

Analysis on Social Networking

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Abstract— Social Networking deals with connecting people through a common media. It builds links and a lot of algorithms are present to find the literatures in the links created. The most basic issue that is produced from this innovation is the abundance in the links. The concern is to figure out the interestingness in the links and the uniqueness it provides in each subject. We have used real world data for testing and creating output with interesting results.

Keywords—Social Networking, Social Networkers, links, predictors

I. Introduction

A network means connections and when these connections are built on the basis of certain relationships then they are called social networks and maintaining them by communication is social networking. The bigger the network, more are the number of interesting factors. Let's say, Connection between a and b is through c and c is connected to d and e. e has connections with f and g. And interestingly, g is also in connections with a. The link prediction finds out such interesting factors from the study, survey and analysis. This relationship can be represented by nodes and links[1]. Social networking is the best way to increase interactions and business nowadays. Visualizing social networking accurately is very difficult due to its dynamic nature.[6] It changes almost every day. Vertex is used to represent person, edges for representing links. Any change in a single link might create, change or finish a complete network. Socio-gram has nodes attached with complexity in the shape of a web. The relations developed in a network might just decay, emerge or strengthen with time and in result, leading to influence the network. To figure out the links between the nodes is to predict how likely a link exists between an arbitrary pair of nodes.[9] It is most useful in areas where social relations and connectivity is a matter of concern. For example, area of internet and web science, tasks like automatic web hyperlink creation, website hyper-link prediction. Connections or links are used to build recommendation systems in ecommerce. It is also useful in bibliography, library and de-duplication. In course of searching and creating links, a few links might just get missed due to:

1. Late establishment of link[2]

In case of a social network, the more the links, the weak are the relations between the people. If a complete network is built and later a different link is linked to that network then it is found through this research that it affects the entire link.

2. Improper connection[10]

Improper connection in social networking is nothing but miscommunication, the physical absence hinders to solve the miscommunication between people of the network.

3. Deleted links

In a social network if a link is deleted all the nodes which were connected through that link will be lost unless and until they have other links in between.

4. Resumed links[3]

The deleted links if resumed the nodes are difficult to connect again. It is impractical to regain the nodes in the same amount and with the same intensity and neighborhood.

5. Unattended or unobserved links

Links which are not popular or are not used by the nodes are unattended or unobserved links. These links are not traversed while analyzing the network.[11]

II. ANALYSIS

The most initial phase of the research lead to a survey which included a database of 60 students which included questions to find out how many links are being formed and are strongly connected to each other and also, how many links might get formed in the near future. There are multiple ways on which Social analysis can be made dependent, a few of them that are most commonly used for analysis are: Hometowns of the people, how far are their houses from each other, what medium do they use for interaction [7]. All this detail would help in figuring out how are people connected to each other and to what intensity are they connected. Techniques suggest that People who are closely linked are more frequently into communication and have common travelling places and circles too. Creation of new links is either too dynamic or else almost static. Dynamic linking is done when the people who are already talkative, extrovert, socialites or famous interact with others. Static linking takes place in case of people who are introvert, not famous or unwilling to socialise and make contacts. This study has lead to a various type of social networkers too. Some of the social networkers were attention seekers and did not have any important work or meaning to communicate. They had major role in grabbing social attention for fame. Some of the social networkers were Alpha socializers and they were extreme active and work related networkers. Other category was of followers, they generally had interactions in specific groups and they always remained

in a zone of following trends that the group followed. Other category is of faithful, they just have a precise number of friends or links who only have social interactions because they intend to be faithful to their close ones. The least famous category contained functional networkers who only have social interactions because of their work and no other reasons.

III. CURRENT SPECIFIC SCENARIO

To analyse the effect of links and on the basis of region, we have created a study on the base of survey performed on people with common academic background. Pie chart below segregates people on the basis of region:

Region Wise Analysis

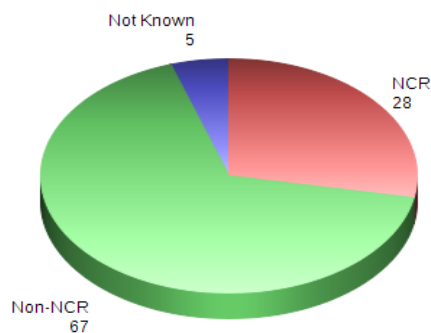
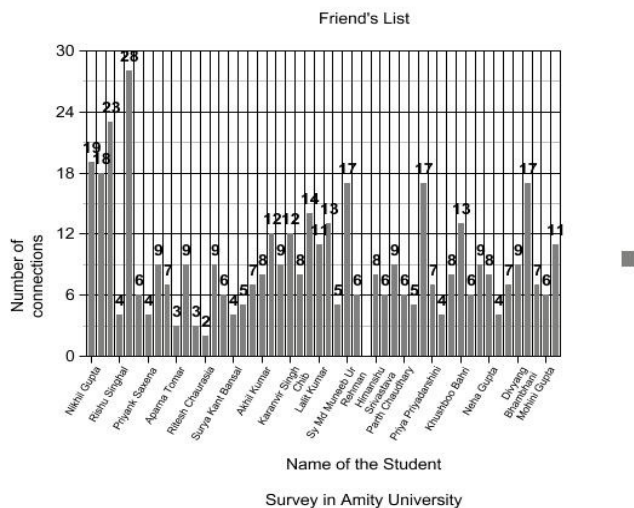


Fig.1.a Pie Chart showing regional differences between people of common background

This representation is taken from university level and it displays that 28% of the whole crowd in the university are from NCR region and commute from their house every day, 67% of the crowd is not a local resident of NCR and is temporarily based in NCR and 5% of the crowd had provided missing and unfinished details.



Test cases were created on the basis of survey performed through a website. The survey was made keeping in consideration, the commonness in the academic background

whereas vast diversion in personal backgrounds among people.[8] The pie chart displays the diversion in the background as a major part of the subjects are from Non-NCR zone which means they belong to different cities of the country. People who were least interested in the social media were also a part of major result as they were categorised into 3 categories: technically handicapped, over concerned about security and genuineness and intellectual rejecters. All the questions performed in the survey had a massive relevance behind.

- Friends from the common workplace: This resulted in the number of people who consider their colleagues as good friends and the number also predicts the future links by using current links.
- People with whom they prefer to travel: this showed how many links are currently strong and what other links can be established because of closely knit network they might coincidentally fall in.
- Hometown: People who knew each other from long time. Generally, such people are closely linked from long time or more time as compared to others.
- Medium to communicate: Mediums generally used by people these days is mobile phones and social networking sites. This question helped in highlighting what is the medium which is the most common for communication between people in today's times.
- Friends they meet on daily basis: This elaborates the number of people who are the most closely knit to each other and that might be on the same level of intelligence, thought process, likes and dislikes.
- Friends they meet on weekly basis: This is the category which includes friends who generally live away and take separate initiatives to interact and meet.

IV. CONCLUSION

The research is concluded from a survey performed within a University. The research has lead to a conclusion about the intensity of connections and relations that students still carry after being in immense pressure[4] of building their careers as well as handling academic life in the times of recession[5]. The study can be further improved upon and can be made more specific. Bottom line of the report was to use social media as rather more intellectual and time worthy interactions. This would decrease the security and increase confidential data/information to be travelled unsafely.

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