

## Cross Linked Social Media Networks

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**Abstract**— As the penetration of Social Media Networks in today life is increasing, people tends to use different social media platforms to express their knowledge, information and views. Different media platforms provide variety of features to users and people use them according to their requirements. With advancement in SMNs, there is a need to acknowledge different users active on multiple SMNs. Cross platforms identification helps to identify similar users accessing multiple social media platforms. In this paper, we are presenting a system comprising of three different platforms namely AITBoys, AITGirls and AITTeam. This system includes the users from an institute i.e. students and staffs. Users get the multiple options regarding posting (public, private), adding multiple friends, acknowledging different users active on multiple platforms i.e. how many platforms are being used by any particular user etc. This system is also subjected to security measures to check unwanted post, provide safety for data transmission.

**Key words:** Social Media Networks, AIT Boys, AIT Girls and AIT Team

### I. INTRODUCTION

Today, most of the people are using social media sites. People use different social media applications according to their requirements.

AITBoys, is a non-profit corporation which is mainly designed for boys studying in an institute. Enabling the users to communicate and share their thoughts and ideas with the help of features available in this platform.

AITGirls, is a platform similar to AITBoys which is mainly designed for girls studying in an institute. Registered users can view and post events.

AITTeam, is a multi-user platform where students as well as staff can access the features provided in the platform. This enables sharing information via post events to a particular user, particular group or common to all users. The idea of cross-application social media network can be applied here. The system uses the information of user available on different social media platforms to calculate the better results. Profile contains different information (public posts, friends, users active on particular platform information). Obviously, leveraging multiple profile features can result in better user identification.

### II. LITERATURE SURVEY

The system presents a schema for linking multiple online profiles using USN (University Seat Number). This way, we devise a model to identify the uniqueness of USN which can be used to denote a probability to the single USN from two different online platforms. The technique identifies the uniqueness of USN and reusability of same USN on different platforms.

The particular student identification number or USN are owned by a particular user belonging to any university. The system analyzes the cross-platform for

identifying the number of platform a user is active on (i.e. registered). The same username does not necessarily guarantee the same identity which means a specific USN can be used by a single user. It provides the feature to view the user's information and to interact with the user via posting events, messages and sending friend requests.

We further developed a strategy to deal with irrelevant content posted online. The admin is a super user which can operate and delete the inappropriate things on the social site. User identification task is addressed by viewing different records of the user like the number of platform a user is active, email address, date of birth and so on. Users on AITBoys or AITGirls basically post events visible to the users on their own platform. AITTeam enables posting of events to an individual group, a particular user on the platform or to whole group of users and have owned other features for better interactions.

### III. SYSTEM ARCHITECTURE

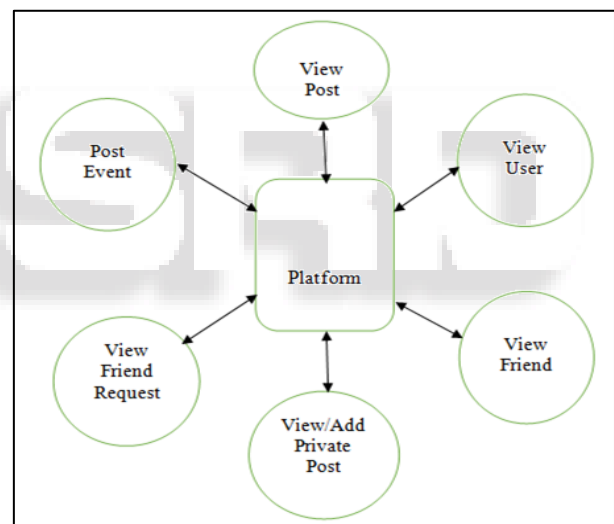


Fig. 1: Block diagram of the system

- Post Event: Allows user to publically post anything, which can be seen by the friend's.
- View Post: Any post that are being posted by friend's can be viewed here.
- View User: All individual registered on the current platform can be viewed. We can send friend request to anyone we wanted.
- View Friend: People those became friend's, can be viewd in view friend.
- View Friend Request: User's who have sent friend request to current user can be viewed, and the user have authentication to accept or not.
- Add Private Post: We have this function for sending one-to-one message to any of the friend, only the person sent to, can view this message.
- View PrivatePost : Personal messages can be viewed and can reply to those messages.

#### IV. PROPOSED SYSTEM

Identifying anonymous users across multiple SMNs is challenging work. To address this problem, we proposed an approach based on conditional random fields called Joint Link-Attribute (JLA). JLA considered both profile attributes and network properties.

The proposed system provides better result regarding identification of identical users on different social media networks. In the proposed system, information regarding users using different platform helps in the operation of identification of identical users. This operation reduces computational complexity, since only a very small portion of unmapped users are involved in each iteration. Moreover, since only mapped users are exploited, our solution is scalable and can be easily extended to online user identification applications. User identification methods can be applied simultaneously to examine multiple SMN platforms.

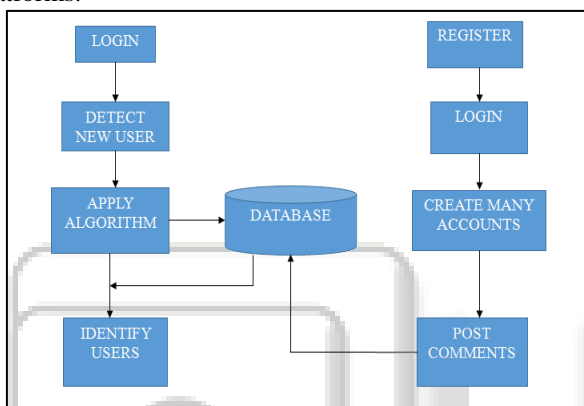


Fig. 2: Flow Chart

The proposed system requires basic information regarding users profile during registration process. Each users get the details about others users regarding how many platforms they are using or active on. Proposed system provides the features of post events (public, private). AITBoys and AITGirls platform present in this proposed system can be accessed by boys and girls students of an institute. Both these platforms provide the facility of communication, share ideas on one to one or public basis. AITTeam platform can be accessed by users including boys, girls and staffs of an institute. This platform provides post events in a unique manner i.e. user can post or share their ideas for one to one basis, particularly to boys users, particularly to girls users, particularly to staff basis or common to all. The proposed system helps the users to identify identical users active on different SMNs.

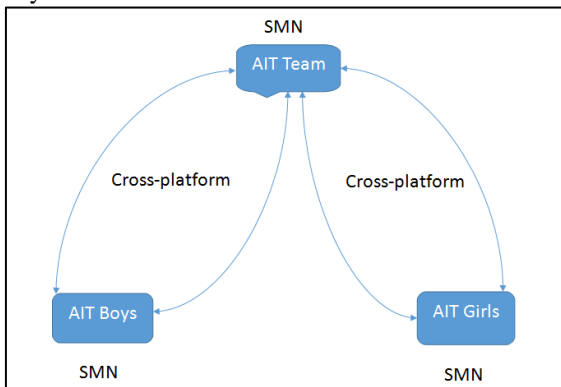


Fig. 5: Cross Platform Design

#### V. CONCLUSION

The difficulties of user identification across different SMN platforms are taken into consideration and an innovative solution has been offered. Hence we have developed a uniform network structure-based user identification solution. On all the platforms having friendship structure, our solution can be implemented easily. This may also be extended to other studies in social computing having cross application problems. This method can be applied to large datasets and online user identification applications, as only the adjacent users are involved in each iteration process. Only a certain portion of identical users can be recognized with this method, because identifying unknown user in various SMNs is very challenging task. The studies addresses the identification of users by considering the profile information such as email id, DOB, the number of platform a user is active on, etc.

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