Accessing Social Software using Electrical Communication Engine

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ABSTRACT :- **The origins of social software—from blogs to facebooks to instant messaging to wikis—are firmly based in the information technologies of the past few decades. This research bulletin explores the genesis of some of the current social software products, helps define common characteristics, describes how the software is being used in higher education, and examines the implications for activities in colleges and universities.**

Keywords:- SS,Wikis,SocialNetworks,Social Communication.

I. INTRODUCTION

This article is about computer software. For the study of social procedures from a computer science perspective. Social software encompasses a range of software systems that allow users to interact and share data. This computer-mediated communication has become very popular with social sites like MySpace, Facebook and Bebo media sites like Flickr and YouTube as well as commercial sites like Amazon.com and eBay.

Many of these applications share characteristics like open APIs, service-oriented design and the ability to upload data and media. [2] The terms Web 2.0 and (for large-business applications) Enterprise 2.0 are also used to describe this style of software.The more specific terms collaborative software and groupware are usually applied narrowly to software that enables collaborative work. Distinctions among usage of the terms "social", "trusted" and "collaborative" are in the applications or uses, not the tools themselves, although some tools are used only rarely for collaborative work.

II. KINDS OF TOOLS FOR ONLINE COMMUNICATION

Social software applications include communication tools and interactive tools. Communication tools typically handle the capturing, storing and presentation of communication, usually written but increasingly including audio and video as well. Interactive tools handle mediated interactions between a pair or group of users using [4] concept. They focus on establishing and maintaining a connection among users, facilitating the mechanics of conversation and talk.

III. INSTANT MESSAGING

An instant messaging application or client allows one to communicate with another person over a network in real time, in relative privacy. Popular, consumer-oriented clients include AOL Instant Messenger, Google Talk, ICQ, Meebo, MSN Messenger, Pidgin (formerly Gaim), Skype and Yahoo! Messenger. Instant messaging software designed for use in business includes IBM Lotus [6]Same time, XMPP and Microsoft Messenger. One can add friends to a contact c "buddy" list by entering the person's email address or messenger ID. If the person is online, their name will typically be listed as available for chat. Clicking on their name will activate a chat window with space to write to the other person, as well as read their reply.

IV. TEXT CHAT

Internet Relay Chat (IRC) and other online chat technologies allow users to join chat rooms and communicate with many people at once, publicly. Users may join a pre-existing chat room or create a new one about any topic. Once inside, you may type messages that everyone else in the room can read, as well as respond to messages from others. Often there is a steady stream of people entering and leaving. Whether you are in another person's chat room or one you've created yourself, you are generally free to invite others online to join you in that room. Instant messaging facilitates both one-to-one (communication) and many-to-many interaction.

V. INTERNET FORUMS

Originally modeled after the real-world paradigm of electronic bulletin boards of the world before internet was born, internet forums allow users to post a "topic" for others to review. Other users can view the topic and post their own comments in a linear fashion, one after the other. Most forums are public, allowing anybody to sign up at any time.
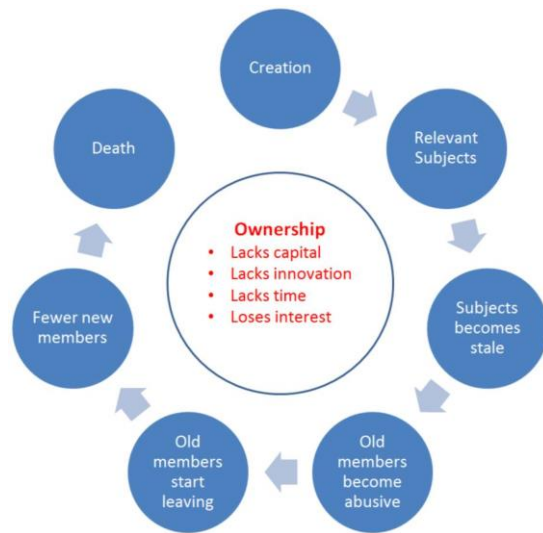
Fig 1: Web forums

A few are private, gated communities where new members must pay a small fee to join, like the Something Awful Forums. Forums can contain many different categories in a hierarchy according to topics and subtopics. Other features include the ability to post images or files or to quote another user's post with special formatting in one's own post. Forums often grow in popularity until they can boast several thousand members posting[8] replies to tens of thousands of topics continuously.There are various standards and claimants for the market leaders of each software category.

Various add-ons may be available, including translation and spelling correction software, depending on the expertise of the operators of the bulletin board. In some industry areas, the bulletin board has its own commercially successful achievements: free and paid hardcopy magazines as well as professional and amateur sites.Current successful services have combined new tools with the older newsgroup and mailing list paradigm to produce hybrids like Yahoo! Groups and Google Groups. Also as a service catches on, it tends to adopt characteristics and tools of other services that compete. Over time, for example, wiki user pages have become social portals for individual users and may be used in place of other portal applications.

VI. WIKIS

A wikb page whose content can be edited by its visitors. Examples include Wikipedia, Wiktionary, the original Portland Pattern Repository wiki, MeatballWiki, CommunityWiki and Wikisource. For more detail on free and commercially available wiki systems see Comparison of wiki software.

VII. BLOGS

Blogs, short for web logs, are like online journals for a particular person. The owner will post a message periodically, allowing others to comment. Topics often include the owner's daily life, views on politics or a particular subject important to them.Blogs mean many things to different people, ranging from "online journal" to "easily updated personal website." While these definitions are technically correct, they fail to capture the power of blogs as social software. Beyond being a simple homepage or an online diary, some blogs allow comments on the entries, thereby creating a discussion forum. They also have blogrolls (i.e. links to other blogs which the owner reads or admires) and indicate their social relationship to those other bloggers using the XFN social relationship standard. Pingback and trackback allow one blog to notify another blog, creating an inter-blog conversation. Blogs engage readers and can build a virtual community around a particular person or interest. Examples include Slashdot, LiveJournal, BlogSpot. Blogging has also become fashionable in business settings by companies who use software such as IBM Lotus Connections.

VIII. SOCIAL NETWORK SERVICES

Social network services allow people to come together online around shared interests, hobbies or causes. For example, some sites provide dating services where users post personal profiles, locations, ages, gender, etc. and are able to search for a partner.
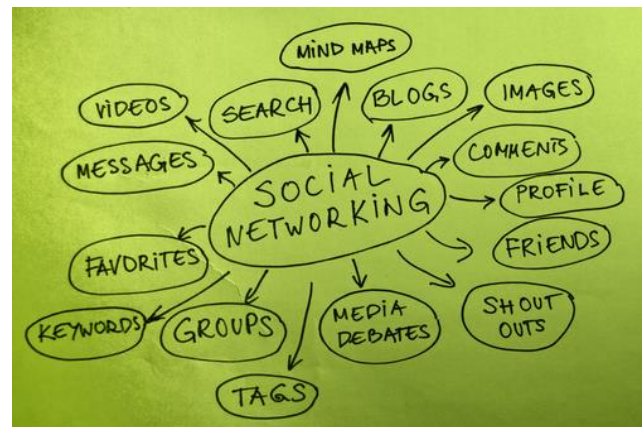

Fig:2 Social Networks Services

Other services enable business networking (Ryze, XING and LinkedIn) and social event meetups (Meetup).Some large wikis have effectively become social network services by encouraging user pages and portals.Anyone can create their own social networking service using hosted offerings like Ning, grou.ps or rSitez or more flexible, installable software like Elgg, BuddyPress, phpFox or Concursive's ConcourseConnect.

IX. SOCIAL NETWORK SEARCH ENGINES

Social network search engines are a class of search engines

that use social networks to organize, prioritize or filter search results. There are two subclasses of social network search engines: those that use explicit social networks and those that use [5] implicit social networks.Explicit social network search engines allow people to find each other according to explicitly stated social relationships such as XFN social relationships.
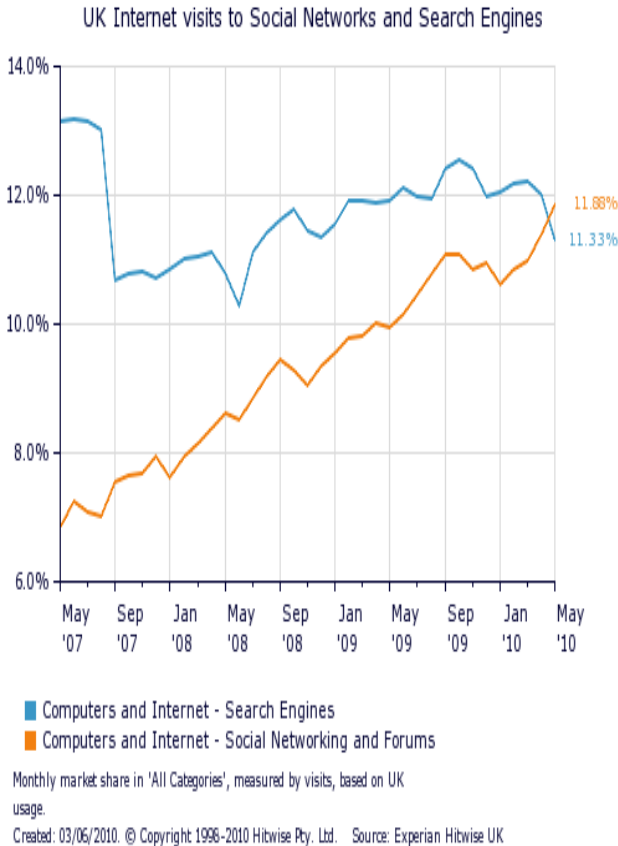

Fig:3 Social Networks Search Engine

 XHTML Friends Network, for example, allows people to share their relationships on their own sites, thus forming a decentralized/distributed online social network, in contrast to centralized social network services listed in the previous section.Implicit social network search engines allow people to filter search results based upon classes of social networks they trust, such as a shared political viewpoint. [3] This was called an epistemic filter in the 1993 "State of the Future Report" from the American Committee for the United Nations University which predicted that this would become the dominant means of search for most users.Lacking trustworthy explicit information about such viewpoints, this type of social network search engine mines the web to infer the topology of online social networks. For example, the NewsTrove search engine infers social networks from content - sites, blogs, pods

and feeds - by examining, among other things, subject matter, link relationships and grammatical features to infer social networks.

X. CONCLUSION

It is clear that the use of social software in ARL member libraries has rapidly increased—from two institutions in 1996 to 63 institutions in early 2008. The range of social software applications has also diversified in that time span—from chat and instant messaging in 1996 to ten, or more, types in 2008. Accompanying this diversification, social software has also been streamlined to some extent. A decade ago libraries implemented one, or perhaps two, applications. Today, libraries implement multiple applications as part of larger integrated tools, e.g., subject guides that are part wiki, part blog, part instant messaging, part social tagging, etc., and social networking sites that are part widget, part media sharing applications, part instant messaging, etc. While the data in this survey offers a snapshot of the past, it also offers a glimpse of the future. Whatever the future holds, it is certain that ARL libraries will continue to offer and expand upon the social software offerings of today.

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