

The Mumble

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Abstract — Social media is a very important factor in analyzing modern society as a whole, their values, norms, and behaviors, as being a part of our everyday life. This study is oriented towards analyzing social media in order to allow users to create their own preferences to follow (analyze) a specific social media source. The web application has been developed to allow a user to follow specific Mumble accounts and categorize the Mumble posts on those accounts based on the user-defined taxonomies. Results of this study are various reports generated from the Mumble posts and their statistics that are clustered based on the user-defined taxonomies. The benefit of this project is that any user can track in real time when people are talking about some topic, and it enables anyone to have better insight about society as a whole, their values, norms, what they find interesting, and many other things. This tool is also useful for different companies to track the user feedback on social Media apps for their products.

Keywords — Business performance; e-business; social media; business marketing; innovation in business; social media apps; social media sites; The Mumble; Social Media Trends; social network analysis; social media news.

I. INTRODUCTION

Social media application is a 'microblogging'(It allows you to send small posts known as 'tweepy' up to 240 characters in length. We can share photos, videos, and text on Mumble with our followers)'. After the online sign-up or Login process, users can share photos and videos with Type your caption(Get creative and write a nice, interesting caption to go with your photo and Video.) called "tweepy". Then your followers can see your post and then your followers can Like(Clicking Like Button below a post on Mumble to let people know that you enjoy it without leaving a comment. Just like a comment, anyone who can see the post can see that you liked it and The person who posted the video will get a notification that you liked it. When you like something, this lets us know to show you other content that we think you'd also like to see) or DisLike(If you dislike your post, it means that the user did not like your post - image or video and caption) and Comment(Below every posts there are "Comment" buttons. If the image has any recent comments they will appear below those posts. Comments allow your followers to write a comment on your post and can include hashtags. Users are notified if you "Comment" their post.) on your post.

You can search for User accounts using the search bar at the right of Search . then tap Search then choose whether you're looking for Users. You can search people by their Name or Username.

Followers (When you tap the follow button, the person will receive a notification that you followed them and

Followers on Mumble are the users that follow you; these followers can see your posts on both your profile. ... Following refers to the list of users that you follow on Instagram; these users' posts appear on your feed).

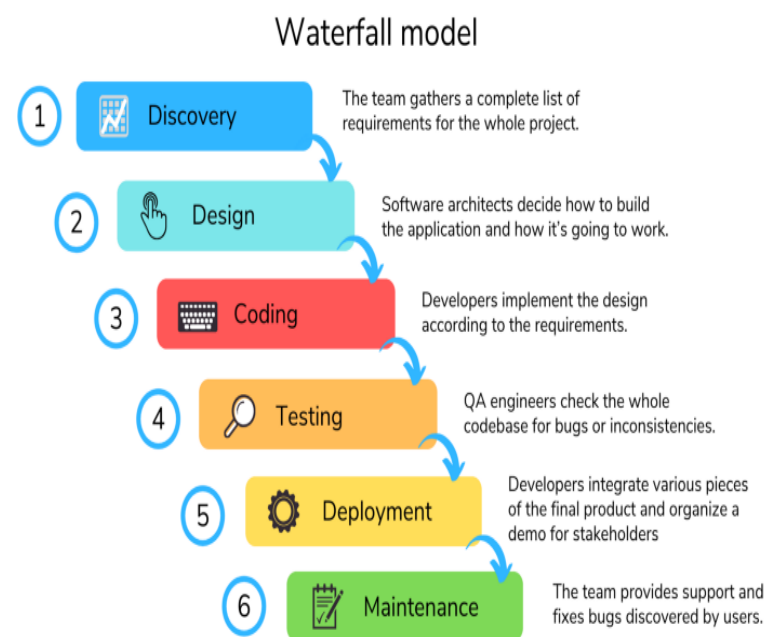
UnFollow When you follow someone on Mumble, that user's Tweepy appears in your feed and, if you want to remove them from your feed, you must unfollow them. If you have multiple users that you wish to unfollow, this means seeking out each user individually and clicking the "Unfollow" button next to their username

Following(Following refers to the list of users that you follow on Instagram; these users' posts appear on your feed, and you have access to view their profile if you want).

At the top of your profile page, you should see three numbers. One indicates how many posts you have ("posts"), another indicates how many people are following you ("followers"), and another indicates how many people you're following ("following"). Tap the "followers" number, and it should open to a list of the accounts that are following you.

We are creating an API which is also used by other developers. Because APIs simplify how developers integrate new application components into an existing architecture, they help business and IT teams collaborate.

Development Life Cycle



SALIENT FEATURES OF SOCIAL MEDIA

A. Known Advantages of Social Media

Table 1. Advantages of Social Media

Features	Advantages
Learn about the audience	Keep up-to-date with what people are doing and what is happening in their lives
Target audiences more effectively	Connections are usually made with others who share same interests
Cost is lower	Lower cost compared to newspapers, magazines, radio and TV.

Receive instant feedback from consumers' perspective	Quick, honest, and detailed feedback from the consumers
Personalized engagement with consumers	Allows deeper engagements with consumers and personalized customer service
Creates corporate identity	Builds organizations' credibility, brand, image, and reputation. Creating and presenting business organizations' identity.
Improve market intelligence	Keep track of organizations' competitive position providing vital market information and statistics around an industry as a whole
Speeds up innovation and development of new products	Fosters exchange of knowledge and expertise thus speeding up innovation and development of new products based on the feedback of suggestions and

3	Information is only visible for a short time before newer posts replace it.
4	Reduce face to face communication
5	Social media marketing makes you lose control

Table 3. Risk of Social Media

SN	Risks of Digital Marketing in Social Media
1	Negative comments
2	Viruses and malware
3	Brand hijacking
4	Lack of control over corporate content
5	Unrealistic customer expectations
6	Non-compliance with record management regulations

Conclusion

B. Known Disadvantages and Risks of Social Media

Table 2. Disadvantages of Social Media

SN	Disadvantages of Digital Marketing in Social Media
1	Updating social media accounts takes time and effort.
2	Social media is not completely free.