

CHAPTER ONE

General Introduction

1.1 Introduction

Since their introduction, social network sites (SNSs) such as MySpace, Facebook, Cyworld, and Bebo have attracted millions of users, many of whom have integrated these sites into their daily practices. As of this writing, there are hundreds of SNSs, with various technological affordances, supporting a wide range of interests and practices. While their key technological features are fairly consistent, the cultures that emerge around SNSs are varied. Most sites support the maintenance of pre-existing social networks, but others help strangers connect based on shared interests, political views, or activities. Some sites cater to diverse audiences, while others attract people based on common language or shared racial, sexual, religious, or nationality-based identities. Sites also vary in the extent to which they incorporate new information and communication tools, such as mobile connectivity, blogging, and photo/video-sharing. Scholars from disparate fields have examined SNSs in order to understand the practices,

implications, culture, and meaning of the sites, as well as users' engagement with them [3].

1.2 Social Media

Social media are computer-mediated tools that allow people or companies to create, share, or exchange information, career interests ideas, and pictures/videos in virtual communities and networks [1]. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features: [2]

(1) Social media are Web 2.0 internet-based applications [2, 3].

(2) user-generated content (UGC) is the lifeblood of the social media organism [2, 3].

(3) Users create service-specific profiles for the site or app that are designed and maintained by the social media organization [2, 4].

(4) Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals and/or groups [2, 4].

Social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between businesses, organizations, communities, and individuals [5]. These changes are the focus of the emerging field of techno self studies. Social media differ from traditional or industrial media in many ways, including quality, reach, frequency, usability, immediacy, and permanence [6]. Social media operate in a dialogic transmission system (many sources to many receivers). This is

in contrast to traditional media that operates under a mono logic transmission model (one source to many receivers) [7].

There are many effects that stem from Internet usage. According to Nielsen, Internet users continue to spend more time with social media sites than any other type of site. At the same time, the total time spent on social media in the U.S. across PC and mobile devices increased by 99 percent to 121 billion minutes in July 2012 compared to 66 billion minutes in July 2011 [8]. For content contributors, the benefits of participating in social media have gone beyond simply social sharing to building reputation and bringing in career opportunities and monetary income, as discussed in Tang, Gu, and Whinston (2012) [9].

1.3 Aim of Project

The main aims of project is doing chatting between two computers that connected in the same network and send a message from the system to the yahoo mail, where the system is designed and implemented for these two services with the four interface, one for register the new account and another for login into the system and window for chatting and window for sending messages from the proposed system and the yahoo mail. So that, the main purpose of the proposed system is sending messages and chatting.

1.4 Problem Statement

- 1) The capability of storage of the database : every user registration should be saved on the data base and that database have limited storage capability
- 2) The problem of contact between two or more computers: this problem is happened when we want to connect between computers to do chatting between them
- 3) Problem of delay: this problem happened when we sent email it delay till to reach to the receiver the time of delay up to 3 minutes

CHAPTER TWO

Social Media Essentials

2.1 Introduction

Over the last three years, social media has continued to expand in terms of usage, platform options and marketing influence. In part, this growth has been fueled by the exponential growth in ownership and use of mobile devices, both smart phones and tablets.

Social media is defined as the platforms that enable the interactive web by engaging users to participate in, comment on and create content as means of communicating with their social graph, other users and the public. It allows interaction using a wide variety of content formats that can be communicated one-to-one, one-to-many and/or many-to-many. (To help you further, here's thirty definitions of social media from experts)[10].

2.2 Steps to Guide Your Social Media Efforts

Social media has moved beyond the testing phase. Therefore it's critical to think through your social media interactions. It's no longer good enough to have a teenager who knows Facebook run your social media strategy[11].

These are the steps of social media guide start with social media guidelines. Don't just jump into the social media pool. Make sure that your employees and customers know what they can and can't do. While you're at it, don't overlook the need to create a process in case of a social media

firestorm. Understand that you and your employees have a responsibility on social media [11][12].

Create a social media strategy. Use this handy seven step approach to get your marketing on track to succeed. Here's a 50 point social media checklist to help you [13]. Fuel your social media interactions with fresh content. Create a content marketing plan that's integrated with your social media. Further, develop your social media calendar. Determine if you have any holes in your social media strategy. Just because you've had members of your organization active on social media platforms, don't assume that your social media strategy is on track. Track your social media results. This means you need to show real progress towards achieving top level objectives. Check out how seven experts tell you to drive social media ROI[14].

2.3 Social Media Platforms Marketers

Over the last three years, marketers have gained increased experience at leveraging the power of social media to achieve business goals. While once it may have been sufficient to have a Facebook page, you now need to leverage the power of a combination of platforms. Here are the top seven venues. (Here's research to support this list and thirty-one additional actionable social media marketing tips based on it)[14].

2.3.1 Blog

Blogs are the grand daddy of social media platforms. They're owned media entities that provide you with a home base on social media. Even better, from a marketing perspective, they're a content management system and support search optimization. Based on Hub spot research [15], you must publish new posts at least twice a week to get most of the power of

publishing multiple times a day. (Here are my lessons—what I wish I knew when I started blogging).

2.3.2 Facebook

As the 800 pound gorilla of social media, Facebook is a must have in any business's social media portfolio. It's where you gather social proof. Make sure that you encourage your prospects, customers and fans to follow you on Facebook. Need additional pointers? Mari Smith, Amy Porterfield, Andrea Vahl and Jon Loomed are the go-to resources [16]. (Here's recent Facebook research with charts).

2.3.3 YouTube

Often considered a video platform, don't underestimate the power of the second largest social media site and the second largest search engine. Make sure that your business has a YouTube presence so that you can show your prospects how to use your product and get found. Check out Greg Jarboe's YouTube An Hour A Day[17].

2.3.4 LinkedIn.

Long known as a job hunter's ghetto, LinkedIn is working hard to establish itself as a publishing platform. Research of the Inc 500 reveal that it's the one social media platform where small businesses see value, often for hiring purposes. It's a stand out among social media platforms since it has three diverse revenue streams[18]. Expand your reach by connecting with colleagues and joining groups.

2.3.5 Twitter

This platform forces you to condense your message to 140 characters. It's where news now breaks and it's an important barometer for seeing what's resonating with your audience. Here's a guide to Twitter Etiquette and How to Be a Twitter Chat Champion[18].

2.3.6 Google+

As part of Google's empire, you can't overlook this social media platform. Actually recent data shows that its base is climbing. Make sure that you've got your presence established and are regularly participating.

Pinterest. Considered the social media equivalent of scrapbooking, Pinterest's strength is its ability to show products visually[19]. It's where consumers go to dream about their lives. As such, it's helpful for marketers. Check out Beth Hayden's book Interesting [19][20].

CHAPTER THREE

Design and Implementation

3.1 Introduction

The research project consists of two parts, The first part for the user login page, registration, the second part for the system services include sending E-mail and Chat system ,Figure 3-1 shows the main page of the system.



(Fig 3-1 the Home page of the system)

3.2 User Registration

Users need to register in the system in order to be able to enter the system and used the system services , Figure 3-2 shows the registration page of the system.



Figure 3-2 the registration page of the system

3.3 System Services

The System include two services , the first is E-mail message sending from asp page to any user that we have his E-mail address , Figure 3-3 shows the E-mail message sending of the system.

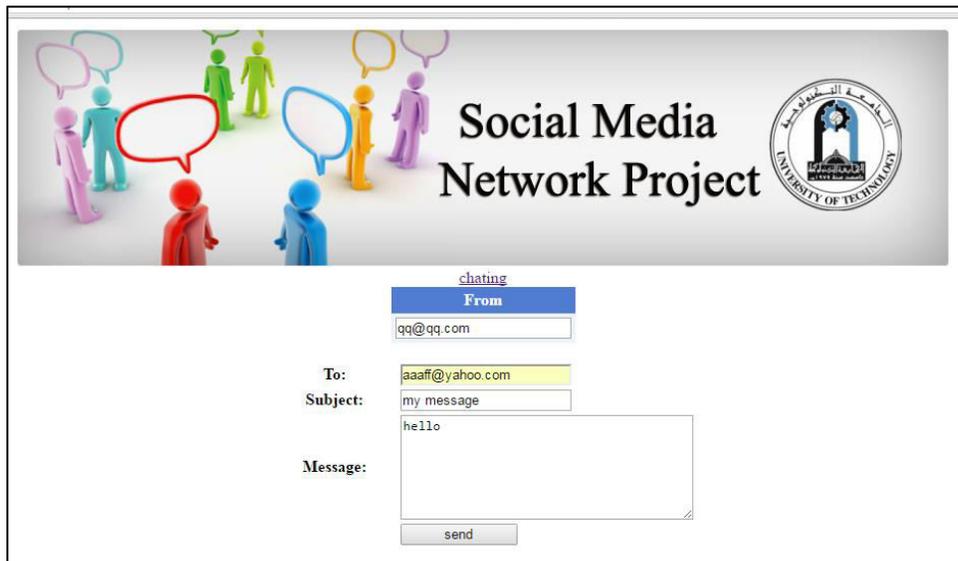


Figure 3-3 shows the E-mail message sending of the system

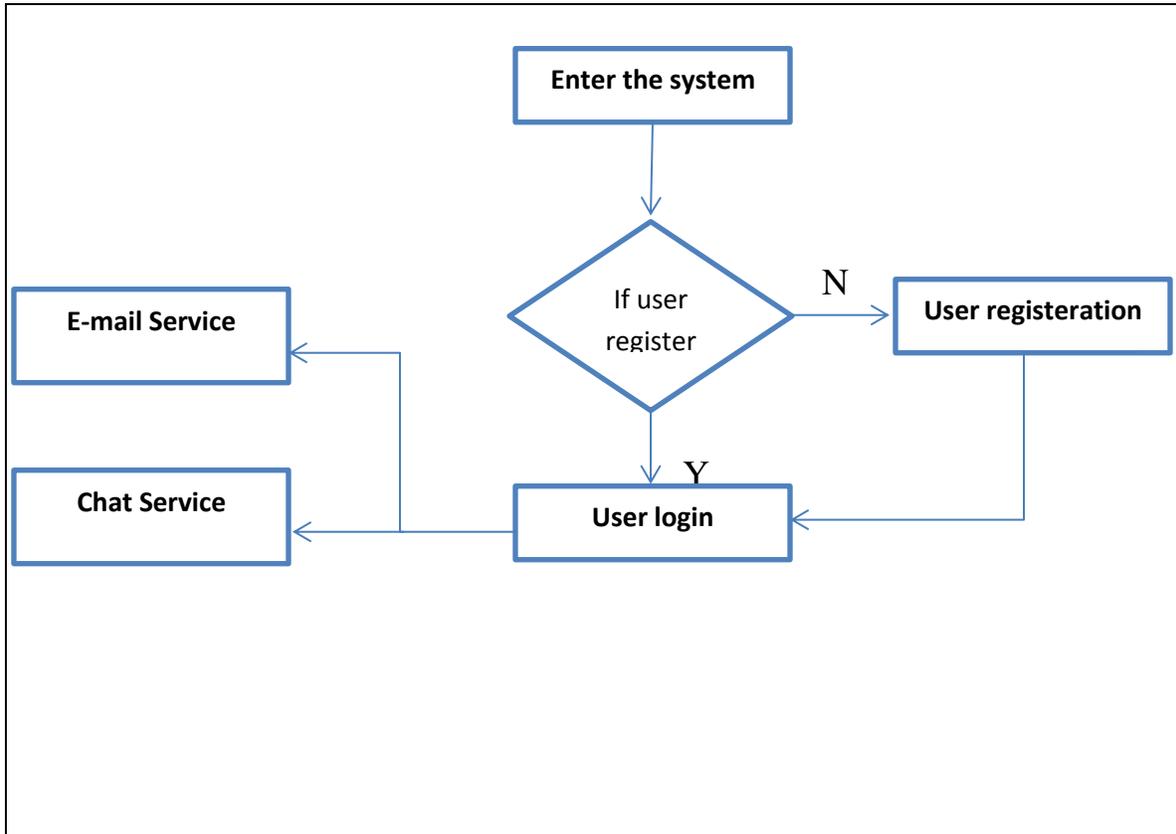
The second service is chat system between users, figure (3-4) shows the chat service of the system.



Figure (3-4) shows the chat service of the system.

3.4 System Structure

The main system structure shows in figure (3-5) as below:



Y Figure (3-5) main system structure

CHAPTER FOUR

Conclusions and Recommendations

4.1 Conclusions

1. A large consensus between web programming languages and social media network.
2. Social Media Is Revolutionary Idea With Avery Bright Future With further Scope For Advancement.

4.2 Recommendations

1. Develop the system include more social media services, such as share image , link , post and comments.
2. Add a notification to the system to alert user to any update to the application service.

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