

Hootfor – A Social Networking Application For Microblogging

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Abstract- *The social networking application is an online community designed to make your social life more active and stimulating. The social network can help you maintain existing relationships with people and share pictures and messages, and establish new ones by reaching out to people you've never met before. Majority of students believe that social media is used by advertisers than the educators and companies for the promotion of their products, followed by its usage by educators, professionals and students. Most of the respondents are aware about innovative way of teaching and expect the same. All the respondents believe that there should be change in the existing education system and more innovative methods like social media should be used for education purposes. The use of social media for making presentations was found to be the first priority among students then getting and making the assignment updates. The currently developed Edu comp method of teaching is one of the most popular among the students though other method like home schooling was on top priority. "Hootfor" is a Social Networking Application providing its users to construct a public or semi-public profile within a system. Its basic concept is to post micro-blog and get support from friends and hootfor users. There are many forms of social media, including blogs, micro-blogs, wikis, photo sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and many more.*

Keywords- Micro-Blogging, hoots, ranks, socio-economic profile, online networking platform, interaction, people communication.

I. INTRODUCTION

The social networking application is an online community designed to make your social life more active and stimulating. The social network can help you maintain existing relationships with people and share pictures and messages, and establish new ones by reaching out to people you've never met before. There are many forms of social media, including blogs, micro-blogs,

wikis, photo-sharing sites, instant messaging, video-sharing's podcasts, widgets, virtual worlds, and many more. Since their introduction, social networks sites such as

Myspace, Facebook, Cyworld and hi5 have attached millions of users, many of whom have integrated these sites into their daily practices. As of this writing there are hundreds of SNS, with various technological affordance, supporting a wide range of interest and practices. While their key technological features are fairly consistent, the cultures that emerge around SNS are varied. Most sites support the maintenance of pre-existing social networks but others help strangers connect based on shared interest, political views or activities. Some sites cater to diverse audience, while others attract people based on common language or shared racial, religious or nationality based identities. Sites also vary in existent to which they incorporate new information and communication tool such as mobile connectivity, blogging, photos and videos sharing.

Social networking sites are not only for you to communicate or interact with other people globally but, this is also one effective way for business promotion. A lot of business minded people these days are now doing business online and use these social networking sites to response to customer queries. It isn't just a social media site used to socialize with your friends but also represent a huge pool of information from day to day living.

A social networking service is an online service, platforms or sites that focuses on facilitating the building of social networks and social relation among peoples who, for example, share interests, activities, background or real-life connections. A social network service consists of representation of each user, his/her social links, and a variety of additional services. Most social network services are web based. So to make it more user friendly we are creating an application that will serve all the feature of a social network website, including the facility to posts micro blogs and these blocks are ranked accordingly.

"Hootfor" is a Social Networking Application providing its users to construct a public or semi-public profile within a bounded system. Its basic concept is to post micro-blog and get support from friends and hootfor users. The users will register themselves to the application to share their views, thoughts, opinions through micro blogging and other

registered users will either support or not support according to their views. User can hoot-up to support the hoot, by clicking Hoot-up button or hoot-down, if not agreed with the particular hoot, by clicking Hootdown button. If He /She can also opt for “Mum”, if not completely agreed with the hoot.

II. IDENTIFY AND RESEARCH IDEA

The methodology employed for research is exploratory in already existing website “HootFor” and include data collection from various websites for android development and collaborative work with company’s employ. The interaction with employs were needed to develop this application. Data is collected from websites, journals and research paper. We already have social media websites like Facebook, air nook, Twitter and WhatsApp as a means to connect to world. Our proposed system consist the features adopted from these application including the means to analyze the blogs the registered user is posting. “HootFor” is a Social Networking Application providing its users to construct a public or semi-public profile within a bounded system. The users will register themselves to the application to share their views, thoughts, opinions through micro blogging and other registered users will either support or not support according to their views. User can hoot-up to support the hoot, by clicking Hoot-up button or hoot-down, if not agreed with the particular hoot, by clicking Hoot-down button. If He /She can also opt for “Mum”, if not completely agreed with the hoot. Our project is to make Android Application that would provide the way to user to be easily accessible and handier before. The challenge for us was finding a way to easily convey all messages to hoot user and also analyze the top hoot based on hoot up. The application provides us the medium to maximize the use of HootFor social media through mobile phones and connect with local, regional, national as well as international users. We decided to keep the application user friendly and simple so we will feed it with all that feature that are on currently running website and make it easy access. We are in the age of application if you want to make your information and content accessible its great medium.

Direct communication through mobile handset can assist them in putting information at their fingertips quickly and efficiently such as hooting. Key part is to ensuring that information is presented in channels relevant to target audience. We are going to develop a mobile web application which is device agnostic and can be downloaded through play store. We are going to build the native application which will help us to store the previous analytical result in database. Based on data stored in database we would analyse the top hoot until now. Different analytical results are: number of downloads, top hoots, top positive hoot, top negative hoot.

Our application provides us the user friendly platform to analyse the output and hoot the comment. We are going to use different libraries for registration through one-time password (OTP). user can also register through Facebook and Gmail.

III. STUDIES AND FINDINGS

The emergence and popularity of online social networks in recent years has changed the Internet ecosystem leading to a more collaborative environment. Nowadays, hundreds of millions of Internet users participate in social networks, form communities, produce and consume media content in revolutionary ways.

Keeping the above point in mind, during our research we carefully observed every social media website and application such as Facebook, twitter, snapchat, Instagram and other mostly used social media application. This helped us in analysing what new feature can be added to our social media application.

We analysed that there are applications on which one can post their opinion through micro-blogging but there was no means of analysing it. So, our application “Hootfor” will provide the means of analysing the blogs posted by registered users. It will also check that no abusive contents are posted by the users. Based on the user’s choice the user can either like or dislike the post or can even keep mum. The post with the highest ranking of hoot ups will be placed at the top and rest of the posts will be placed accordingly.

IV. CONCLUSION

The rapid growth of mobile technology has generated a large number of mobile social networks in the last few years. There are a lot of advantages of having a mobile social network over having only web-based social networks. The value that the context awareness adds to the mobile social networks is very important. This also a big improvement in the services that the users can get, and also there is a good niche of business in the mobile advertisement.

However, there are some important factors to take into account as the privacy and security of the users’ information and the correctness in the use of mobile social networks. If we compare the mobile social networks that where analysed in this paper, they all have different characteristics, ones need to have a software installed and this one provides more interaction with the context of the user but other are WWW social networks, that can be used in most of the actual cell phones. Who’s That for example, needs to have software installed in the cell phone but the profile of the user

can be retrieved from any social network. That is a great feature, because there is no need to have two profiles one for the desktop and one for the mobile environment. Mobile Facebook works also like that, but it does not have the ability to find users nearby as Who's that has. Hootfor is a light weight mobile social network that does not need any software, and it work only with SMS, but it does not use any of the cell phone context information. Hootfor needs software installed and only works with in network.

V. ACKNOWLEDGMENT

We thank MicroOrange pvt.ltd for providing us the opportunity for working on the live project. We also thank our Computer Science Department(ACET) for providing us all the help required in the completion of the project.

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