A Survey on Social Internet of Things (SIoT) Revolutionize in Business and Multimedia

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ABSTRACT: Recently there have been quite a number of independent research activities that investigated the potentialities of integrating social networking concepts interested in Internet of Things (IoT) solutions. The resulting paradigm, named Social Internet of Things (SIoT), has the probable to maintain novel applications and networking services for the IoT in more effective and efficient ways. The emergence and popularity of online social networks in recent years has changed the Internet ecosystem important to a more collaborative environment. Nowadays, hundreds of millions of Internet users participate in social networks, variety communities, produce and consume media content in revolutionary ways. There are very successful EU (European Union) online Social Networks that account for more than 200 Mio registered users. They would benefit from working mutually with other relevant EU players to increase their own competitiveness and the competitiveness of the entire EU economy. A partnership among EU partners successfully active on the web (e.g. social networks) would certainly contribute to increase the competitiveness of EU industry on the web. The partnership would plan measures such as skill development, regulatory access and so on to overcome the bottlenecks in order to enhance the competitiveness of EU industry on the web.

KEYWORDS: Internet of Things, social networks, competitiveness, multimedia, multidisciplinary.

I .INTRODUCTION

Social Networks contain undergone a dramatic development in recent years. Such networks provide a suitable place to share multimedia information instantly among all the persons and friends, neighbors in the social graph [2]. Social networks give a powerful reflection of the structure and dynamics of the society of the 21st century and the communication of the Internet generation with both technology and other citizens. Indeed, the dramatic growth of social multimedia and client generated content is revolutionizing all phases of the content value chain with production, processing, division and utilization [5]. It also originated and brought to the multimedia sector a new underestimated and currently critical feature of science and technology: social communication and networking [1]. The importance of this new rapidly growing study field is undoubtedly evidenced by the many associated emerging technologies and applications with online content sharing services and communities, multimedia message in excess of the Internet, social multimedia search, interactive services and entertainment, health care and safety applications [4]. It has generated an original research area called social multi- media computing; in which well recognized computing and multimedia networking technologies are brought simultaneously with emerging social media research [3].

Social Networking Internet services are changing the method we communicate with others, entertain and actually live [6]. Social Networking is one of the primary reasons that various people have become avid Internet users; people who until the emergence of social networks could not find benefit in the web.

Except for the well known "first tier" social networks with hundreds of millions of users that extent in the entire world, there are also many smaller social networking sites that are similarly as popular within the more restricted geographical scope of their membership, inside a city, country or continent, for example. There are also various vertically oriented communities that gather users around a precise topic and thus, they have various dedicated members·

II.RELATED WORK

This manuscript focuses on the research and technological measures to be adopted. It investigates online social networks as a rising multidisciplinary study field that bridges social science and multimedia computing. It reflects the consolidated view of the members of the Next MEDIA project and the Future Media Networks (FMN) cluster with the collaboration with well known experts, in the control of the Networked Media Systems Unit of the Information civilization and Media Directorate broad of the European payment.

Face book is ranked as one of the most visited sites in the world, the rapid growth in reputation of social networks has enabled large numbers of users to communicate, generate and share content, give and accept recommendations, and, at the same time, it opened latest challenging problems. The unbounded enlargement of content and users pushes the Internet technologies to its restrictions and demands for new solutions .Considerable amount of effort has already been devoted worldwide used for problems such as content organization in large scale collections, context awareness, multimedia search and recovery, social graph modeling - analysis and mining, etc.

III .CURRENT SITUATION IN SELECTED AREAS OF SOCIAL NETWORKS

In this the present condition in particular areas of SNSs, was discussed by the authors and highlighted in the manuscript. It should be noticed that the function of this chapter and the manuscript in general, is not to give an in-depth and thorough state-of-the art in all the areas. Though, we emphasize the areas that have been selected as the most essential ones and give the complicated readers 'the first step' for their further study.

Social graphs:

A graph is a mathematical concept for modeling relationships among things. A graph is constructed from nodes and edges. Where, nodes means the things and edges means the relationships .This mathematical device that can model natural and reproduction systems such as financial system, deceases, power grids, etc. On the other hand, graph analysis and social network analysis are also expensive tools for studying the web and human behaviors of the web users.

Social network analysis may be useful in any web field where a graph may be constructed. Since the appearance of social networking sites, users were forming graphs among their friends and this was the best source of fresh data to apply social network analysis. One of the most famous issues in social networks is the identification of a network nodes based on real world awareness (school friends, colleagues etc.) or web extracted knowledge.

Social Network Analysis

Social network applied in the web by utilizing the interconnected Web 2.0. responses of posts and the blog roll (list of other blogs) of each blog has constructed a graph that will provide some useful information. This structure was complicated to update, error prone (copy paste links, write urls, etc.) the users must have a web page or blog of their own.

Social networking sites produced the tool that made relations to track and access more effectively. Now a day's every user has an account in a SNS can tag the information and generate it to that network. Digs, Likes, tweets, etc. are one button events that users execute while surfing in the web in to post some information without leaving from the web page.

Social graph

Social graph is used to provide interface interconnecting web pages .The most common practice is to add a "Like" button in front of a media object in a web page and user shares their "Likes". When a user clicks on the Like button, then a new connection is formed in the user's profile. Based on the survey 500 million, active Face book users that surf the web and collect "Likes".
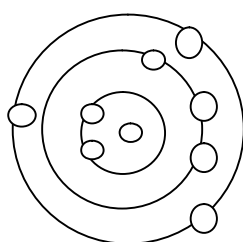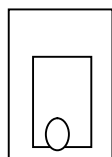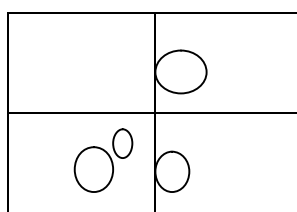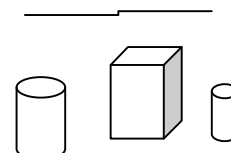
Social   Mobile   Analytics   Cloud Internet of things

IV.BUSSINESS WITH SOCIAL NETWORKING

It is a different area with huge growth potential is the use of social networks and social networking techniques for business whether it is for humanizing communications, for advertising or by deriving business intelligence. There are now various different solutions in the market for "Social Business Solutions" and large IT companies and consulting forms are initial to create new departments in this area.
Businesses are realizing that traditional communication and marketing methods are less effective when compared with the social networking.

Social Businesses:

Intra company relations: The activity can be considered as a dedicated social network and all the members are employees. This flat relationship between employees can increase collaboration, originality and brain-storming. "Social CRM".with intra company relations, Allows more formal hierarchy to work mutually in a more collaborative way in the company
Blogging
 This can be a very direct approach, and an interactive way for companies to communicate effectively to their providers, clients, shareholders, customers, etc. this is much more efficient and effective way to spread information and news and to receive feedback, complainants directly from the recipient.

V. SOCIAL NETWORKS CHALLENGES

This section presents selected open research challenges that are currently being investigated by the research community. The authors would like to make clear that these are only few of the dozens of challenges that are faced by research community towards for a secure social web.
Analysis of security in terms of social networks
The threats to social networks people tend to reduce the original alert and this makes it easier for malware to spread. In social networks we study the threats to social networks analyze the targets what an attacker want and the methods how attackers enter the network

Searching social media
Searching in social media such as blogs, tweets and other is still a major issue since posts are   small in size but   are frequent and with little contextual information and sometimes temporal.   Moreover, different users will have different needs while in the consumption of social media. Real time search has to balance key terms such as timeliness,authority, relevance and quality, of the content..

Social Entertainment

Research is needed on better mass feedback mechanisms for social entertainment. Social gaming is a serious hurdle in the present social networking.

VI. CONCLUSION

This paper examined social networks as a new multidisciplinary research field that bridges a path between the social science and the multimedia computing. It introduced the most important aspects of social networks by considering four main aspects: state of the art challenges trends and overview, social networks, accounting more those 200 Million users who are registered, are able to increase the competitiveness of Indian web industry by collaborating with established Indian ICT industry and academia. The goal of this publication was to provide an initial base line and to buildup a discussion forum on the critical concerns and issues related to social networks. The outcomes of these discussions could feed in the research agendas of the Indian programmers for the near future.

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