Activities Log In Enterprise Social Network- A Review

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Abstract— A Social network is a Social structure made up of a set of social actors (such as individuals or organizations) and a set of dyadic ties between these actors. Like their public counterpart such as Face book and twitter, enterprise social network are poised to revolutionize how people interact in the work place. Enterprise social networking focuses on the use of online social network or social relations among people who share business interests and/or activities. Collaboration is so common in today's society. It is proven powerful for solving problems, building consensus, and helping decision making processes. An activity log is written record of how you spend your time. Activity log will also help you understand whether or not you are doing your most important work during the right time of your day.

Index Terms— Social network Social collaboration, Activity

Previous research has shown a relationship between use of social networking sites. Social collaboration refers to processes that help multiple people interact and share information to achieve any common goal. Such processes find their 'natural' environment on the internet, where collaboration and social dissemination of information are made easier by current innovations.

Social collaboration is related to social networking with the distinction that social collaboration is more group-centric than individual-centric. Social networking services generally focus on individuals sharing messages in a more-or-less undirected way and receiving messages from many sources into a single personalized activity feed. Social collaboration services, on the other hand, focus on the identification of groups and collaboration spaces in which messages are explicitly directed at the group and the group activity feed is seen the same way by everyone.

Organization has Social Network through which every employee of the organization can communicate with each other and can share the files, documents, news with each other. And employee in the social network makes their own user group with other employees. But if an Employee wants to know information about other group automatically. An employee interested in other group activities, and he also attends surveys in their groups and gets statistical detail about particular topic. Google Analytic tool collect information about user by his activities and interests and sends automatic Notification to interested employee.

And it sends automatic notification about other group activities.Related work Enterprise social media - rather than functioning as a *channel* through which communication travels, enterprise social media operate as a *platform* upon which social interaction occurs. Because this platform is digital, in contrast to the physical platforms of offices, conference rooms, and hallways that have traditionally been the stages on which most workplace communication is played out, anyone in the organization can participate at any time from any place[1].

Some of the methodology, techniques are used to develop efficient social media: [2]

A. Social media methodology and critique

Analytics:
Currently, social media data is typically either available via simple general routines or require the researcher to program their analytics in a language such as MATLAB, Java or Python. As discussed above, researchers require:

- Analytics dashboards—non-programming interfaces are required for giving what might be termed as 'deep' access to 'raw' data.
- Holistic data analysis—tools are required for combining (and conducting analytics across) multiple social media and other data sets.
- Data visualization—researchers also require visualization tools whereby information that has been abstracted can be visualized in some schematic form with the goal of communicating information clearly and effectively through graphical means.

Critique:
Analytical tools provided by vendors are often tied to a single data set, maybe limited in analytical capability, and data charges make them expensive to use.

B. Social media analytics techniques

Opinion mining (or sentiment analysis) is an attempt to take advantage of the vast amounts of user-generated text and news content online. One of the primary characteristics of such content is its textual disorder and high diversity. Here, natural language processing, computational linguistics and

text analytics are deployed to identify and extract subjective information from source text. The general aim is to determine the attitude of a writer (or speaker) with respect to some topic or the overall contextual polarity of a document.

- Computational science techniques: Automated sentiment analysis of digital texts uses elements from machine learning such as latent semantic analysis, support vector machines, bag-of-words model and semantic orientation (Turney 2002).
- Sentiment analysis: Sentiment is about mining attitudes, emotions, feelings—it is subjective impressions rather than facts. Generally speaking, sentiment analysis aims to determine the attitude expressed by the text writer or speaker with respect to the topic or the overall contextual polarity of a document (Mejova 2009). Pang and Lee (2008) provide a thorough documentation on the fundamentals and approaches of sentiment classification and extraction, including sentiment polarity, degrees of positivity, subjectivity detection, opinion identification, non-factual information, term presence versus frequency, POS (parts of speech), syntax, negation, topic-oriented features and term-based features beyond term unigrams.

C. Social media analytics tools:
- Scientific programming tools: Popular scientific analytics libraries and tools have been enhanced to provide support for sourcing, searching and analyzing text. Examples include: R—used for statistical programming, MATLAB—used for numeric scientific programming, and mathematic—used for symbolic scientific programming (computer algebra).
- Business toolkits: Business Toolkits are commercial suites of tools that allow users to source search and analyze text for a range of commercial purposes.
- Social media monitoring tools: Social media monitoring tools are sentiment analysis tools for tracking and measuring what people are saying (typically) about a company or its products, or any topic across the web's social media landscape.

D. Social media analytics platforms:
They broadly subdivide into:
- News platforms— platforms such as Thomson Reuters providing news archives/feeds and associated analytics and targeting companies such as financial institutions seeking to monitor market sentiment in news.
- Social network media platforms—platforms that provide data mining and analytics on Twitter, Face book and a wide range of other social network media sources. Providers typically target companies seeking to monitor sentiment around their brands or products.

There are five main methods which can be used to collect visitor data: Page Tags (client side data collection), Log files (server-side data collection), Hybrid solutions, Network Data Collection devices or "packet sniffers", using a Web-server API Loadable Module programs (Clifton, 2008b; Clifton, 2010). In recent years, the popularity of Page Tags has increased due to its allowing the analysis to be outsourced, "Hosted" solution.[3].

The remote study used an advanced web proxy that leverages AJAX technology to record both the pages viewed and the actions taken by users on the web pages that they visited. Their study was conducted remotely. Their study reflects web accessibility from the perspective of web users and describes quantitative differences in the browsing behavior of blind and sighted web users. [4]

Effects of the accessibility of web page components.
- Probing: A probing event occurs when a user leaves and then quickly returns to a page. Web users often exhibit probing behavior as a method of exploration when they are unsure which link to choose [18]. Probing is also often used as a metric of the quality of results returned when analyzing search engines [28]. If a returned link is probed, then the user likely did not find the contents relevant. Because exploring the context surrounding links is less efficient for screen reader users, they may choose to directly follow links to determine explicitly where they lead. If screen reader users probe more than their sighted counterparts then this would motivate the further development of techniques for associating contextual clues with links. In our study, we investigated the use of probing by our blind and sighted participants.
- Timing: Underlying work in improving web accessibility is the goal of increasing efficiency for blind web users. In our study, we attempted to quantify the differences in time spent web browsing by blind and sighted web users. We first looked at average time per page to see if there is a measurable effect of blindness on per page browsing time. We then looked at specific tasks that were common across our users that we identified from our collected data. The first was entering a query on the Google search engine, looking through the returned results and then clicking on a result page. The second was using our web history page to find a particular page they themselves had visited during the web study, finding it on the results page and then entering feedback for the page. Even though both groups of users could accomplish these tasks (they were accessible to each group), this comparison provides a sense of the relative efficiency of performing typical tasks.[4]

Originally, search engines started developing algorithms to make the search easier and for the users to find the information they needed without browsing through numerous pages before finding what they were looking for. The developers of algorithms find it extremely important to understand the user behavior in order to further enhance the user experience in search.

SEO revolves around user's needs and behavioral issues, for example successful keywords come from the words that the customers type when searching for something.

The searches that users conduct divided into three categories (2009, 6). [5]

The first category is "navigational query", with which is meant the search of a certain webpage, where the user is looking for certain company or brand but may not be sure

about the URL. So the user types the name or what he or she remembers of the name to search query.

The second search category that the users conduct is "transactional query". Transactional query happens when the user is searching the web in order to buy something. This query is rather wide and involves also things like creating Gmail account, paying bills or finding a restaurant from the area where to dine.

The third category is "informational query" and as its name suggests, is used when looking for information on something. The range for this query is extremely wide as it includes everything from checking the local weather to details on cameras or the names of actors. The goal of this search is primarily information and the query is often non-transactional even if the user was looking at a certain product. [5].

The Google Analytics Platform lets you measure user interactions with your business across various devices and environments. The platform provides all the computing resources to collect, store, process, and report on these user-interactions.
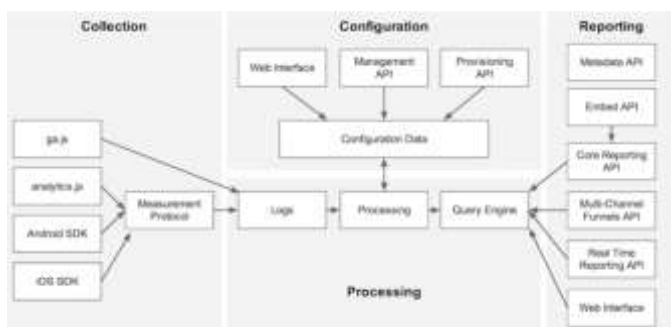The following diagram describes the relationships between the components and APIs:

Fig. 1 Relationship between components and API

- Collection – collects user-interaction data.
- Configuration – allows you to manage how the data is processed.
- Processing – processes the user-interaction data, with the configuration data.
- Reporting – provides access to all the processed data.

An activity log (also known as an Activity diary or job activity log)is written record of how you spend your time.

By keeping an activity log for a few days, you can build up an accurate picture of what you doing the day, and how you invest your time. You will find that memory is quite a poor guide, and that keeping the log is an eye-opening experience! Your activity log is also help you understand whether or not you're doing your most important work during the right time of the day. For instance, if you are more energetic and creative in the morning, you'd be better off doing your most

important work during this time. You can then focus on lower energy tasks, such as responding to emails or returning calls, in the afternoon.
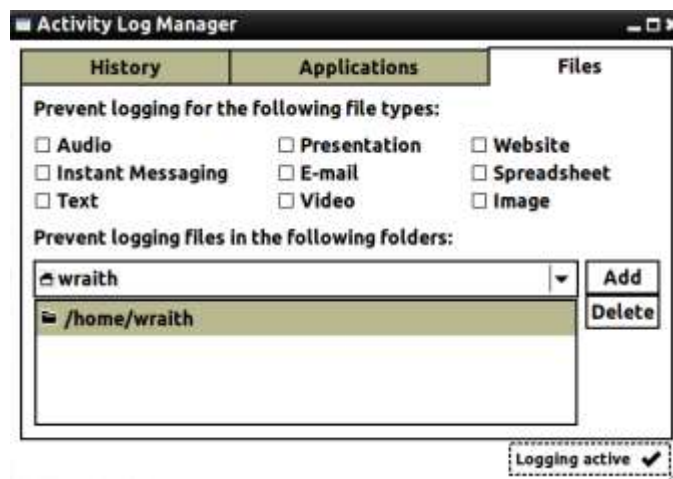
Activity logs are also useful for helping you identify non-core activities that don't help you meet important objectives. For example, you might spend far more time than you think surfing the internet, or getting coffee each afternoon. When you see how much time you are wasting on such activities, you can then change the way that you work to eliminate them.

Activity logs are written records of how time is spent in business, and they can be used to measure how much time company employees spend on certain tasks. The duration of each activity log is usually one week, When used for business purposes, activity logs can contain information such as how much time employees are spending during lunch time and how much time they spend checking emails each day.
The most efficient beneficial aspect of activity logs is that you can detail and record day-to-day activities to gain greater insight into how your business operates. You can also find out which employees are performing at their best and track their progress throughout the year. It's in this way that activity logs can also be used as an employee incentive.

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