FIGURE 5.2: Public figure main page(1)

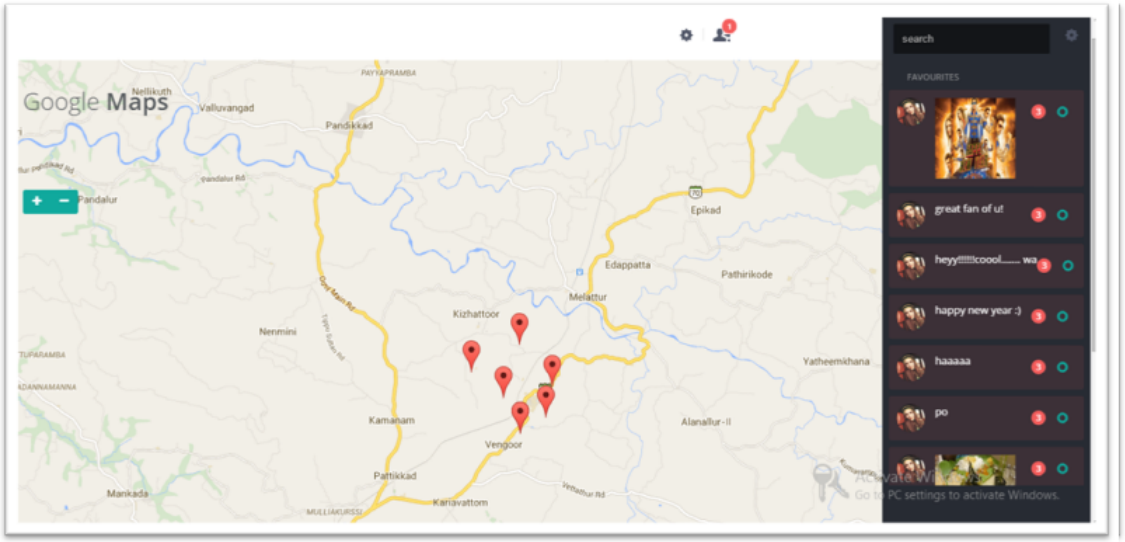

FIGURE 5.3: Public figure main page(2)

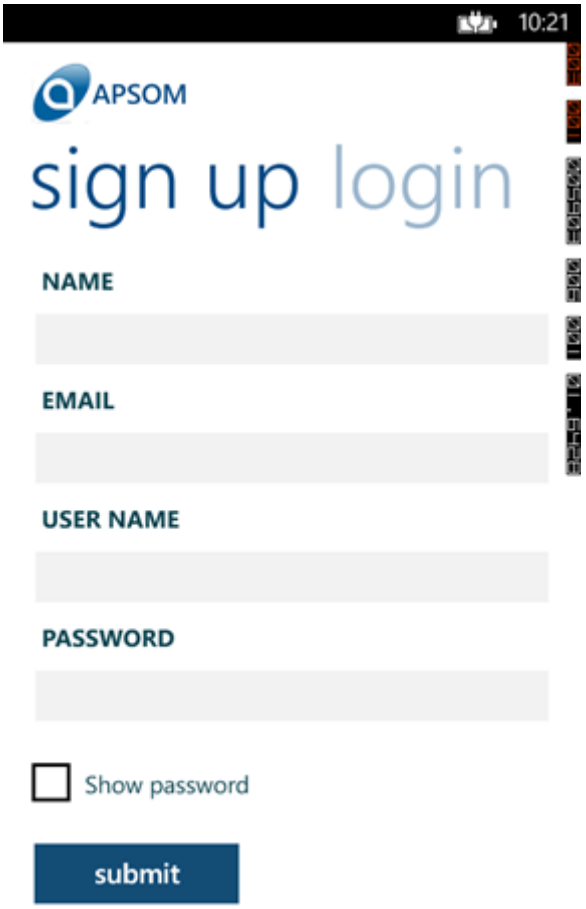

FIGURE 5.4: User signup

FIGURE 5.5: User login

FIGURE 5.6: Public Figure List

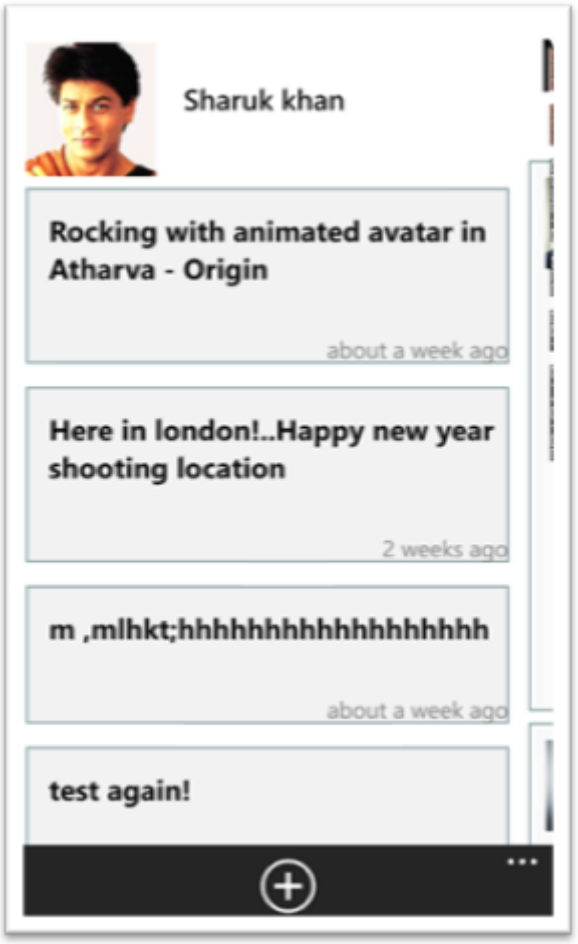

FIGURE 5.7: Public figure status

FIGURE 5.8: User news feed

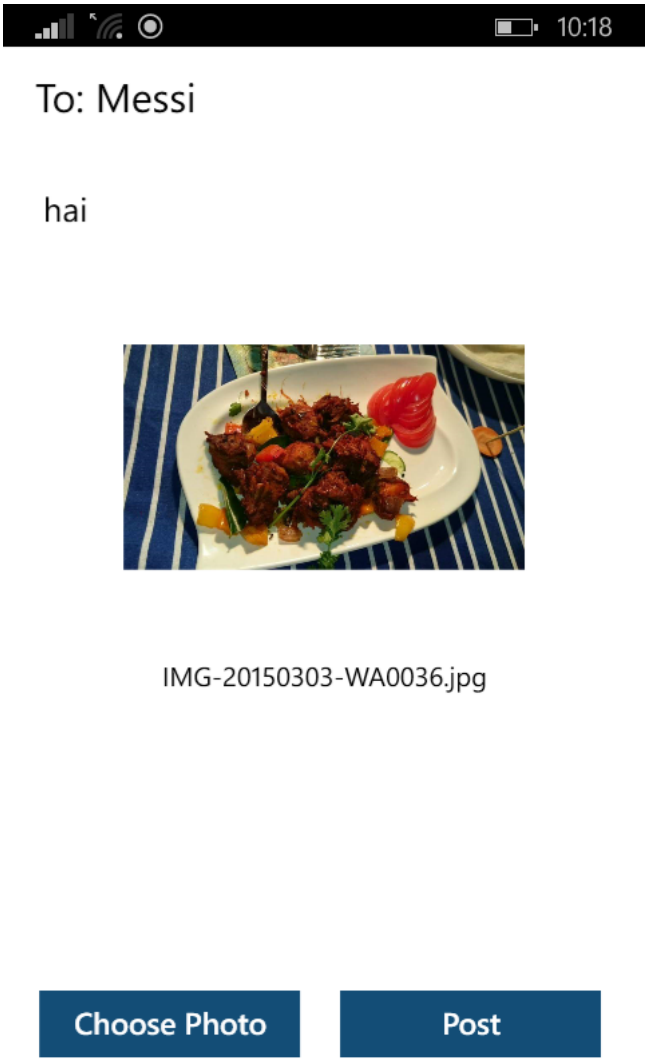

FIGURE 5.9: User post

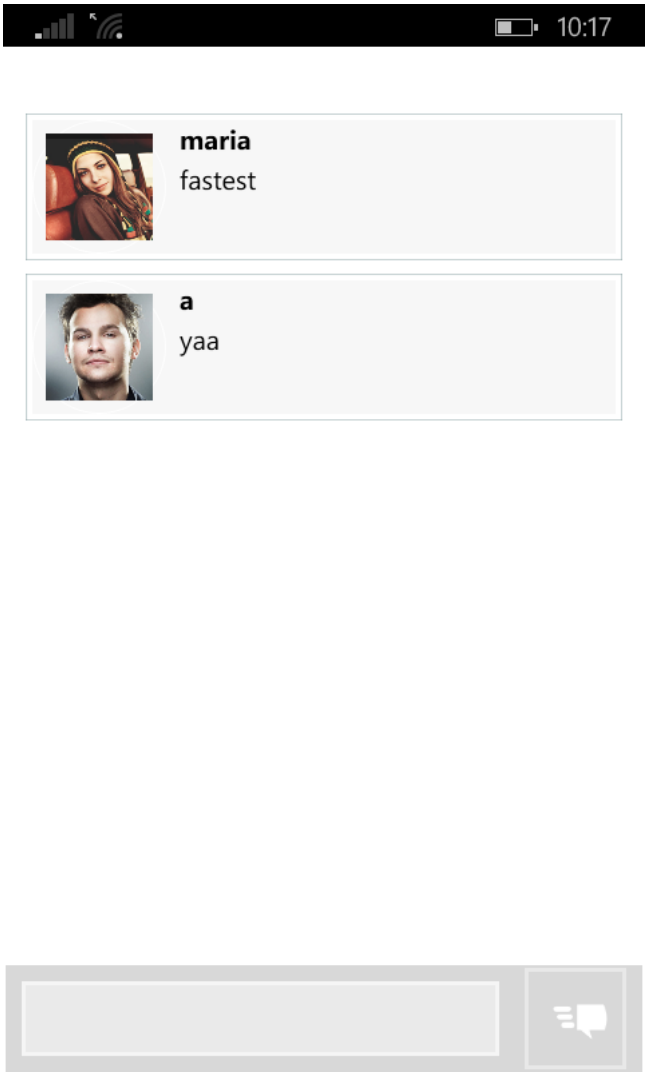

FIGURE 5.10: User commenting page

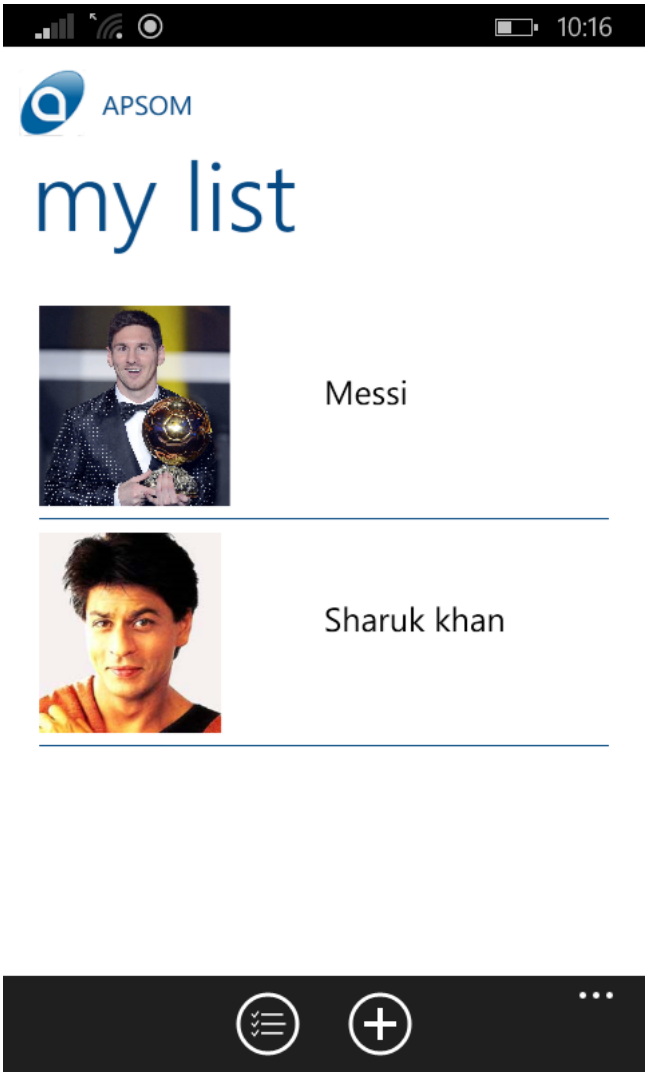

FIGURE 5.11: user favorite list

FIGURE 5.12: Public list page

CONCLUSION AND FUTURE WORK

The Place-Content-Social Network based content sharing model (PCS Model) which supports a sophisticated way of connecting user interests for sharing contents within the boundaries of the locations and social network information. Based on the PCS model, social content sharing system was implemented with digital community, social contents and user management functions.

APSOM improved the quality and trust of interactions among end-users with social contents in a way to inter operate with users environment, activities, social connections and personal preferences. The most appropriate and customized contents, products or services can be delivered when the system fulfills the users needs and environmental contexts. The context can be used to link user interests, location, and social network information simultaneously which provide a smart and trust enhanced way of content sharing in next generation mobile computing environments.

APSOM provide direct interactions among users and public figures.It allows the feature to be restricted to specific area or worldwide and has high application for Para social activities.Provide immediate reporting of issues and along with photographs and can be assured of real users.

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