

SOCIAL NETWORK

END TERM PROJECT

by

SUMIT SINGH

ABHISHEK KUMAR

SOURABH CHOUDHARY

(Section:K19SD)

(Roll Number(s):18,28,31)



Department of Intelligent Systems

School of Computer Science Engineering

Lovely Professional University, Jalandhar

April-2020

Declaration

This is to declare that this “SOCIAL NETWORK” report has been written by us. No part of the report is copied from other sources. All information included from other sources have been duly acknowledged. We aver that if any part of the report is found to be copied, we are shall take full responsibility for it.

Sumit Singh

Roll Number:18

Abhishek Kumar

Roll Number: 28

Sourabh Choudhary

Roll Number: 31

Place- Sirsa,Haryana

Date- 7/4/2020

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BONAFIDE CERTIFICATE

Certified that this project report “SOCIAL NETWORK” is the bonafide work of “Abhishek Kumar, Sourabh Choudhary, Sumit singh ” who carried out the project work under my supervision.

Dipen Saini

INTRODUCTION

King Fisher is a internet based site to stay connected with friends, family, customers .It can be used for a social purpose or a business purpose. It allow user to have conversation, to share information and create contents .

Marketers also use social networking for increasing brand recognition and encouraging brand loyalty.

Human nature has been programmed to be socially active to a certain extent. However people have always been looking for ways to connect with each other .In this era of digitization there are many ways to be socially active on the internet.

It uses your mobiledata or WiFi to facilitate messaging.

With new social networking sites being introduced every year, deciding which one is right for your business, professional use or personal use is an overwhelming affair. So it becomes imperative that you have to be aware which social media sites will fit into your requirements and communication strategy.

Using too many social networking sites to convey your message could dilute the entire social media strategy and your entire planning and effort will be ineffective. The best strategy is to focus on those social media sites, which are relevant to you so that you can share your content with appropriate audience.



Following are the areas where social networking has become most popular:

- Online Marketing

Website allows us to create a page for specific product, community or firm and promoting over the web.

- Online Jobs

Website allows us to create connection with professionals and helps to find the suitable job based one's specific skills set.

- Online News

On social networking sites, people also post daily news which helps us to keep us updated.

- Chatting

Social networking allows us to keep in contact with friends and family. We can communicate them via messages.

- Share Picture, Audio and video

One can share picture, audio and video using social networking sites.

Objective

1. **Community building**

Social networking can help you to find and build relationships with others.

2. **Relationship building**

Customers and Prospects are online talking about brands. Social networking can be effective way to respond to customer service, Questions and issues.

3. **Brand Building**

Social networking can be used to increase awareness of who you are and what you do.

4. **Sales building**

In some industries social networking can even be effective in generating leads and sales from customers and prospects.

DESCRIPTION

KINGFISHER website provide rich information about the person and his network, which can be utilized for various business purposes. Some of the main characteristics of social networking sites are:

It act as a resource for advertisers to promote their brands through word-of-mouth to targeted customers.

It provide a base for a new teacher-student relationship with more interactive sessions online.

It promote the use of embedded advertisements in online videos.

It provide a platform for new artists to show their profile.

It provides a social community for people interested in a particular subject or interest together.

Members create there own online profile with data, pictures, and any other information.



It communicate with each other by voice, chat, instant message, videoconferencing, and the service typically provides a way for members to connect by making connections through individuals is known as Social networking.

Nowadays there are many websites dedicated to the . This websites are also known as communities network sites. Social networking websites function like an online community of internet users.

Depending on the website in question, many of these online community members share common interests in hobbies, discussion. Once you access to a social networking website you can begin to socialize.

This socialization may include reading the profile pages of other members and possibly even contacting them.

It brings together all the young Indians living across the globe. It is for every Young Indian who is a student or a non-student , fresh graduate, a working professional or an Entrepreneur, and is focused on providing comprehensive solutions for any personal and professional issues.

Safety

On the whole, nearly all the interactions that occur on the site are safe. However, you need to be conscious of your safety and the information you share.



• Media Uploading

As people use their social networking account, they will want to be able to upload funny

or interesting images, video, music. etc.. to share with their friends. The media upload section will be located at the media tab, where users are able to specify a file to upload as well as provide a short description of the file to be uploaded. In order to prevent users from uploading potentially malicious files such as executables, only certain file extensions are supported. These allowed extensions cover popular image extensions such as png, jpg, gif, and bitmap, video extensions wmv and avi, audio extensions mp3, wma, and wav, and some document files including txt, nf, doc, and pdf.

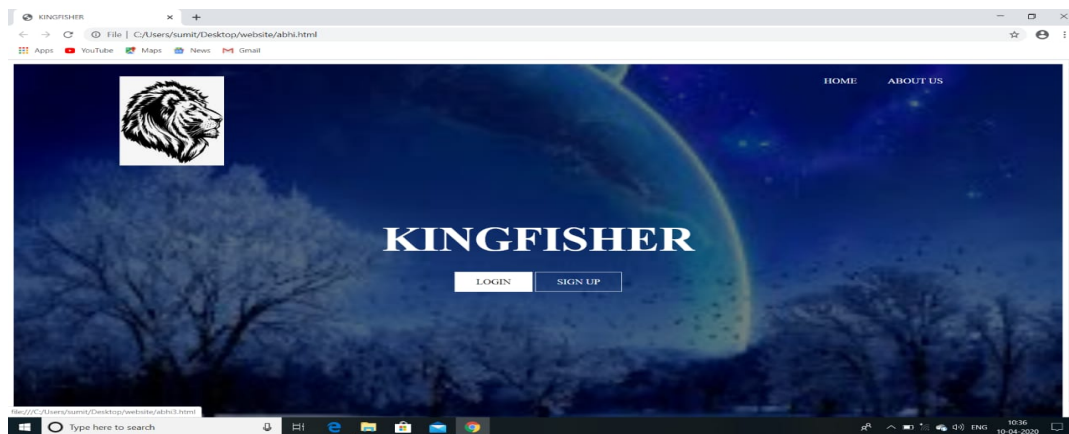
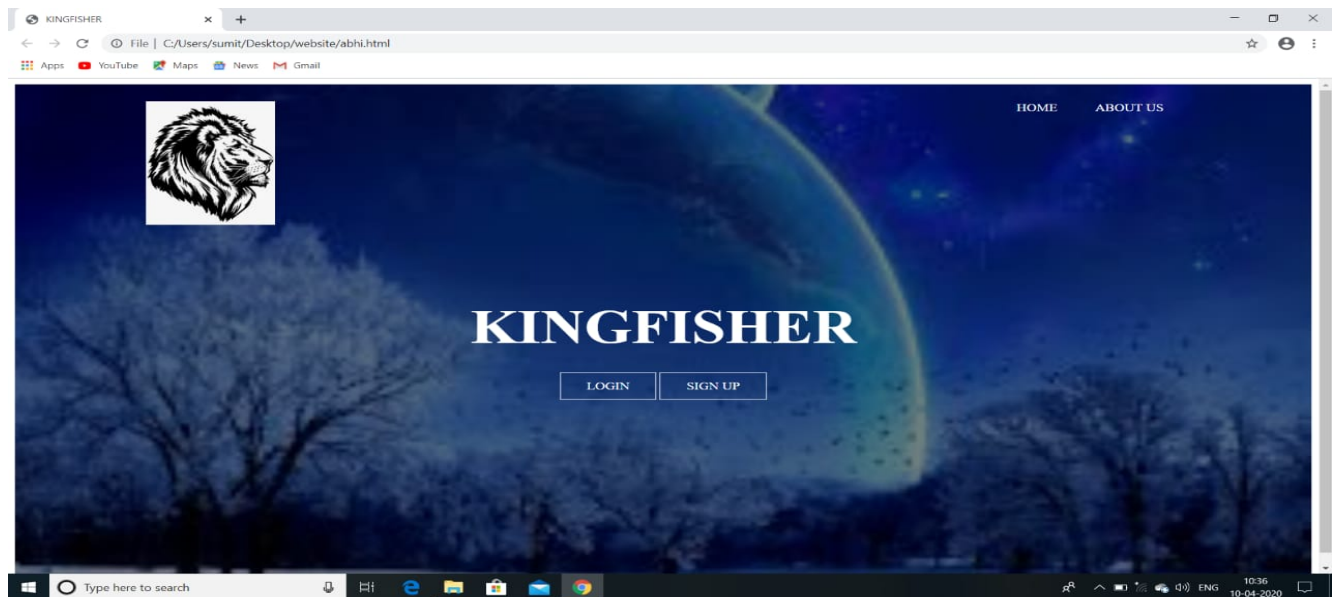
The inner workings of this uploading process are surprisingly simple, since the HTTP server takes care of requesting the file from the client automatically. After the user clicks upload, the file is sent to the server and stored in a temporary location.



IMPLEMENTATION

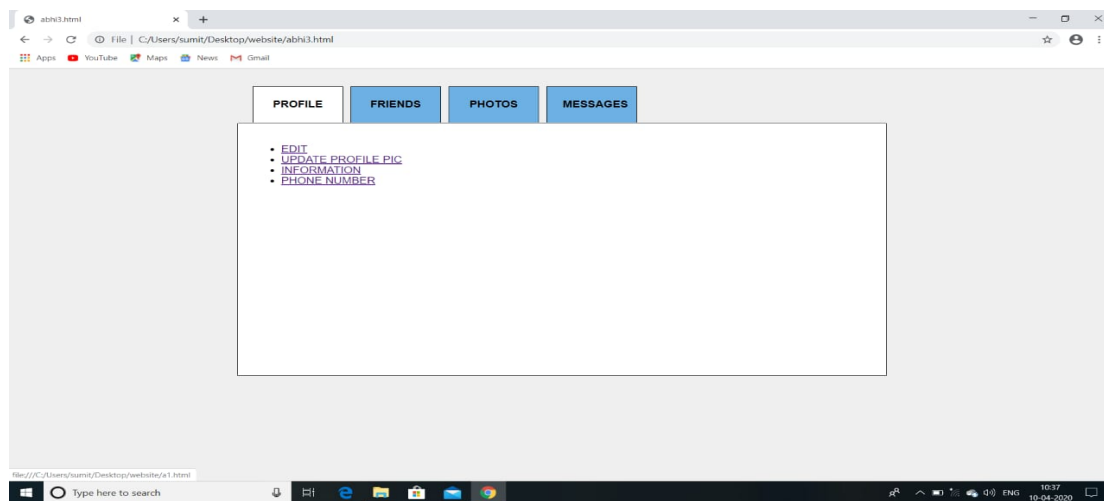
Home Page

home page of a website serves as the most significant landing **page** for both new and returning visitors. Essentially, this single **page** creates an overall impression of your company in a matter of seconds.



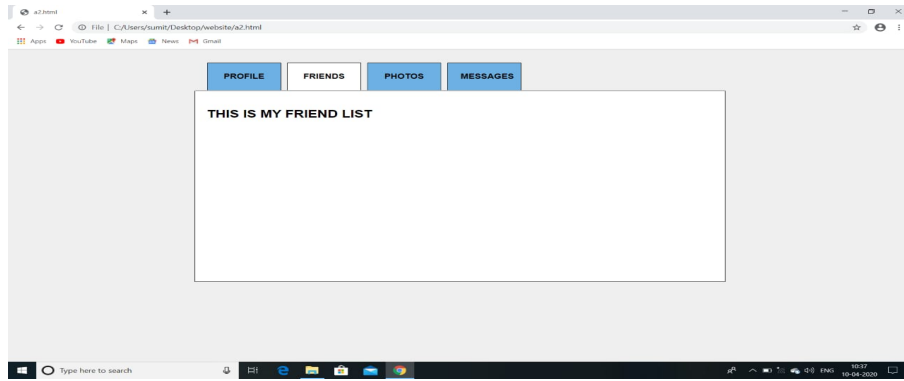
Profile page

When you sign up to the 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. You can usually adjust this information later on if you need to.



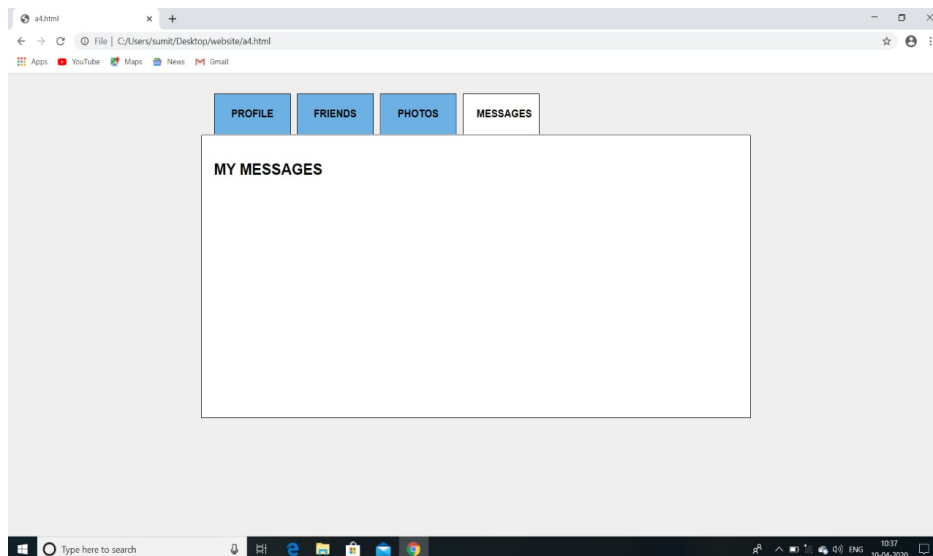
Friends and “friends” Page

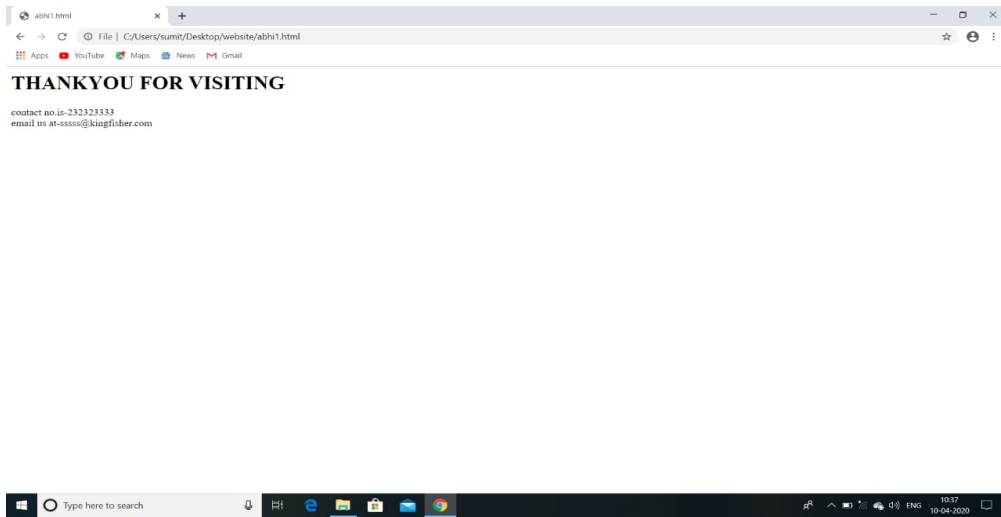
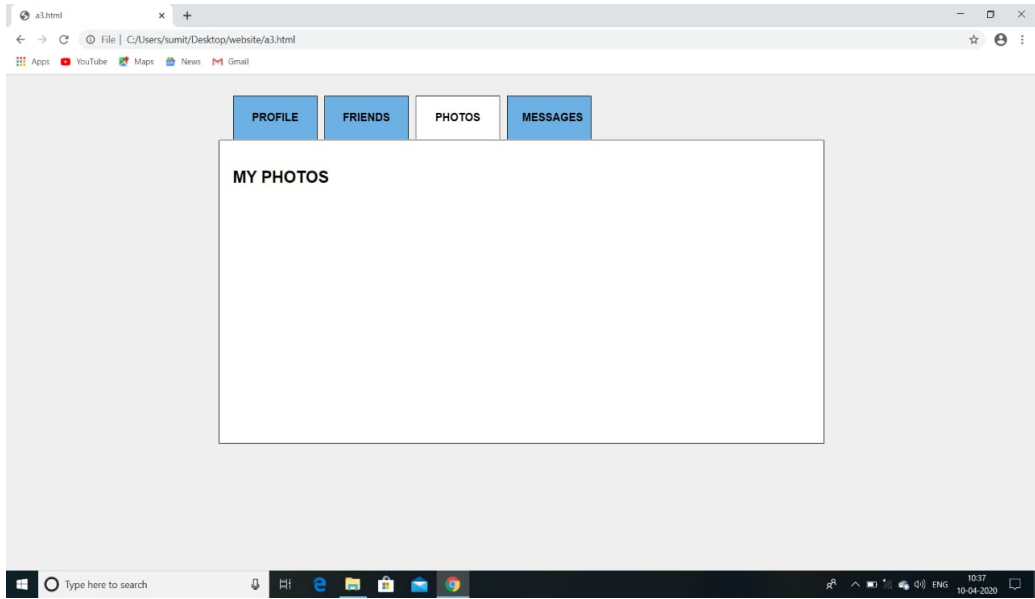
The whole point of joining social media is to be in touch with your friends and family. “Friends” in the context of social media has a specific meaning. For example, for you to interact online with a friend, family member or acquaintance either one of you must first send a “friend request” to the other and then have that request accepted. Once accepted, the technology recognises 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.



Messaging

Unlike with chatting, users can send a message to any other user. For user A to send a message to user B, he/she simply goes to the message center tab and clicks compose message. He then fills out the form as shown in the figure below with the email of the recipient, the message title, and the message content. The new message will then be in





Contribution by Each Student:

Abhishek Kumar (Roll no. 28):

- Helped in the creation of webpages,
- Linked the webpages together and added CSS file links to the webpages Provided functionality to the webpages to give the final output.
- Created the common CSS file (externalCSS.css) that fits for all webpages in the website
- Provided common layout to all the interlinked webpages to give a professional looking interface
- Suggested the designs and layout of the webpages

Sourabh Choudhary (Roll no. 31):

- Linked the webpages.
- Created the Messages webpage.
- Created the CSS file (.css) for the layout of Signup webpage typed the of the project of About Us.
- Suggested the photos.
- Created the logo of the Networking Page

Sumit Singh (Roll no. 18)

- Collected the information from different social networking sites and compile the results to form a user-friendly interface.
- Collected data and images of project to form the basis of the SOCIAL NETWORK Website.
- Helped in the creation of photos webpages.

Technology Implemented:

Hypertext Markup Language (HTML)

HyperText Markup Language is a standard markup language for documents designed to be displayed on a web browser. It can be assisted by technologies such as Cascading Style Sheets (CSS) and scripting languages such as JavaScript. Web browsers receive HTML documents from a web server or from local storage and render the documents into multimedia web pages. HTML describes the structure of a web page semantically and originally included cues for the appearance of the document.

HTML elements such as interactive forms may be embedded into the rendered page. HTML provides a means to create structured documents by denoting structural semantics for text such as headings, paragraphs, links, quotes and other items. HTML elements are delineated by tags, written using angle brackets. HTML can embed programs written in a scripting language such as JavaScript, which affects the behavior and content of web pages. Inclusion of CSS defines the look and layout of content. These are the building blocks of HTML pages. With HTML constructs, maps and other objects.

Cascading Style Sheets (CSS)

Cascading Style Sheets markup language like HTML, CSS is a cornerstone technology of the World Wide Web, alongside HTML and JavaScript. A style sheet language used for describing the presentation of a document.

CSS is designed to enable the separation of presentation and content, including layout, colors and fonts. This separation can improve content accessibility, provide more flexibility and control in the specification of presentation characteristics, enable multiple web pages to share formatting by specifying the relevant CSS in a separate file, and reduce complexity and repetition in the structural content.

Notepad Editor

Notepad is a common text-only editor. The resulting files typically saved with the txt extension has no format tags or styles, making the program suitable for editing system files to use in a DOS environment and occasionally, source code for later compilation or execution, usually through a command prompt. It is also useful for its negligible use of system resources, making for quick load time and processing time, especially on under powered hardware. Notepad supports both left-to-right and right-to-left based languages.

Web Browser

A web browser is a software application for accessing information on the World Wide Web. When a user requests a particular website, the web browser retrieves the necessary content from a web server and then displays the resulting web page on the user's device.

A web browser is not the same thing as a search engine, though a search engine is just a website, such as Google Search, Bing, that stores searchable data about other installed websites. However, to connect to a website's server and display web pages, a user must have a web browser. The two are often confused for a user's search.