

Social Connections

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1. Introduction

This project proposes the development of a social connectivity site dedicated to uniting individuals based on their interests and passions. Compared to popular social networking websites focused on passive consumption of information, this project aims to develop profound, activity-based interactions.

The motive behind this project is to create social connections and interactions between the people who share the same goals and interests and hobbies such that the website allows the users to create a communities and groups among the people who share the same interests and help in the connection building.

This platform helps students, working professionals, introverts who are trying to build social connections. The platform not only serves to reduce the loneliness but also enable to create and intellectual sharing ,enhancing wellbeing of the users.

2. Problem Statement

People often struggle to form interest based connections despite being more digitally connected. Current era social media apps and sites mainly focus on brand endorsements and content sharing .

Most of the social apps stopped focusing on individual hobby connections and interest-based connections . This has led to rising level of loneliness among adults, working professionals, introverts and immigrants.

Social media sites are frequently designed around algorithms that reward content virality over user intent. Therefore, users tend to be exposed to popular posts or influencers as opposed to individuals sharing the same interests. This misalignment between platform engineering and user needs

gives rise to lost opportunities for meaningful interaction. Besides, support for enabling mutual activity such as meetups, groupwork, or hobby clubs is highly limited. The framework of initiating such interaction is fragmented and users end up utilizing multiple platforms to organize a single event.

The interrupted groups differ:

Young adults and students seek peers of the same interest for social as well as academic satisfaction. Adults working look for a work-life equilibrium through pastimes as a relaxation and self-expression outlet. Immigrants or recent settlers have difficulty building local social networks and understanding cultural nuances.

3. Aims and Objectives

The principal focus of this project is to design and create an accessible social connection platform that allows individuals to construct a community through passion and shared interest. The aim is to offer a platform where individuals could undertake real interactions, facilitate collaboration, and support community-sponsored activities.

Approach:

- **User Profiling:** Implement interest-based user profiles with tagged hobbies and activities.
- **Community Features:** Enable users to form or join groups focused on specific interests such as photography, fitness, tech, etc.
- **Activity Coordination:** Provide tools for creating events, planning activities, and posting collaboration opportunities.
- **Communication Tools:** Integrate chat and messaging functionalities to encourage open dialogue.

Technologies:

- Frontend: React.js or Flutter
- Backend: Node.js with Express or Django
- Database: MongoDB or PostgreSQL

- Project-Management: Trilo

Objective:

- To create a website platform where people can communicate each other depending upon their interests and hobbies.
- To create and find out technology that's better to find out recommendations
- To send recommendations depending upon people interest and connections
- Help immigrants to find out and reach to people depending upon their interests
- Platform is designed to help people move from loneliness and introversion to meaningful social engagement by connecting them with others

4. Legal, Social, Ethical and Professional Considerations

Legal: The platform must follow data protection laws like GDPR. This means we must ask users before collecting their data, let them delete or see their data if they want, and keep their information safe from hackers.

Ethical: We must respect user privacy and be clear about how we use their data. Any recommendation features must not show bias or unfairness. We should not make the platform addictive and always think about the user's well-being.

Social: The platform should welcome everyone and be easy for people from different backgrounds to use. We'll use community rules and moderation tools to make sure people feel safe and treated with respect.

Professional: While building the platform, we'll follow good software development practices. This includes writing clear documentation, testing the platform well, using version control (like Git), and doing code reviews. If we use open-source code, we'll follow the proper licenses.

5. Background

As online forums and virtual communities become increasingly popular, social interaction among individuals has drastically changed. Traditional approaches to socializing are being supplemented or replaced by online forums where individuals socialize based on shared interests, activities, and pursuits. Current platforms like Facebook, Instagram, or Twitter are content-centric and view broadcasting and sharing information as their purpose, as compared to creating real-life relationships based on shared pursuits or ventures.

This project draws from the latest human-computer interaction patterns and social networking phenomena to bridge the interactive interest-based community participation gap. Research has shown that users prefer to join and remain on sites embracing communal experience as opposed to mere consumption. A community-oriented model encourages long-term interaction and a sense of belonging to users, critical for psychological and emotional well-being.

Besides social principles, implementation of recommendations is also a significant aspect in bringing together similar people. Well-known recommendation systems on sites like Netflix or Amazon can be applied to match individuals based on what they are interested in, what they do, and what they choose. Social-network-based recommendation systems go beyond relationship considerations, trust networks, and group behavior to offer more suitable and related suggestions.

The work by Owusu et al. (2013) shows how combining traditional recommendation models with social network data can help solve problems like the cold start (new user) issue and improve user experience with more stable and diverse recommendations. Such solutions confirm that combining social context and user behavior patterns yields better system performance and user satisfaction.

Technically, collaborative filtering, content filtering, and hybrid schemes are the components of such recommendations. Websites like Meetup or

Discord utilize some of this framework, where a user is able to join groups, attend events, and add content. Fewer websites, however, integrate all of these into a sole, activity-based interface.

This project aims to fill in the gap by making a platform that offers not only friend recommendations or content but enables group creation, event participation, and grouping for collaboration based on shared interests.

It also happens to be user-focused, where profile creation to activity suggestion is made accessible and usable as well.

6. References

Owusu, S., Chen, S., & Zhou, L. (2013). *Social Network Based Recommendation Systems: A Short Survey*. In Proceedings of the 2013 IEEE International Conference on Social Computing.

<https://doi.org/10.1109/SocialCom.2013.134>

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| Student and First Supervisor Project Sign-Off | | | |
| | Name | Signature | Date |
| STUDENT: i agree to complete this project | Y.pavan kumar | Pavan kumar | 28-05-2025 |
| SUPERVISOR: I approve this project proposal | | | |
| Supervisor comments/feedback | | | |

