

# Social Networking Application for Knowledge Sharing

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## ABSTRACT

With the world in the midst of a social media revolution, it is more than obvious that social media like Facebook, twitter, orkut, MySpace, Skype etc., are used extensively for the purpose of communication. One of the most important advantages of the use of social media is the online sharing of knowledge and information among the different groups of people. This online sharing of information also promotes the increase in the communication skills among the people especially among the learners/students of educational institutions. The objective of this project is to devise an efficient social networking mobile application which primarily focuses on knowledge sharing between users of all age groups, ranging from school students to the working professionals. It will not only help people to connect to others, of same interest area but will also boost up the user's knowledge about their domain. The mobile application will allow the users to write as well read the blogs and will provide the newsfeed to the users according to their profession. It will keep the users updated about the events which are held in their nearby locality, related to their field of interest. Thus it will eliminate the unnecessary and improper usage of social networking platform and will motivate the users to use the same for their professional benefits by modernizing them about their professions.

**Keywords:** Student learning, social media, networking,

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## I. INTRODUCTION

Social networking sites are emerging technology which becomes an essential part of our lives nowadays. It has gained astounding worldwide growth and popularity by attracting millions of users worldwide. It is one of the rapid and significant changes in developing of information technology that have an effect on the human communication way in both speed and convenience aspect. Online social networks refer to societies composed of ones who share common interests and activities connected through the internet technology. They reflect networking in term of social relationship amongst people such as users with common interest will join the same group of online social network, and same user profiles always have a tendency to perform similar activities. There are many networking sites available which along with providing the useful facilities

also provide some unnecessary data. Therefore there is a need to develop a site such that it will be knowledge oriented.

A blog is one of the social media tools it had a rapid development in the last ten years and depends on network. The blog can be used to publish the writer's own experience easily and quickly, to communicate with others in a timely and effective way. Blogging is widely used in education is because it contains the following characteristics.

- 1) To encourage participants to express their different points of view. For teachers or books on the point of view, students can publish their blog for the understanding of their teachers' view or personal opinion
- 2) To provide evaluation of information. Through evaluation, the value of personal production will be

displayed. It is good for filtering out useful information. Additionally, readers can provide additional valuable information and ideas

3) To encourage students' participation and collaboration. Blogs can be effective in encouraging student participation, not just reading and the evaluation of teachers or other students of the log. More importantly, they can create their own web logs, set up their own topics, and share their ideas with others. This is a great mobilization of the student's interest and participation. In short, using blogs in education will be extended to many fields.

Mobile semantics web provides a new way of developing context-aware social networking applications.

The mobile application will connect people of shared interest area. It will allow them to read and write the blogs. It will also inform the users about the events which It will not only enhance the knowledge base of the users but will also help them to get the updated information about their profession as well as their area of interest.

One most important advantage is the online sharing of knowledge and information among the different groups of people. This online sharing of information also promotes the increase in the communication skills among the people especially among the learners/students of educational institutions.

## II. LITERATURE SURVEY

"The Application of Blog in Modern Education", 2008 In this paper, the basic features of blogs are been introduced. Along with that it gave analysis of the three things - thought share, non-linearity and concentricity, criticalness and multivariate collision .In this paper; various applications are given where the blogs can be used for eg. Student's study and teaching. This paper Discusses the application of blog in modern education .The author wants to change the traditional study and research modes through the blog which will help in digital survival.

"Constructing initial Design Patterns for Online Social Network-based Applications" This paper presents with the initial design patterns for social networking applications which tells the basic requirement to connect to Application Programming Interface (API) .This paper also tells ways to retrieve information n from the social networks. It covers the three popular social sites – Facebook , Twitter and Google+. Some of the examples are also included in this paper.

"On Inverted Index Compression for Search Engine Efficiency" In this paper, there was performed an experiment on two corpora using query load to find query response time. Different types of postings payload information was addresses - term frequencies, document ids, field frequencies and term positions.

This paper investigated role of anchor text to achieve high index compression which reduced the query response time.

"To Solving Hybrid Approach by using Tim Sort Algorithm and Comparison with Quick Sort Algorithm", 2015.This paper tells the advantages of Tim Sort which had the advantages of both merge sort and insertion sort. Merge sort

is optimal on large amount of data but overhead for small data. Insertion sort is good for divide and conquer algorithms to achieve good performance. Tim sort requires less number of comparisons as the sub list of data is already ordered one. This is achieved by merging and recognizing subset till the criteria is satisfied.

"Effectiveness of social media as a tool of communication and its potential for technology enabled connections: A Micro level study",2012, The fundamental concept in social media is that, with the help of social media, one cannot control one's message completely, but one can contribute to their disagreements. Social media technologies are capable of reaching audiences all over the world. Collaboration through online mode becomes easy if it is initiated by social media. Learners can collaborate on team projects, Learners in the same study groups can co-draft documents, spreadsheets, presentation slides and more with Google Docs. Faculty members are engaged in blogging and micro-blogging using blogs as teaching/learning aspect. Social media facilitates us a simple, inexpensive way to organize members, arrange meetings, spread information, and gauge opinions.

"Information sharing on social media sites", 2013, This paper provides two uncertainties for the adoption of social media which are both information shared and provider of information. Validation of how the information is share is been provided in this paper. Along with that different types of information which is shared on social technologies can be known. Future work will extend the information characteristics framework and evaluate it using social media sites.

"Social Networking: Power to the People", In this paper, we argue for a decentralized paradigm for social networking, in which users act to control of their profiles. Here social networking sites focus on the delivery of innovative and competitive services. The position is that only in this environment will both the social networking sites and Their users will be able to develop to their full potential.

"Exploring the Role of Social Media in Knowledge Sharing",2015, The paper provides recommendations to the organizations how to motivate the employees for using social media technologies for their work purposes in knowledge sharing This research was defined to find out more about the relation between social media tools and knowledge sharing within organizations. In future, usage of both the internal and external for the social media tools will increase.

"Secure Knowledge Management: Confidentiality, Trust, and Privacy",2006, In this paper, certain access-control techniques will be investigated. Trust management as well as privacy control for knowledge management will be explored. Architecture for secure knowledge management is provided in this research. Then focus was on two prominent security techniques that are RBAC and UCON .Theses both the security techniques are explained and shown how the approaches may be applied practically.

“Knowledge Sharing in Workplace: Motivators and Demotivators”, 2011, This paper gives an overview of knowledge sharing in workplace. Technology was having high role in increasing the productivity of knowledge sharing. It plays a critical role in creating, storing, and distributing explicit knowledge. Many factors have been identified as facilitating knowledge sharing in an organization, and culture is often considered as one of the critical ones.

“An Architecture for Mobile Social Networking Applications”, July 2009, In this paper we identify the current characteristics of social networking applications and how they interact with users. Finally, this paper proposes an agent-based architecture that is based on a distributed platform for developing semantic and semi-automated mobile social networking applications.

### III. EXISTING SYSTEM

LinkedIn is the largest professional networking site available today. LinkedIn provides a way to connect with other professionals and helps you stay in contact with millions of users. LinkedIn, however, focuses on the business applications of social networking. To gain access to the more advanced features, such as reference searches, directly contacting any LinkedIn member via email and the LinkedIn instant messaging system, the user must pay a monthly fee. LinkedIn has a lot of data entry fields, so it's not plus for the people who don't have time to spend on the internet. These all factors are overcome in the knowledge sharing platform which we are upcoming with.

### IV. PROPOSED SYSTEM

The knowledge resides in individual's head in forms of experience, know-how, insight, and so on, is the most valuable and significant part of human knowledge existed. It plays a key role in improving individual and organizational productivity and competitive advantage. And there should be a resource to share this knowledge rather than keeping it to oneself. Using the social networking we can achieve this to a great extent.

Proposed system's primary objective is knowledge sharing and keep the users updated about their profession. As LinkedIn also specifies its objective as exchange of knowledge and ideas but it fails to do so because of various reasons like no obligation on what the user will post and how the other users will see the post or blog and many of the posts have the link where the user will get actual information so many of the times user ignores the such kinds of posts. To avoid such kind of issues proposed system will be implemented in a much user-friendly interface.

In the proposed system every user will be categorized into groups according to his/her profession. User basic information, academic details, work details will be taken at the time of sign-up or registration. Depending upon this information user will be provided with blogs, news feed, event suggestions and connections to other users. Blogs will help the user to gain the theoretical knowledge of current trends of his/her profession as well as any other

knowledge he/she desires. News feed will help user to stay updated to his/her profession as well as any other field the user is interested in. Events will include suggestion of events like presentations, exhibitions, competitions, seminars, workshops, etc. so that user can attend those events to experience practical knowledge. Connections will help user to connect with other known as well as unknown users so that they can communicate directly for any knowledge sharing purpose.

#### Key features:-

**Blogs** – with these features users will be able to read as well as write blogs. Users will be fed by the blogs related to their profession and the area of interests provided by the user themselves. Each blog will be rated by the users and on the basis of the ratings blogs will be sorted and shown to other users. Users can also comment, share and report about the blog.

**News feed** – users will be provided by the latest news related to their profession and their area of interest. This news will be collected from multiple sources. News will be well categorized and precise to the profession.

**Events** – users will be provided by the professional events to be held in the specified locality. Users can also create the events by their own and invite the other users.

**Connections** – users will be able to connect with their friends, colleagues, coworkers or any other users whom they know. Users will also be able to send personal messages to other users in their connections.

Some restrictions on these features will be applied to motivate user to use the app for only knowledge sharing purpose. Restrictions such as blogging only related to users' profession, if interested in other topics allowing user only a limited number of areas or fields for blogging. Restricting user to connect with other users if found unknown or other than his/her profession/workplace etc. by providing a validating window and many more.

#### Basic architecture:

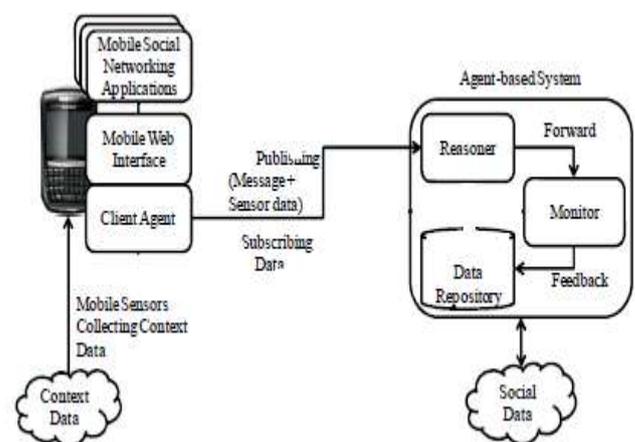


Fig 1. Proposed system

## V. CONCLUSION

Online social websites are becoming very popular nowadays. World is getting connected and everyone wants to be part of it, Social networking ideas have very bright future and emerging scope. Many application and ideas proposed on the basis of this concept. Online social networking sites provide facilities like messaging, making page, profile and connectivity. We say that these sites can be used for educational and knowledge sharing purpose, but only 10% to 30% information sharing is done. So we are introducing a dedicated platform for knowledge sharing. It has facilities like news where we are giving news on the basis of personal interest, Blogs where people can read and write blogs, Events so that we will know which events happening nearby us and related to our interest, Connectivity so people can ask questions to experts of particular fields. This is a Open source Android based application which will help people to get information and knowledge.

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