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Chapter 1

Mobile social networking

1.1 Introduction

Nowadays mobile devices have become a staple of our society, with everyone of us owning at least one. They make our lives easier by giving us a wide range of features from the most usual like texting a friend, to the most recent ones like watching a live video of a friend. We are now able to be in contact with everyone no matter where we are. It eliminated distances between us and freed us from the constraints of space giving us the opportunity to communicate with each other regardless of the location. At the heart of mobile devices are mobile apps on which we are increasingly relying on them for various activities. They enable us to create, share and exchange information and ideas in virtual networks and communities.

1.2 Mobile social applications

Increasing mobile Internet use has made information sharing experiences very popular among the users. There are many type of channels on which the content is being shared. The most popular is the social network Facebook, which enables you to share photos and personal content with your friends. Another one is Twitter which enables you to share information in something similar with a blog. The evolution of location-aware mobile technology has influenced the mobile application industry offering users a more contextual experience. The Facebook Messenger provides the users with the location of their communication partner and the latest feature of Nearby Friends notifies the user wether a friend is in the nearby location. The best examples are Google Maps and Google Earth whose purpose is to store data and display the geographic proximity based on the position of the user.

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