# IST256 Project Phase 1: Proposal

## [1] Blackboard Group Number.

Enter your blackboard Group number: 1

## [2] Group Members.

Enter the names, SU emails, and Recitation instructor for each of the members in your group:

|  |  |  |
| --- | --- | --- |
| **Name** | **SU Email** | **Recitation Instructor** |
| Liwen Duan | [liduan@syr.edu](mailto:liduan@syr.edu) | Nick Lyga |
| Chaofan Chen | [cchen72@syr.edu](mailto:cchen72@syr.edu) | Nick Lyga |
|  |  |  |

## [3] Availability and meeting times

List the availability of each project member and then include 2-3 times each week in which your team can meet.

|  |  |
| --- | --- |
| **Member Name** | **Availability – When can you meet?** |
| Liwen Duan | Monday, Wednesday, Friday |
| Chaofan Chen | Monday, Wednesday, Friday |
|  |  |

\* General Discussion are available everyday since we are roommate.

Based on the availability of my team members here are the times we can meet weekly. For the best grade possible, include at least 3.

## [4] Summary of Project Idea

Summarize your project idea in no more than 250 words. Keep the project objective in mind (http://ist256.syr.edu/project/#project-objective) and focus on **what** you will do, not **how** you will do it. Remember to think BIG IDEA, and don’t worry about how you will program it at this point.

The project we are proposing is about a marketing software that can combine multiple social media together. We are trying to use the tool of API to extract information from your daily social media, such as twitter, Facebook or Instagram. Since we’ve noticed that people spend a lot of time on searching the topic they like on the social media, which is inefficient and time-consuming. Hence, we are trying to make a software that brings all the contents together from various social applications. User don’t have to check every app to find the information they like. Instead, they only need to look at our software to get the latest information. We will analyze the hot topic for the current time by extracting the number of comments and “likes” number as the reference. Then we will make a ranking for each topic and present it to users. They can also directly send the message to those social media from our software after viewing the contents. Furthermore, if users want to see more information under a hot topic, we will provide a URL that lead them to the website. With our software, the user can always catch the tendency of currently social topic.

## [5] Supporting Research

Provide a list of sources as evidence that you’ve adequately researched your project, ensuring it is novel / useful / innovative, meet the project objective and is feasible. This should be citations to sources found online or in the library. For the highest grade possible you should have at least 5 sources in MLA or APA citation format and provide a brief summary of each source.

**1.People are spending many times on the social media. We are trying to provide more efficient way for viewing the social application which saves their time.**

Griffiths, M. (2018, May 7). Addicted to Social Media? Retrieved from

<https://www.psychologytoday.com/us/blog/in-excess/201805/addicted-social-media>

**2. Topic analysis can bring benefit to both users and developers. Users can precisely know interesting contents and developer can predict the current tendency by using these data.**

Yu, Q., Weng, W., Zhang, K., Lei, K., & Xu, K. (2014, December). Hot topic analysis and content mining in social media. In 2014 IEEE 33rd International Performance Computing and Communications Conference (IPCCC) (pp. 1-8). IEEE.

**3. Different application have their own feature, but we can combine their advantages together in one platform.**

Gorbatch, A. (2016, July 4). Different Social Media Platforms: Which Is Right for Your Business? Retrieved from <https://awario.com/blog/social-media-platforms/>

**4. Information surplus can lead to negative outcomes for consumers, so we will narrow the popular topic to a certain range. Consumers would not be bothered by pointless contents.**

Holton, A. E., & Chyi, H. I. (2012). News and the overloaded consumer: Factors influencing information overload among news consumers. Cyberpsychology, Behavior, and Social Networking, 15(11), 619-624. doi:10.1089/cyber.2011.0610

**5. the application of API in social media have great potential, we can use API to build connection between social media.**

Parr, B. (2009, May 21). The Evolution of the Social Media API. Retrieved from

<https://mashable.com/2009/05/21/social-media-api/>