CHAPTER 1

INTRODUCTION

1.1 Overview

A **social networking service** (also **social networking site**, **SNS** or **social media**) is an online platform that people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. The variety of stand-alone and built-in social networking services currently available online introduces challenges of definition; however, some common features exist:

- Social networking services are Internet-based applications
- User-generated content (UGC) is the lifeblood of SNS organizations. Online community services are sometimes considered social-network services, though in a broader sense, a social-network service usually provides an individual-centered service whereas online community services are group-centered. Social networking sites allow users to share ideas, digital photos and videos, posts, and to inform others about online or real-world activities and events with people in their network. While in-person social networking – such as gathering in a village market to talk about events – has existed since the earliest development of towns, the Web enables people to connect with others who live in different locations, ranging from across a city to across the world. Depending on the social media platform, members may be able to contact any other member. In other cases, members can contact anyone they have a connection to, and subsequently anyone that contact has a connection to, and so on. LinkedIn, a career-oriented social-networking service, generally requires that a member personally know another member in real life before they contact them online. Some services require members to have a preexisting connection to contact other members.

The main types of social networking services contain category places (such as former school-year or classmates), means to connect with friends (usually with self-description pages), and a recommendation system linked to trust. One can categorize social-network services into three types:

- Socializing social network services used primarily for socializing with existing friends (e.g. Facebook).
- Networking social network services used primarily for non-social interpersonal communication (e.g., LinkedIn, a career- and employment-oriented site).
- **Social navigation** social network services used primarily for helping users to find specific information or resources (e.g. good reads for books).

1.1.1 Joining Social Media

If you are thinking about joining a social media platform, ask a friend or family member who is familiar with the website to help set you up and show you some of the basics. It can seem a bit complex when you are getting started but once you get used to it you will find it easier to navigate.

1.1.2 Your profile page

When you sign up to a social media website you need to provide your email address to verify your identity. This will automatically create your profile page. Depending on which one you are using, a profile page usually allows you to post a picture and a few details about you and your interests. Your friends will be able to see your profile page and the information that you share. They will also be able to leave comments or share information with you on your profile page. When signing up you do not have to fill all the fields in your profile. Think carefully about what you want people to know about you before you fill it in. You can usually adjust this information later on if you need to.

1.1.3 Privacy

Social media websites have a variety of privacy settings you can adjust. This means you can control who sees your profile page and other information you share. Some people do not mind having their personal information available for anyone to view online. However, we strongly recommend that you do not publish your home address and be mindful of posting other personal information about yourself (including your birthday) or others, especially if you do not have their permission.

It is worth keeping in mind that if malicious parties have access to your full name and date of birth and other available information – for example which suburb you live in – it is possible that you could fall victim to identity theft. Just as you would not give your mobile number or bank details to anyone who asked, you should guard access to all the details of your social media accounts. For more on this issue, visit the Scam watch Website.
Some people who use social media prefer only to allow people they have officially become friends with to see their profile and other information. It is important to note that for most social media websites (including Facebook) the default privacy setting is not to hide your information when you sign up. If you do not want your profile and other information to be seen by people who are not a "friend" or "follower," you will have to check these settings and adjust them accordingly after you sign up. You can usually do this on the website. Look for a link to "Settings" to adjust this.

1.1.4 Friends and "friends"

The whole point of joining social media is to be in touch with your friends and family. "Friends" in the context of social media, and Facebook in particular, has a specific meaning. For example, for you to interact online with a friend, family member or acquaintance either one of you must first send a "friend request" to the other and then have that request accepted. Once accepted, the technology recognizes you as "friends" and you can interact with each other online, so you can view the other person's profile page, see their pictures, and send them messages.

1.1.5 Safety

On the whole, nearly all the interactions that occur on social media are safe. However, you need to be conscious of your safety and the information you share. Everyone using social media should remember these safety tips:

1. You are not obliged to accept a friend request from someone you do not know or do not want to be in contact with.
2. Be respectful of the privacy of others when posting photos or videos of them, or mentioning them where others might read about it.
3. Be aware that you can remove someone as a friend and block them from interacting with you even after you have accepted their friend request.
4. Change your privacy settings so that only your friends can see your profile page and interact with you.

1.1.6 Children and parents

Parents should encourage an open dialogue with children and teenagers about what they are doing online by asking them which social media platforms they use. Parents signing up and creating their own profile is a good way to get to know how social media works. Stay Smart Online has some tips on how to use social media safely. The Office of the eSafety Commissioner also has some great resources for parents. The eSafety Commissioner has the power to remove cyber bullying from social media.

1.2 MOTIVATION

The motivation behind the project is growing need of a platform where all students could converse, share news, notes and important links. Since, now-a-days, it is a growing need of all students how to communicate and to get a common portal where-in they could share and get approved news and graded notes. So, all these prospects lead us to design a social networking website only for our college (Students + Faculties). Our site would provide all of them to stand on a common platform. The idea behind the project is to provide a common platform to all students to get updated and engaged in different activities happening which will be informed by our site. We named our project "Plexus" which means an intricate network or web-like formation.

CHAPTER 2

LITERATURE SURVEY

Social media has a very significant role in furnishing the information to the consumers in much a faster pace which leads them to decision making. Hence, the present study was designed to study the impact of social media and its role in marketing. The following were designed to study the major efforts at research in the subject, which have been referred for the research purpose.

Berthon et al.(2003) has tried to explore the role of business-to-business (B2B) marketing on the internet. They also tried to study the notion between the two and the linkage value to exhibit why business to business marketing phenomena on the internet are so important. They also explored how Web can trim down the transaction costs, thereby facilitating more resourceful market exchanges.

Yang et al. (2007) has examined the role of new business models and new trend introduced frequently in the e-marketing world by using 7C framework. Here they discuss on social networking sites, a latest trend which has drawn not only the attention of a large number of people, but also online advertising companies. By taking Ning.com as an example they analyzed it using a porter's five force model by developing a business model intended for online social networking sites. They also discussed about the major revenue models which can be used by companies giving online social networking services.

Li and Bernoff (2008) illustrated via 25 cases as to how organization can increase raise their market knowledge, create income, save funds and systemize their employees using "social technologies". Such organizations follow a "groundswell" model, similar to that of a wave relationships are created in social media.

McIntyre (2009) studied the role of twitter as a marketing tool for many companies. Twitter is another social media tool used by almost all nowadays like Myspace and Facebook. He describes it as one of the largest platforms in the world for sharing real-time data and further states that twitter has become a place where companies conduct e-commerce, send information to customers and create communities with the customers and to sell goods and services for individuals.

Boone and kurtz's (2007) assertion that the purpose of integrated marketing communications is an effort to coordinate and control almost all the elements of the promotional mix viz., Sales promotion, publicity, advertising, direct marketing, personal setting, and public relations to construct a unified customer-focused communications and\, therefore, accomplish various organizational objectives. To achieve this objectives has to adopt a new communication paradigm where information can be exchanged among users in the social media space.

Mangolds & Faulds (2009) in their study purported social media as a new hybrid element of promotion mix. They strongly put forward that modern marketing should include social media as a promotional tool when crafting and implementing their Integrated Marketing Communication strategies. As Social media tools reaches a large mass of audience, the managers must take into consideration consumer discussions in a manner that is relied with the organization's mission and performance goals. They

have also highlighted on the methods that can be used to accomplish this viz., providing the customers with good networking platforms, promotional tools to engage customers, etc.

Kaplan et al. (2010) discusses the idea of social media being the top of the plan for business executives. To make a firm profitable decision makers, as well as consultants are trying to identify modes for it through use of various social media. They also put forward a clear understanding of what the term "Social Media" exactly means. At last, they have provided with 10 pieces of guidance for organizations which have decided to use Social Media.

Asur and Huberman (2010) in their study on predicting the future with social media has brought out how social media content is used for predicting the real world outcomes. They used the challer from Twitter.com to predict box-office revenues for movies. They then focused on the means of viral marketing and also the pre-release excitement on Twitter where they analyzed the part that attention plays in predicting real-world box office outcomes. Finally they also viewed on the sentiments Created due to dissemination of positive and negative opinions.

Molse (2011) makes his point that many marketers believe that the organizations should aggressively promote only one advantage in the market concerned and social networks in the online environment allows them to appear more attractive to consumers. The organization can analyze the way in which the target market has answered to previous communication and recognize the channels to which the stakeholder groups had the most effective response.

Hanna et al. (2011) analyzed the dynamic role taken consumers in co-creating marketing content along with the companies and their brands. They also found that there are many challenges faced by companies; they do not exactly understand how to be active in social media effectively, what performance indicators they should be measuring, and how they should measure them. In their article, taking the example of the social media strategy devised and implemented by the Recording Academy for conducting the 52" Grammy Awards for Music held in 2010, they offer a systematic way of understanding and conceptualizing online social media, as an ecosystem of related elements involving both digital and traditional media. Then, they concluded with several insights and five lessons (viz. visualization, tracking, storytelling, no budgeting and to be unique) related to the strategic integration of social media into a firm's marketing communications strategy

Greer & Ferguson (2011) studied the use of twitter for promotion and branding using content analysis. They used a tactical and strategic model of media promotion to camine the Twiter sites of 488 local television stations in the United States. Onc finding of their study as that news stories were the most commonly occurring items on the sites and also found that, however, stations that offered news items also seldom promoted their regular newscasts. However, other items in this category such as contest promos, breaking news, or invitations for user interaction did not occur many a times. They conclude their study by saying that overall, stations did not come out to use Twitter to direct viewers to the station's on-air programming

Edosomwan et al. (2011) depict social media as a fact that has transformed the interface and communication of individuals all over the world. They have done a qualitative study by describing the features and how social media has evolved over time. They have also discussed about CyWorld, Facebook, Lunar Storm, YouTube, Twitter and Myspace. They further discuss the best situations where social media can be used viz., to communicate properly between the management and the employee, to make employees work efficiently in teams and to share ideas, etc.,

Ranjitha and Sinner (2012) tried to explore the preference of the people and the usage putem of social media sites among various age groups and profession. Based on age sample of 120 and hazed on profession 360 sample were selected and tracked their communication of facebook usage for one month using "Communication tracking"- research method. They have finally brought forward that facebook is the cheapest source which can be used for promotion by any company and without any doubt the customers are gaining insights about the products and also the companies get a direct one to one interface with the customer's intern increasing their market share.

But they also put forward one opinion that it is not the only source for promotion as there are also other source available which can be used by the marketers for their promotion and services **Jall and Mohanty (2012)** emphasized on the recent growth and trends in the Social Networking Media, for which the presence of marketers in social media is need of the hour.

They focused on the importance of Social Media Marketing to be a crucial clement for building company's brand and to bring in success. In this article, they have given tea recommendations for best possible alternative selection for the companies that tend to be working in global environment and also highlight on the Reuters' social media recommendations.

Castronovo and Huang (2012) in their study had described the role of social media as an alternative marketing communication model. The main purpose of their paper was to outline WOM Marketing, social media and alternative marketing communications as possible components of integrated marketing communications. Additionally, they have also developed an integrated alternative marketing communication conceptual model that can be used by industrial practitioners to assist them in realizing their marketing objectives viz., increase sales, increase consumer awareness, and increase consumer loyalty, where in all the different components of the model could be integrated to synergies und achieve success.

Similarly, **Bashar et al. (2012)** through an empirical research find out the effectiveness of social media as a marketing tool. They conducted their study among 150 social networkers in Delhi & NCR region using an online questionnaire method and through a non-probability convenience sampling method. The researcher finally found that social media as a marketing tool will be effective only if it provides a concrete and timely information wanted by the consumers to bridge the gap between the consumers' expectations and what the consumers actually want. And

recommended today's businesses have to be transformed from transactional relationship to a social relationship. They have also suggested few steps to attain this goal In another study by **Bajpai et al. (2012)** social media marketing strategies and its impact highlights on the various social media marketing strategies for small businesses that can take this viral marketing form beyond the present social media to build the community powerful enough to make an initiative buying and marketing effective. They also compare it with the implications of traditional means of marketing

Bajpal and Pandey (2012) examines how viral marketing as a concept marks its place through social networking sites. They have taken Facebook for their analysis. They have clearly put forward that those direct marketers with intelligent strategies for Facebook environment will definitely taste success. They also highlight upon the offers provided by Facebook for brand marketers and conclude that there are many things left to learn and marketers are still in the early stages.

Valeecha and Reza (2013) tried to analyze how far social media is helping the telecom brands in Karachi, Pakistan and how consumers are responding to it by identifying those factors that are crucial for the success of telecom brands. They did an exploratory qualitative research using primary data collected from 108 social media users, 3 telecom companies and social media agencies. They conclude from their survey based on the data collected from all the three perspectives that the active social media users expert companies to be there on social media by integrating with it the customer relationship strategies and always be ready to interact with the customers.

Shabnam et al. (2013) observed the boom of social media marketing in their study and emphasized on the chances available for marketers to develop a personal relationship with the target population. They have camed out an exploratory research among the campus youths in Bangladesh to explore the social media networking platforms and found consumers' responses toward the social media as marketing communiqué option through pilot study considering brand image, association, awareness, loyalty and consumer experience as independent variable and social media effectiveness as the dependent variable, measuring it through klout scores. They also conducted an in-depth interview to look at the marketers view towards social media usage for brand building and to ascertain different techniques and practices of social media platforms for brand building.

Ramnarain and Govender (2013) in their exploratory research work among 150 youths aged 18- 24 studying at the University of KwaZulu-Natal of Durban, South Africa using structured questionnaire found that there exists a relationship among the gender, social media browsing and purchasing behaviour of the respondents. They also found that social media browsing has influenced the youths purchasing behaviour through three factors, viz.

Important channel for communication, enhanced product and brand choice and spending power. The implication of their research findings was that through a complete investigation into the social media, the marketers need to re-evaluate their

marketing and communication strategies in order to influence the purchasing behavior of youths of South Africa

The study made by **Bhagwat and Goutam (2013)** is in line with the study done by **Jati and Mohanty (2012)** where they assert the need for social networking sites in a business. They highlight that social technology is connecting people in ways to share information and other things to each other. From their study they found Facebook to be the leading Social media networking site. They have also provided with statistical data which shows that social media sites are growing and providing facilities to both business organizations and the people. Their reputation in short time is in lieu of their requirement in society for communication and also for business as well.

CHAPTER 3

SPECIFICATIONS

HARDWARE SPECIFICATIONS:

- Processor: Intel® Atom™ @1.50GHz
- RAM: 512 MB
- Disk Space (minimum): 150MB
- Operating System: Windows xp,7,Mac OS, Linux

SOFTWARE SPECIFICATIONS:

- **WAMP: W**indows which consists of **A**pache, **M**ySQL and **P**HP, **P**erl or **P**ython.
- **XAMPP:** Cross-platform **A**pache **M**ySQL **P**HP, **P**erl or **P**ython.
- **MAMP: M**acOS **A**pache **M**ySQL **P**HP, **P**erl or **P**ython.

CHAPTER 4
PROBLEM

4.1 Problem Statement

Recent technological developments, including the Smartphone's, laptops and the Internet, have lessened physical barriers to communication and make people communicate through global network. Based on www.whatissocialnetworking.com, Social networking is the grouping of individuals into specific groups, like small rural communities or a neighborhood subdivision, if you will. Although social networking is possible in person, especially in the workplace, universities, and high schools, it is most popular online.

A study by researchers at University of Minnesota "found that, of the students observed, 94 percent used the Internet, 82 percent go online at home and 77 percent had a profile on a social networking site." (University of Minnesota, 2008)

According to a survey that was conducted by Whitmore School of Business and Economics and by the University of New Hampshire, they interviewed 1,127 college students.

Among these students, "96%" of them use "Facebook", 8.4 out of 10 use "YouTube", "20 %" use "blog", 1.4 out of 10 of them use "Twitter", "12 %" use "MySpace", and 1 out of 10 of them use "LinkedIn".

Also, "81%" of college students "use social sites" (oclc.org). These statistics seem to show that many college students often use social networks or social medias, or most of them use social sites.

(Whitmore School of Business and Economics, University of New Hampshire)

Social network site sometimes give advantages to a people. By using social network it helps people communicate easily to keep in contact with old friends and colleagues. We also can seek for any information we need in internet. As we know, the Internet carries an extensive range of information resources. People especially students can further explore topics that they're interested in through online social networking.

As per the studies many students use social networking sites but they don't have one which is totally related to their college. As many-a-times they are unaware of what is happening in their college. Just we need one.

4.2 Proposed Solution

The project provides a common platform to all the students. It provides students an interface where they can communicate in form of posts. They would be able to share their experiences and could get others too. They could also post the problems they are facing an others could help their friends to come up from the situations. They would be able to see all the posts and could filter the posts (year wise) which would reduce to the posts they want to see. We provided the notes on our site with a grading mechanism, which would be graded by the students those had gone through them. More the grading is, better the notes would be. So the students who really need those notes would not have to waste the time for searching many sites for good notes. They could filter the notes on the basis of their grading on our site. Thus their time would be saved.

CHAPTER 5
Methodology

5.1 Tactics
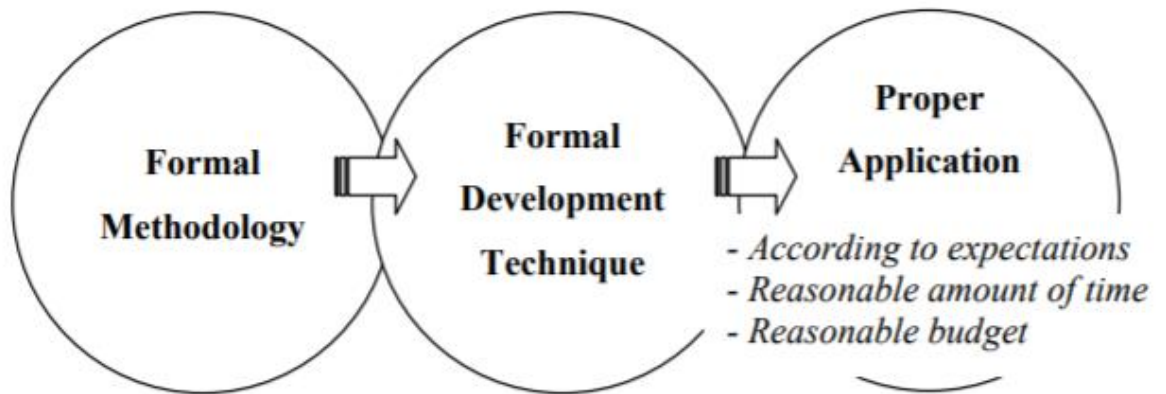
Figure 5.1.1: The relationship between a formal methodology and a proper impersonally.
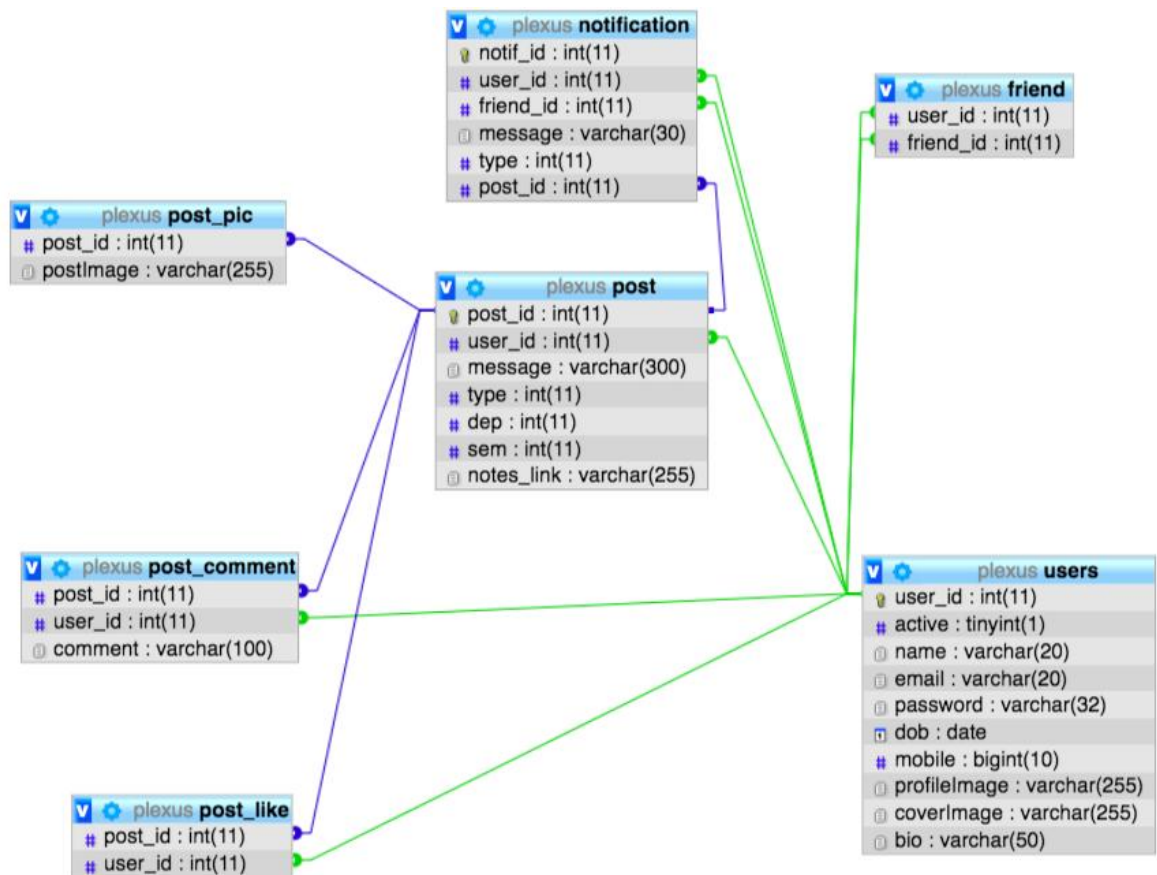
Figure 5.2: Database Schema

5.2 Block Diagram

Research is rather about answering unanswered questions or creating that which does not currently exist than just a process of gathering information (Goddard & Melville 2004, 1). According to Kumar (2005, 6), research procedures can also be employed to formulate intricate theories or laws that govern our lives. Therefore this part aims to clarify the research methodology that is employed in this thesis. 4 Deferent perspectives with regards to research are discussed in the next few paragraphs including research type, research design and method of data collection. Above all, the thesis is identified as a theoretical creative research.

Theoretical creative research involves the development or creation of new models, theorems, procedures, etc (Goddard et al. 2004, 8). While Kumar (2005, 9) categorizes it into pure research which containing such as, developing a sampling technique that can be applied to a particular situation and developing a methodology to assess the validity of a procedure.

Next, the research design plans the procedure that is adopted by the writer to answer questions validly, objectively, accurately and economically (Kumar 2005, 84). On this basis, the thesis is therefore written with theoretical study and empirical study. Based on the theoretical study, a theory or a hypothesis is developed first, and then a research strategy is designed to test the hypothesis.

Moreover, a method for collecting data is used to find answers to the research question. The two basic approaches to inquiry data are quantitative and qualitative methods. According to Kumar (2005, 12), quantitative research is a method to quantify the variation in a phenomenon, situation, problem or issue. While Creswell (2003, 75) argues that qualitative research is best used to explore a concept or phenomenon when the variables and theory base are unknown. The thesis is written based on qualitative methods.

Action processes such as the development of advisory conversations are common qualitative methods to collect data (Flick, Kardorff & Steinke 2004, 13). Therefore an action is applied in the thesis to try and see if the hypothesis is good. Based on the proposed methodology, the action to develop an application on social networking site Facebook is conducted in each life cycle stage. In Chapter five, a thorough measurement of the methodology is given according to the actions' performance.
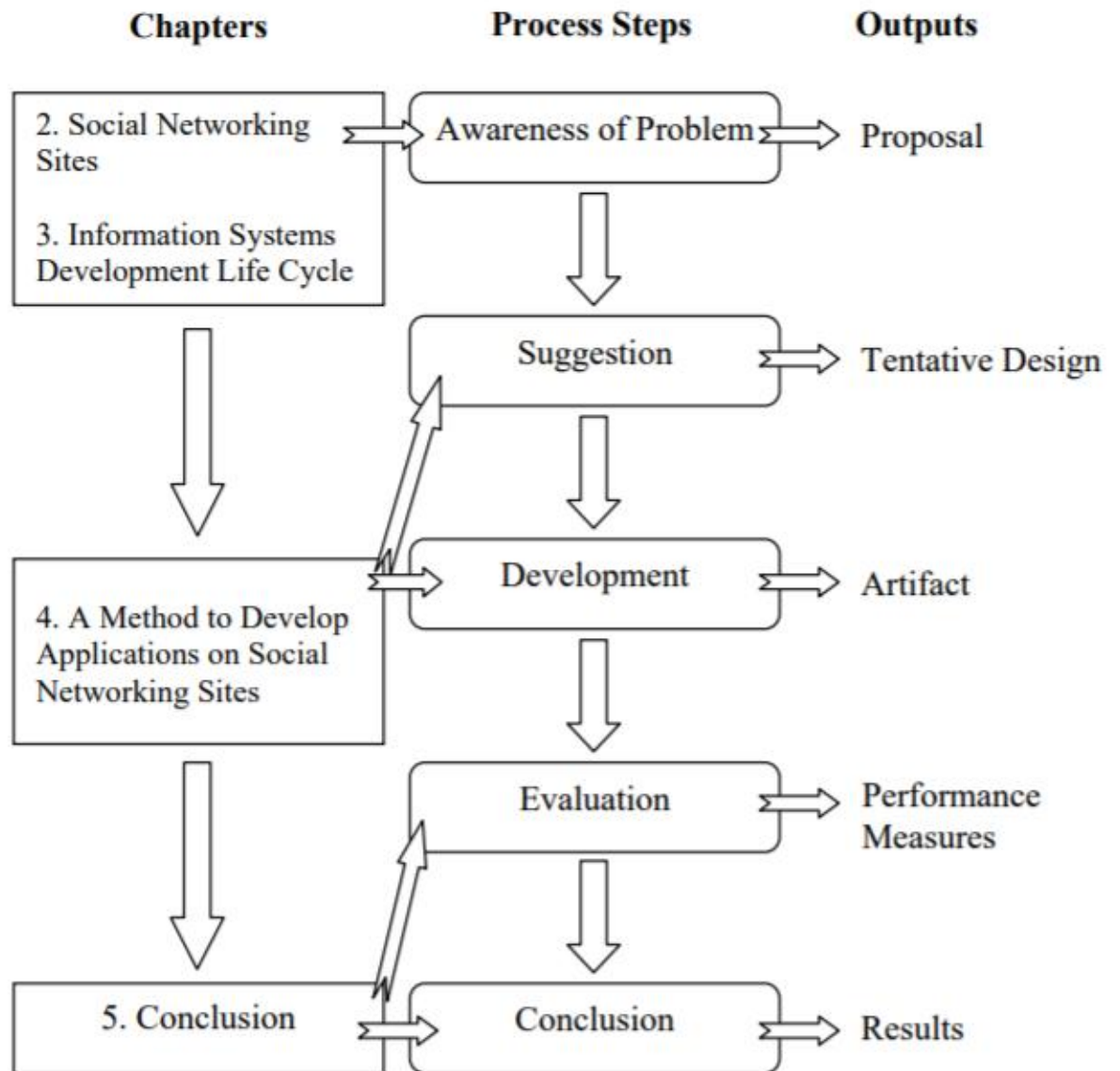
Chapters	Process Steps	Outputs

| 2. Social Networking Sites | Awareness of Problem | Proposal |

3. Information Systems Development Life Cycle

| | Suggestion | Tentative Design |

| 4. A Method to Develop Applications on Social Networking Sites | Development | Artifact |

| | Evaluation | Performance Measures |

| 5. Conclusion | Conclusion | Results |

Figure 5.3: Block Diagram

CHAPTER 6
IMPLEMENTATION

6.1 USE CASE DIAGRAM

Figure 6.1: Use Case Diagram

6.2 Screenshots

Like any other social networking site there is a basic login page as shown in the figure 6.2 to login with the user's credentials (username and password) using which the user can access its profile. If the user is not registered with the site he has to make an account with the site using Signup page which shown in the figure 6.3. Here, the user has to enter his basic information like name, age, email id, and date of birth and of course a password.

Once the user successfully register himself on the site, he or she can now sign in to the site with the registered username and password. After signing, the user has the control over the basic functionalities like changing the profile picture and timeline picture (figure 6.6), writing his/her bio about him/herself, follow/unfollow fellow friends(figure 6.5,6.11 and 6.12), download notes of different subjects and semester (figure 6.13), posting and liking comments (figure 6.15), checking notifications (figure 6.9), and viewing the profiles of the fellow friends(figure 6.8).
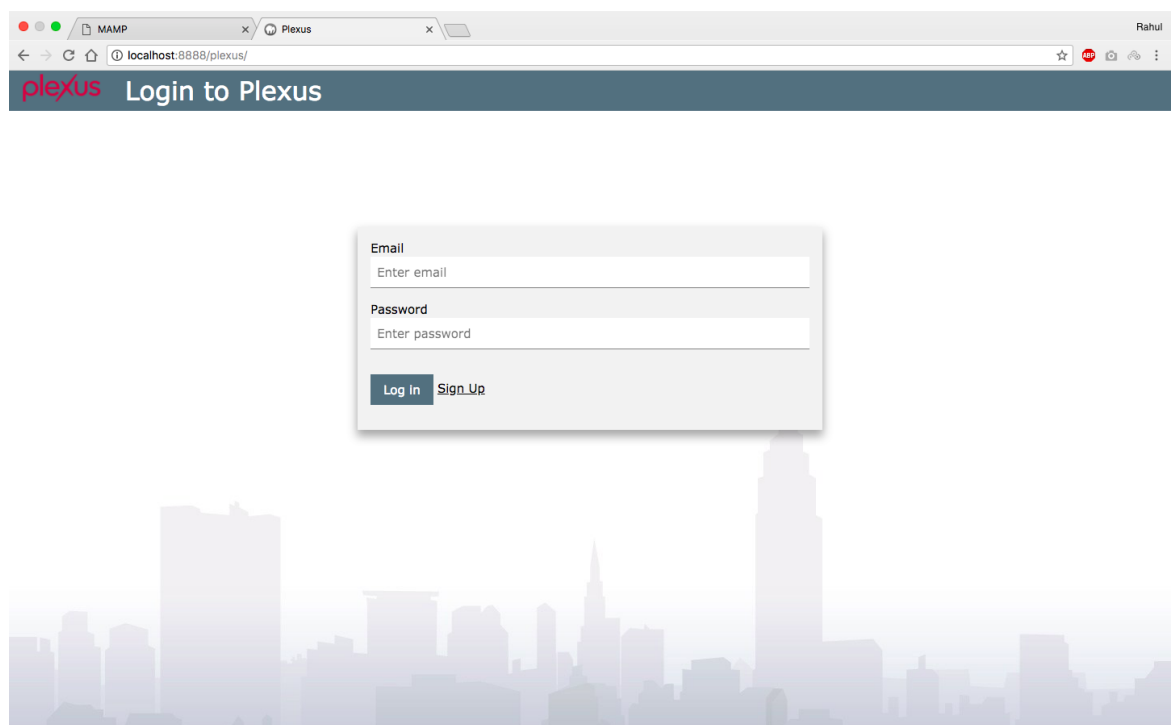
Figure 6.2: Login Page
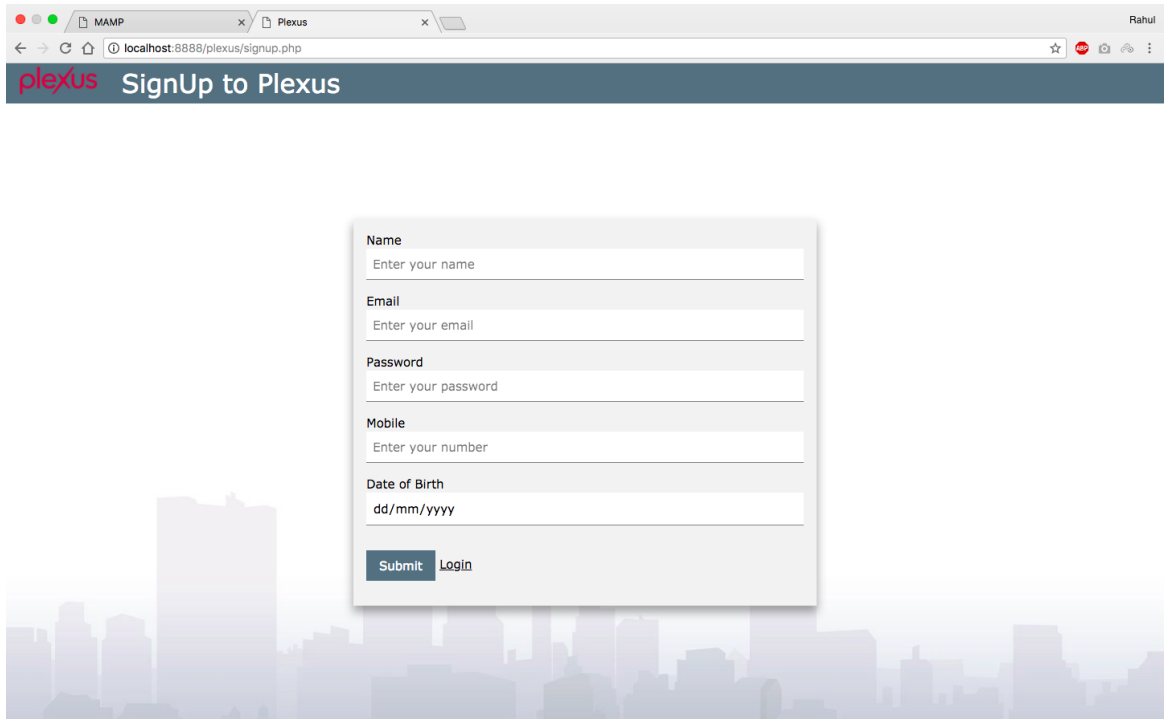
Figure 6.3:SignUp Page
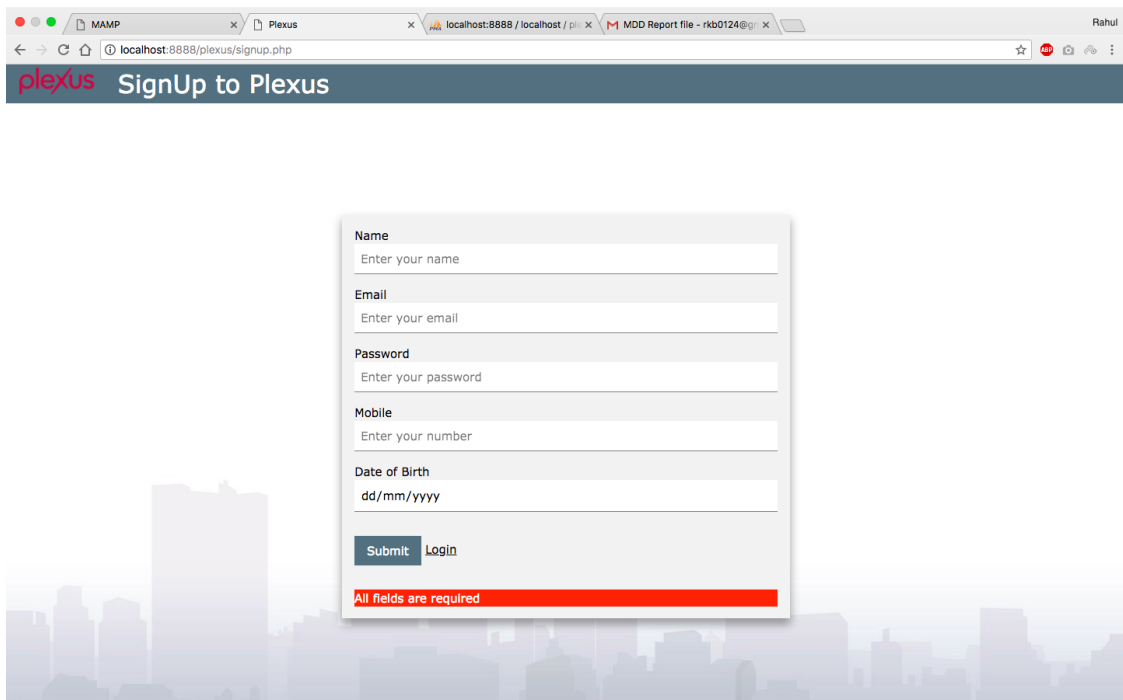
Figure 6.4: Fill All Entries
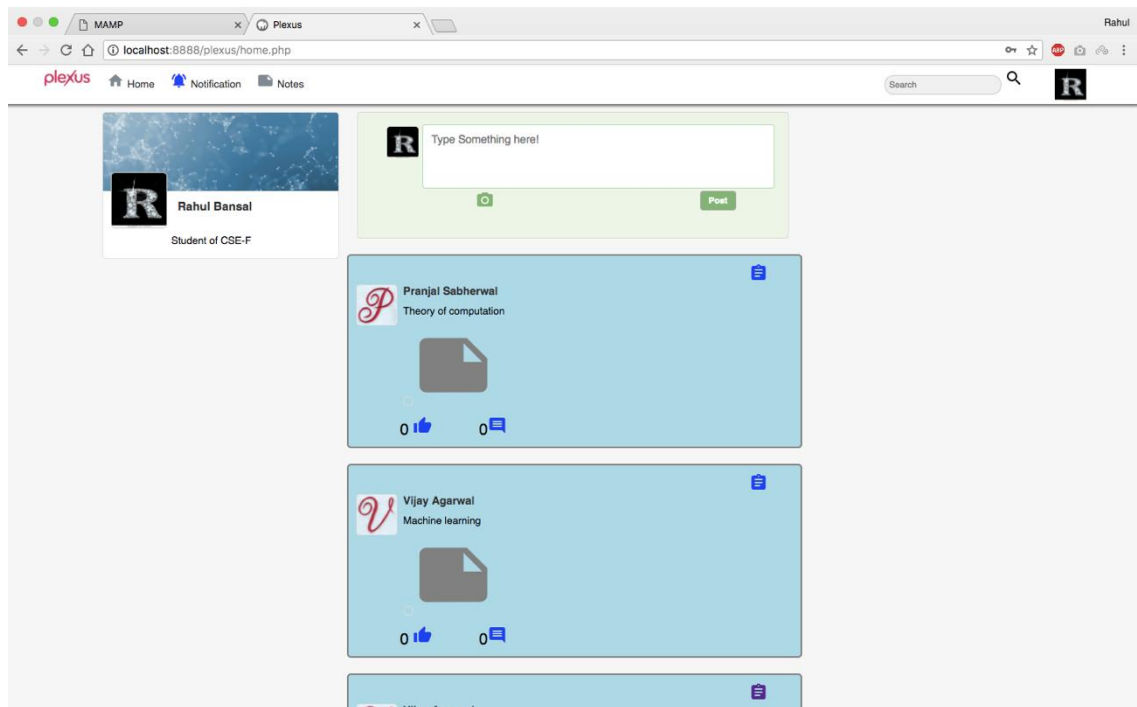
Figure 6.5: Home Page
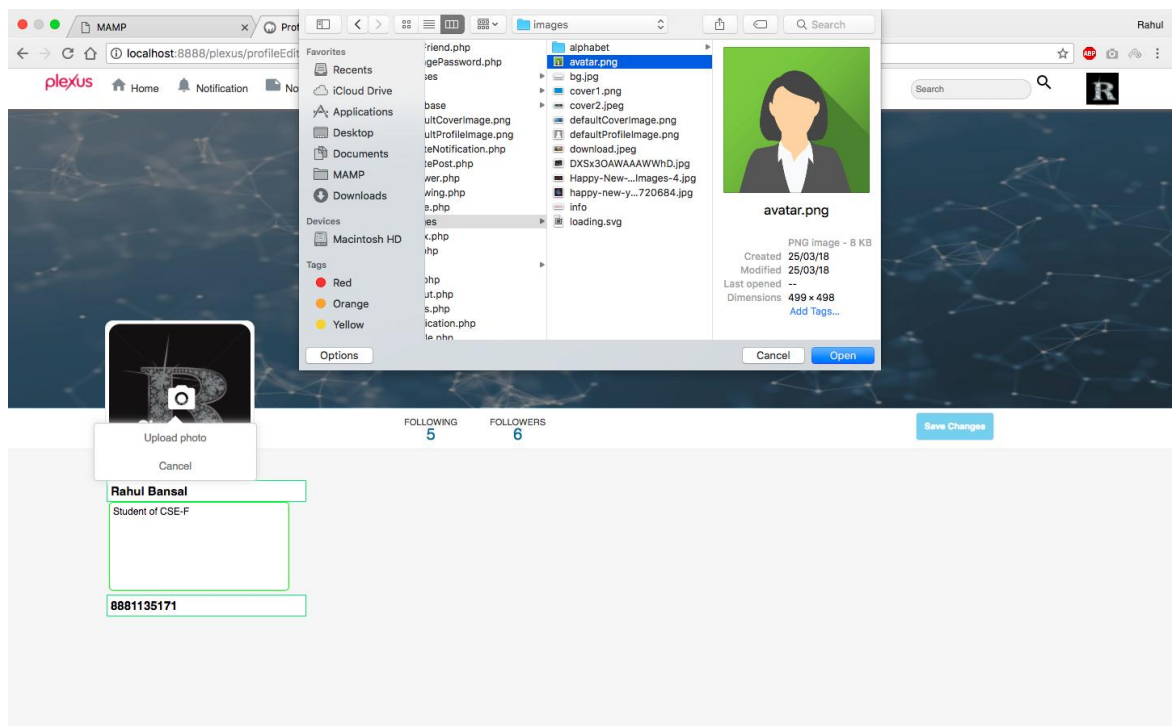
Figure 6.6: Change Profile Picture
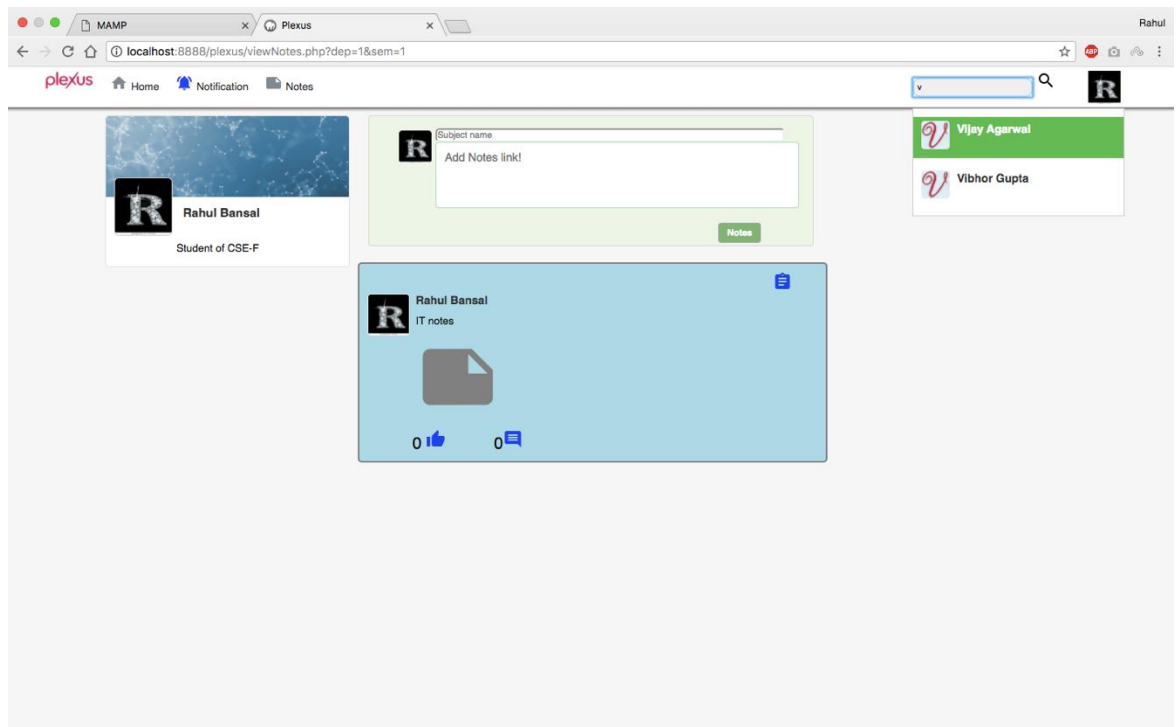
Figure 6.7:Search Friends
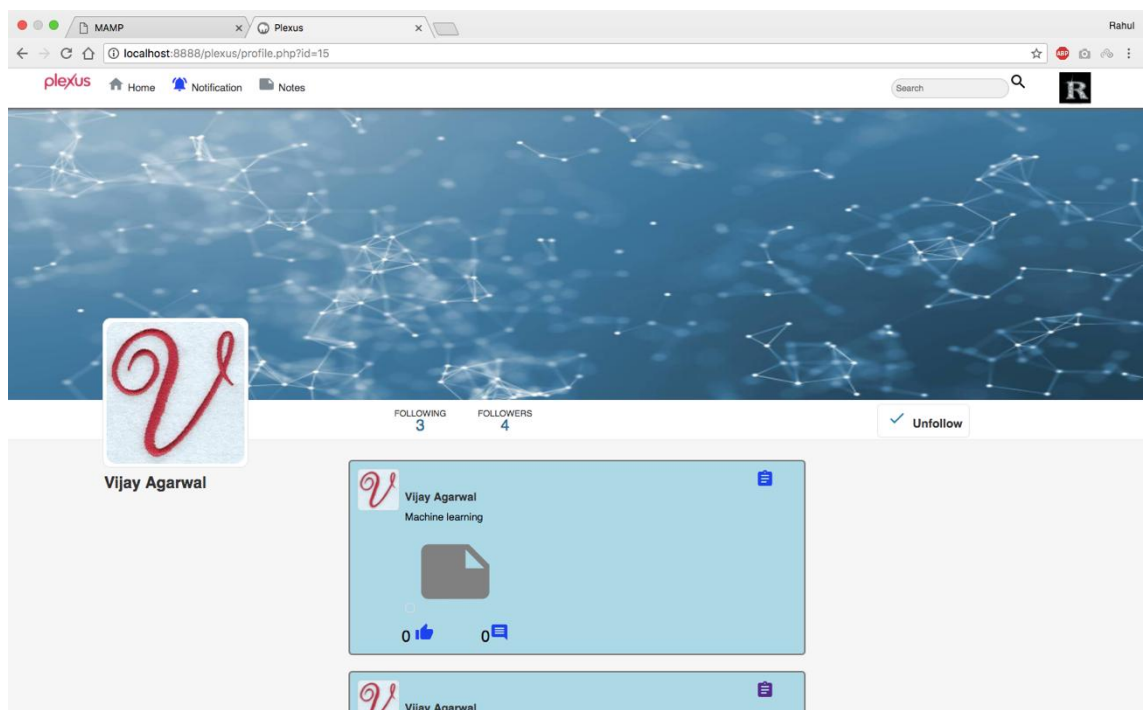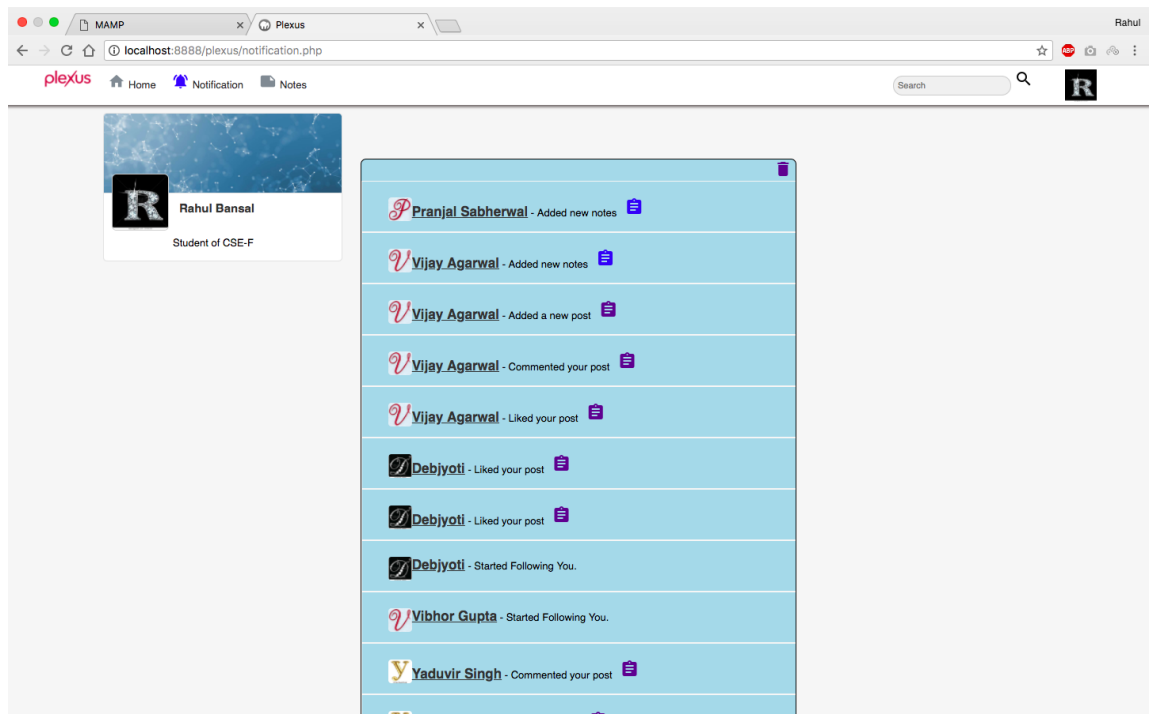

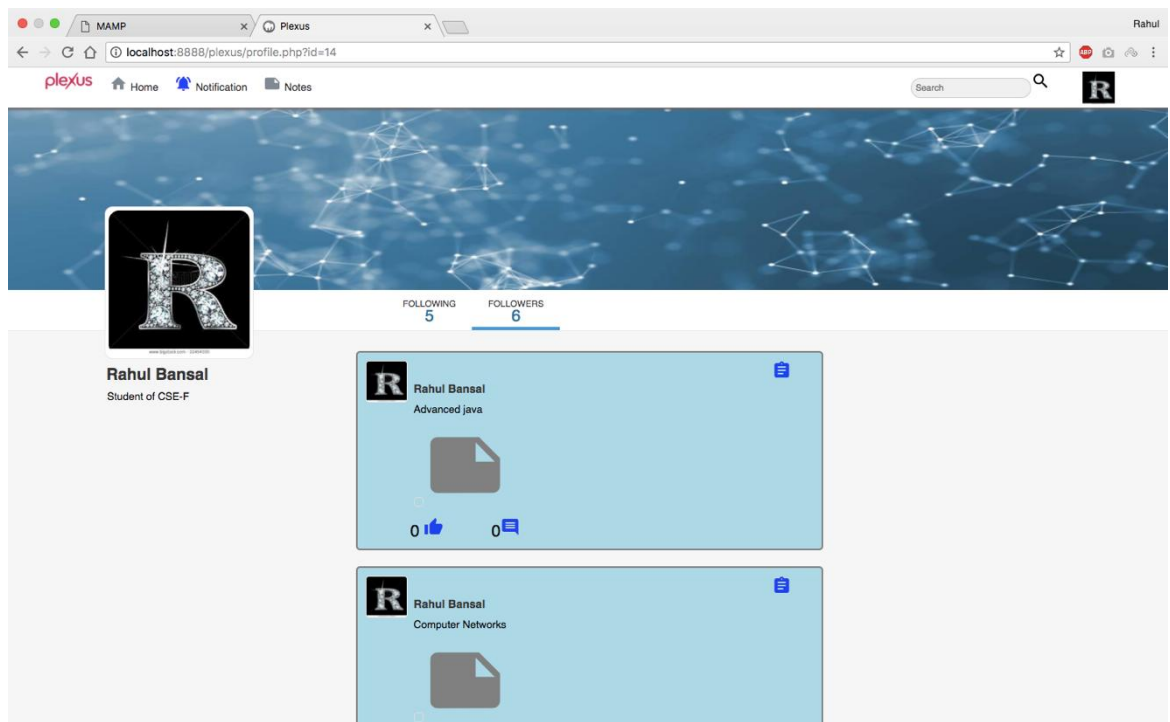Figure 6.8: Friends Profile

Figure 6.9: Notifications Page
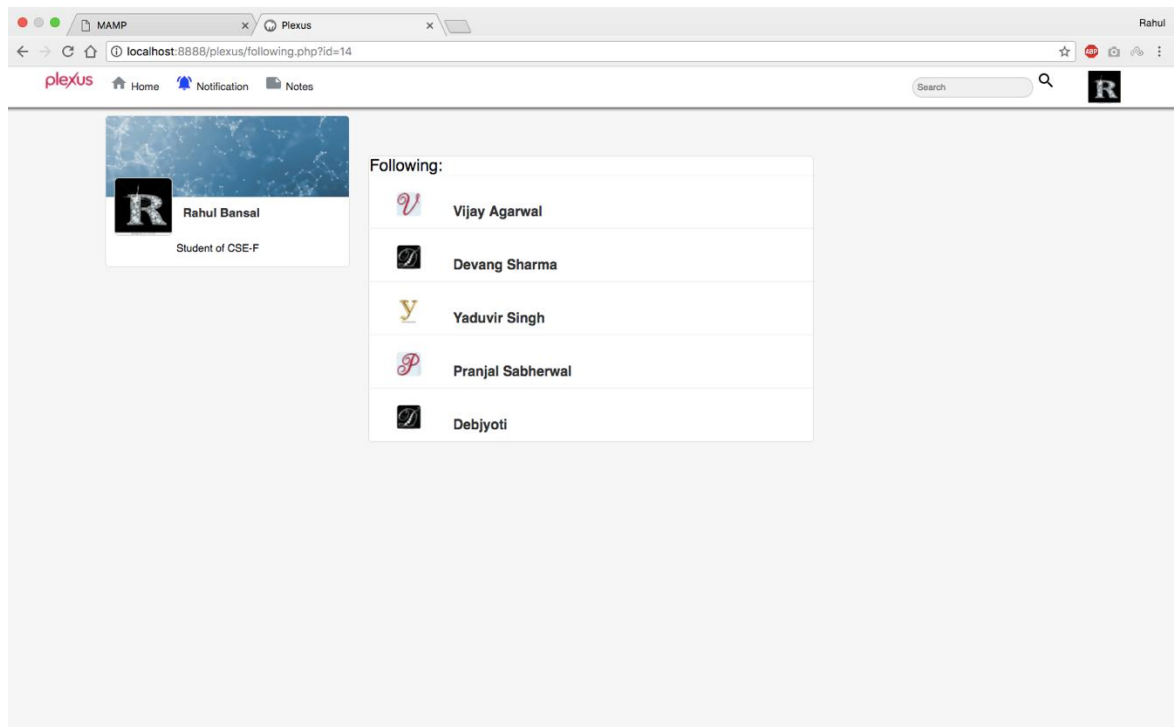

Figure 6.10:Profile

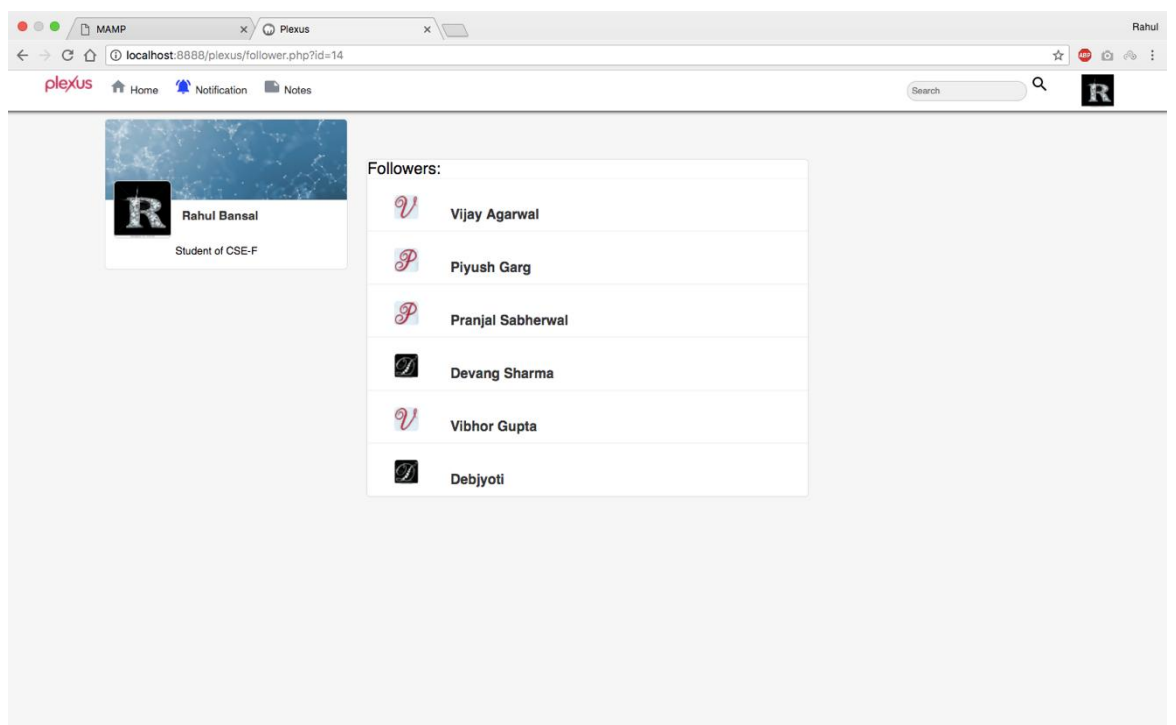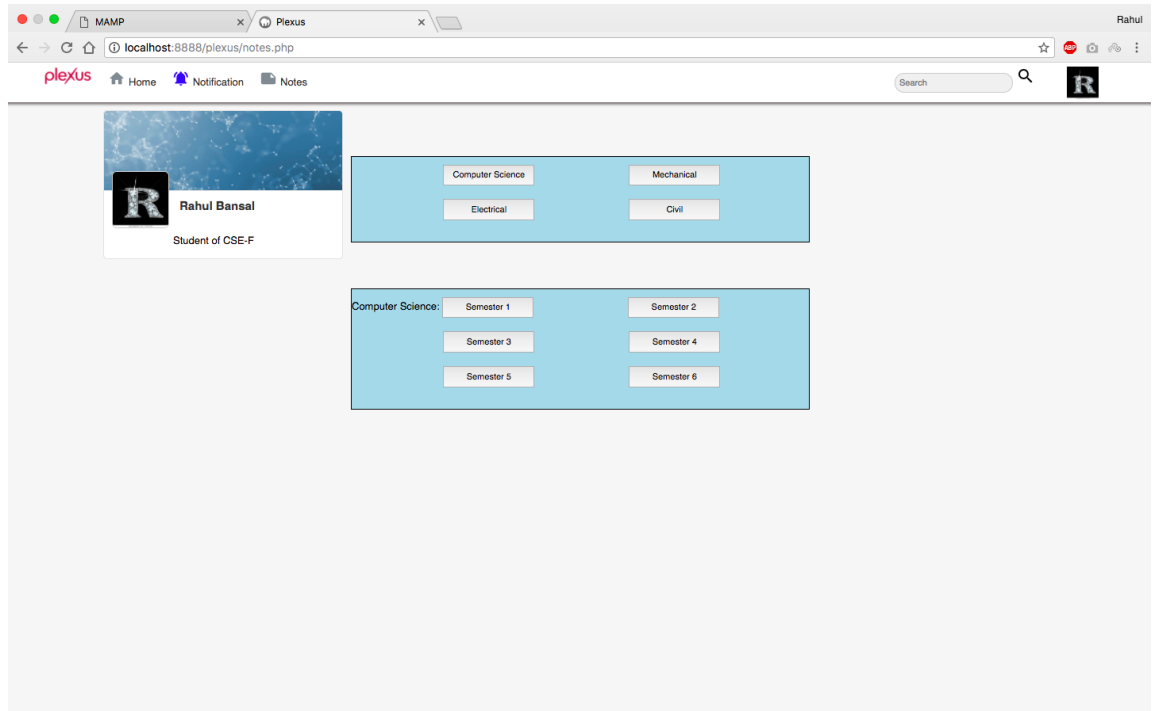Figure 6.11:Following Friends

Figure 6.12: Followers
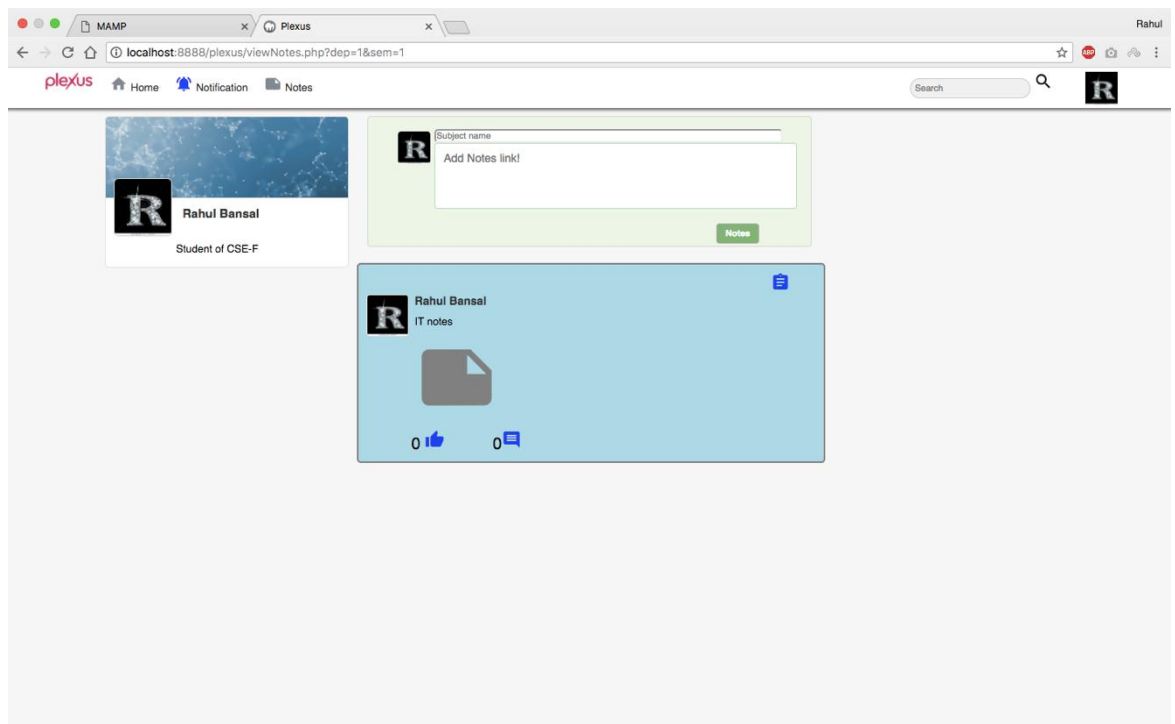
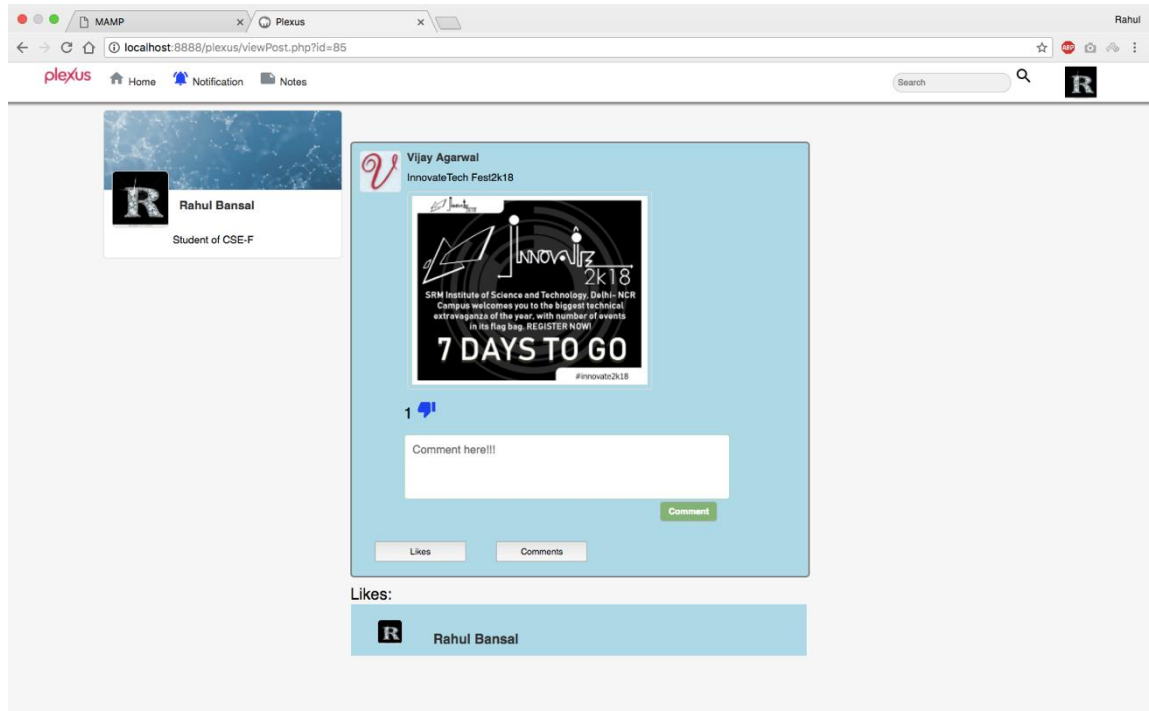Figure 6.13:Search Notes

Figure 6.14:Submit Notes

Figure 6.15: Add Comments

CHAPTER 7
RESULT

The software has been developed successfully. The site which provides the common platform to all the students where they can communicate as well as help each other by posting their message. They could get the graded notes on the basis of the feedback provided by the students who studied them.

Site provides the feature of notifications where students could get updates of posts. It also provided the profile picture where users could upload their profile picture also could change the wall picture. So overall site is packed with a fully loaded working social networking site named "PLEXUS" which is developed and tested successfully by our team.

CHAPTER 8
CONCLUSION & FUTURE WORK

8.1 CONCLUSION

The group got handsome amount of knowledge on php and mysql. Also we successfully created a common platform for all the students where they would get favorable environment to grow, get and share experiences. We also got the experience of working together in a team with a success rate. We appreciate efforts of our team members and our supervisor Ms. Divya Gupta ma'am who helped us many-a-times whenever we stuck in our project or whenever we needed help. As a part of future work, we planned to implement the app for our site in order to improve the connectivity as in present most of us have a smart phone so our customers would be looking for an application.

8.2 FUTURE WORK

The future advancements may include:
•Provide the system with an accurate feature localization mechanism.
•Try to provide an application for our site.
•Try to maintain our site throughout the way.
•Site would be provided by message services.
•Try to provide the optimal (error free) site.
•Compare performances of different sites and would improve our as per the needs.

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5) www.center4research.org/social-networking-sites-problems-facebook-depress.
6) UML Diagram designer of MAMP.
7) php.net for all the php functions.
8) material.io for all the animations and built-in modules.