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Pre-Social Networks- The Future Of Social M

FROM DATA
ATEST NEWS

Who would have ever thought it possible that you could add a real world dimension to social media?

Using location history traced through smart phones accessing wifi and Bluetooth researchers were not only able to trace their participants within 10 metres away and from that data predict where they were going to be next.

The system was developed by researchers at the university of Illinois and is called **Jyotish** which a Sanskrit term for Hindu Astrology. Initially, the software was developed to help Boeing predict the movements of work crews in its aircraft factories, but Long Vu and Klara Nahrstedt (the system's developers) believe it can do a lot more when combined with social media.



Dubbing them 'pre-social networks', the researchers are ambitious that they can enhance the social media experience by combining information gathered from sites such as facebook (i.e. key interests) and combine them with mobile tracking to connect people with others whom they have commonalities; whether these be existing friends or completely new ones. Furthermore it would allow social media users to arrange instant meet ups in real time with the people around them who share their interests.

Since Jyotish is all about networking, it's also possible for researchers to predict where people are likely to be and therefore notify them of any upcoming events which would involve people with similar interests in areas that they frequent. Jyotish could completely transform social dynamics, giving people the power to map where certain groups of people meet and hang out which could remove the social awkwardness from first time meetings.

The potential for this kind of software is unlimited and not merely social-you could use the software to network with those in similar industries or even potential clients providing that you know who they are. Equally, through tracing people's interests and predicting the most common spot where they congregate could make it very easy for advertisers to target their consumers.

Of course, there are also major privacy issues associated with the technology so don't expect pre-social networks to be rolled out just yet.

Tags: **Jyotish**, **Pre-social Networks**, **The New Scientist**

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