



**School of Computer Science and Engineering**

**Faculty of Engineering**

**The University of New South Wales**

# **Managing Your Social Networking Profile**

## **Enabling User-Tailored Views of Your Feed**

by

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## Chapter 1

# Introduction

- Discuss what an SNS is
- Talk About Facebook and what is a feed
- Talk about ranking algorithms ...

Social Networking Services or SNS are platforms where a diverse range of users can share their interests, do activities together and troll their friends. In almost all social networking services users are presented with a feed. This feed is a list of items that a user may or may not like. It is presented differently depending on the SNS and is usually the first thing shown to the user as soon as he/she logs in. This feed usually contains a large amount of items needs to be ordered in some way so that the items that relate to him or items that he would enjoy would be shown in the upper half of the feed. There are many SNS out there but in this paper we will be focusing on Facebook. The reason for this is that Facebook is currently the most used SNS and incorporates many types of users. Each user will have a different want and need. We would expect that each user would want to have a personalized ranking for their own needs.

## Chapter 2

# Background

### 2.1 User Modelling

- Discuss user modelling here
- Refer to papers and quote ...

Why do people use Facebook? I would like to cite Bob [NH12] who has died for no reason.

Four approaches to user modellinga qualitative research interview study of HCI professionals' practice I would like to cite Bob [Cle04] who has died for no reason.

MySpace and Facebook: Identifying dimensions of uses and gratifications for friend networking sites I would like to cite Bob [BRR10] who has died for no reason.

Semantic modelling of user interests based on cross-folksonomy analysis I would like to cite Bob [SAC<sup>+</sup>08] who has died for no reason.

### 2.2 Ranking Algorithms

- Discuss ranking algorithms here (may need sub categories)

- Refer to papers and quote ...

Personalized feed recommendation service for social networks I was bored so I looked at Li [LTL<sup>+</sup>10] to find some pigs.

Leveraging Noisy Lists for Social Feed Ranking. I was bored so I looked at Mat [BMAC13] to find some pigs.

Activity ranking in LinkedIn feed I was bored so I looked at Aga [ACG<sup>+</sup>14] to find some pigs.

## 2.3 Sample

This is a sample!! Citing can also be learned here!

Previously, Nooshabadi [Noo05] has described style-related thesis requirements, Shepherd [She05] has provided L<sup>A</sup>T<sub>E</sub>X templates while other academics have discussed contents with their students. This work draws all the relevant information regarding thesis writing into one document. The present template/document is heavily influenced by Nooshabadi and Shepherd, incorporating requirements from The Graduate Research School [GRS14] for Higher Degree Research theses.

## Chapter 3

# Proposal

### 3.1 Our Solution

- Discuss the proposal
- Outline differences and what we do compared to previous works
- explain what we want to do ...

Our thesis aims to provide a more personalized view of Facebook's feed that is more adaptable to users. We do this through the introduction of user types in order to figure out what users actually want in their feed. We utilize the same tried and true algorithms used in ranking the feed but we incorporate user types and the weights that are produced from this type in order to make the feed more relevant to the user. This means that users will be provided with posts that they are more interested in at the top of their feed.

## Chapter 4

# Plan

### 4.1 Plan

- Do our plan
- Block Diagrams and stuff ...

Figure 4.1 provides a general overview of our implementation plan. It is a block diagram of our system.

### 4.2 Evaluation

- Explain evaluation method ...

To evaluate our work, we plan to conduct a usability study on users comparing our system with that of Facebook.

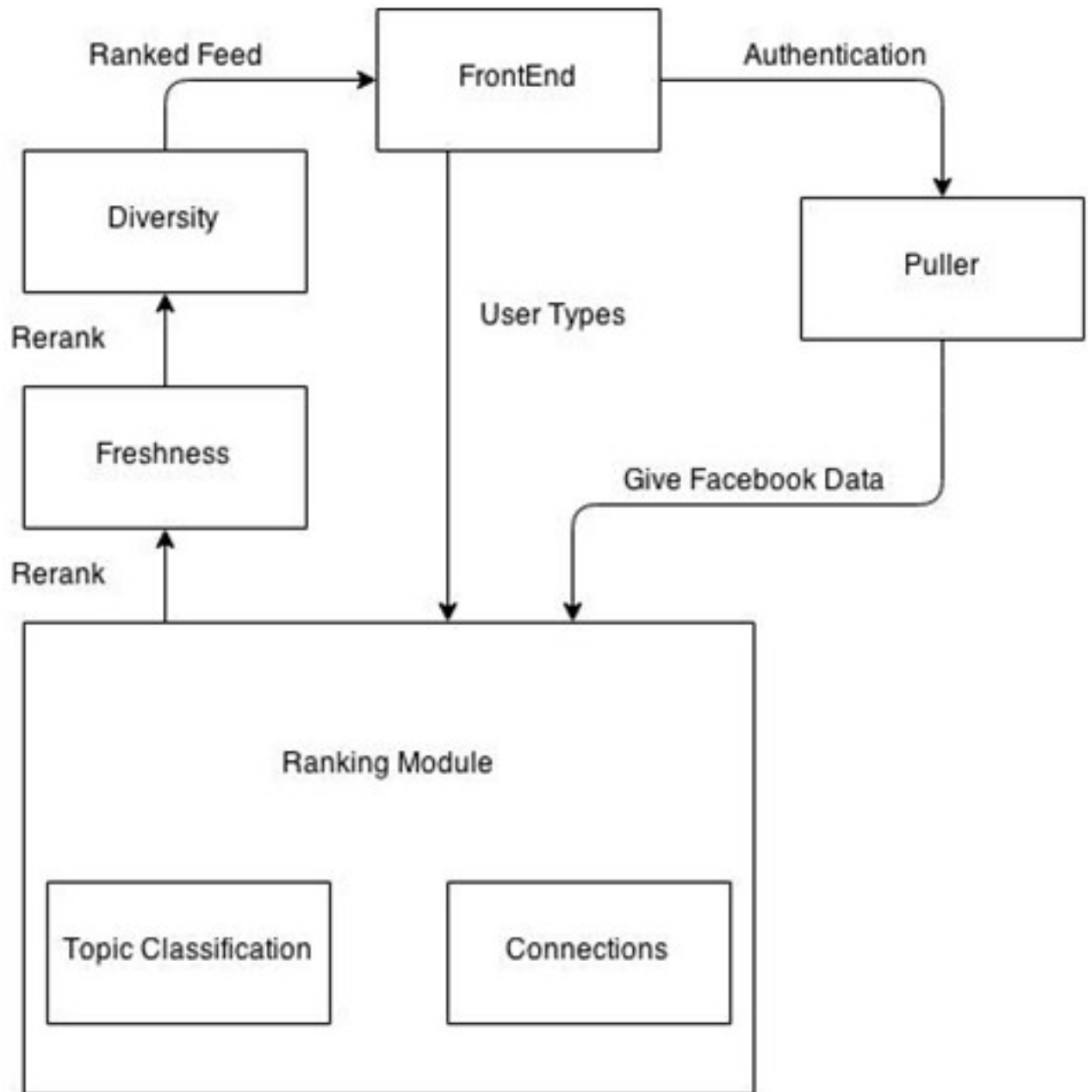


Figure 4.1: Block diagram



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