

A Study: Impact of Interactive Posting in Social Site

Vivek Dubey¹

¹Krishna Institute Of Engineering And Technology,
Ghaziabad, UP
vivekdubey22@gmail.com

Abstract: Now a day, social sites are getting popularity in every age person because of its easy install, interface, access and update. In future, there are two biggest challenges with respect to digitalization. First is a usage of internet and second is spending time in using internet. After spending maximum time, still there is question in mind that is user analyzing, learning, getting knowledge from received message by any means. In general, there is no creativity and just user are wasting time, money of their as well as others. In this paper, this challenges and objectives: utilization and productivity, has been highlighted, studied and discussed.

Keywords: Whatsapp, Facebook.

1. Introduction

Form last few years, people are usually using social sites like facebook, whatsapp, Instagram, hangouts, WeChat, etc for exchanging views [1,2]. Many are using it for entertainment. Communications are one to one and also one to many. In such application, person can able to read post, write post, delete post, modify post, forward post, copy post [3]. Usually, he or she gets post and without reading they forward the post to their friends i.e. copy and past. It means they are not analyzing and understanding. Not even in text posting, people are usually also doing in Pics, Video and Audio. In system one two are normally creator and 99% are followers.

Is it only for entertainment? No, since thing are latest in it. With innovative way, It may be used for education[4,5], e-commerce[6,7]. In such application, normally high speed internet and high configured smart system are required. Not even money in such apps, very important person's time is effecting. Many youngsters are running 24 hours it in their system. Also they are giving 2-3 hours daily to only in viewing such application. In middle age people, they are formed group of 30, 50, 70, 100 and using social site to know daily what is going on. In old age people like grand father and mother, they are formed group of family member and getting daily good morning, good evening, good night.

In keeping view how such system can be more interactive to not only forwarded but also able to involved sensibly person to extract knowledge, utilize time, making it fruitful and it never be useful for others directly as it is modified according to domain members. Coming section are very useful to know system overview. Section 2 will brief the types of post texts. Section 3 will explain its outline. Section 4 will insure its advantage and end with conclusion.

2. Types of post in social sites

Usually, types of post[8] are text, pics, video, audio. In this paper, as a case study, post texts are chosen. Post texts may be categorized as i) Do Direct, ii) Joke iii) Gyan iv) Motivational Vichar v) Sandesh

2.1 Do direct Post: In this type of post text, persons use very

direct post text to do as shown in figure-1 in group, Like: Good Morning, I am busy in meeting, ok sir, Meeting will be at 3:30 in register office, and in one to one chat like: Kal rest karo full, khana khaya?, jis din boor hojau ga, bus return, nahi khaya rat ko, Itni der Ho gaudi, ab kal banau ga, ab to bhookh lag rahi hogi, Chalo so jao.

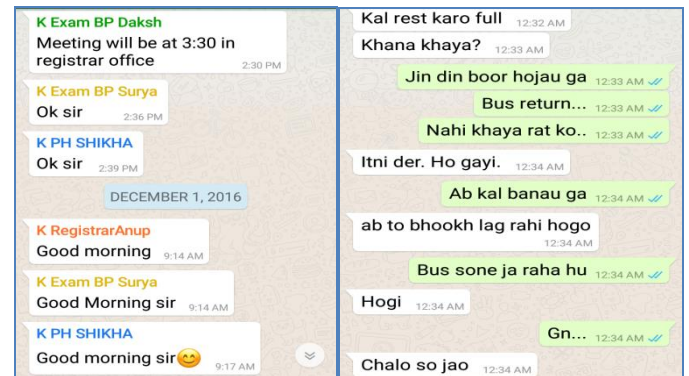


Figure 1: Example of Do direct post text

2.2 Joke Post: In this type of post text, person uses small text and long text for joking just for the entertainment as shown in figure-2.

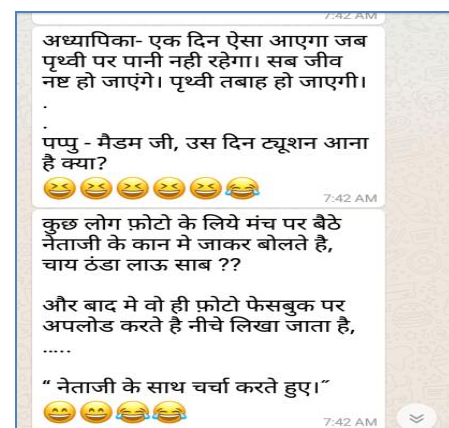


Figure 2: Example of Joke Post Text

2.3 Gyan Post: In this type of post text, person uses small, long and very long text as shown in figure-3. It is basically pure knowledge. Post received persons are able to extract information and process information to get knowledge.

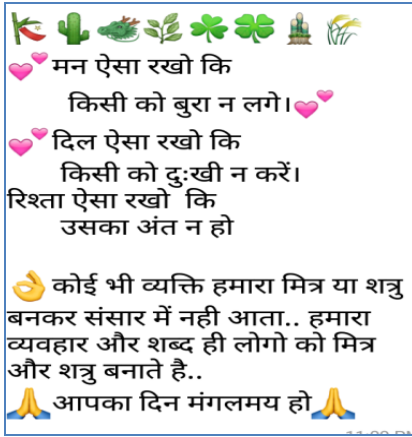


Figure 3: Example of Gyan Post Text

2.4 Motivational Vichar Post: In this type of post text, person uses thought of great personality either of scantiest or leader or celebrity as shown in figure-4.

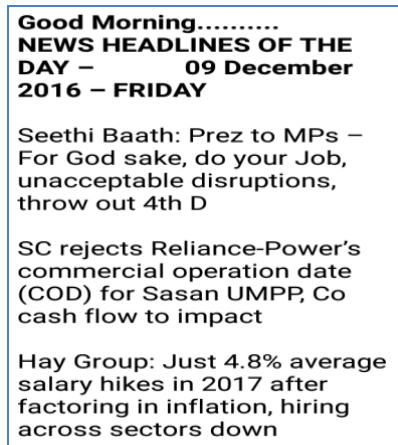


Figure 4: Example of motivational vichar Post Text

2.5 Sandesh Post: In this type of post text, person uses advantage & disadvantages of Yuga, eating and walking tips, need of earlier rising and earlier sleeping, etc as shown in figure-5.

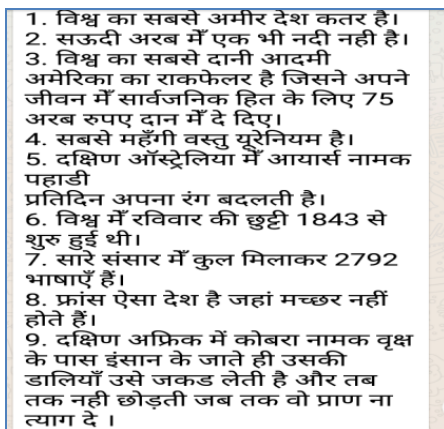


Figure 5: Example of Sandesh Post Text

3. Outline of proposed system

Initially, language have to indentify like is it English, is it Hindi, etc.

Secondly, post texts are segmented into tokens like general text, special text, header text. Also like in group post, who are online and who are read it, are identified.

Thirdly, tokens are analyzed as per some sense of entertainment, Involvement, understanding, building knowledge, etc.

Fourth, priority of tokens has to make like which tokens has to fire at which time.

Lastly, a summary will be made like post text's production and utilization. The complete screen shot has been explained in figure-5. The complete post is segmented as 1)Concept and asking question How, Tell me how, 2)Hint and asking question Yes/No, 3)Story and giving conclusion like Gr8.

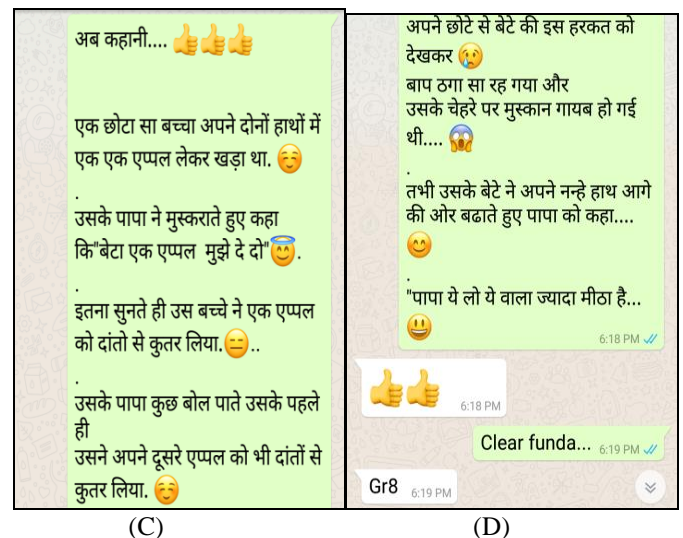
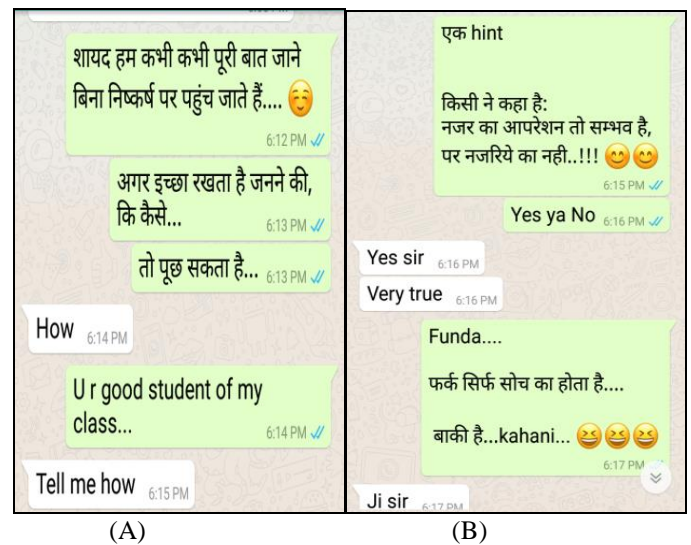


Figure 5: Example of Proposed System (A),(B),(C),(D)

4. Advantages of proposed system

There are many advantages in term of fruitful and useful [4], some of them are highlighted as below:

- a. There is 100% ensurity that message will not be forwarded as it is.
- b. Time to time, proposed system will ask something related to message for ensuring involvement.
- c. Many time, post texts are monotonous, it will be keep up somehow attraction.
- d. It is also possible to know the choice of every one.
- e. In end also it is possible to know level of understanding and knowledge.
- f. Anyhow there will be 100% return in term of time, money.
- g. Village people may also get many more valued lessons and likewise they may also literate.
- h. Young generation will also get chance to add their views.
- i. Company can also add their ads for promotion of products.
- j. Retired people may also involve for betterment of nation.

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5. Conclusion

Things are going on very fast but blindly without sense. Many of them are useful but as there is no checksum, things are moving towards useless. Various things are highlighted with all means in this paper. Since it is proposal, many important issues have to involve. There is lots of scope to make post message useful for nation. Similarly, there are work in other kind of post in Pics, Audio, and Video. Even though people initially will oppose as they wants to be silent in group but later on all are well and get benefited.

References

Author Profile



Vivek Dubey received BE (CSE), M.Tech. (CT) and Ph.D. in Computer Science & Engineering. He has 17 years of engineering teaching experience, 3 years industry experience and 4 years teaching experience in high secondary school. He has published around 45 papers in various national and international journals/conferences. He is also Editor and Reviewer in various journals. His research area are text analyzing, corpus making, tagging, chunking, extracting MWEs.