Social App Using Django and Python

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Abstract: Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration. It majorly focuses on building and verifying of online social networks for communities of people who share interests and activities, or who are interested in exploring the interests and activities of others, and which necessitates the use of software. Most services are primarily web based and provide a collection of various ways for users to interact, such as messaging, queries, advices. This social media project is built on Django Sqlite3 database incorporated within Django Web Framework using PyCharm IDE. It uses trivial templates with Bootstrap & jQuery for UI& UX, a RESTful API for the web client using Django Rest Frame work. The content from users they have subscribed to will be visible in the subscribed tab and categories they have subscribed to will be visible in the feed tab. Companies are increasingly using online communities to create value for the firm and their customers.

Keywords: freelancer business, social networking,, freelancing platform.

1. INTRODUCTION

Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. People use social media to stay in touch and interact with friends, family and various communities. Businesses use social applications to market and promote their products and track customer concerns. Business-to-consumer (B2C) websites include social components, such as comment fields for users. Various tools help businesses track, measure and analyze the attention the company gets from social media, including brand perception and customer insight. Social media has enormous traction globally. Mobile applications make these platforms easily accessible. Some popular examples of general social media platforms include Twitter, Facebook and LinkedIn. In business, social media is used to market products, promote brands, and connect to customers and foster new business. As a communication platform, social media promotes customer feedback and makes it easy for customers to share their experiences with a company. Businesses can respond quickly to positive and negative feedback, address customer problems and maintain or rebuild customer confidence.

Social media is also used for crowdsourcing. That's the practice of using social networking to gather knowledge, goods or services. Companies use crowdsourcing to get ideas from employees, customers and the general public for improving products or developing future products or services. In less than a generation, social media has evolved from direct electronic information exchange, to virtual gathering place, to retail platform, to vital 21st-century marketing tool. In a sense, social media began on May 24, 1844, with a series of electronic dots and dashes tapped out by hand on a telegraph machine. While the roots of digital communication run deep, most contemporary accounts of the modern origins of today's internet and social media point to the emergence in 1969 of the Advanced Research Projects Agency Network — the ARPANET.

This early digital network, created by the United States Department of Defense, allowed scientists at four interconnected universities to share software, hardware, and other data. A decade later, in 1997, the first true social media platform was launched. This service was followed in 2001 by Friendster. These rudimentary platforms attracted millions of users and enabled email address registration and basic online networking. In 2002, LinkedIn was founded as a networking site for career- minded professionals. By 2021, it had grown to more than 675 million users worldwide. It remains the social media site of choice for job seekers as well as human resources managers   searching for qualified candidates. By 2008, it was eclipsed by Facebook. Google's attempt to elbow its way into the social media landscape, Google+, launched in 2012.Facebook, launched in 2004 by Harvard student Mark Zuckerberg, it has nearly 1.7 billion users — including 69% of U.S adults. Reddit, Launched in 2005 by Massachusetts 20-somethings Steve Huffman and Alexis Ohanian as a news-sharing platform, its 300 million users have transformed Reddit into a combination news aggregation/social commentary site. Its popularity is based on the ability to "up-vote" and "down-vote" user posts. Twitter, founded in 2006 by Jack Dorsey, Evan Williams, Biz Stone, and others as a   microblogging site, by 2021, 22% of U.S. adults were

Twitter users, according to Pew Research. [1] Instagram, founded in 2010 by Stanford graduate Kevin Systrom as a photo-sharing site and purchased by Facebook in 2012, Instagram has more than 1 billion users worldwide. Pinterest, founded in 2010 by iPhone app developer Ben Silbermann as a visual "pin board," Pinterest became a publicly traded company in 2019 and has more than 335 million active monthly users. At first, social media existed to help end users connect digitally with friends, colleagues, family members, and like-minded individuals they might never have met in person. Today's social media landscape is populated by a suite of services that jockey for the attention of more than 5 billion mobile device users worldwide. As social media companies grew their user bases into the hundreds of millions, the business applications of Facebook, Twitter, and other social platforms began to take shape. Social media companies had access to some of the richest trackable user data ever conceived. Facebook began to place ads on its platform as early as 2006.[1]Twitter enabled ads in 2010. LinkedIn, Instagram, Pinterest, Snapchat, and TikTok all have

attempted to monetize their services through various forms of sponsored advertising. In addition to placing ads on social media platforms, companies discovered the potential utility of cultivating an active, engaged social media presence. Whereas social media advertising must be paid for, the act of creating and sharing informative or entertaining content on Facebook, Instagram, Twitter, and other platforms is an attempt by brands to grow an audience organically, in other words, without paying for it directly.
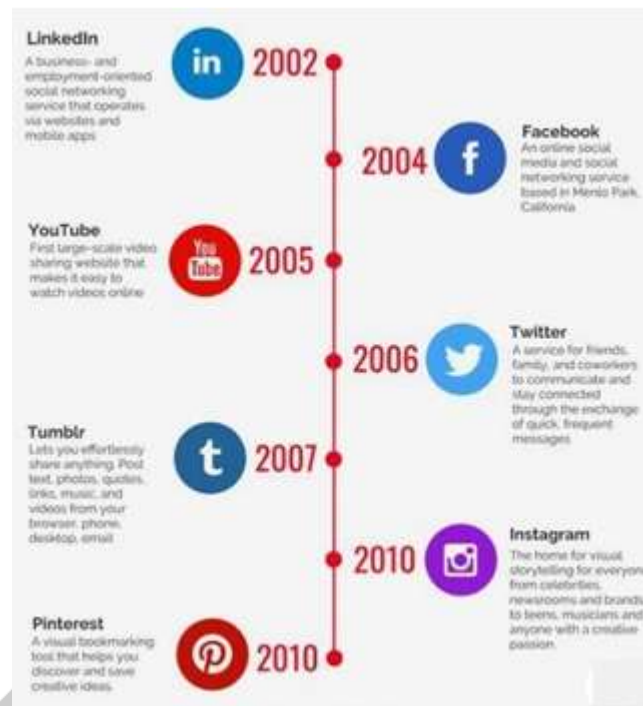

Fig 1: Timeline & evolution of social media

This project emphasis on gathering people so they can give their point of view on a common interest, The application consists of many categories for the user to register under and view contents of their interest. This application will help people to share their point of view, information, interest all under one platform and same time they can promote their business if they have one current market suggests that social platform is best to reach your target market.

For now, social network seems to be the best available platform for the one who wants to promote their business and wants to reach maximum crowd possible. Social networking site is one of the best for free exposure. As there are lots of ways to get your name out there and most of them are cost effective. It's better to take advantage of social networking to connect with the artist and recognized person. The concept of this project came from other famous apps such as YouTube, twitter, Facebook which bring the users but lack a medium or a platform on which users can discuss on a particular topic and also gain popularity and build business through it. The aim is to combine the use of all the major apps currently being used and enhance the simplicity for the user to make it more user friendly after observing the current giant social network.

2. LITERATURE SURVEY

Social Networking, Matthew N. O. Sadiku, Adedamola A. Omotoso, Sarhan M. Musa (2019)

Social networks constitute the greatest global information platform on the Internet today. They have become an indispensable part of our daily lives as people spend more time socializing on the Internet. The penetration of these technologies into the popular culture has been pervasive. Social networking has changed the way people communicate, share information, and interact socially. It allows individuals to connect and socialize with others, regardless of location. As the popularity of social networking increases, new applications for the technology are often being observed. A new trend is the social internetworking of machines. The ultimate goal in this evolution is creating the Internet of Things (IoT) and social networks among machines. However, creating online social networks raises privacy concerns of possible misuse. This paper provides a brief introduction to social networking and its diverse applications.[2]

Social Network Structure as a Moderator of the Relationship between Psychological Capital and Job Satisfaction: Evidence from China, Yuanyuan Xiao, Fan Gu (2021)

This study extends research by examining the moderation effect of social network structure on the relationship between psychological capital and job satisfaction in the Chinese context. Thus, we could better realize the important role of social networks in Chinese daily life is the main academic contribution of this study. In order to test the effect of psychological capital on job

satisfaction and the moderation effect of social network structure on this relationship, the hierarchical regression model was adopted to test the hypotheses. To avoid multicollinearity, all variables in the study were grand-mean-centered. In this study, they collected the data for four major variables (i.e., psychological capital, job satisfaction, network size, and tie strength) from the same source. Extending the prior job search research, a social network perspective is applied to explore whether social network structure moderates the impact of psychological capital on job satisfaction. By using the data from a two-wave longitudinal design, the results show that network size moderates the relationship between psychological capital and job satisfaction, such that the relationship is more positive for jobseekers with small social networks. Moreover, tie strength also moderates the relationship between psychological capital and job satisfaction, such that the relationship is more positive for job seekers with weaker ties in their social networks.[3]

Beyond the Internet of Things: The Social Networking of Machines Marina Pticek, Vedran Podobnik, and Gordan Jezic (2016)

Communication is a prerequisite for any form of social activity, including social networking. Nowadays, communication is not reserved only for humans, but machines can also communicate. This paper reviews the state-of-the-art technology in the area of Machine- to- Machine (M2M) communication by comparing the M2M concept with other related research paradigms such as Wireless Sensor Networks, Cyber-Physical Systems, Internet of Things, and Human-Agent Collectives. The machine social network conceptually complies with the machine Web 2.0 paradigm. It is a network of devices that are contextually, socially, and network aware and which are able to dynamically create (social) connections between each other in order to offer services to each other and to jointly solve problems. All social networks comprise entities and their interconnections. Entities are represented by their profiles; connections define the manner and direction of communication between them. In machine social networks, machines are the entities and are represented by machine profiles, whereas their associated relationships are characterized as social connections. Furthermore, the paper analyses trends in the interconnecting of machines and identifies an evolutionary path in which future (smart) machines will form mostly or completely autonomous communities bonded through social connections. Such communities— machine social networks—will be formed dynamically, just like human connections, and based on the needs of machines, their context, and state of their environment. Finally, the paper outlines the current evolutionary stage and identifies key research challenges of machine social networking.[4]

In a World of social media: Instagram Use in Social Networking Marketing and Its Effect on Well-Being, Manish Singh, Nilesh Kumar (2021)

Many companies use various social media platforms as advertising platforms so that they can reach more and more people. Social media helps bloggers to drive traffic to their websites. One of the famous social media platforms is Instagram. This platform allows users to share photos and videos with their friends. According to official statistical information,90 to 95 million pictures is posted on Instagram daily. Many Teachers use Instagram to develop classroom activities innovatively. Instagram is successful today because they provide very interesting features and their user interface is so simple. This paper gives a summary of how to develop an app like Instagram. We can now understand what efforts are required to develop an app like Instagram. We all know that Instagram gains popularity due to its simple interface and excellent features. For developing an app like Instagram, the important point is to include basic features of Instagram and always observe the new thing it uses and come up with the features which distinguish your app from other photo-sharing apps. It is very important to keep your app updated and it is only done by continuously testing and improving. The main function of a photo-sharing app is to share the image which is transferred from the user's device. In our app, there must be a feature of video sharing because nowadays people are attracting more towards the application which has both functions for sharing. There are lots of photo-sharing applications are present there so creating some unique or exclusive is important.[5]

3.   PROPOSED METHODOLOGY

3.1   Agile Methodology Application Development

The main reason behind selecting the Agile method is the simplicity of this strategy which is rapid development without too much need of documentation in case of the android application we need to build, check, correct, rebuild, test continuously and every time we make changes, we need to go through these steps to verify the results of our work. Agile methodologies including programming, development and project management involve simplifying the software development into small modules, while combining documentation and quality testing at every step. The regular waterfall methodology includes judging the requirements ahead of time with testing and documentation as end steps rather than being the crucial part of development. This methodology provides improvement techniques that are effective and profitable for portable applications advancement.
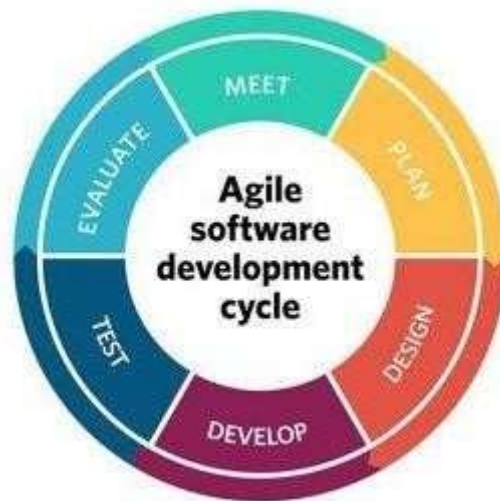
Fig -2: Stages of Agile Development

3.2   Agile is compatible well with changing mobile application requirements

Highly changing requirements present in android mobile apps require adaptive software development methods that is adaptive. Agile is ideal for projects with high levels of uncertainty or variability and are appropriate for mobile app development.

3.3   Agile development encourages stakeholder involvement in mobile projects

Stakeholder engagement in mobile projects enables monitoring of activities which improves increases productivity, profit, and sustainability.

3.4   Agile increase's reliability and leads to continued use of mobile apps

Agile development with its iterative testing and quality assurance practices assists developers to build in more quality and reliability through repeated cycles of testing.

3.5   Agile is flexible
In conventional advancement ventures, we compose a major spec in advance and after that tell entrepreneurs that it is so costly to change anything, especially as the venture goes on. In dread of extension crawl and a ceaseless venture, we oppose changes and put individuals through a change control advisory group to keep them to the basic least. Dexterous advancement standards are distinctive. In coordinated Demo of Alpha -
Developed application along with the merged UI is run on the device to test for a smooth functioning. Improvement, change is acknowledged. Truth be told, it's normal. Since the one thing that is certain in life is change. Rather the timescale is settled and necessities rise and advance as the item is produced. Obviously for this to work, it's basic to have an effectively included partner who comprehends this idea and settles on the essential exchange off choices, exchanging existing degree for new.

3.6   Agile is well suitable for faster delivery and short development lifecycle of mobile apps

While the team needs to stay focused on delivering an agreed-to subset of the product's features during each iteration, there is an opportunity to constantly refine and reprioritize the overall product backlog. New or changed accumulation things can be made arrangements for the following cycle, giving the chance to present changes inside half a month. The sans bug speedy conveyance of item is all around upheld by Agile, A key rule of spry advancement is that trying is coordinated all through the lifecycle, empowering normal investigation of the working item as it creates. This permits the item proprietor to make changes if important and gives the item group early sight of any quality issues.

●   Wireframes - Elements visible on each of the screen of the mobile application are discussed and noted down as wireframes.

●   Storyboard - Everything including the images to be shown, icons appearing, theme, color, background, etc. is a part of storyboard.

Steps in Agile:

●   Process Flow - Higher level elements in the application are determined. For example - conditions such as user login or admin

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login and related steps are defined.

● Infrastructure building - Planning and development of application architecture is performed it is done in this phase. Coding is done to give life to the application.

● Functionality Inclusion - Database components, social media, and other features are implemented and together integrated in the application. Testing - The application is tested for bugs by running various programs, performing checks at different conditions to ensure it is robust and flawless.

● Final Release - The thoroughly tested and checked application is finally made available to end users.

APPLICATIONS

Social networking applications have become important services that provide Internet-based platforms for their users to interact socially. Common applications involve computer-mediated social interaction, education, business, finance, healthcare, politics, religion, and crowdsourcing. Social Interaction: Social networking sites facilitate computer-mediated social interaction and make it possible to connect people who share interests and activities across political, economic, and geographic borders. They provide a modern form of entertainment. People use them to meet new friends, find old friends, locate people with similar interests, and staying in touch with old acquaintances. They also provide an online environment for people to communicate and exchange personal information for dating purposes. Some job seekers use social networks in their job search increasing their chances of receiving job offers and finding gainful employment.

Education: Social networks are impacting the way students and educators engage in learning. They are now used for learning, educator professional development, and content sharing. Scientific communities use social media to exchange knowledge. Researchers and librarians use social networks frequently to maintain professional relationships and share ideas. Social media can become research and learning networks. Social networking media such as Facebook, Twitter, and Instagram are widely used at many universities with each university having at least a page on a site. Privacy, real friendship, time- consumption, and miscommunication are challenges facing education through the social networking. On the other hand, flexibility, repeatability, convenience, and accessibility are the key benefits.

Business: Social networking between businesses is another great application. It can be an effective promotional tool for businesses, entrepreneurs, actors, musicians, or artists. Companies use social networking sites in five major ways: to create brand awareness, as an online reputation management tool, for recruiting, to learn about new technologies and competitors, and to intercept potential prospects. Social networking sites help businesses to advertise their products, recognize consumer's needs, and gather opinions on diverse viewpoints. New opportunities for global finance are created through the use of virtual currency in social networks. Social networks allow consumers to share their personal experience which help early adopters make informed purchase decision and reduce the risk of buying a new product.

Healthcare: social media enables different types of social connectivity among different stakeholders such as doctors, patients, and caregivers. Social networking is an effective tool for teaching and learning for doctors and nurses as SNS is used to provide new information from research and assist in providing quality care to their patients. Virtually all aspects of healthcare can be inherently affected by these technologies. Examples of health-related social networking sites include health chapter, Inspire, Daily Strength, Topsoiled, Health Care 2.0, Livestrong, Everyday health, revolution health, MyCancerPlace, Planet Cancer, No Surrender, Prostate Cancer Infolink, Psych Central, sobercircle, diabetic connect, and DailyPlate.

Politics: Social networking seems to be impacting political life and political movements across the globe. It has influenced voting and induced social changes, unrest, uprisings and revolutions all over the world.
Social networking will make government to be more accountable and enable citizens to exercise freedom of speech. It also helps to engage people in the democratic process and to get the younger generations involved in politics. For example, Barack Obama successfully incorporated social media in his campaign in 2008, engaging people, empowering volunteers, and vastly increasing donors. Obama because the first US president to fully understand the power of social media.

5.   FUTURE SCOPE

What happens next in social media almost certainly will be shaped by the evolving business model, as well as by advances in storytelling technology. How will mega platforms such as Facebook, Twitter, TikTok, and others make money? How will end users adapt? How will businesses spread their messages and use social media to build audiences? The answers to these questions will determine the next stage of social media's evolution.

Premium Social Media Services What does the future hold for social media? According to a recent article in Entrepreneur, "11 Ways Social Media Will Evolve in the Future," consumers will gravitate toward services that allow them to:

● Personalize content at a granular level

- Reduce the amount of vitriol and conflict commonly found on public social media feeds
- Increase focus on protecting privacy
- Take greater advantage of the utility of mobile devices
- Focus more on community building

This could mean a movement toward paid subscription services on social media, according to Entrepreneur. The challenge for marketing professionals will be to meet the shifting demands of social media users while maintaining an authentic brand voice.

6.   CONCLLUSION

Social networking has changed the way people communicate, share information, and interact socially. It allows individuals to connect and socialize with others, regardless of location. As the popularity of social networking increases, new applications for the technology are often being observed. A new trend is the social internetworking of machines. The ultimate goal in this evolution is creating the Internet of Things (IoT) and social networks among machines Social networks are impacting the way students and educators engage in learning. They are now used for learning, educator professional development, and content sharing. Scientific communities use social media to exchange knowledge. Researchers and librarians use social networks frequently to maintain professional relationships and share ideas. Social media can become research and learning networks. It also helps to engage people in the democratic process and to get the younger generations involved in politics. Social media enables different types of social connectivity among different stakeholders such as doctors, patients, and caregivers.

Social networking is an effective tool for teaching and learning for doctors and nurses as SNS is used to provide new information from research and assist in providing quality care to their patients. New opportunities for global finance are created through the use of virtual currency in social networks. Social networks allow consumers to share their personal experience which help early adopters make informed purchase decision. Social networking between businesses is another great application.

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