



RESEARCH ARTICLE

A UNIQUE PERSPECTIVE ON SOCIAL NETWORKING

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ABSTRACT

The aim of this paper is to discuss different and novel concepts in online social networks. The discussion ranges from user activities, user behavior, models of social networking to dynamics of social networks.

Key Words:

Activities, Social Networking Models, User Behavior, Dynamics.

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INTRODUCTION

This paper is about presenting a unique perspective on social networking by providing a discussion on a range of novel concepts.

Discussion on Activities of online social networks

-]) Messaging is an example of instantaneous change in social network since it happens instantly between two users (nodes) of an online social network.
-]) Adding a friend on an online social network is an example of change of origin for the online social network since new edges are added to the social network.
-]) In [1], three dimensions for measuring user engagement are described. The dimensions are namely, initiation, interaction and loyalty. On posting online, the pattern of user engagement follows the pattern as described in the figure 1 along the dimensions of initiation, interaction and loyalty. On posting online, one initiates an activity on the social network so the pattern in fig 1 for initiation. Users interact with the post so the pattern in fig 1 for interaction. Users visit the post so the pattern for loyalty as in fig 1.

) This pattern is similar to moving along the number line while moving across the origin on either side. There is a decrease in real number values on moving towards left side from origin while increase in real number values on moving towards right side from origin.

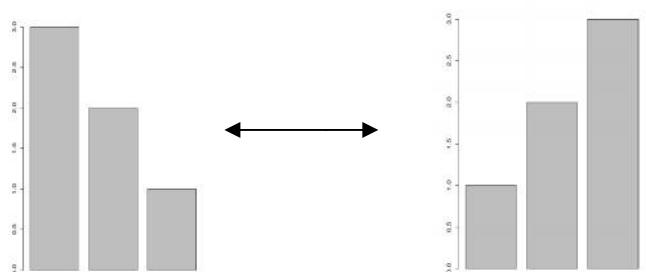


Fig 1. Decreasing User engagement to Increasing User engagement

Initiation, Interaction and Loyalty: There are three dimensions of user engagement as defined in [1]. These dimensions could be represented by using some simple figures by simple mathematical logic. These figures are – a point, a straight line and a circle. A point could be used to represent initiation, a line could be used to represent interaction and a circle could be used to represent loyalty. Since a point is the most basic shape, it could be used to represent initiation. A line

is the simplest figure that changes the way we look at the paper where it is drawn, therefore it represents interaction. A circle is the simplest figure that divides a paper into separate sections, thus it could be used to show loyalty. These figures show initiation, interaction and loyalty according to the definition given in [1].

Three models of social networking: There are three models of social networking. The first model is dependable. It highlights the importance of social network in the life of users. An example of this model is WhatsApp. The second model of social networking is efficient. It is about leniency in the life of users. Gmail is an example of this model. The third model of social networking is cultural. It is about priority of users. An example of this model is dating websites

Likes and Dislikes: Everyone likes things that are unbiased and dislikes things that are biased. An example of this is rules. Rules that are unbiased are liked by everyone while biased rules are disliked by everyone.

Dynamics of a social network: The people in a social network are as independent of each other as possible. The term independence refers to no common background such as same family, school, college etc. If there is something common as this, then these people are dependent on each other.

Therefore, the relationship existing between people are also dependent on this common background, therefore can change due to this dependency. Thus, making it difficult to maintain a relationship required in a social network. Therefore, to maintain the relationship required in a social network, people in a social network should be as independent of each other as possible.

CONCLUSION

This paper discusses a range of concepts in social networking from activities on social networking to dynamics in social networking

REFERENCES

- [1] Nripesh Trivedi, Daniel Adomako Asamoah, and Derek Doran. 2016. Keep the conversations going: engagement-based customer segmentation on online social service platforms. *Information Systems Frontiers*, pages 1–19
