Chapter 3

Need for Dynamicity in Social Networking Sites:
An Overview from Data Mining Perspective

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ABSTRACT

This chapter presents this new emerging technology of social media and networking with a detailed discussion on: basic definitions and applications, how this technology evolved in the last few years, the need for dynamicity under data mining environment. It also provides a comprehensive design and analysis of popular social networking media and sites available for the users. A brief discussion on the data mining methodologies for implementing the variety of new applications dealing with huge/big data in data science is presented. Further, an attempt is being made in this chapter to present a new emerging perspective of data mining methodologies with its dynamicity for social networking media and sites as a new trend and needed framework for dealing with huge amount of data for its collection, analysis and interpretation for a number of real world applications. A discussion will also be provided for the current and future status of data mining of social media and networking applications.

INTRODUCTION

A Social Media Networking Site (SMNS) provides a web-based service over Internet that allows individuals to i) design and maintain a private, public or semi-public profile, ii) share their profiles with their friends through shared connection, and (iii) view and be connected with others. The type of connections and sharing of profilers via shared connections may vary from site to site. The social media networking sites and social media together describe the new concept that works on computer network communication. It offers a unique and interesting service that it not only allows users to make friends, meet, articulate and share with their friends but also allows them to make new friends via this frame and means of communication over the network and hence the name Social Media Networking Site (SMNS).

Social media and networking sites offer a communication and sharing platform to meet and connect with people of varied interests. We can choose to develop, shallow, meaningless ad hoc relationships that can be just as easily broken as

they are formed or develop real, meaningful and useful relationships with people you feel connected to. We can choose to keep things simple and form virtual relationships that do not require any effort or choose to reach out for the people you care about and develop a long lasting bond (Social Media, n.d.; Social networking service, n.d.; Boyd & Ellison, 2007; Kaplan, 2012; Digital Journalism – How News is Sourced with Social Media, n.d.; Research Survey, n.d.; Laurent, 2011; CBS news, 2010; Social media and social networks, n.d.)

WHAT IS A SOCIAL MEDIA NETWORKING SITE (SMNS)?

The backbone of any social media networking site is based on user-friendly interface for the design and maintenance of individuals' profile that may be created after joining it and answering to typical questions of descriptions like as age, location, interests, personal information, and usually an "about me" section. Most social media networking sites also encourage users to upload a profile photo and allow users to enhance their profiles by adding multimedia content or modifying their profile's look and feel. Some social media networking sites in particular Facebook allows the users to add their application that enhances their profile for the employment opportunities (Facebook Detox, n.d.; Is Facebook making us lonely?, n.d.; Create your own blog, n.d.; People you may know, n.d.; My Space, n.d.; Boyd & Ellison, 2007; Kaplan, 2012; Kaplan & Haenlein, 2010; Kietzmann et al., 2011; Digital Journalism – How News is Sourced with Social Media, n.d.; Research Survey, n.d.; Laurent, 2011; Bloomers joining Social at Record Rate, Social Media and Social Networks, n.d.; Kirkpatrick, 2011; An Internet Patent Magazine, Social Media/Don't steal my avatar!, n.d.; FOMO: The Unintended Effects of Social Media Addiction, n.d.).

It has become a new trend of using these special network sites for providing a sense of community and connection to their users within large companies, universities and small businesses. These types of social networking websites have been used for marketing the business, listing the accomplishments of their users, achieving goals, strategic planning and its impact and so while the brand name SMNSs are primarily been used for social connection with the community. There are two ways of building these sites: i) we can create our own stand-alone social site and ii) we can add or link our site to a corporate site.

Social news media usually provide accurate, can be reported by anyone quickly using different media like TV camera, cell phones, iPads and other mobile devices. Maximum number of letters in a frame are about 149, may be in accurate, reporter's integrity may be compromised. Digital devices used for online news include desktop/laptop (70%), smartphone (51%), and tablet (55%) (Boyd & Ellison, 2007; Digital Journalism – How News is Sourced with Social Media, n.d.; Research Survey, n.d.).

DYNAMICITY IN SOCIAL NETWORKING ENVIRONMENT

One of the essential features of internet services is dynamicity which will make sure that the new internet services are always introduced which in turn requires the professionals to keep reviewing their skills and knowledge base and also industries to be more dynamic and aggressive. One of the examples of dynamicity could be a situation where a company may use consultant to have access to view and modify the confidential policies and procedures and at a later time may terminate the consultant and make all the policies and procedures to be unusable.

The concept of dynamicity has been extended as framework in a number of applications of trust management in particular in Peer-to-peer (P2P)

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